

The Fifth Estate

RADIO TELEVISION CABLE SATELLITE

# Broadcasting Jun 20

21 JUN 1988



AL 36112

AUL-SAS  
ROOM 122  
BLDG 1405  
MAXWELL

57th Year 1988

Network affiliates  
wrap up annual  
meetings



  
Buena Vista  
Television



# Meet the local muscle.

The GOLDEN GIRLS.

They're your insurance policy against the competition.

They proved it three years in a row by dominating the most competitive battleground on television, the toughest turf in the business, Saturday night.

They shot down everything the networks could throw at them. Action hours, sitcoms, the Olympics, the World Series, and even such blockbuster movies as Superman and Rocky III.

GOLDEN GIRLS is the kind of breakthrough show that brings people to a set, and keeps them there all night. It's appointment TV, and it's the only show available for at least the next five years with the muscle to change an entire daypart. It's your last chance to anchor and elevate complete program blocks, even in the most competitive television environment ever.

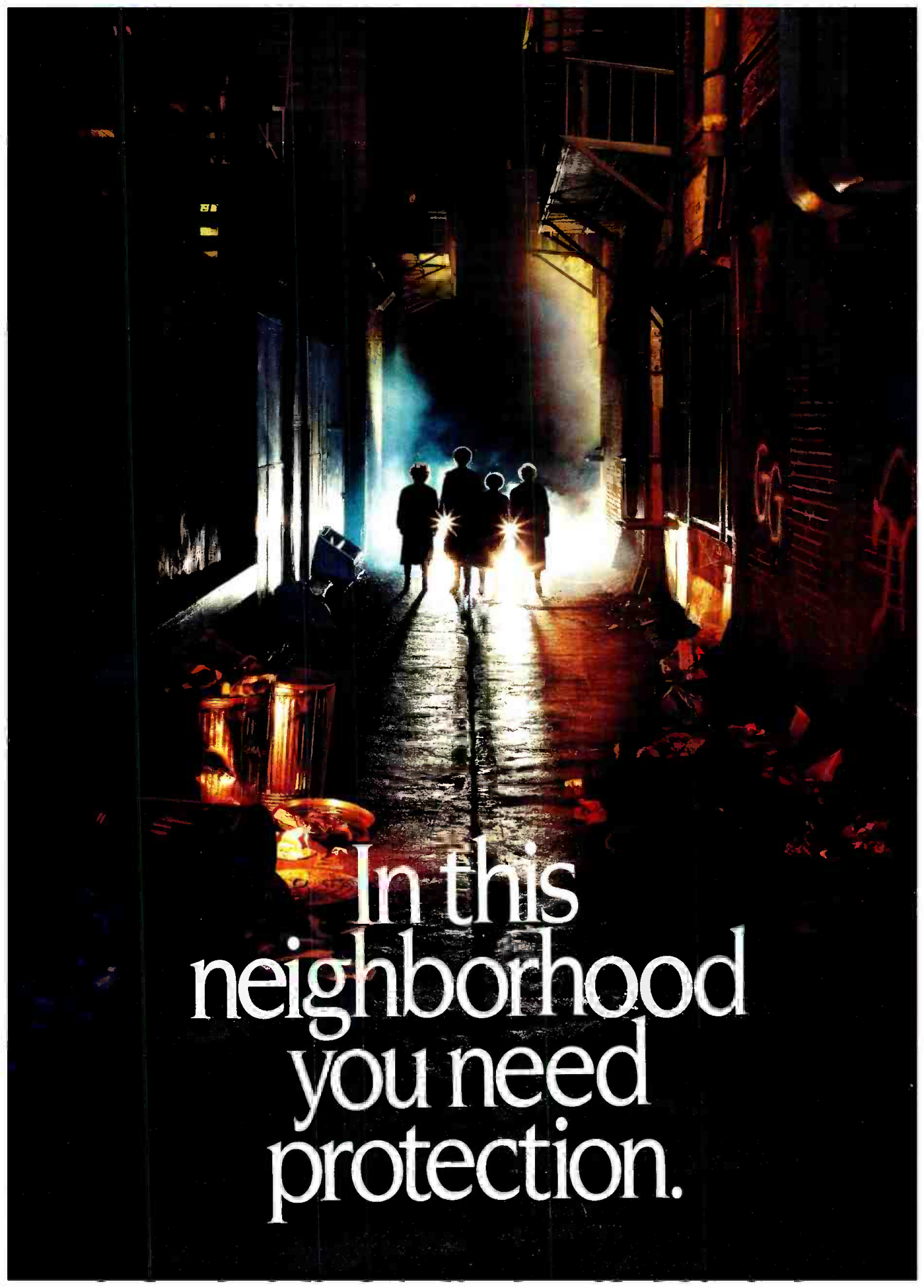
The GOLDEN GIRLS. If they've got the firepower to blow away Superman and the World Series, imagine what they could do for you.

The toughest bunch of mothers on TV. Available for Fall 1990 or 1991.

## THE GOLDEN GIRLS



© 1988 Touchstone Pictures and Television



In this  
neighborhood  
you need  
protection.



# Broadcasting Jun 20

**CBS's spirited affiliate meeting in L.A....page 35**

**NTIA says cable regulations need reshaping....page 37**

**Fox network's future far from guaranteed....page 40**

**EYE OF THE STORM** □ Overall, CBS affiliates were said to be optimistic about network's upcoming season, despite fact that only two new shows were deemed potential hits. CBS president and CEO Laurence Tisch takes blame for network's third place finish; criticism of network's promotional campaign and news division, also heard. **PAGE 35.**

**LONG, HARD LOOK** □ In 127-page report released last week, National Telecommunications and Information Administration says cable regulatory framework needs to be changed. **PAGE 37.**

**COLOR THEM CONCERNED** □ National Association of Broadcasters, Turner Broadcasting and Motion Picture Association of America speak out against amendment to House bill proposing film commission to deal with colorizing issues. **PAGE 41.**

**STAYING IN BUSINESS** □ AGB Television Research, peplemeter competitor to Nielsen, says it needs multiyear commitments from ABC and NBC and renewal by CBS to survive economically. **PAGE 41.**

**PENNY FOR YOUR THOUGHTS** □ Senate and House members receive more than \$100,000 in honoraria in 1987 from Fifth Estate interests. **PAGE 44.**

**HILL INQUIRY** □ House panel examining H.R. 1885 hears charges that cable is stifling development of competing services, including TVRO and wireless

cable interests. But cable representatives say legislation is not needed. **PAGE 49.**

**ALL IN THE FAMILY** □ Home Box Office says it is putting more marketing dollars into its family-oriented Festival service, promoting it to homes that already have at least one other pay service. **PAGE 51.**

**GROWING CLAIMS** □ Revised forecast by McCann-Erickson senior vice president, Robert Coen, says TV network revenue will grow 4%-5% this year. **PAGE 54.**

**STANDARDS** □ CBS News correspondent Bill Plante, keynote speaker at fifth annual BROADCASTING seminar in Boston, says network reporters must maintain standards without sacrificing their search for audience. **PAGE 56.**

**BIGGEST** □ Buyback deal proposed by three senior executives of Infinity Broadcasting is valued at \$484 million, which would make it largest radio deal in history. **PAGE 61.**

**CREATING HIS NICHE** □ John Hendricks started The Discovery Channel with belief that nonfiction documentary entertainment was well-defined and unserved cable service waiting to be claimed. As TDC marks its third anniversary, Hendricks says he just may do it all again. **PAGE 95.**

## INDEX TO DEPARTMENTS

|                        |    |                       |    |                  |    |                               |    |
|------------------------|----|-----------------------|----|------------------|----|-------------------------------|----|
| Cablecastings .....    | 58 | Fifth Estater.....    | 95 | Masthead .....   | 32 | Ridling Gain .....            | 63 |
| Changing Hands.....    | 68 | For the Record .....  | 76 | The Media .....  | 51 | Satellite Footprints .....    | 54 |
| Closed Circuit .....   | 6  | In Brief .....        | 96 | Monday Memo..... | 33 | Stock Index .....             | 50 |
| Datebook .....         | 30 | In Sync.....          | 75 | On Radio .....   | 61 | Syndication Marketplace ..... | 67 |
| Editorials .....       | 98 | Journalism.....       | 56 | Open Mike .....  | 32 | Technology.....               | 72 |
| Fates & Fortunes ..... | 91 | Law & Regulation..... | 44 | Programing ..... | 64 | Where Things Stand.....       | 10 |

**INDEX TO ADVERTISERS:** Ampex 15 □ Antonelli Media Training Center 93 □ Blackburn & Co., Inc. 68 □ Bolton Research Corp. 62 □ Buena Vista Television Covers 2, 3, 4 □ Business Radio Network 63 □ Chaplin & Millar, Inc. 76 □ Classified Ads 83-90 □ Comark Communications, Inc. 43 □ Communications Equity Associates 71 □ R. C. Crisler & Co., Inc. 70 □ GE American Communications 28-29 □ Greyhound Financial Corp. 73 □ Harris 34 □ Ted Hepburn Co., The 69 □ KABC-TV 8-9 □ Katz Front Cover □ Lorimar Syndication 4-5 □ MCATV 12-13, 27 □ Media Venture Partners 72 □ National Assn. of Broadcasters 18 □ Orion Television Syndication 16-17 □ Professional Cards 81 □ Prudential Venture Partners II 74 □ Raycom Entertainment Cover 5 □ Reeves Entertainment Group 45 □ Hal Roach Studios 31 □ SCS Radio Network Services 61 □ Select Media Communications 19 □ Services Directory 80 □ Fred Silverman Co., The 11 □ SONY Broadcast Products 23, 24-25 □ Joe Sullivan & Associates, Inc. 91 □ TeleVentures 7, 20-21 □ Ward-Beck Systems Ltd. Cover 6

# TWO GREAT M

# 1.



**NEW WORLD.** It took a man with the courage of Christopher Columbus to prove to the world that the Earth was round and not flat, as was commonly believed. Struggling against hordes of naysayers and tough odds, Columbus persevered in his quest.



And when he was done, not only had he debunked a milleniums-old myth, he had also cleared a path for future discoveries.

# THS OF MAN.

## 2.

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

**DEBUNKED!**  
**SPRING 1988 BY**  
**It's a Living**  
A Witt/Thomas Production

**PHILADELPHIA, PA.** In the spirit of Columbus, another long-standing myth has just been shattered by



"It's a Living." That is, the belief that off-network comedies will always outperform first-run comedies in stripping. In the recently completed May sweeps in

Philadelphia, WTAF set forth to explore new territory by becoming the first station to strip "It's a Living." And they uncovered a valuable treasure of wealth.

"It's a Living" raised WTAF's 6:30pm time period ranking from fifth last May to finish the May '88 sweeps in second place, retaining 92% of its "Family Ties" lead-in.

It sailed past competing sitcoms like "The Facts of Life" and "All in the Family," and outperformed the "CBS Evening News" and "NBC Nightly News." In fact, "Living" even turned in a higher time period share on WTAF than "MASH," "Taxi" and "Happy Days," and a higher share than such shows as "Diff'rent Strokes," "The Jeffersons," "Silver Spoons," "Gimme a Break," and "The Odd Couple" in the same market.

Now that the facts are known, it's time for you to explore our great new world of first-run strip profits. Why pay more when you can get the same quality performance for so much less?

**LORIMAR**  
**SYNDICATION**

SOURCE: ARB 5/87, 5/88



## Won't talk

FCC is putting off action on 10-month-old rulemaking to stem abuses of petition-to-deny process because of inadequate record. FCC launched rulemaking in August 1987 in response to off-record complaints from broadcasters that groups were filing petitions to deny their license renewals and sales as way of extracting payments from them. But broadcasters failed to put complaints in writing during comment period that ended last February. Good news for those concerned about issue is that it may be addressed in context of FCC proceeding to eliminate abuses of comparative renewal process. FCC is expected to launch that proceeding at open meeting this Thursday (June 23).

## On a roll

Expect recent buying spree by Legacy Broadcasting principal, Bob Sillerman, to continue as sources report he is in final negotiations to purchase Television Stations Partners, New York-based group of four TV's headed by ML Media Partners' principal, Marty Pompadur, and partner, Ralph Becker. Sillerman made big splash at National Association of Broadcasters convention with largest radio purchase ever, Metropolitan Broadcasting Corp. for over \$300 million. This deal would also require deep pockets; price is in order of \$120 million.

## Merry Christmas

Exclusive toy advertising in upcoming Christmas season broadcasts of syndicated *Cosby Show* will go to advertising agency, Bohbot & Cohn, New York. Group W sold seven of 12 remaining 30-second spots that are balance of its inventory for show's fourth quarter. Possible takers for spots include agency clients Toys 'R' Us, Tyco and Mattel. Price of deal was not known, but Group W was pricing fourth-quarter spots at \$102,000 per 30 seconds. Group W, which last month quickly sold off two of its three weekly 30-second spots for full three-and-a-half-year *Cosby* run to RJR Nabisco and Lever Bros., expects remaining fourth-quarter inventory to be sold out in next few weeks.

## Removing underbrush

Proposal to consolidate and simplify technical rules for various fixed microwave services—ITFS, MDS, OFS and CARS, among others—may be ready for FCC vote at July meeting. Notice of proposed rulemaking is aimed at eliminating redundancies caused by mass media, private radio and common carrier bureaus

all having hand in regulating microwave frequencies. But it would not affect eligibility requirements or frequency assignment. Proposal has been sitting in Chairman Dennis Patrick's office since March.

Related item that would consolidate processing of microwave applications in one place is also pending on eighth floor. Because it involves change in management rather than rules, it will probably be approved on circulation without formal rulemaking. Unlike earlier item that proposed putting microwave office in Gettysburg, Pa., current item would call for Washington venue.

## Bigger draw

ESPN has recently been capitalizing on ratings performance of its pro football schedule last year, as upfront sales season haltingly begins. After outdelivering average rating of 9 it promised advertisers last year with actual 10.5 (including games sold to broadcast stations in cities where cable is unavailable), cable network is now promising rating of 11.5-12.5 this year (with 10.5 rating points attributed to cable and 1-2 rating points to over-the-air). ESPN now has between 12 and 24 units left in its football inventory. Remainder of that time is controlled by incumbent advertisers. Sources said although spot prices are hard to determine since ESPN packages NFL inventory with other inventory in its schedule, average 30-second spot will go for \$65,000-\$70,000. Last year price of spot was \$45,000-\$60,000.

## Hollywood split

Motion Picture Association of America continues to be plagued by inter-industry dissension over course association should take on cable issues. MPAA President Jack Valenti canceled his appearance at House Telecommunications Subcommittee hearing on home satellite bill (see page 49) because association could not reach unified position on issue in time for hearing. MPAA split on cable is said to be primarily between Warner Communications (which also operates cable systems) and anticable faction led by MCA and Fox. MPAA spokeswoman said association has reached a "position in support of concept of bill" but it also has reservations. Valenti is said to be still working on statement which he intends to submit before next Wednesday's markup on legislation. Last November, MPAA declined to file comments in cable-telephone company crossownership proceeding at FCC, although Valenti later sent letter representing his view to commission during reply comments stage.

## Secret weapon

Last week's introduction of must-carry bill by Senator Dennis DeConcini (D-Ariz.) is product of lobbying by Association of Independent Television Stations (see page 44). But INTV had outside assistance; it hired former DeConcini aide, lobbyist Romano Romani of Parry & Romani, who played major role in effort.

## Slight slip

Share erosion of syndication's dominant *Wheel of Fortune* continued for third straight sweeps period in year-to-year comparison, according to one rep firm's number crunching last week. (King World has yet to analyze just-released figures and could not confirm slippage.) In top 50 markets, number-one show was down two share points in prime access from May 1987, with 46 affiliates averaging 16 rating/31 share. Fall-off was slightly more in top 100 markets, where 93 affiliates in access measured three-point share drop from May 1987, with 17/33. Rep firm source said decline was "cause for concern, not alarm"; *Wheel* still easily beat *Jeopardy* (15/28) and *PM Magazine* (10/20) in top 50. In surprise showing, fourth place was taken by 20th Century Fox's *A Current Affair*, which scored 9/19, beating Buena Vista's *Win, Lose or Draw*'s 9/18.

## Robocam

ABC may be second network to embrace robotic camera technology. Last week, network operations and engineering chief, Julius Barnathan, confirmed ABC has talked with, among others, Britain's Evershed Optics and New York-based TSM, companies that supplied NBC's robotic camera gear. Currently, talks have taken back seat as network prepares for convention and election coverage and busy fourth quarter for news and sports. Talks will resume early next year. Barnathan said network is looking at robotic setup similar to NBC's—for in-studio, one-set news shows such as *World News Tonight* and *World News This Morning*.

## Texas bargain

Official in San Antonio, Tex., said talks between city and Rogers Cablesystems are expected to pick up again in early July concerning clause in franchise contract allowing city to purchase system at 5% discount off market price. All Rogers systems are on block, and company would rather have San Antonio situation solved before sale is made. City had eye on buyout clause that could produce windfall of over \$20 million.



# HOW GOOD?

**GOOD ENOUGH TO BE  
THE ONLY OFF-NET  
HOUR FOR FALL '89!**

- **ACTION PLUS COMEDY**  
— A Stephen J. Cannell trademark!
- **CONSISTENT GROWTH**  
— 45% rating/70% share, year 1 to year 4!
- **MULTIPLE TIME PERIODS**  
— A winner in Late Night as well as Prime Time!
- **HIGH REPEATABILITY!**  
— 96% retention!



# HUNTER

A Stephen J. Cannell Production From

**TELEVENTURES**

NEW YORK (212) 541-6040 • LOS ANGELES (213) 785-0111  
CHICAGO (312) 280-8696 • SOUTHEAST (609) 487-8419

# **BAD NEWS.**

Last week, KNBC told all the world they beat KABC to the number one news spot. The only problem is, they left out a few facts. Like the ratings themselves. And that's not only bad reporting, that's bad news.

## **KNBC-TV**



# GOOD NEWS.

## KABC

## KNBC

## KCBS

| TIME             | ARB | NSI | ARB | NSI | ARB | NSI |
|------------------|-----|-----|-----|-----|-----|-----|
| 3:00PM<br>TALK   | ✓   | ✓   |     |     |     |     |
| 4:00PM<br>NEWS   | ✓   |     |     | ✓   |     |     |
| 5:00PM<br>NEWS   | ✓   | ✓   |     | ✓   |     |     |
| 6:00PM<br>NEWS   | ✓   | ✓   |     |     |     |     |
| 7:30PM<br>ACCESS | ✓   | ✓   |     |     |     |     |
| 11:00PM<br>NEWS  | ✓   |     |     | ✓   |     |     |
| TOTAL            | 10  |     | 3   |     | 0   |     |

Take a look at the results yourself. As you can see, KABC came in first for news and information again. Just as we have for the last 10 years. Now that's definitely good news.

 **KABC-TV**  
Number one again.

# 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 100-watt 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 counters proposal of New Jersey class A FM Broadcasters to allow most class As to double power. NAB opposes New Jersey plan because of possible interference with class B and C FM's. 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. Several FM broadcasters contended 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, 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.

Western Hemisphere countries on June 2 concluded second and final session of conference to plan use of 100 khz of spectrum added to top of AM band that had ended at 1605 khz.

## 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.

FCC 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 majority of 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

|                                    |           |
|------------------------------------|-----------|
| <b>AM-FM Allocations</b>           | <b>10</b> |
| <b>AM Stereo</b>                   | <b>10</b> |
| <b>Antitrafficking</b>             | <b>10</b> |
| <b>By the Numbers</b>              | <b>14</b> |
| <b>Cable Regulation</b>            | <b>10</b> |
| <b>Children's Television</b>       | <b>10</b> |
| <b>Comparative Renewal</b>         | <b>14</b> |
| <b>Compulsory License</b>          | <b>14</b> |
| <b>Crossownership</b>              | <b>14</b> |
| <b>Direct Broadcast Satellites</b> | <b>18</b> |
| <b>Equal Employment</b>            | <b>18</b> |
| <b>Federal Trade Commission</b>    | <b>18</b> |
| <b>High-Definition TV</b>          | <b>18</b> |
| <b>Indecency</b>                   | <b>22</b> |
| <b>Intelsat</b>                    | <b>22</b> |
| <b>International Satellite</b>     | <b>22</b> |
| <b>Land Mobile</b>                 | <b>22</b> |
| <b>Low-Power TV</b>                | <b>20</b> |
| <b>Must Carry</b>                  | <b>26</b> |
| <b>Public Broadcasting</b>         | <b>26</b> |
| <b>Scrambling</b>                  | <b>26</b> |
| <b>Syndex</b>                      | <b>26</b> |
| <b>TV Stereo</b>                   | <b>26</b> |
| <b>Wireless Cable</b>              | <b>26</b> |

by asserting two AM stereo patents. Kahn further alleged that patents in question were improperly obtained by Motorola. Motorola dismissed Kahn's charges.

## Antitrafficking

Broadcasters last year turned back congressional efforts to crack down on perceived trafficking in broadcast licenses. Industry gained enough support to sink Hollings's proposal to impose 4% transfer fee on broadcast licenses transferred within three years of last sale. But Hollings has revived transfer fee idea, which was subject of Senate Commerce Committee hearing in April.

## 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 have been pushing for stricter regulation of cable until there is more competition in delivering cable programming to homes.

House Commerce Committee Chairman John Dingell (D-Mich.) has warned cable industry to be on its best behavior or Congress may feel need to re-evaluate regulatory environment.

House Telecommunications Subcommittee cable oversight hearing May 11 (third hearing is expected in July or August) served as forum

for discussion of cable's growing market power. 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 sent out survey last week to cable competitors to gain input before making next move.

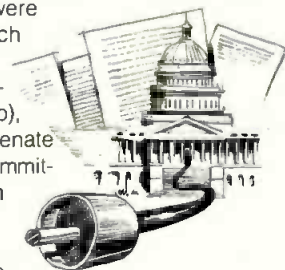
Cable and Hollywood executives are holding meetings to try to resolve differences, but whether talks will bear fruit is uncertain.

FCC has adopted new rules that more narrowly define 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.

## Children's Television

■ Children's television bill breezed through House 328 to 78 on June 8. Measure is likely to receive prompt attention in Senate and chances for passage are considered good. Last week, decision was made to hold House bill at desk rather than refer it to Senate Commerce Committee, which means it could come up for vote any time (although unanimous consent is required to bring it up). National Association of Broadcasters says it won't fight bill but has reserved right to oppose any changes that might occur when Senate acts. Office of Management and Budget released statement objecting to bill, although it stopped short of recommending veto.

Bill is product of negotiations between Subcommittee Chairman Ed Markey and NAB and



# The Fred Silverman Company's GUIDE TO THE '88-'89 SEASON.

**NBC**

RENEWAL

## "PERRY MASON"

Starring  
**RAYMOND BURR**

In association with  
DEAN HARGROVE and VIACOM PRODUCTIONS



**NBC**

RENEWAL

## "MATLOCK"

Starring  
**ANDY GRIFFITH**

In association with  
DEAN HARGROVE and VIACOM PRODUCTIONS



**CBS**

RENEWAL

## "JAKE AND THE FATMAN"

Starring  
**WILLIAM CONRAD  
and JOE PENNY**

In association with  
DEAN HARGROVE and VIACOM PRODUCTIONS



**NBC**

RENEWAL

## "IN THE HEAT OF THE NIGHT"

Starring  
**CARROLL O'CONNOR  
and HOWARD ROLLINS**

In association with  
JUANITA BARTLETT and MGM/UA TELEVISION



**NBC**

MID-SEASON SERIES

## "FATHER DOWLING MYSTERIES"

Starring  
**TOM BOSLEY and  
TRACY NELSON**

In association with  
DEAN HARGROVE and VIACOM PRODUCTIONS



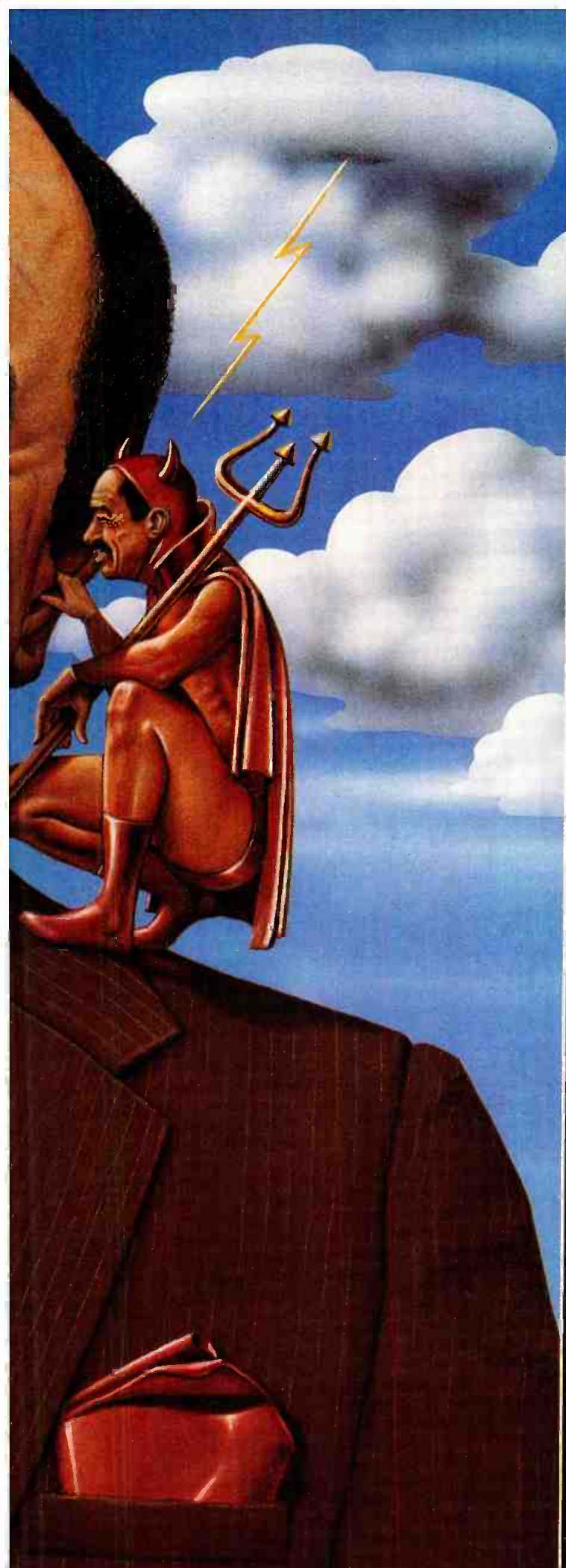
**FS**

The  
Fred  
Silverman  
Company









**HE MAY NOT  
BE AN ANGEL  
BUT HE'S A  
HELLUVA STAR.**

**Sherman Hemsley.**

For 15 remarkable years, he's been an unbeatable performer on both the network and in syndication.

He soared to fame as George Jefferson.

And today he is more popular than ever as the star of *Amen*, a series that has totally dominated its time period while constantly delivering a Top 10 Nielsen share.

Sherman Hemsley and *Amen*.  
There's nothing better.

***Amen***

It's The Last Word.

Produced by  
Carson Productions Group, Ltd.  
Distributed by

**MCA TV**

©1988 MCA TV. All rights reserved.  
Source: NTL Seasonal averages 1986-87 and 1987-88. Performer Q.

## 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.

proposes limits on commercial time in children's programs of 10½ minutes per hour on weekends and 12 minutes per hour on weekdays. Measure 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.

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.

### Comparative Renewal

■ With syndicated exclusivity behind it (see below), FCC expected to begin reform of much maligned comparative renewal process

with launch of inquiry or rulemaking at meeting this Thursday (June 23). It is looking to correct what are widely seen as abuses of process and to rewrite some of comparative criteria. Assuaging concerns of NAB, FCC Chairman Dennis 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 be-

lieve 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.

### Compulsory License

■ FCC is conducting inquiry into cable compulsory license, and may have item ready for action late summer or early fall. It is now considered "front burner" item. If views of FCC Chairman Dennis Patrick are guide, inquiry could lead to recommendation that Congress abolish license. At National Cable Television Association board meeting during association's annual convention, Patrick said he favors complete elimination of license, acknowledging that abolishing it for carriage of local stations would create some practical problems. Although FCC staff is actively working on item, it is not likely to be ready for FCC action until late summer at earliest.

Reexamination of license on Capitol Hill could occur in context of broadcasters' efforts to resurrect must-carry requirements there. House Telecommunications Subcommittee member John Bryant (D-Tex.) has offered legislation (BROADCASTING, April 4) to condition compulsory license on whether cable operator is carrying local broadcast signals. Senate Copyright Subcommittee Chairman Dennis DeConcini (D-Ariz.) offered similar measure last week. NAB television board has directed staff to investigate all aspects of compulsory license as part of joint board's consideration of must-carry issues. In comments on license inquiry, cable generally supported retention of license while program producers opposed it. NAB softened its long-standing opposition, arguing that license should be left alone for time being.

### Crossownership

**Telco-cable**—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.

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. National Telecommunications and Information Administration has petitioned FCC to preempt Greene's regulation of BOCs, arguing that Greene is hampering BOC's entry into infor-





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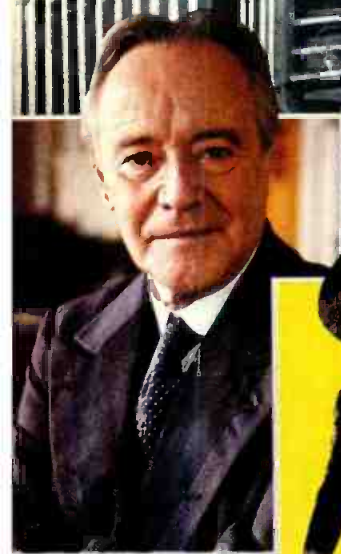
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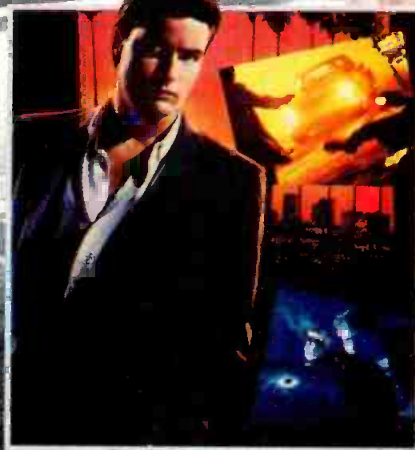
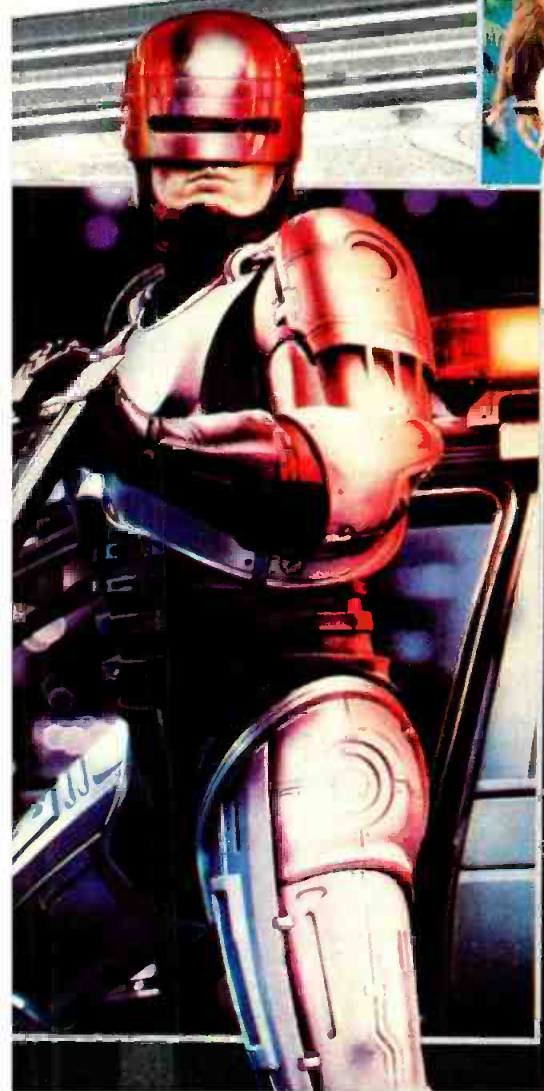
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mation services, including cable. President's Cabinet-level Economic Policy Council is considering legislation that would deregulate BOC's.

**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.

**Broadcast-newspaper**—Rupert Murdoch won victory in U.S. Court of Appeals in Washington March 29 when court ruled that statute passed by Congress in session's final hours violated First and Fifth Amendments by prohibiting FCC from extending current waivers of rule banning newspaper-television station crossownership. Action came too late to enable Murdoch to retain *New York Post*, which he sold in February to real estate developer Peter Kalikow for \$37 million so that Murdoch could keep WNYW(TV) New York.

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

### Direct Broadcast Satellites

April 8 round of applications at FCC brings current total to nine U.S. firms holding or seeking DBS construction permits. 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, 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 high-power, 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 high-power signals delivered to small earth stations.

Death of West Germany's start-up DBS bird, TV-Sat1 in February 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 pow-



erful, 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.

### Equal Employment Opportunity

FCC's enforcement of broadcast equal employment opportunity rules and reporting requirements along with agency's implementation of EEO section of cable act were subjects of House Telecommunications Subcommittee hearing last month (BROADCASTING, May 23). FCC's decision not to launch formal investigation of Mass Media Bureau's EEO branch in wake of allegations leveled by branch employees of lax enforcement of cable EEO rules, mismanagement and unfair hiring and promotion practices was called "sham and mockery," in letter from National Treasury Employees Union on behalf of branch employees.

FCC has amended its broadcast equal employment opportunity rules and reporting requirements. Every station's EEO program will be subject to review at renewal time regardless of employment profile, but FCC said review will focus more on EEO efforts than numbers. Stations with five or more employees are required to file detailed reports. Under broadcast license renewal legislation offered last year by Congressman Al Swift (D-Wash.), cable EEO rules based on Cable Communications Act of 1984 would also apply to broadcasting.

### Federal Trade Commission

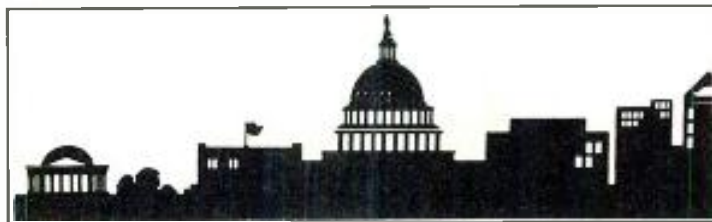
It is going to be difficult for Congress to answer FTC's \$67,503,000 fiscal 1989 budget request, said Representative Neal Smith (D-Iowa), chairman of House commerce subcommittee, which held March 28 hearing on FTC appropriations. House and Senate, Smith said, are proposing freeze plus only 1% across-board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

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

### High-Definition TV

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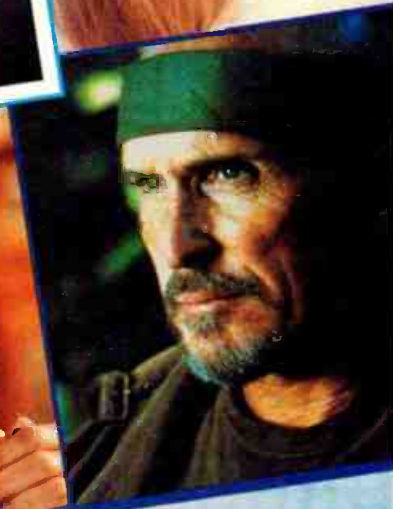
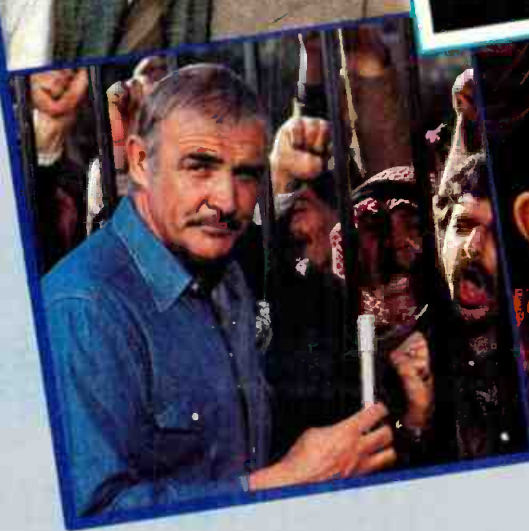


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1. Byner, Kenneth  
2. Abraham Lincoln's Cousin  
3. Jesse James' Cousin







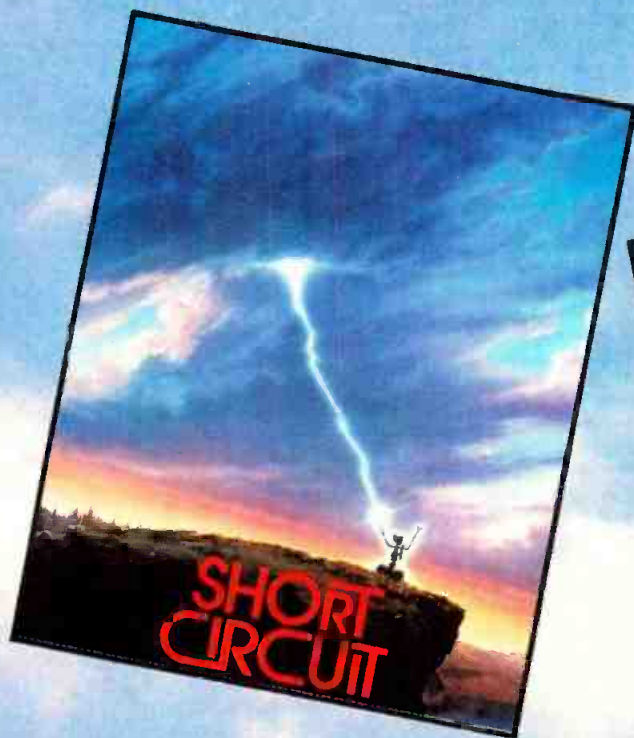
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sion Services (ATS) Advisory Committee held its second meeting June 3 and reviewed revised version of ATS committee's first interim report. It varied little from original draft of report released last month. It outlines plans for devising future terrestrial transmission system and concludes that commission should "ultimately" set full HDTV broadcasting standard, either at once or through evolutionary EDTV system as first step. Report is to be sent to FCC for use in making future spectrum policy decisions after expected final approval by blue ribbon committee this week.

Board of 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 now considering two as-yet unnamed candidates to take over management of facility. One is to act as head administrator and other as chief scientist. 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.

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.

## Indecency

■ FCC has tentatively scheduled June 23 meeting for decision on what action, if any, to take against Media Central's kzkc-tv Kansas City, Mo., for station's May 1987 broadcast of "Private Lessons." FCC sent letter to station last January saying broadcast may have violated its indecency standard and asking for explanation. Any FCC punishment is likely to fall in "slap-on-wrist" category—warning or fine of up to \$2,000.

In response to FCC, Media Central asked FCC not to impose sanctions for airing of "Private Lessons," which contained seduction scenes in which woman's bare breasts and buttocks were shown. Arguing against sanctions, Media Central said standard was vague and overbroad, that broadcast was in violation of station's standards and that steps to guard against repeat incident have been taken.

Meanwhile, oral arguments have been presented in U.S. Court of Appeals in Washington two weeks ago by coalition of broadcast groups and citizen groups pressing First Amendment challenge of commission's anti-indecency policy. In earlier court brief defending policy, commission said it is "lawfully and reasonably" enforcing anti-indecency statute affirmed by Supreme Court in 1978 *Pacifica* case.

Group of broadcasters joined Action for Children's Television and People for the American Way in petitioning U.S. Court of Appeals in

Washington to review, in light of First Amendment, FCC enforcement of tougher broadcast indecency standard. Oral argument was held before panel of U.S. Court of Appeals in Washington three weeks ago.

In deciding to crack down on broadcast indecency last April, FCC adopted standard based on broader definition of indecency than seven dirty words at issue in 1978 *Pacifica* Supreme Court decision. At same time, FCC sent warning letters to three radio stations. At open meeting last November, FCC reaffirmed indecency policy, but, in doing so, created midnight-6 a.m. safe harbor during which "indecent" programming can be broadcast because of perceived minimal risk of children in audience.

Other than kzkc-tv case, only other indecency-related action FCC has taken since adoption of new policy is dismissal in April of indecency complaints against two television stations and three radio stations.

## Intelsat

Intelsat and Hughes Communications have not commented on May 10 *Washington Post* story quoting Intelsat attorney Ray Banoun saying that both organizations have conducted investigations into reports of Hughes employe or employes paying Intelsat officials for inside request-for-proposals information. Hughes is building \$785-million satellite series for Intelsat.

In dramatic end to investigation by U.S. attorney for District of Columbia, former Intelsat director general, Richard Colino, and business associates in July of 1987 pleaded guilty in U.S. district court to criminal fraud and conspiracy charges growing out of what prosecutors said was siphoning of \$4.8 million from Intelsat during construction of addition to its headquarters building. Colino and Deputy Director General Jose L. Alegrett were fired by Board of Governors in December 1986 after outside lawyers and auditors submitted report indicating their possible involvement in financial irregularities. And in September 1987 U.S. District Judge Gerhard A. Gesell, saying loss to Intelsat had been \$4.5 million, sentenced Colino to six years in minimum security prison and ordered him to make restitution of \$865,000. Colino began serving his sentence on Oct. 31 in Petersburg, Va., prison camp.

Intelsat members in April confirmed Board of Governors selection of Dean Burch as Colino's successor.

## International Satellite

■ Pan American Satellite Corp. saw its first satellite, PAS 1, go into orbit June 15 aboard Ariane rocket launched from Kourou, French Guiana. PAS 1, intended to provide domestic services in South American countries as well as international services, is scheduled to become operational approximately 30 days after launch. Lack of "substantial" U.S.-to-South America data and video services, said PAS, exemplifies "gap" in Intelsat services which PAS intends to fill.

President Reagan in November 1984 determined that separate U.S. systems providing

international communications satellite service are in public interest, provided restrictions are imposed to protect economic health of International Telecommunications Satellite Organization. Thus far, eight systems have received conditional authorization from FCC, but only PAS has secured foreign correspondent (Peru) and received Intelsat consultation. Assembly of Parties, acting on recommendation of Board of Governors, approved consultation at its extraordinary meeting in April 1986. Although PAS, only American separate system thus far authorized to compete with Intelsat, has complained that European Postal Telephone and Telegraphs are combining to deny PAS access to their markets, United Kingdom has taken two actions in past month to permit international systems entry into that market. First, Britain's Department of Trade and Industry issued ruling that will permit individuals and businesses, using on-site earth stations within UK, to receive signals of independent international satellites directly. Then, three weeks later, UK's Office of Telecommunications declared that operating licenses of British Telecom, UK's signatory to Intelsat, require it to provide "conveyance of messages to or from" international satellite system when customer in UK requests such service.

In related development, Orion Network Systems and British Aerospace announced plans to collaborate on construction, launch and operation of satellite-based telecommunications system across Atlantic.

## Land Mobile

Statements by Mass Media Bureau Chief Alex Felker to Land-Mobile Communications Council (LMCC) suggest that first report by Advanced Television Systems Advisory Committee will not provide enough information for FCC to act on petition to reallocate UHF channels in eight markets to land-mobile radio. Last fall, commission delayed decision until completion of report in response to petition from Association of Maximum Service Telecasters, National Association of Broadcasters and other broadcast groups (see "High-definition television," above). FCC wants to ascertain whether UHF channels in question will be needed for broadcasting ATV systems.

NAB sent comments opposing FCC proposal of minimum mileage separations between new UHF television stations on channels 14 and 69 and existing mobile radio operations on adjacent channels. NAB also opposed proposal that station may try to negotiate settlement with mobile radio operator if new station cannot meet spacing requirements. LMCC agreed with mileage separations on condition that spacings be increased substantially from 10-25 miles proposed by FCC. It also agreed with private agreement provision.

## Low-Power TV

FCC on May 27 picked 45 "tentative" LPTV permittees for markets with mutually exclusive applications. Those applications were among 1,635 filed in June 1987. Next filing window for low-power applications at FCC begins this week (June 15-24). There is \$375 filing fee per application, and FCC has imposed limit of five



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applications per entity. Applications are to be delivered to FCC's Pittsburgh office.

## Must Carry

■ Fate of must carry is now in hands of Congress. Supreme Court in May rejected petition that it review decision of U.S. Court of Appeals declaring commission's second version of rules unconstitutional. FCC, responding to congressional pressure, is collecting information Congress has requested in connection with must-carry issue. It is querying systems and broadcasters on effect that elimination of must-carry rules has had on broadcast industry. Responses to survey, which has come under fire from both industries, were to be due June 6, but deadline has been extended.

National Cable Television Association President James Mooney told public television audience in Washington in April that 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."

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

## Public Broadcasting

■ PBS, NPR and public TV lobbying arm, NAPTS, have applauded, and CPB has called for withdrawal of, proposed amendments to Senate version of 1991-1993 CPB reauthorization bill S. 2114 that would reroute most national program funding around CPB and directly to public stations. Amendments would codify division of federal money between CPB and stations, cap CPB administrative expenses at 4% of previous year's budget, cap CPB system support budget at 6% of concurrent budget, limit CPB funding of any program to four years maximum and require that CPB-funded programs meet criteria related to underserved audiences and innovation. Senate bill is reportedly scheduled for June 28 Commerce Committee markup.



CPB, charging "breach of faith" by PBS, NPR and NAPTS, has questioned stations' will to reaggregate enough funds for national programming, has delivered 12-page letter to subcommittee chairman Daniel Inouye (D-Hawaii) detailing opposition and has issued eight-point 'fact sheet' to stations urging opposition to amendments. PBS, which held June 3 conference with major producing stations to explain its support for measures, last week issued nine-page response citing "specific errors of fact" in CPB 'fact sheet.'

CPB board, one week before Senate amendments surfaced, had approved package of resolutions 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." If Senate amendments pass, said CPB President Donald Ludwig, resolutions may prove moot.

PBS and National Cable Television Association appointed liaisons in early May to discuss channel placement issues with respective camps.

Both House and Senate 1991-1993 CPB reauthorization bills awaiting markup propose 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.

PBS board April 13 approved \$24.7-million fiscal 1989 budget. NAPTS board approved \$1.9-million budget that same day. At May Public Radio Conference in St. Louis, NPR adopted \$29.4-million FY 1989 operating budget.

## 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 summer, according to Roy Neel, aide to Senator Al Gore (D-Tenn.), S. 889's chief sponsor. Hearing last week before House Telecommunications Subcommittee set scene for vote June 22 on similar bill (H.R.1885).

Gore's efforts to gain time agreement to bring up bill were unsuccessful and it is likely Senator will add measure as rider to another bill.

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

## 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. They say syndex will restore equity within marketplace and that consumers will benefit.

Cable, on other hand, was not pleased. United Video, common carrier for superstations WGN-TV Chicago, WPIX(TV) New York and KTVT-TV Dallas, says it will appeal decision, and National Cable Television Association is promising to do same.

## TV Stereo

Starting in fall 1988, CBS-TV will transmit all programming in stereo—network has been averaging about two hours per month of stereo programming. About one-third of CBS-TV's 200 affiliates are equipped to transmit in stereo. NBC-TV has 139 affiliates capable of stereo delivery. This season, NBC's prime time schedule except for Night Court, half-hour sitcom, has been broadcast in stereo. Along with late-night programming and some sports telecasts, NBC averages 29 hours per week in stereo. ABC-TV, with 42 stereo affiliates, has 10 prime time stereo shows with average of seven hours per week.

## Wireless Cable

Having completed financing, Microband Companies Inc., New York, has begun marketing wireless cable service in Washington. In addition to off-air signals from Washington and Baltimore, service features 10 cable programming services, including Home Box Office. With some cooperation from FCC, Microband hopes to increase number of cable services to 21 by end of year.

Wireless cable, which uses mix of ITFS and MDS channels to broadcast multiple cable programming services to subscribers, is now available in several other large markets. Microband operates systems in New York and Detroit.

Wireless Cable Association, trade association representing wireless cable operators, has elected Robert Schmidt president. Schmidt is former president of National Cable Television Association. WCA believes cable industry is unfairly denying wireless cable operators programming.

FCC has turned down request by Cablevision Systems, MSO with franchise for about one million homes within Microband-targeted market, to bar Microband Companies Inc. from offering its service in outer boroughs of New York until other channels now hung up in interference disputes become available and Cablevision can offer competitive wireless cable service. In responding to Cablevision's petition, Microband charged that Cablevision was trying to use FCC to block competition. ■



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Up 100% over previous programming.  
Tops last week's Downey share by 33%.

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Now up 133% over previous programming.

## **BOSTON WSBK-TV 11:30PM**

#1 program on station—higher shares than  
M\*A\*S\*H, Family Ties or Cheers. Out-  
delivers the indie competition combined.

## **MIAMI WDZL 10PM**

Attained its highest rating ever—while in-  
creasing 25% over previous programming.

## **SEATTLE KSTW 11:30PM**

Clobbers other 2 indies combined. Tops  
lead-in and last week's Downey share by  
38%. Scores 57% better than previous  
programming.

**And New York continues its  
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You won't be the first programmer we've helped make it to the big time. Superstars such as American Movie Classics, Arts & Entertainment, Cinemax, CNN, ESPN, HBO, Playboy Channel, The Learning Channel and USA Network got their start on the Satcom system.

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## This week

**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 21**—*Women in Cable, New York chapter*, meeting, "Where the Jobs Are." Viacom Conference Center, New York. Information: Beth Araton. (212) 661-6040.

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

■ **June 21**—*Women in Cable, Southern California chapter*, meeting, "What Are the Effects of the Current FCC Ruling on Syndicated Exclusivity for the Cable Consumer and the Cable Industry?" Panel: Michael Morris, California Cable Television Association; Christopher Derick, Choice Cable Television; and Peter Gochis, Turner Broadcasting. Torrance Marriott hotel, Torrance, Calif.

**June 21**—*USA Network* seminar to "aid cable affiliates with local ad sales." Westin Benson hotel, Portland, Ore. Information: Barbara Kirbach, (213) 277-0199.

**June 21-24**—*National Association of Broadcasters*

joint board of directors meeting. NAB headquarters, Washington.

**June 22**—*USA Network* seminar to "aid cable affiliates with local ad sales." Claremont Resort, Oakland, Calif. Information: Barbara Kirbach, (213) 277-0199.

**June 22**—*New York Television Academy* drop-in luncheon. Speaker: Dean McCarthy, vice president, program services, HRP Inc., on "An Examination of the Upcoming Syndicated Season—Which New Shows Will Work and Why." Copacabana, New York. Information: (212) 765-2450.

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

**June 22-24**—*Montana Broadcasters Association* annual summer convention. Grouse Mountain Lodge, Whitefish, Mont.

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

**June 23**—*USA Network* seminar to "aid cable affiliates with local ad sales." Los Angeles Airport Hilton, Los Angeles. Information: Barbara Kirbach, (213) 277-0199.

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

**June 23-25**—*Hawaiian Association of Broadcasters* annual convention. Turtle Bay, Oahu, Hawaii.

**June 23-27**—*North Carolina Association of Broadcasters* summer convention. Stouffer Grand Beach Resort, St. Thomas, Virgin Islands.

**June 24-25**—*Texas Association of Broadcasters* Radio Day. Hershey hotel, Corpus Christi, Tex.

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

## Also in June

**June 26-28**—*Virginia Association of Broadcasters* annual summer convention. Virginia Beach Resort, Virginia Beach, Va.

■ **June 27**—*American Federation of Television and Radio Artists* "Golden Gala." Liberty Cafe, New York. Information: (212) 532-0800.

**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 1**—Deadline for entries in Community Service Awards, sponsored by *National Broadcast Association for Community Affairs*. Information: Connie

## Major Meetings

**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*. Convention Center, 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. 14-18**—*MIPCOM*, international film and program market for TV, video, cable and satellite. Palais des Festivals, Cannes, France. Information: Perard Associates, (212) 967-7600.

**Oct. 15-19**—*Society of Motion Picture and Televi-*

*sion Engineers* 130th technical conference and equipment exhibit. Jacob K. Javits Convention Center, New York. Future conference: Oct. 22-27, 1989, Los Angeles Convention Center.

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

**Oct. 23-25**—*Association of National Advertisers* 79th annual convention. Waldorf-Astoria, New York.

**Nov. 30-Dec. 3**—*Radio-Television News Directors Association* annual international conference and exhibition. Convention Center, Las Vegas. Information: (202) 659-6510.

**Dec. 7-9**—Western Cable Show, sponsored by *California Cable TV Association*. Anaheim Convention Center, Anaheim, Calif.

**Jan. 4-8, 1989**—*Association of Independent Television Stations* annual convention. Century Plaza, Los Angeles.

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

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

**Feb. 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.

**June 21-25, 1989**—*Broadcast Promotion and Marketing Executives/Broadcast Designers Association* 33d annual seminar. Renaissance Center, Detroit.



# The New Beaver<sup>TM</sup> BEATS THE BIGGIES!

## THE NEW BEAVER WINS HEAD-TO-HEAD IN ATLANTA!

| Feb. '88, Mondays, 6:30PM | RTG      | SHR       | WOMEN     |           |           | MEN       |           |           | T/K       |
|---------------------------|----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
|                           |          |           | 18-34     | 18-49     | 25-54     | 18-34     | 18-49     | 25-54     |           |
| <b>NEW BEAVER (WTBS)</b>  | <b>7</b> | <b>10</b> | <b>48</b> | <b>73</b> | <b>71</b> | <b>15</b> | <b>33</b> | <b>43</b> | <b>84</b> |
| Gimme a Break (WATL)      | 6        | 9         | 18        | 25        | 15        | 11        | 12        | 6         | 86        |
| Wh.Happ.Now (WGNX)        | 6        | 9         | 28        | 51        | 42        | 7         | 17        | 11        | 64        |

## AND THE NEW BEAVER BEAT EVEN MORE BIGGIES WHEN TWO EPISODES RAN AS A 1-HOUR SPECIAL!

| Monday, April 11, 1988, 6:00-7:00PM, Atlanta |  |            |           |                          |  | ...AND AT 6:30PM! |           |  |  |
|----------------------------------------------|--|------------|-----------|--------------------------|--|-------------------|-----------|--|--|
| AT 6:00PM...                                 |  | RTG        | SHR       |                          |  | RTG               | SHR       |  |  |
| <b>NEW BEAVER (WTBS)</b>                     |  | <b>7.4</b> | <b>12</b> | <b>NEW BEAVER (WTBS)</b> |  | <b>9.4</b>        | <b>14</b> |  |  |
| Family Ties (WATL)                           |  | 4.2        | 7         | Gimme a Break (WATL)     |  | 4.6               | 7         |  |  |
| Diff'rent Strokes (WGNX)                     |  | 5.5        | 9         | Wh.Happ.Now (WGNX)       |  | 6.8               | 10        |  |  |



## YEAR TO YEAR, THE NEW BEAVER IMPROVES DRAMATICALLY—OVER ITSELF!

|                            | RTG      | SHR       | WOMEN        |              |              | MEN         |             |              | T/K          |
|----------------------------|----------|-----------|--------------|--------------|--------------|-------------|-------------|--------------|--------------|
|                            |          |           | 18-34        | 18-49        | 25-54        | 18-34       | 18-49       | 25-54        |              |
| <b>FEB. '88 NEW BEAVER</b> | <b>7</b> | <b>10</b> | <b>+140%</b> | <b>+181%</b> | <b>+318%</b> | <b>+25%</b> | <b>+50%</b> | <b>+139%</b> | <b>+140%</b> |
| <b>FEB. '87 NEW BEAVER</b> | <b>2</b> | <b>3</b>  | <b>48</b>    | <b>73</b>    | <b>71</b>    | <b>15</b>   | <b>33</b>   | <b>43</b>    | <b>84</b>    |
|                            |          |           | <b>20</b>    | <b>26</b>    | <b>17</b>    | <b>12</b>   | <b>22</b>   | <b>18</b>    | <b>35</b>    |

Now, the Beaver and his family are ready to give your families something to laugh about every day of the week. And at last, you can tell your viewers: "We're bringin' back the Beav!"

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It To  
Beaver<sup>TM</sup>**



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85 New Episodes, Available Fall '88 or '89.

**July 6**—New York Television Academy drop-in luncheon. Speaker: John Hart, anchor, *Monitor News-World*, nightly half hour premiering in September. Copacabana, New York. Information: (212) 765-2450.

**July 7-10**—13th annual *Upper Midwest Communications Conclave*. Sheraton Park Place, Minneapolis. Information: (612) 927-4487.

**July 8**—Potomac River cruise, co-sponsored by *Women in Cable*, Washington chapter, and *Cable Value Network*. Washington. Information: Joan O'Brien: (301) 773-0900.

**July 8-12**—*Television Programing 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**—Dinner and reception in honor of Second annual City Videos Documentary Competition, sponsored by A&E Cable Network, National League of Cities, National Cable Television Association and *Partners for Livable Places*. J.W. Marriott hotel, Washington.

**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 13**—Caucus for Producers, Writers and Direc-

tors 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 Programers 11th annual national convention, including presentation of 1988 Hometown USA Video Festival. Hyatt Regency, Tampa, Fla. Information: (916) 456-1757.

**July 14-16**—Colorado Broadcasters Association summer convention. Manor Vail, Vail, Colo.

**July 15-17**—Oklahoma Association of Broadcasters annual summer meeting. Fountainhead Resort, Checotah, Okla. Information: (405) 528-2475.

**July 17-21**—Radio Advertising Bureau sales managers school. Wharton School of University of Pennsylvania, Philadelphia. Information: (212) 254-4800.

**July 18-20**—Arbitron Television Advisory Council meeting. Las Costa hotel, Carlsbad, Calif.

**July 18-21**—Democratic national convention. Atlanta.

**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. Olympia Resort, Oconomowoc, Wis.

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

**July 20**—New York Television Academy luncheon. Speaker: Mark Foster, chairman, The Microband Cos. Copacabana, New York.

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

**July 21-23**—Idaho State Broadcasters Association annual convention. Sun Valley, Idaho.

**July 22-24**—South Carolina Broadcasters Association summer convention. Radisson Resort hotel, Myrtle Beach, S.C.

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

**July 24-26**—California Broadcasters Association

*Continues on page 82.*



## Remember radio

**EDITOR:** Your editorial of June 6 regarding the common interests of broadcasting and cable has a lot of merit. Certainly, from a consumer viewpoint and increasingly from an ownership viewpoint, television and cable have much in common, perhaps more than either have with their audio brother (sister?), radio. It will serve all parties well to recognize their mutual interests and work together to achieve them. In the process, it is to be hoped that in their zeal to extract perceived favors from the powers-that-be, the video interests do not sacrifice or dilute the rights of the other member of the family.

Speaking of radio, your other editorial makes a good point about the role of the free marketplace in determining the public interest, partly through research and ratings. Television, however, is not the only broadcast medium that constantly faces the chal-

lenge of satisfying the interests of its consumers through this device.—*Bill Clark, president, radio division, Shamrock Broadcasting Inc., San Francisco.*

## No fan of Fritz

**EDITOR:** I read with great interest your May 30 editorial comment about our obstructionist senator, Ernest (Fritz) Hollings. We are ashamed of him down here in South Carolina. Please don't count me as one of his supporters or admirers. I will do everything in my very limited power to try to get him out of Washington before he completely and totally destroys American radio.

He is not a friend of the broadcasting industry, and he has done absolutely nothing but bring great shame to South Carolina as a result of his political maneuverings at the FCC.—*Clarence Jones, owner, WMNY(AM) Santee, S.C.*

# The Fifth Estate Broadcastings TELEVISION

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A commentary on public broadcasting from Donald Ledwig, president/CEO, CPB, Washington

## CPB's seven dirty words

In 1973, comedian George Carlin's "seven dirty words" became part of broadcasting's history.

Today, public broadcasting is divided over seven words that have guided the Corporation for Public Broadcasting since its creation by Congress 20 years ago but that have apparently become unseemly under controversial amendments to the Public Broadcasting Act of 1967 being considered by the Senate Communications Subcommittee.

What are these seven words? Leadership, flexibility, identity, risk, quality, insulation and accountability. Acting in combination, they have fostered diversity and innovation in American public broadcasting in accordance with CPB's congressional mandate. But these concepts have become victims of hasty proposals to strip CPB of its authority and discretion over most program funding decisions and to severely limit the services it now provides to public broadcasting stations. Instead, CPB would be required to simply give away almost all its federal money to local stations and hope for the best. But I believe CPB's seven "dirty" words still merit consideration.

■ **Leadership**—Through its leadership role, CPB helps shape public broadcasting by developing people, policy positions and station support services as well as by funding programs. The money for these services comes from the discretionary funds that would go to stations under the proposed amendments.

Will stations be able to afford these vital services that help form the unique character of public broadcasting?

■ **Flexibility**—Through discretionary system support funds and the CPB Radio and TV Program Funds, CPB can respond to emergency situations as well as influence the direction of the national system. In 1983, flexibility enabled CPB to rescue National Public Radio from bankruptcy with \$7 million in loans from its cash reserves. These same reserves also funded public broadcasting's \$60-million satellite interconnection system in 1978, preceding even the commercial networks' move to satellite program distribution. Whom will we look to in the next emergency?

The flexibility provided by the TV Program Fund, with significant production dollars gathered in one place, has created the signature programs of public television: *The MacNeill/Lehrer NewsHour*, *WonderWorks*, *American Playhouse* and *Frontline*.

While some say stations will reaggregate the money necessary to fund these and other future series, I wonder how easy it would have been to sell stations on putting up \$6 million to develop and fund the first season of *WonderWorks*, or \$5 million to put *Frontline* on the air, or to fund the expansion of



Donald E. Ledwig is president and chief executive officer of the Corporation for Public Broadcasting, Washington, the primary organization charged with the national growth and development of U.S. noncommercial radio and television. He has 28 years of experience in public broadcasting, management, finance and technology.

*MacNeill/Lehrer* to one hour.

■ **Identity**—These amendments pose a long-term threat to the identity of public television. The public looks to public broadcasting for innovative programming. So do underwriters. Even if a new mechanism is set up to reaggregate and administer program funds, diverting scarce production dollars in the process, there is no guarantee that national program grants dispensed directly to stations will result in a corresponding increase in their expenditures for national programs. Public television could begin to look more like independent stations, and lose underwriters, if prominent programs and series are carried by fewer stations.

■ **Risk**—Risk is a "four-letter word" to many stations. History shows they generally have not initiated new national programming. The reason is simple: Every dollar a public radio or television station puts in the bank is hard-earned. Expensive, untested programming may or may not develop an audience, while the marketplace is full of proved entities, however commercial they may be.

CPB's Program Fund is the place where program decisions are not driven by ratings or audience pressures and where research and development of new programs are funded. The threat of creeping commercialism that so worried Congress during CPB's reauthorization and appropriation hearings could, in fact, become more pervasive as a result of these amendments.

■ **Quality**—Over the past year, CPB-funded programs received 29 prestigious broadcasting awards, most recently the Prix Jeunesse for *Anne of Green Gables*.

While peer recognition is an important measure of quality, our commitment to pro-

grams that educated our listeners and viewers, whatever their age or special interest, is another.

CPB's commitment to developing quality children's programs is well known. Programs such as *Reading Rainbow*, which has received almost \$6 million from CPB over the past six years, and others such as *Square One TV* and *3-2-1 Contact* win rave reviews from parents, teachers, librarians and children.

■ **Insulation**—As set up by the Public Broadcasting Act, CPB is a heat shield against political intrusion into programing decisions. These amendments set a dangerous precedent by establishing specific criteria to evaluate applications to the TV Program Fund, precisely what the original drafters sought to avoid and something stations have been fighting for 20 years.

How is system support for congressional micromanagement of all public broadcasting, not just CPB, consistent with public broadcasting's broader concerns regarding insulation from the political process? Since local stations would be both funding and producing all programing under these amendments, the opportunity for political pressure on them would be much greater.

■ **Accountability**—I've saved the "dirtiest" word for last: accountability. Under the Senate proposals, CPB would be required to sign away some 90% of the federal appropriations to stations without any authority to insure that the funds were spent the way Congress intended: For the production of high quality, innovative, diverse programs that serve all Americans. I cannot believe that Congress would support a money-laundering operation in which CPB would have total responsibility without commensurate authority. This is not the way the government does business. Who will Congress turn to if it doesn't like the result—some 600 individual public television and radio stations?

It is important to emphasize that CPB's board of directors, the public trustees of the only organization recognized by law as being responsible for these public funds, has *unanimously opposed* these proposals since they would not have authority over the public funds for which they will still be held responsible.

The Public Broadcasting Act represents a delicate balance between the autonomy of local public broadcasting stations and a national organization that possesses the authority to influence the use of federal funds by local stations. Substantial thought and planning went into striking that balance. The same should be done in making major changes. These 11th hour proposals, created without CPB input and revealed just recently, undermine the integrity of public broadcasting. As a system, we are entitled to more careful consideration.

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



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



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

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

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

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

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

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



**HARRIS**



# Broadcasting Jun 20

Vol. 114 No. 25

TOP OF THE WEEK



Affably affiliating in Los Angeles last week were (l-r) CBS Broadcast Group's Tony Malara; Ben Tucker, chairman of the affiliates advisory board; Barry Smith, affiliates board secretary-treasurer, and CBS president, Laurence Tisch

## CBS and affiliates search for a cure

**Tisch takes it on chin for network's declining fortunes; affiliates register complaints about network promotion campaigns; new series, 'Murphy Brown' and 'TV 101,' are bright spots on upcoming schedule, according to attendees; network announces updated logo**

Blame Laurence A. Tisch, president and chief executive officer, CBS Inc., for the network's third-place finish this year. He wants you to. Last week, at the network's annual affiliates meeting in Los Angeles, he said he took full responsibility for the network's current state of affairs, which includes being in third place in prime time. There were also strong indications that CBS affiliate station managers around the country agreed with Tisch's self-assessment, and are concerned that he may not be knowledgeable enough about the broadcast industry to bring about a turnaround.

According to sources in attendance at a closed meeting of affiliates and network executives (including Tisch), one station manager stood up and suggested that Tisch,

"should consider, if he cannot turn the network around, stepping up to a higher position and allowing the network to be run by broadcasters who really do know how to run a television network and television stations."

That comment, sources said, was followed by spontaneous and prolonged applause by the affiliate body.

In response, Tisch said he felt the company is being run by broadcasters, a reference to Gene Jankowski, president, CBS/Broadcast Group, Tony Malara and Thomas Leahy, presidents, respectively, of the affiliate relations and sales and marketing divisions of the Broadcast Group, and other top network executives.

Despite his lack of expertise, Tisch said later at a press conference it was he who "encouraged" network programming head Kim LeMasters to retool Tuesday night last spring with four new comedies. The result was a ratings nose dive that capped CBS's fall to third place in prime time. "I am not a broadcaster," Tisch told affiliates last week. "I am responsible for the network and I take full responsibility for the situation we find

ourselves in."

Tisch said the network has gone through a "disastrous period," and that there will be no sparing of resources or effort to get the network back on top. Throughout last week's meeting, Tisch and others stressed that whatever strategy the network employs to reach that goal, it will take several years for even the most successful strategy to work. But, he reportedly told affiliates in their closed session, "money is not the object."

Nor should it be, with \$3.4 billion in the company's coffers. When asked, he declined to reveal any plans for the spending of that money—to bolster the network's position or otherwise. "I'm happy to just let it sit. There's no rush. It earns money every day." He said the money will be used to enhance shareholder value in CBS. But how, or when? "I don't know the answer to that," he said.

Tisch was not the only one who came under fire at the closed meeting of affiliate and network executives. Sources reported that a lot of angry criticism was directed at Warren Spellman, then still on the record as

the vice president of advertising and promotion, and his unit's entire effort and performance. Spellman was officially replaced early last week, when the network confirmed earlier reports that King World's Michael Mischler had been signed as the new in-house executive in charge of advertising and promotion.

Affiliates complained bitterly that CBS's promotion effort has been lacking for many years. "I've seen CBS promotion shoot itself in the foot one toe at a time," one affiliate was reported to have remarked. Another was said to have suggested that local affiliates do a far superior job of promoting network programming than the network does. "We're not reaching out and touching viewers," was the way one station manager expressed it. "We're not making them feel good about our own network."

Last Tuesday (June 14), CBS's Malara presented affiliates with the network's basic strategy for improving its promotion and advertising effort. Malara stressed that, "there is no new fall campaign." The current on-air theme, "television you can feel," introduced last winter, was designed to last over a period of years. He said the new approach was employed at the request of affiliates who tired of new themes being introduced every fall.

At the press conference held on Sunday, Tisch said problems with the promotion campaign stemmed not from the ad agency (Backer, Spielvogel, Bates), but from the fact that "we didn't surround the ad agency with the right people at Black Rock to carry the job out properly." When questioned whether the ad agency would be retained, Tisch replied, "For the moment, our plan is to keep the agency."

Affiliate reaction to the promotion campaign remained cool. "It was just OK," said one affiliate, adding, "but just OK isn't good enough when you're in third place. There was nothing memorable with either the music or the graphics." When asked if the network should be pleased with the ad agency's work, the affiliate replied, "Of course not. I wouldn't be." Remarked another affiliate, "The whole concept seems incomplete, undeveloped; I'm not too pleased with it." Said another affiliate, "There's no question that it has problems; in fact, it was the only low point of the meeting."

The more optimistic comments ranged from: "I'll have to wait and see," to: "The good news is the appointment of Mike [Michael Mischler]." The Mischler appointment, said one affiliate, is a strong step in the right direction. "I've known Mike for a number of years and I think he has the energy and know-how to get the kind of results we're looking for," the affiliate said.

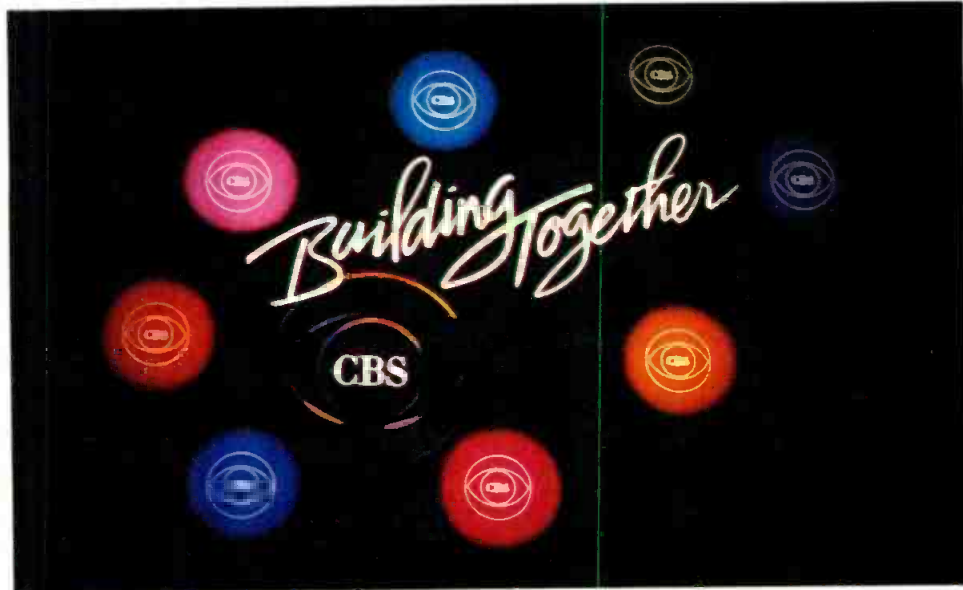
Promotional spots for CBS News, which received higher praise than did the entertainment spots, will incorporate a "visual resume to demonstrate the credentials, experience and competence of the correspondents," said Jerry Goldberg, vice president, advertising and promotion, West Coast, CBS Broadcast Group.

Said one affiliate, "I'm still very impressed with CBS News, and I think the

news spots show the organization to be one of quality and experience."

One promotional change that no doubt was made after lengthy consideration is a new look to the CBS "eye." The new logo, which does not alter the original design of

ate manager who cited ratings data that *The CBS Evening News with Dan Rather* fails to hold its local news lead-in in 34 of the top 50 markets. "The heart of CBS News is the evening news show," one source explained. "What does it say about the news division if



CBS-TV affiliates got a preview of fall promotion and programming with the network's new slogan and appearances from programming head Kim LeMasters (l) and stars of the network's new *Van Dyke Show*, Dick Van Dyke (c) and son, Barry Van Dyke

the logo, has been updated to "appeal to younger viewers while still pleasing current viewers," said Malara. The new logo uses graphics and music, the first time that a "CBS signature incorporates an audio component. This logo is a state-of-the-art version of the classic," said Malara.

On the news front, Dan Rather was received with enthusiastic applause at an open business session. In private, however, station managers were not so generous with CBS News President Howard Stringer. The Rather broadcast was attacked by one affil-

the flagship broadcast can't hold the A and B counties." (Currently, *Evening News* is in second place, having slipped from first place, where it resided for most of the season.)

In response, Stringer was said to have vigorously defended Rather and the news division's efforts. "I get the message," he told affiliates. "At some point we have to rebound." But he argued it would be unfair to get rid of Rather at this juncture, because despite the current tough times, Rather has contributed so much to the success of CBS



News in past years.

One affiliate was said to have asked, sources said, whether Stringer actually had the authority to bounce Rather from the *Evening News* if he felt the time were appropriate. (There have been reports that Rather engineered the departure of former news president Ed Joyce in 1985 because he felt Joyce's leadership was lacking.) To that, Stringer replied, "Am I afraid of Dan Rather? Not hardly." He went on to add that if he didn't think Rather could regain the top spot he would replace him, sources said. "But I'm sure as hell not going to have [affiliate] mob justice do it for me."

Stringer said the best medicine for the news division would be a summer of tranquility. "Let's have a long, quiet, cool summer," he said.

Kim LeMasters, president, CBS Entertainment, also took some heat from affiliates, for what they felt were rapid-fire changes in the prime time lineup without enough advance notice. LeMasters reportedly rejected the complaints, citing the fact that among the three networks last season, CBS fell about mid-range in making prime time schedule changes.

LeMasters also reportedly incurred the wrath of a number of affiliates in the closed session by rejecting any kind of formal structure whereby affiliates could have input in network programming decisions. Basically, he said, such a structure would be too unwieldy. "He said the danger was when you do these things by committee, you start out to make a horse and end up with a camel."

That comment, said one source, seemed a bit fork-tongued from a network whose constant theme at the meeting was the need for affiliates and CBS to work more closely than ever to overcome current problems, said one source. "We've seen a lot of camels on the prime time schedule without our input," he said. Still, no commitment was given by the network to explore ways for affiliates to have formal input on programming decisions, even though a majority of affiliates at the meeting indicated the matter was worth exploring.

At a press briefing during the affiliate gathering last week, network and affiliate executives characterized the closed session as a frank, open and constructive session. Privately, network officials said they were prepared for the harsh criticism they received at the meeting. One executive noted that some of the problems are due to a failure to communicate effectively with affiliates. One affiliate agreed, but put it another way: "I hear a lot of talk about building together at this meeting. That's a nice slick phrase, but maybe the key word ought to be [on the network's part], 'Listen.'"

Among the new entertainment shows that were previewed on Monday, there were two consensus favorites among the affiliates, *TV 101* and *Murphy Brown*. Both shows received extended applause from the affiliates following their previews. "*TV 101* and *Murphy Brown* have the potential to be great shows," said an affiliate, adding: "Seeing those shows gives me a good feeling about the future." Larry Tisch, in an interview on Tuesday, shared the affiliates' enthusiasm:

"Those two shows can be the breakthrough shows that the network lacked last season."

As for the rest of the previews, ambivalence best describes the response from affiliates. "Nothing outside *TV 101* and *Murphy Brown* really impressed me," said one affil, adding, "I don't think a western can work today, [referring to *Paradise*, a western set in the 1890's]; the Van Dyke show and the Mary Tyler Moore show didn't impress me; *Dirty Dancing* doesn't look promising, and *Close to Home* seemed real weak." Another affiliate responding to the previews said, "I wasn't crazy about anything other than *Murphy Brown* and *TV 101*, but at least we'll

have two good shows."

Still, the mood among the affiliates at the meeting's conclusion on Tuesday was upbeat and optimistic about the upcoming season. Following the Tuesday business meeting, another closed session was held to address concerns among the affiliates after seeing the new programming and the promotional campaign.

"Over all, I think this year's meeting was a success," an affiliate said. "I'm feeling more positive than I was on Sunday, mostly because of some of the products we have seen and the network's effort to listen to more of our concerns." □

## NTIA opens Pandora's box for change in cable—beginning with telco entry

**Among study's recommendations: allowing telcos to deliver programming of other providers; FCC should study concentration of MSO's; networks should be allowed to own systems; ban on TV stations owning systems in same market should be lifted and compulsory licenses repealed**

The Commerce Department's National Telecommunications and Information Administration has taken a long, hard look at the manner in which the cable television industry has developed over the past 40 years and concluded that the regulatory framework within which it operates needs reshaping. Entry barriers to competition within franchise areas are too high, it feels, and the growing concentration of ownership of cable operations is a matter of concern.

The principal recommendation in the 127-page report released on Wednesday is one that would have a dramatic effect on the way the cable television industry operates: It would open the cable market to telephone companies as transporters of others' programming in the telco's own service areas; telcos would be allowed to provide a "video dial tone" available to anyone with a program to offer, though not programming of their own.

But the report ranges far afield. It is sharply critical of the "exclusive" franchises it says cable systems enjoy. It says the FCC should conduct an inquiry into concentration of cable ownership and the market power it creates. It says the commission should repeal the rule prohibiting networks from owning cable systems, and it calls for a waiver policy to enable owners of television stations to own cable systems in the stations' service area. It calls for repeal, over time, of the compulsory license that enables cable systems to retransmit broadcast signals. All of that aimed, the report says, at promoting competition and diversity.

The report, principally the work of NTIA's Office of Policy and Analysis Development,

marks the executive branch's first major venture into the development of cable television policy since 1974, when the old Office of Telecommunications Policy released to the President a report that a cabinet committee had prepared on the industry. If cable television was in its developmental stages at the time, it is now viewed by NTIA as a mature industry with all of the problems maturity entails and foreshadows. Cable television, it says at one point, has come "to dominate the local media of choice for most Americans."

How successful NTIA will be in pushing the recommendations in Congress and at the FCC seems doubtful, particularly since the report comes in the waning months of the Reagan administration. What's more, the reaction of members of the industries affected is mixed, at best. Representatives of the cities object to the report's sharp criticism of the franchising process. Cable industry officials find elements to support as well as to oppose. And there were telco representatives who were disappointed that the report did not go further in its recommendation regarding the provision of common carriage for cable service; they want to provide the



NTIA's Sikes

programming, as well (see box at right).

Still, Assistant Secretary of Commerce for Communications and Information Policy Alfred Sikes, who heads NTIA, said at the news conference called to publicize release of the report that he has talked "informally" to several members of the House and Senate and came away with the view that "a lot of legislators are prepared to consider policy changes." He also noted that a number of the issues discussed in the report—cable-telephone company crossownership, compulsory cable licenses and cable-broadcast network crossownership—are the subject of open dockets at the FCC. "So we have Congress and the FCC interested in cable policy." He thought chances of implementing the report were "good."

Sikes said NTIA will file comments in the FCC proceedings dealing with matters covered by the report. Beyond that, the NTIA staff is considering its legislative options. Introduction of major legislation is one. Attaching bills dealing with parts of the report as amendments to cable-related legislation already pending in Congress is another. Nor has NTIA ruled out the possibility that legislative work begun in the current Congress can be carried over into the one beginning next January. Aides say talks with congressional aides have been encouraging. However, the principal staffers on the Senate and House Commerce Committees, who would be most directly concerned in the legislative process, said they had not yet had a chance to review the report.

FCC Chairman Dennis Patrick expressed support for the approach taken in the report: "The most important point in this discussion is one on which Al Sikes and I clearly agree—competition and open entry regulate best. They guarantee responsiveness to consumer demand and are the most effective safeguards against market power."

However, aides pointed out that Patrick was not agreeing with all of the report's recommendations. They noted specifically that Patrick differs with NTIA on the degree of freedom telephone companies should have in operating in the cable television market. The commission has initiated a notice of inquiry into the subject, and, an aide said, "it might lead to a legislative recommendation to permit the telephone companies to operate in the market on 'a fully integrated basis'—that is, as common carriers and providers of their own programming—'though with adequate safeguards.'"

Sikes at the news conference stressed that the report's aim is to promote the kind of competition and increased diversity of service he feels are lacking in the cable industry. To remedy matters, he would start with the franchising process. "The incumbent is insulated by an act of government," he said, referring to that process. "That invites more government regulation, because the market would fail." Sikes would not eliminate all of the cities' present responsibilities, but he did not specify which he would retain.

So although the report is kind to cable television, saying it provides valuable service to its 45 million subscribers, it also

## Differing points of view on NTIA's study

Judged by early reviews, the proposal at the heart of the National Telecommunications and Information Administration's cable television report to permit telephone companies to provide a "video dial tone" service is unlikely to win much support. Representatives of the cable industry and the municipalities that regulate cable say the proposal goes too far. Spokesmen for the telephone industry say it does not go far enough.

The proposal, in essence, would permit telcos to lease video channels to any company regardless of whether it has a municipal cable franchise.

National Cable Television Association President Jim Mooney said it is "ludicrous" to allow telcos to lease capacity to entities without franchises and, at the same time, try to make "free-standing" and franchised cable systems adhere to the Cable Communications Act of 1984.

The telco proposals amount to throwing out the Cable Act and allowing "all comers" to provide cable services, said Mooney. That is a "very heavy policy question" that lawmakers will be reluctant to revisit just four years after passing the Cable Act.

"Our attitude is that having just gotten some measure of stability, we are not anxious to have the boat rocked violently again," said Mooney.

John Goddard, president and chief executive officer, Viacom Cable, and NCTA chairman, said in allowing telcos to lease capacity to entities without franchises, "what you're doing is circumventing the cities, and that's going to create a lot of aggravation, and it's going to create an unfair playing field.... They really haven't thought through the consistency of their recommendations in terms of a level playing field.... It really puts the cities in a box."

Cynthia Pols, general counsel, office of federal relations, National League of Cities, which was a party to the compromise that led to the Cable Act, concurred with Goddard's analysis. The proposal "goes to the heart of local control," stripping municipal franchising authorities of their ability "to determine who gets in there and to make sure they provide public benefits."

The United States Telephone Association and some of its members did not object to the "video dial tone" proposal, but they complained that what is really needed is an elimination of federal telco-cable crossownership bans. "By not lifting the restrictions that prohibit the provision of cable service within the telephone company's service area, and to only allow telcos the opportunity to provide a video dial tone falls short in erecting a truly competitive environment," said USTA President John Sodolski in a prepared statement. "It maintains an effective economic barrier to fiber-to-the-home."

A spokesman from U.S. West said the report "appears to contradict the Reagan administration's long-standing position that the information services restrictions on the industry [imposed by the court in the AT&T breakup] need to be removed. Those restrictions are untimely and should be lifted."

BellSouth's statement called the report a "step backward" from NTIA's previous position against restraints on telcos offering information services. "BellSouth is against any arbitrary restriction on its ability to provide a full range of services to consumers," it said. "The NTIA's blueprint for carving up the cable marketplace would retain an outdated layer of regulation and further restrict telephone companies from First Amendment guarantees."

Not all the telco responses were negative. Bell Atlantic said it "welcomes" the report. In a prepared statement, Gary Collins, senior vice president, external affairs, said: "Bell Atlantic is pleased that NTIA recognizes that the communications industry is rapidly changing and that allowing the telephone companies to compete in the cable industry will increase public benefits such as better quality service, lower prices and more program choices."

The cable industry was also critical of the report's concern over the concentration of cable system ownership and its invitation to the FCC to look into the matter.

Despite their concerns, the cable representatives found as much good as bad in the report. Indeed, Brian Conboy, vice president, government affairs, Time Inc., which owns HBO and ATC, said, "On balance, it's a positive report for cable."

On the flip side of cable's concern about the "video dial tone" proposal was its relief that the report did not advocate elimination of the crossownership bans. Mooney, Conboy and Thomson also noted that the report found no cause for concern in the current level of vertical integration—common ownership of cable systems and programming. Mooney said he was pleased the report recognizes the contribution vertical integration can make to program diversity. The finding is particularly significant, Conboy said, since the growth of vertical integration is being used as an argument for passage of legislation regulating the distribution of cable programming by satellite directly to homes.



notes that only a handful of the 8,000 communities served by cable have a choice of cable operators. And it says: "It is likely that multiple cable providers would have resulted in greater public benefits than have resulted from the concessions extracted by municipalities in exchange for exclusive franchises. Local markets," the report recommends, "should be 'opened up' to more competition from multichannel program distributors."

Indeed, the report expresses skepticism regarding the validity of the rationales that cities have used to support their franchising authority. The fact that provision of cable television service generally involves use "of public rights of way," the report says, does not warrant "municipal regulations unrelated to that use." Then there is "cable's alleged status as a natural monopoly." Even if that description is accurate today, the report adds, there are reasons for doubting it will remain so in the future. Furthermore, it says, "there is no guarantee that a municipality will select as its exclusive franchisee the firm that the marketplace would have selected as the most efficient provider" of cable services. Few franchises are legally exclusive; but as a practical matter, most are.

More revolutionary is the recommendation that some of the barriers standing in the way of telephone companies interested in entering the cable market be removed. The report does not recommend that telcos be allowed to offer program services; Sikes made it clear NTIA's restraint in that regard was a product both of a sense of what would be politically possible and a concern about telephone companies' control of "bottlenecks." Rather, they would be allowed to offer a "video dial tone" that would enable not only cable operators but also Hollywood studios, sports organizations, broadcasters and others to supply programs.

The barriers to such service include requirements in the Cable Act of 1984 and the Communications Act of 1934 that common carriers lease channels for cable service only to franchised cable operators or franchising authorities. These barriers should be removed, the report says. (It does not, however, call for repeal of the commission rule, codified in the Cable Act, that bars telephone companies from providing cable service within their service areas.) There is also the modified final judgment issued by Judge Harold Greene in his supervision of the breakup of AT&T. One provision bars the Bell Operating Companies from offering information services. The report says there has been "no judicial or regulatory ruling" on whether such service includes cable television, but it expresses the view that a public interest determination regarding the BOCs' provision of such services "should be made by the FCC on a service-by-service basis."

The report envisages several public interest benefits flowing from the increased provision of video transport on a common carrier basis. First, it says, it would provide a competitive spur to existing cable systems, causing them "to be more responsive to

consumers in terms of quality of service, programing choices and other competitive points." Then, too, the report adds, users of the telephone service would benefit from the technical improvements it says would be made in connection with the delivery of video signals. "It would not be too difficult to see a time when a 'video dial tone' would be offered to all users (including cable operators, broadcasters, program suppliers and advertisers) at nondiscriminatory rates," the report says.

The report anticipates yet another benefit. "Video common carriage," it says, would "reduce concerns arising from ownership trends in the cable industry, such as the ability of cable firms to limit the availability of programing to competitive media."

NTIA, at least as its views are reflected in the report, is not concerned about vertical integration of cable systems and program suppliers. The report concludes that such

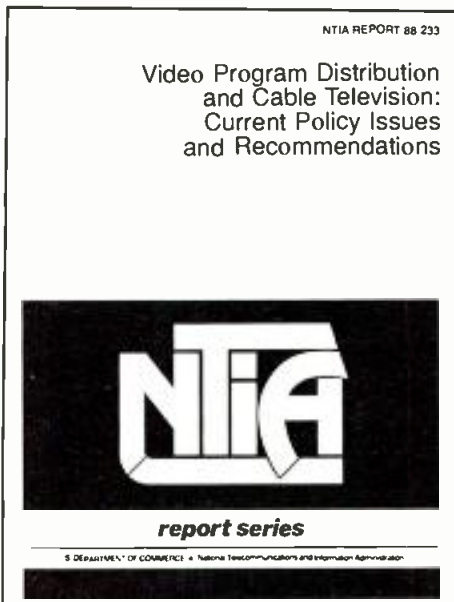
tion indexes for the industry "increased sharply between 1986 and 1987." The report refers specifically to Tele-Communications Inc., the country's largest multiple system operator, whose market share nearly doubled between 1986 and 1987 and whose lead over its nearest competitor, American Television & Communications, increased from 2.2 percentage points to more than 11. The report also notes that TCI "is rapidly approaching a 25% market share"—and that the FCC in 1984 limited ownership by a single television licensee to stations whose signals would collectively reach 25% of the nation's households.

The report cites several dangers it says are posed by MSO's with market power. For one thing, the report says, that power gives them considerable leverage over programers. The MSO's, it says, "could exchange carriage [of the programing] for sharp discounts in network charges or for an equity interest in the network itself" and in the process "appropriate some or all of the profits the network programmer would expect to receive as a return for creating a desirable new program service." And in "extreme cases," the report says, MSO's "could dictate whether a service would succeed or fail." The report also says large MSO's "might" use their power to "impede the development of competitive video distribution media."

If the report would have the government impose restrictions on the ownership of cable systems, it would have the government move away from some of the restrictions it has imposed on broadcaster ownership of cable. Times have changed since 1970, when the commission adopted rules barring common ownership of a television station and a cable system in the same market and prohibiting the networks from owning cable systems anywhere. The networks lack the influence they wielded 18 years ago, according to the report. As a result, they do not have the same ability to employ cross-ownership as a tool to reduce competition. So the report calls for the elimination of the ban. As for the ban on ownership of co-located cable and television properties, the report recommends waivers in cases where an applicant can demonstrate that the cross-ownership would not reduce economic competition or diversity.

The call for repeal of the compulsory license that enables cable systems to retransmit broadcast signals was anticipated. The NTIA has long favored repeal of the license, under which cable operators pay copyright owners less than 2% of the industry's gross revenues. The license, says the report, has given cable "preferential copyright treatment" that is "no longer justified." It says cable has outgrown its "infant" status and that many of the regulatory obligations, such as must carry, have been eliminated. Cable can and should enter into market-based contracts with program suppliers, the report says. But until that day, NTIA would grant the compulsory license only to cable systems that carry "all local broadcast signals."

That recommendation was particularly



integration appears to have produced "substantial benefits" by increasing the amount and diversity of programing available. "By underwriting some of the costs of a new program service," the report says, a cable operator can increase the probability a new service will make it to the marketplace. At the same time, the report says, "despite the potential for competitive harm," there is "no convincing evidence" vertical integration has caused any. According to the report, the differences in the number or type of programing carried by cable operators, whether affiliated with a programing network or not, are not substantial.

However, concentration of control of cable systems is, in NTIA's view, another matter. "We conclude that ownership concentration within the cable industry has reached levels that warrant investigation and, perhaps, action by the FCC." Satcom Inc., a small cable television company based in Montana, petitioned the FCC several years ago for such a study, but the petition does not appear to have a high priority. The study may catch the commission's attention, however. It says that after remaining relatively stable for four years, the concentra-

cheering to the Association of Independent Television Stations. It is backing legislation that would carry out that recommendation. INTV President Preston Padden called the

NTIA report "a comprehensive piece of scholarship." But it was the recommendation regarding must carry or else that he said "particularly encouraged" INTV members.

So when the political battle over the report starts, NTIA knows it has at least one committed ally, at least for some of the fighting. □

## Fox keeping careful eye on network performance

**News Corp. executive raises possibility of network demise; programing chief Ancier elevated to 'strategizing and setting policy'**

The continued existence of the Fox network is far from guaranteed and an evaluation of its performance could come before the end of the next broadcast season. That statement came from the incipient network's parent company, News Corp., whose finance director, Richard Sarazen, gave a presentation to financial analysts last Thursday (June 16) in New York. Any perceived lack of corporate support for Fox is sure to be discussed at this Wednesday's affiliate board of governors meeting in Washington. The meeting will be attended by Fox Broadcasting Co. president, Jamie Kellner, and, perhaps, Fox Inc. chairman and chief executive officer, Barry Diller.

Sarazen subsequently softened his remarks. He told BROADCASTING: "I was trying to assure shareholders and analysts that we weren't going to hang on to the network or refuse to make changes without regard to how well it is doing. I probably did say there would be an evaluation in six to nine months. But I didn't say that if at the end of the day some benchmark wasn't met the network would be closed down.... There is no specific benchmark and there are a whole range of alternatives, from the extremes of

capped in the past two weeks by the creation of a president for Fox Inc. and establishment of a new division, FBC Entertainment. In Hollywood, more changes are expected as long as the network and owned stations continue to perform below their desired ratings and profit levels.

Last week, Fox announced that network programing president, Garth Ancier, had been named president of FBC Entertainment. According to a company spokesman, Ancier will now be involved with "strategizing and setting policy." Direct responsibility for programing operations will be taken over by senior vice president, programing, Rob Kenneally, currently vice president of Fox Film Corp.'s Television Division, who will report to the new division's executive vice president, Kevin Wendle. Jim McKay, who had been senior vice president of programing, is returning to Australia after nine months at Fox.

Also reporting to Wendle is a yet-to-be-named senior vice president of advertising/promotion/publicity.

At the studio level, Jonathan Dolgen, currently president of Fox Film Corp.'s television division, was named to the newly created post of president of Fox Inc. Several staff functions, finance, law and administration, and the studio's film laboratory will report to Dolgen and to newly appointed executive vice president, Chase Carey.

Within the past six months FBC has lost—in addition to Johnson—its network sales chief and two of its three regional sales executives. Fox Television Stations has lost its president, Dirk Zimmerman. At last week's meeting Sarazen said recent management changes in the station division were intended to make that operation more "aggressive." Observers said that results are noticeably below projections at the company's owned stations in Los Angeles and Chicago.

Some of the motivation for the voluntary departures was said to be a loose reporting structure. TV station general managers, for instance, currently report to Bob Kreek, executive vice president, Fox Inc.; David Simon, vice president, programing, Fox Television Stations; Diller, or Murdoch. Said one observer: "It is an energized place with little respect for bureaucracy. People are willing to walk in anyone else's office with an idea or a question. At the same time there are no clear lines of responsibility and that can lead to a politicized environment." Several governors on the affiliates board were unaware of the Sarazen statement. Board Chairman Martin Colby, vice president, general manager, Bay City Television, said: "I cannot contradict the corporate statement...but everybody reexamines their businesses.... Tisch reexamines CBS; General Electric reexamines NBC." Colby said



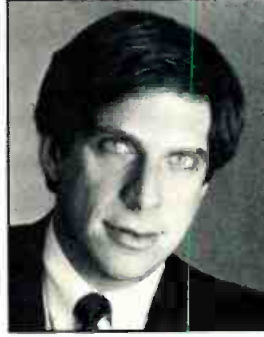
Ancier



Kenneally



Wendle



Dolgen



Carey

doing nothing to closing the network down."

Mark Riely, of Eberstadt Fleming, who attended the meeting, mentioned one of the alternatives: "They could move programing from Saturday, where they have not been very satisfied with the HUT levels." Riely added, "Murdoch is a very patient guy, but he would still like to see positive trends."

For the News Corp. fiscal year ending in June, losses at the network are expected to run at least \$30 million higher than the \$50 million originally projected. Charles Crane, a securities analyst for Prudential-Bache Securities, suggested they may be running even higher in recent months.

Adding to speculation about the performance of Fox has been the senior-level comings and goings of the past six months,

However, the studio's three main operating divisions: film, television stations and the Fox network, will continue to report to Barry Diller.

There was at least some talk that the president's job was created to keep Dolgen, who is said to be highly regarded, happy at Fox. Recently it was rumored that the former Columbia Pictures executive was offered a job by his former studio but that Fox wouldn't let him out of his contract.

Problems of keeping talented executives are equally acute, if not more so, on the television side. Whereas a limited number of executives at the traditional three networks are kept under contract, an informed source suggested that as many as two-thirds of senior Fox Broadcasting Corp. executives had contracts.

Fox continues to indicate to him a long-term commitment to the network and said that within the past few weeks FBC had taken out a five-year option on *Late Show* host Ross Shafer.

Keeping affiliate clearances for the poorly performing *Late Show*, which makes up almost 50% of Fox's weekly schedule, may be a primary goal for FBC executives at this week's meeting in Washington. Kevin O'Brien, a member of the Fox affiliate board of governors and executive vice president, Independent Broadcast Group, Cox Communications, said he was less concerned about the management changes: "They may have a lot of turnover but that goes with starting up a network.... As long as it doesn't affect quality of shows I'm not worried about it." □



# AGB tells networks it needs contracts to survive

**One-year-old peplemeter competitor of Nielsen says three-year deals from ABC, NBC and renewal by CBS are vital to its economic livelihood**

The financial future of AGB Television Research, the television industry's one-year-old competitor of Nielsen in the national ratings business, appears to be in limbo.

AGB has told ABC and NBC, the two networks that do not subscribe to it, that it needs new "consideration" of multiyear commitments from them in order to stay in business. Those three-year deals would cost the two networks roughly \$10 million each.

AGB had no comment last week beyond saying that it was continuing to pursue network contracts.

AGB's lone network subscriber, CBS, paid the ratings firm \$2 million for the first year in its three-year contract, which includes options to cancel at the end of each year. The second year of the CBS agreement costs the network \$3.5 million, as will the third year (plus cost-of-living increases). The increase in the price from year one to year two is based on an increase in the service's household sample size. AGB started with 2,000 homes and will expand to 3,000 this week. That number will rise to 4,000 in September and 5,000 in December.

Under a 60-day extension of its contract, which came up for renewal on May 31, CBS is considering whether to exercise its option for a second year.

If the networks would contribute roughly one-third of AGB's revenues at its "mature" stage (5,000 households), as some familiar with the business have estimated, then the service would be expected to gross in the neighborhood of \$30 million. AGB currently grosses between \$5 million and \$6 million, according to sources. According to one well-placed source, operating expenses came to roughly \$25 million for the current year.

ABC vice president of research, Alan Wurtzel, said that ABC is "seriously considering" AGB. Wurtzell said an important consideration in subscribing to another national ratings service would be the role the second service plays in keeping the quality of the Nielsen ratings up. AGB was an innovator of the peplemeter measurement system and operates the devices in nine countries.

Wurtzell said ABC welcomes a "competitive environment." But, he added, "we have to decide whether we would benefit from that. It's too soon to say. Ultimately the decision is based on the value of numbers," he said, adding: "All things being equal, we would welcome AGB. It's a superior measurement system."

But Wurtzell said that in addition to the cost of subscribing to the service, there are the costs it adds to ABC's research department. A second set of ratings requires additional computer hardware, software and personnel to analyze the figures. Wurtzell said that the additional research resources and expenses for a second service would be

substantial, although "not quite twice" the current figure.

Wurtzel said two factors weigh against arguments for an additional service: AGB numbers are not seen as strikingly different from Nielsen's NTI data, and in its first year, AGB has not replaced Nielsen as the principal service used in advertising buys.

CBS vice president of marketing, David Poltrack, said that CBS's decision to renew a second service would depend on the outcome of AGB's negotiations with ABC and NBC. "Obviously they have to get a bigger revenue base" to continue operations, he said.

Poltrack repeated his contention that for CBS to continue to pay for AGB data, AGB would have to achieve a higher profile (BROADCASTING, Jun 13). "If two out of three networks don't pay attention [to AGB], that's the Catch 22," he said. Poltrack also said that a reluctance by the press to use AGB's numbers has not helped the service.

Poltrack said, however, that CBS takes a "long term view" on AGB. In the short term, CBS could save money by subscribing to only one service, he said, but in the long term, competition between two services will hasten the development of the "most cost-effective measurement system." When that competition breeds a universally accepted ratings service, "only one will be required." □

## House bill proposes film commission to deal with colorizing

**Nine-member panel would decide if film is historic and require on-air disclosure by broadcasters of editing, compression or coloring**

The House Appropriations Committee last week passed an Interior Subcommittee appropriations bill that includes an amendment that would require disclosure of "material alterations" done by broadcasters in motion pictures considered "historic." The bill would set up a National Film Commission to determine what constituted a material alteration and which films met the historic criteria. What concerns broadcasters is that any film altered through editing for language, violence or sexual conduct, commercial insertion or time compression techniques would have to contain disclosure of those changes, which are considered standard practice today. In addition, any film that meets the historical criteria and is colorized would have to be renamed when aired.

During markup of the bill last Thursday, Congressmen Vic Fazio (D-Calif.) offered to strike the amendment, which had been proposed by Robert Mrazek (D-N.Y.). But Fazio's motion was defeated 25-20. The bill now goes to the House Rules Committee.

There is near unanimity within the Fifth Estate against Mrazek's amendment. The National Association of Broadcasters, which wrote to Committee Chairman Jamie Whitten (D-Miss.) on the eve of the vote, said: "The greatest concern for local broadcasters is the provision that would bar licensees from making 'material alterations' without some form of disclosure. The amendment fails to define what constitutes a material alteration." NAB is concerned that the editing of offensive language, violence or sexual conduct, inserting commercials or panning, scanning and time compression, would be considered material alterations.

Hill sources say the intent is to only include substantial editing, colorizing and time compression techniques whereby a film is shortened by five or 10 minutes. Even with that, proponents of the bill say it only requires a disclosure statement. Many movies on cable and broadcast today, they say, already contain such advisories as: "Edited for television" or: "Parental discretion is advised."

The National Endowment for the Arts would appoint four members (two from the Writers Guild of America and two from the Directors Guild of America) to the nine-member NFC board. Four more would be chosen by the National Endowment of the Humanities (two from the National Society of Film Critics and two from the Society of Cinema Studies). The ninth member would be appointed by the President. NAB says that makeup would tilt heavily in favor of Hollywood, making the NFC a vehicle for those who back the moral rights argument against alterations.

The Motion Picture Association of America and Turner Broadcasting also oppose the amendment. MPAA, like NAB, took exception to the absence of hearings on the provision establishing a National Film Commission. "The motion picture industry has long been a foe of censorship, of government making subjective decisions about creative works, as well as any 'special interest' assembly invoking some kind of 'divine' wisdom which categorizes movies," said MPAA President Jack Valenti. "The primary issue is whether it is right for the government, for the first time, to become involved in determining the quality of films," he said, and "that ought to be reserved only for audiences."

TBS Chairman Ted Turner, in defending colorization, said: "Today's TV audiences, certainly prime time audiences, just will not watch black and white, so hundreds of old movies are gathering dust. Doesn't it make sense to use modern technology to add color, so that millions of people around the world can watch and enjoy them?"

Action on the issue may heat up this week. Valenti is due to meet on Tuesday (June 21) with Mrazek, Sidney Yates (D-Ill.) and Thomas Foley (D-Wash.) to see if a solution can be found. And colorization of black and white films will be the subject of a House Copyright Subcommittee hearing, also on Tuesday. □

# Money, First Amendment on NAB board agenda

This week's meeting of the National Association of Broadcasters joint board of directors will abound with debate as they search for a consensus on policy and budget matters. NAB must come up with more than \$1 million to finance a series of unbudgeted projects, and the board will be asked to approve a proposal to increase membership dues to cover the new expenses. On the policy side, directors will deliberate on the public trustee concept of broadcast regulation.

There is division among industry ranks over how far the industry should go in pursuing full First Amendment rights. At the heart of that debate is the fairness doctrine which stands in the way of other industry legislative objectives such as enactment of a permanent set of mandatory cable must-carry rules and reform of the comparative renewal process.

NAB President Eddie Fritts anticipates the four-day session (June 21-24) at the Ritz-Carlton hotel in Washington will be a "nuts and bolts" meeting. An effort was made to streamline the proceeding. In the past, NAB has invited a number of congressmen or FCC officials to address the radio and TV boards, but not this time. Fritts said some directors feel there have been too many "interruptions." Oral staff reports also will be limited.

Still, several side events are planned including four private dinners for key Hill policymakers on Tuesday (June 21), a reception Wednesday night on Capitol Hill, and dinner at the State Department on Thursday. Among the congressmen who have accepted for Tuesday's event are Senate Copyright Chairman Dennis DeConcini (D-Ariz.) and

Representatives Carlos Moorhead (R-Calif.) and Robert Matsui (D-Calif.).

As for financial matters, the joint board will probably make further adjustments to the association's April 1988-March 1989 budget to make ends meet. Most of the new expenses 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. Some of the needed funds will probably be drawn from NAB's budgetary reserves, but the executive committee will recommend increasing radio and TV dues to offset the debt.

Under the proposal, dues for VHF network affiliated stations would increase an average of 5%; the networks would experience a 10% hike, and UHF stations would gradually see a reduction in the discounts they receive, resulting in an increase of between 3% and 5%. For radio, dues are based on voluntary guidelines and categories of revenue; NAB would limit the categories and increase the minimum dues. If adopted, the proposal would not take effect until January 1989 for television and April 1989 for radio.

Some directors, however, are not thrilled with the executive committee's idea and may suggest reallocating funds and cutting back expenses.

Perhaps one of the more controversial expenses is the \$225,000 the radio board will be asked to contribute to the radio public awareness campaign, which has already received \$75,000 from the NAB. The campaign is part of an overall \$1.1-million proposal by the Radio Futures Committee

formed by NAB and the Radio Advertising Bureau.

On a legislative front, both the TV and radio boards will examine the prospects for Hill action in the next Congress. For radio, enactment of a license renewal reform bill is a chief priority. NAB hopes to launch a campaign for congressional action at its Radio '88 convention in Washington, Sept. 14-17.

Hill leaders have made it clear that there will be no action on any broadcast legislation the industry seeks until the fairness doctrine is enacted. "Some broadcasters feel a compromise in fairness is needed to get what we want," said Jerry Lyman, RKO Radio, chairman of the NAB radio board. But there are other radio directors who might oppose using fairness as a trade for a comparative renewal bill. Lyman thinks the issue should be resolved before the next Congress when the doctrine's proponents have promised to push again for a fairness bill.

A similar debate is likely to ensue on the television side. TV Chairman Ben McKeel of Nationwide Communications, Columbus, Ohio, has asked his directors to think about the "public trustee concept...and be prepared to weigh the pros and cons." For many television directors fairness is not a "life or death" issue, according to Hal Protter, WVTM-TV Milwaukee. McKeel expressed his view: "I am not sure about the fight for full First Amendment rights. We do have a public interest obligation and for that we should get some protection."

The protection McKeel refers to is must-carry legislation that NAB hopes Congress will adopt. □

## TV Marti plan raises fears of broadcasters

The Senate Appropriations Committee last week approved \$7.5 million for a television version of Radio Marti—and promptly sent shock waves of concern through the American television industry. The National Association of Broadcasters worries that the proposed station—it would transmit from a tethered blimp close to three miles above the Florida Keys—would cause interference to American stations. And whether that concern proved warranted, the NAB fears retaliatory jamming from Cuba.

The proposal was pressed on Senator Ernest Hollings (D-S.C.), chairman of the Appropriations Subcommittee dealing with the U.S. Information Agency and its subsidiaries, including Radio Marti, by Jorge Mas, the anti-Castro Cuban businessman who heads the Radio Marti advisory committee. Radio Marti, established by Congress at the request of the Reagan administration, began broadcasting to Cuba three years ago. And Hollings, who introduced the TV Marti proposal in a subcommittee markup two weeks ago, is a strong supporter of the service. "This will be a strong follow-on to the success of Radio Marti," he said last week.

Then there was the question regarding the cost of the project. The ultimate cost was placed at \$23 million-\$25 million, substantially more than the \$7.5 million approved by the Senate committee (money that would be taken from funds allocated for the Voice of America modernization program). Asked to explain the apparent discrepancy, an aide to Hollings, Warren Kane,

said the committee had received assurances that Vice President Bush, a backer of the project, would be able to secure a blimp from government stocks. A Bush press spokesman promised to check the report, but did not return a reporter's calls by press time last Friday (June 17).

There was also the unusual manner in which the data on which the TV Marti proposal is based is being handled. The proposal grows out of a feasibility study financed by an \$80,000 appropriation approved by Congress last year. The envisaged land-based aerostat, tethered up to 14,000 feet above the Florida Keys, would operate with a directional antenna powered by a 10 kw transmitter. But the NAB and others seeking copies of the report were turned down by the only sources that appeared to have access to it, the lobbyists hired by the Radio Marti group to obtain legislative support for the project. Senate Appropriations Committee staffers and USIA officials referred questioners to the lobbying firms of Black, Manafort, Stone & Kelly, of Washington, and Rumbaut consultants, of Miami.

The Senate bill is expected to go to the Senate floor this week. If the TV Marti proposal survives unscathed, its legislative fate would be settled in a Senate-House conference committee. The appropriations bill that passed the House last week did not contain a similar provision. However, the measure is said to have strong support in the House.



# ANNOUNCEMENT

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## Fifth Estate gives more than \$100,000 to lawmakers in 1987

### Total includes honoraria and members' investments in media

Senate and House members received more than \$100,000 in honoraria during 1987 from communications interests (broadcast, cable and motion picture), according to personal financial disclosure reports filed by the lawmakers. Included in the filings is information concerning the members' investments in Fifth Estate companies, either directly or through trusts. Spouses' income and property are also listed.

BROADCASTING examined statements filed by House Telecommunications Subcommittee members (and leadership on the parent Energy and Commerce Committee) and those on the Senate Commerce Committee (see below). Reports from Hill policymakers overseeing copyright matters are also reviewed.

In addition, honoraria from local telephone companies, which have agitated to broaden their interests in the electronic media, were included and show that some \$63,000 was given, mostly to House and Senate Commerce Committee members. For example, last year Representative Tom Tauke, a Republican from Iowa and Telecommunications Subcommittee member, received \$13,000 from telephone interests. Among the contributors: U.S. Telephone Association; BellSouth; Pacific Telesis; Nynex; Bell Atlantic; Bellcore, and Southern Bell.

Filing for an extension was Senator Patrick Leahy (D-Vt.), who sits on the Copyright Subcommittee.

Most of the congressmen receive honoraria for participating in panel sessions or for speeches at the National Association of

Broadcasters, Association of Independent Television Stations and National Cable Television Association annual conventions. And money comes from broadcast and cable state associations as well as the three broadcast networks.

Generally, House members get \$1,500 and senators \$2,000 for attending the conventions. Honoraria from the Motion Picture Association of America and various studios (around \$12,000) is cited in the filings also.

Leading the Fifth Estate in honoraria was the NAB, which paid more than \$61,000 and NCTA with about \$34,000. In addition to honoraria, members are reimbursed for air fare, food and lodging for those appearances. (Often spouses accompany members, and NAB, in particular, covers travel and lodging expenses for them.)

NAB's honoraria tally is high because it paid \$1,500 each to more than a dozen congressmen attending its legislative forum held prior to its January 1987 board meeting in Laguna Niguel, Calif. For example, Al Swift, a Democrat from Washington and member of the House Telecommunications Subcommittee, and his wife, Paula, were reimbursed for three nights of food and lodging as well as round trip air fare for the Laguna Niguel trip. Members are not required to list specific amounts for reimbursements, but, according to NAB's FY 1987-88 budget, it spent \$43,164 on the forum.

The lawmakers are limited by law to \$2,000 for each appearance. For senators, the total honoraria accepted may not exceed 40% of their 1987 salary (\$34,993 for those sworn in prior to Jan. 1, 1987; \$37,496 for newly elected senators who served in the

House in 1986 and \$34,821 for new senators who were not in the House that year). In the House all outside income (honoraria included) may not surpass more than \$26,850, 30% of a member's salary.

Neither body requires detailed financial statements. Information on holdings or unearned income through dividends, for example, need only be reported in ranges such as "not more than \$5,000" and "from \$5,001 to \$15,000" or "over \$250,000."

Sometimes the lawmakers' investments are in communications businesses. Senator Ernest Hollings (D-S.C.), who chairs the Commerce Committee, for example, purchased 4,400 shares in McCaw Cellular Communications last August (BROADCASTING, June 13) and sold 2,400 shares of the stock in November. Hollings sold the remaining 2,000 shares in January after discovering the investment, which had been made by his investment counsellor.

Last December, McCaw was a major player in a lobbying effort before Commerce to alter the FCC's policy on awarding cellular franchises, and although the initiative was not wholly successful, it resulted in legislation temporarily restricting the FCC from commencing its lottery proceeding on cellular radio. Hollings, an aide said, did not "endorse" any one position during last year's activity on the cellular matter. (Senator John [Jay] D. Rockefeller [D-W.Va.], who sits on the Commerce Committee, reported the sale of Cellular Communications stock in February 1987 for between \$15,001-\$50,000.)

Among other Hollings investments were 2,000 shares of General Electric (NBC's parent company) stock which he sold for between \$100,001 and \$250,000. Three times during 1987 he sold three call options on the GE stock which added gains of between \$1,001 and \$5,000 each. Also, the senator eliminated his holdings in the advertising conglomerate, Interpublic Group, which ranked 40th in BROADCASTING's Top 100 survey (BROADCASTING, May 30). During the year he earned dividends on the IPG stock of between \$1,001 and \$2,500.

And he accepted honoraria from several Fifth Estate entities: \$2,000, CapitalCities ABC; \$2,000, GE; \$1,000, Harris Corp.; \$2,000, Association of National Advertisers; \$2,000, American Association of Advertising Agencies; \$1,500, NAB, and \$1,500, Broadcasting Publications. As for the telcos, he received \$2,000 from U.S. West and \$2,000 from BellSouth.

Senate Communications Subcommittee Chairman Daniel Inouye (D-Hawaii), on the other hand, made no investments in Fifth Estate companies but accepted \$2,000 from NCTA and \$1,000 from Heritage Communications. The senator received \$4,000 for

**Copyright consideration.** Senate Copyright Subcommittee Chairman Dennis DeConcini (D-Ariz.) introduced a bill last week aimed at promoting mandatory carriage of local TV signals on cable (must-carry). The measure is co-sponsored by Republican Orrin Hatch of Utah, who is the subcommittee's ranking minority member. (Senators Paul Simon [D-Ill.] and Howard Metzenbaum [D-Ohio] are said to be potential sponsors.) It is virtually identical to a must-carry bill offered in the House by John Bryant (D-Tex.) and would condition cable's compulsory copyright license on whether a cable operator is carrying local television signals. If a cable system chose not to adhere to the latest set of must-carry rules adopted by the FCC and later thrown out by the court, it would lose its compulsory license. Also, the bill protects broadcasters from being shifted to undesirable channel assignments. No immediate action is planned on the DeConcini measure.

However, the legislation is bound to get a boost this week (June 21-22) when some 100 general managers of independent television stations make the rounds on Capitol Hill. They'll be in Washington attending the Association of Independent Television Stations annual general managers meeting. Much of the conference will be devoted to congressional visits although marketing and business issues are on the agenda. A chief priority for INTV is passage of a permanent set of must-carry rules, and INTV is believed to be the driving force behind the DeConcini bill.

A highlight of the meeting is a Tuesday night dinner with House Telecommunications Subcommittee members Al Swift (D-Wash.); Dennis Eckart (D-Ohio); John Bryant (D-Tex.); Mickey Leland (D-Tex.); Billy Tauzin (D-La.); Jack Fields (R-Tex.); Matthew Rinaldo (R-N.J.); Tom Tauke (R-Iowa), and Michael Oxley (R-Ohio). Congressman Doug Bosco (D-Calif.) will also attend.



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two separate occasions from the U.S. Telephone Association.

In the House, Energy and Commerce Committee Chairman John Dingell (D-Mich.) collected \$2,000 from the American Advertising Federation, which he gave to charity. Nynex paid Dingell \$1,000, and he received \$2,000 from BellSouth; it was donated to charity. As for other outside income, the chairman's wife, Debbie, reported a dividend of not more than \$1,000 from GE. Her holding in the GE stock was not more than \$5,000. Dingell also reported that GE provided roundtrip air fare from Washington to the Homestead in Virginia to participate in a Business Council Roundtable.

Norman Lent, the ranking Republican from New York on Commerce, accepted \$4,000 from NAB for three events. USTA gave \$2,000 and Westinghouse, \$2,000, which went to charity. Lent's wife, Barbara, is employed by Nynex.

House Telecommunications Subcommittee Chairman Ed Markey (D-Mass.) did not list any honoraria from the Fifth Estate. But he was reimbursed by NCTA, NAB, the Home Shopping Network, MPAA, the California Broadcasters Association, and ABC News for air fare and lodging to attend various events throughout the year.

A detailed list follows. (Not included are those congressmen who did not receive honoraria from the telecommunications industries or list investment in those areas).

## Senate Copyright Subcommittee

**Subcommittee Chairman Dennis DeConcini (D-Ariz.)—Holdings:** Liberty Corp. stock, \$1,001-\$5,000; Gannett Co. stock, \$1,001-\$5,000; Walt Disney Inc. stock, \$5,915; Pacific Telesis stock, \$2,663; North American Communication Corp. stock, \$5,288; Roadrunner Radio & Television partnership, .469% interest, \$50,001-\$101,000; Southwest Radio & Television partnership, 2.44% interest, \$15,001-\$50,000.

**Charles Grassley (R-Iowa)—Honoraria:** Outdoor Advertising Association, \$2,000; NAB, \$2,000; King Communications Group, \$1,500.

**Orrin Hatch (R-Utah)—Honoraria:** McGraw-Hill, \$2,000.

**Howell Heflin (D-Ala.)—Honoraria:** NAB, \$2,000; ASCAP, \$2,000.

**Edward Kennedy (D-Mass.)—Holdings:** AT&T stock, \$5,001-\$15,000; Ameritech stock, \$5,001-\$15,000; BellSouth stock, \$5,001-\$15,000.

**Alan Simpson (R-Wyo.)—Honoraria:** Arent, Fox, Kintner, Plotkin & Kahn, \$2,000; Gannett, \$125; BellSouth, \$2,000.

## Senate Commerce Committee

**Brock Adams (D-Wash.)—Honoraria:** NAB, \$1,500. **Holdings:** BellSouth stock, \$5,001-\$15,000; AT&T stock, \$5,001-\$15,000.

**John Breaux (D-La.)—Honoraria:** NAB, \$2,000.

**John Danforth (R-Mo.), ranking minority member—Honoraria:** American Advertising Federation, \$2,000. **Holdings:** Capital Cities/ABC stock, \$250,001+.

**James Exon (D-Neb.)—Honoraria:** NAB, \$2,000; U.S. Telephone Association, \$2,000; NCTA, \$1,500.

**Wendell Ford (D-Ky.)—Honoraria:** Kentucky CATV Association, \$1,000; NAB, \$1,500.

**Albert Gore (D-Tenn.)—Honoraria:** Comsat, \$2,000; Arnold & Porter, \$1,000; ASCAP, \$2,000; Northern Tele-

com, \$2,000; Association of National Advertisers, \$1,000.

**Nancy Kassebaum (R-Kan.)—Holdings:** General Electric stock, \$50,001-\$100,000; Westinghouse stock, \$15,001-\$50,000; KFH \$250,000+; Seward Broadcasting, \$1,001-\$5,000. **Transactions:** Sold WREN Broadcasting in January 1987 for \$250,000+.

**Robert Kasten (R-Wis.)—Holdings:** Walt Disney stock, \$5,001-\$15,000; American Association of Advertising Agencies wages, \$1,000+; BellSouth, \$1,001-\$5,000; Bell Atlantic, \$1,001-\$5,000; Nynex, \$1,001-\$5,000; Southwestern Bell, \$1,001-\$5,000; AT&T, \$1,001-\$5,000; Ameritech, \$1,001-\$5,000; Pacific Telesis, \$1,001-\$5,000; U.S. West, \$1,001-\$5,000.

**John McCain III (R-Ariz.)—Honoraria:** General Electric, \$2,000; Comsat, \$2,000; Telecor Network of America, \$2,000; NAB, \$1,500; U.S. Telephone Association, \$1,000; NBC, \$1,500; Competitive Telecommunications Association, \$2,000.

**Robert Packwood (R-Ore.)—Honoraria:** Bell Atlantic Management Services, \$2,000; U.S. West, \$2,000; NCTA, \$2,000; General Electric, \$2,000; Comsat, \$2,000; AT&T, \$2,000; Dow, Lohnes & Albertson, \$2,000; BellSouth, \$1,000. **Holdings:** General Electric, \$15,001-\$50,000.

**Larry Pressler (R-S.D.)—Honoraria:** Ackerley Communications, \$2,000; U.S. Telephone Association, \$1,000; NAB, \$2,000; NCTA, \$1,000; Verner, Liipfert, Bernhard, McPherson & Hand, \$2,000.

**Donald Riegle Jr. (D-Mich.)—Honoraria (donated to charity):** General Electric, \$2,000; NAB, \$1,500; Motorola, \$1,000.

**John Rockefeller IV (D-W.Va.)—Holdings:** R.D. Percy & Co. common stock, \$250,000+; R.D. Percy & Co. preferred stock, \$250,000+. **Transactions:** Sold Cellular Communications stock on Feb. 12, 1987, for \$15,001-\$50,000.

**Ted Stevens (R-Alaska)—Honoraria:** NCTA, \$1,500; BellSouth, \$2,000; U.S. Telephone Association, \$2,000; CBS News, \$150. **Holdings:** Northern Television, \$1,001-\$5,000.

**Paul Trible (R-Va.)—Honoraria:** Centel Corp., \$1,000.

**Pete Wilson (R-Calif.)—Honoraria:** Dow Jones & Co., \$100.

## House Telecommunications Subcommittee

**Thomas Bliley (R-Va.)—Honoraria:** NAB, \$1,500; NCTA, \$1,500; NBC, \$1,000; U.S. Telephone Association, \$1,000, and Bell Atlantic, \$1,000. **Income:** Media General dividend, not more than \$1,000. **Holdings:** Media General stock, \$15,001-\$50,000.

**John Bryant (D-Tex.), also a member of the Copyright Subcommittee—Honoraria:** NAB, \$1,500; NCTA, \$1,500, and U.S. Telephone Association, \$1,000.

**Rick Boucher (D-Va.), also a member of the Copyright Subcommittee—Honoraria:** none. **Income:** Westinghouse Corp. interest from common stock, not more than \$1,000; **Holdings:** Westinghouse Corp., \$5,001-\$15,000.

**Dan Coats (R-Ind.)—Honoraria:** NAB, \$1,500; NCTA, \$1,500; U.S. Telephone Association, \$1,000.

**Cardiss Collins (D-Ill.)—Honoraria:** NAB, \$1,500.

**Jim Cooper (D-Tenn.)—Honoraria:** NAB, \$1,000; Tennessee Broadcasters Association, \$300; INTV, \$1,000, and COMSAT, \$2,000.

**Wayne Dowdy (D-Miss.)—Honoraria:** NAB, \$1,500; NCTA, \$1,500; South Central Bell, \$2,000; U.S. Telephone Association, \$1,000, and Alabama/Mississippi, \$1,500. **Income:** WLMT(AM)-WQZY(FM) Dublin, Ga., dividend of \$2,501-\$5,000; KNWA(AM)-WOWDF(FM) Harrison, Ark., dividend of \$5,001-\$15,000. **Holdings:** WMLT-WQZY (25%), \$100,001-\$250,000; KNWA-KCWD (22.5%), \$100,001-\$250,000; WSHU(AM)-WWMS(FM) Oxford, Miss. (27.3%), over \$250,000; WKKY(FM) Pascagoula, Miss. (100%) \$100,001-\$250,000; KPFM (FM) Mountain Home, Ark. (25%),

\$50,001-\$100,000; WAPF(AM)-WXLT(FM) McComb, Miss. (50%), \$100,001-\$250,000; KPET(AM)-KLSC(FM) Lamesa, Tex., (25%), \$15,001-\$50,000.

**Dennis Eckart (D-Ohio)—Honoraria:** NAB, \$1,500; NCTA, \$2,000; INTV, \$1,000; U.S. Telephone Association, \$1,000, and Ohio Bell, \$1,000.

**Jack Fields (R-Tex.)—Honoraria:** NCTA, \$1,500; INTV, \$1,000; NAB, \$1,500; U.S. Telephone Association, \$2,000, and Southwestern Bell, \$1,000.

**Mickey Leland (D-Tex.)—Honoraria:** NAB, \$1,500 and \$1,500; COMSAT, \$2,000, and Southwestern Bell, \$1,000. **Holdings:** United Artists Communications, stock, over \$50,000; Storer Communications, stock, over \$6,000.

**Howard Nielson (R-Utah)—Honoraria:** NAB, \$1,500; U.S. Telephone Association, \$1,000.

**Michael Oxley (R-Ohio)—Honoraria:** NAB, \$1,500; NCTA, \$1,500; Ohio Bell, \$1,000; U.S. Telephone Association, \$1,000 and \$1,000, and Centel, \$1,000.

**Bill Richardson (D-N.M.)—Honoraria:** NAB, \$1,500; NCTA, \$1,500; Colorado Community Television Association, \$1,000; U.S. West, \$2,000, \$500; U.S. Telephone Association, \$1,000 (assigned to charity).

**Matthew Rinaldo (R-N.J.), ranking minority member on the Telecommunications Subcommittee—Honoraria:** NAB, \$1,500, \$1,500; Walt Disney, \$2,000; NCTA, \$1,500; NBC, \$1,000, and Pacific Telesis, \$2,000.

**Don Ritter (R-Pa.)—Honoraria:** NCTA, \$1,500; NAB, \$1,500; Accuracy in Media, \$200; BellSouth, \$1,000; Nynex, \$1,000; Southwestern Bell, \$1,000, and GE, \$1,500 (assigned to charity).

**Jim Slattery (D-Kan.)—Honoraria:** Southwestern Bell, \$1,000.

**Al Swift (D-Wash.)—Honoraria:** NAB, \$1,000, \$1,500; INTV, \$1,000, \$1,000; NCTA, \$1,000; BellSouth, \$2,000; U.S. Telephone Association, \$1,000.

**Tom Tauke (R-Iowa)—Honoraria:** NAB, \$1,500, \$1,000; U.S. Telephone Association, \$1,000, \$1,000; BellSouth, \$2,000; Pacific Telesis, \$2,000; Nynex, \$1,000; Bell Atlantic, \$2,000; Bellcore, \$2,000, and Southern Bell, \$2,000. **Holdings:** Cable Advertising System stock purchased June 19, 1987 for not more than \$5,000.

**Billy Tauzin (D-La.)—Honoraria:** U.S. Telephone Association, \$1,000.

## House Copyright Subcommittee

**Howard Berman (D-Calif.)—Honoraria:** Walt Disney, \$1,000; NAB, \$1,500; NCTA, \$1,500; MCA, \$2,000; MPAA, \$1,000, and California Cable Association, \$1,200.

**Benjamin Cardin (D-Md.)—Honoraria:** MPAA, \$1,000. **Income:** Warner Communications dividend, not more than \$1,000. **Holdings:** Warner Communications common stock, \$15,001-\$50,000; Warner Communications common stock (daughter) \$5,001-\$15,000; Warner Communications common stock (son) \$5,001-\$15,000.

**Howard Coble (R-N.C.)—Honoraria:** MPAA, \$1,000; Southern Bell, \$1,500.

**George Crockett (D-Mich.)—Honoraria:** NCTA, \$1,500.

**Michael DeWine (R-Ohio)—Honoraria:** INTV, \$1,000; NAB, \$1,500; NCTA, \$1,500; Paramount Pictures, \$1,000; Fox Television Stations, \$500; California Cable Television Association, \$1,200.

**Henry Hyde (R-Ill.)—Honoraria:** NAB, \$1,500-\$1,500.

**Chairman Robert Kastenmeier (D-Wis.)—Honoraria:** INTV, \$1,000; NAB, \$1,500; ASCAP, \$2,000; Electronic Industries Association, \$1,000; MPAA, \$2,000; California Cable Television Association, \$1,500.

**Dan Lungren (R-Calif.)—Honoraria:** NBC, \$1,000; NAB, \$1,500; NCTA, \$1,500; MPAA, \$1,000; U.S. Telephone Association, \$1,000; California Cable Television Association, \$1,200.

**Carlos Moorhead (R-Calif.), ranking minority mem-**



ber and member of the Telecommunications Subcommittee—*Honoraria:* NAB, \$1,500, \$1,500; NCTA, \$1,500; U.S. Telephone Association, \$1,000; California Cable Television Association, \$1,200.

**Bruce Morrison (D-Conn.)—*Honoraria:*** NAB, \$1,500.

**Patricia Schroeder (D-Colo.)—*Honoraria:*** NAB, \$1,500; Women in Cable, \$250 (assigned to charity); and Advertising Women of New York, \$2,000 (assigned to charity).

**Mike Synar (D-Okla.), also on the Telecommunications Subcommittee—*Honoraria:*** NAB, \$1,500; NCTA, \$1,500; U.S. Telephone Association, \$1,000; EIA, \$1,000; Paramount Pictures, \$500.

## Jury decision appears to favor city of St. Paul in franchise case

**Judge's decision is not yet in, but jury's 'special verdict' indicates city acted properly in denying second franchise**

The city of St. Paul appears to be on its way to a significant victory in its determination to limit its cable franchisees to one. At the same time, cable operators with at least de facto monopolies of cable service were able to breathe a little easier as the result of a decision by a federal court jury in St. Paul: The decision indicates the First Amendment may not always provide the key needed to open a city to cable competition.

Nor-West Cable Communications' dogged effort to gain the right to operate in St. Paul is far from over. The judge's decision is not yet written. But the jury on June 10, following an eight-week trial, issued a "special verdict," in which its answers to 15 of 18 questions posed by the judge appeared to provide the framework for a decision that would hold that Nor-West lacks standing to press its suit for a franchise and that, even if the case were to be decided on the merits, the city was within its rights in refusing to grant a second franchise.

The city of St. Paul is not the only winner. Continental Cablevision, the city's franchisee since 1983, was also celebrating. It was bound by a requirement of its franchise to indemnify the city for any liability arising from the franchise process. Each side's costs during the trial alone were believed to be about \$1 million.

Certainly, franchising authorities around the country and the cable television establishment generally had reason to be relieved. For although the case is being decided on the basis of the specific facts involved, attorneys for the city and Continental viewed the jury's verdict as having implications beyond the battle with Nor-West. Ernest Reveal, the Minneapolis attorney who represented the city, said the verdict makes it clear "the city is not compelled to issue a franchise to anyone who wants to get into the cable television business." And Jay Ricks, Continental's Washington communications counsel, saw the verdict as striking a blow at would-be overbuilders

whose purpose in seeking a franchise—some in the industry say—is "greenmail" from the incumbent, a payoff to go away. "I think the jury found Nor-West was in the case for damages from the city and Continental," he said. "This case will demonstrate you have to be able to build a system."

Nor-West's attorney, Harold Farrow, suggested any celebration the city or Continental was premature. "If I were to get discouraged every time I got reversed in the case, it would have been over five years ago," he said. "But it ain't over yet." He noted there will be a series of briefings and motions for the judge to consider before a final judgment is entered. "And the final judgment," he added, "may turn out the other way." He also indicated that if it does not, an appeal was a likely consequence. Farrow said talks with several jurors following the trial indicated they had been persuaded by the city's argument that Nor-West would be unable to obtain the necessary financing. And from that, he said, flowed a number of the other answers that harmed Nor-West's cause. As for Ricks's view that the jury found Nor-West was interested in "greenmail," Farrow said, "If Ricks can find that, you should give him an award for clairvoyance."

The Cable Act of 1984 permits franchising authorities to award one or more franchises. But Farrow has successfully used the First Amendment as a sword to cut through that and other defenses some California cities have used in an effort to restrict their franchisees to one. Last year, a federal jury in Sacramento issued a verdict that enabled a Farrow client to proceed with a second system in that city—and without regard to the franchise requirements binding the original franchisee, Scripps Howard Cable. The St. Paul case, said Robert Sachs, Continental's senior vice president for corporate and legal affairs, "balances Sacramento and those other cases." None of them have yet been reviewed by an appeals court.

The jury verdict in St. Paul climaxes five years of litigation that began after the city selected Continental as its franchisee and denied the competing applications of Nor-West and Group W. Group W accepted the verdict, but Nor-West went to court to claim its First Amendment rights to provide cable service had been violated. The district court dismissed the suit, on the ground that Nor-West had no constitutional right to a cable franchise. But Farrow appealed to the U.S. Court of Appeals for the Eighth Circuit, which remanded the case to the district court. The Supreme Court, in *Preferred Communications v. City of Los Angeles*—another Farrow case—had recently held that trial courts must weigh such First Amendment claims against the impact the proposed system would have on the rights of way and utilities of the city involved.

Perhaps the key finding of the Nor-West jury in responding to the questions of Judge Donald Alsop was that the economic demand for cable television in St. Paul is not sufficient to support more than one cable television system; cable television in the city, then, was found to be a natural monopoly, a condition that a First Amendment argument could not overcome. Continental, after four years of service in St. Paul, has

been able to achieve a penetration of only 37%, far less than Continental's national average of 57%.

The jury also found, in responding to questions raised by the Supreme Court in *Preferred*, that the installation and maintenance of more than one cable system in the city would cause "substantial disruption of or substantial burden to the public domain," as well as "substantial environmental problems." The jury also found that the city, in its request-for-proposal process, did not intend to discourage the expression of Nor-West's viewpoint.

But among the jury findings most damaging to Nor-West's cause were those that the applicant never intended to build a system; indeed, was never capable of building one. The jury found that Nor-West, at the time Continental was awarded the franchise, in August 1983, lacked the financial and technical resources to build a system in competition with Continental's. The jury also found that Nor-West would not have built a system even if given the opportunity. Nor, said the jury, have any of those conditions changed over the years: Nor-West still lacks the necessary financing, expertise and desire.

As for the three questions answered in Nor-West's favor, the jury found that the public utility facilities and rights of way in the city in 1983 would have accommodated more than one cable television system, that the installation and maintenance of more than one cable system would not have substantially disrupted the use of private property, and would not have caused substantial safety hazards to the public.

The importance of the case to the cable establishment was indicated by some of the witnesses who testified in behalf of the city of St. Paul. In addition to the mayor and the president of the city council, who discussed the franchising process, Jerry Lindauer, Prime Cable senior vice president and secretary of the board of the National Cable Television Association, testified as to his view that the city could not support two cable systems, and Tim David, of Daniels & Associates, told the court that Nor-West would have difficulty obtaining bank financing to build a system because, he said, such a loan would not be considered prudent. Continental's chairman and chief executive officer, Amos Hostetter, in his turn on the stand, said St. Paul, because of the good off-the-air television service available, is not a lucrative market for cable systems. □

## Hearing-impaired lose another round in court

**Appeals court says FCC was correct in renewing licenses of L.A. stations in spite of petitions claiming they should provide captioned programming**

The full 11-judge bench of the U.S. Court of Appeals in Washington has rejected a request for rehearing of a unanimous decision by a panel that turned down a hearing-impaired group's appeal of an FCC order renewing the licenses of eight television stations in Los Angeles and the transfer of

another's. But the rejection of the request of the California Association of the Physically Handicapped Inc. was issued over the vigorous opposition of three members of the bench, including Chief Judge Patricia Wald. They thought a rehearing was warranted.

CAPH, in what was another in a series of protests of renewals of station licenses in Los Angeles, complained of the stations' failure to accommodate the special needs of the hearing impaired. The association sought to have the commission require the stations to caption their programs. But the commission has repeatedly been upheld by the courts, including the Supreme Court, in its refusal to adopt such requirements. And the panel hearing the latest appeal said the CAPH's continued efforts to obtain such requirements were "inappropriate."

But the three judges dissenting from the majority's refusal to grant rehearing *en banc* expressed particular concern about the panel's denial of standing to CAPH to oppose Golden West Broadcasters' sale of KTLA(TV) Los Angeles to the Tribune Broadcasting Co. The panel had cited Section 310(d) of the Communications Act, which prohibits the commission from considering whether the public interest would be better served by the transfer to a party other than the one proposed.

Yet, said Wald, in the opinion in which she was joined by Judges Abner Mikva and Harry Edwards, the section requires that an application for transfer of a license "be treated like an application for an initial license

grant or a license renewal." She added: "Listeners who suffer a prospective injury are clearly entitled to appeal the grant or renewal of a license.... There appears no reason why they cannot appeal a transfer on precisely the same grounds."

But, she noted, the panel held that CAPH's injury "occurred before, existed at the time of, and continued unchanged after the challenged commission action" and that as a result, the causation requirement of standing had not been satisfied. That means, Wald said, that license transfers "can no longer be challenged on appeal by listeners whose prior grievances, however meritorious, would be continued unabated under the license transferees." That, she said, is "a direct repudiation of the grant-transfer equivalency mandate of Section 310(d)." She made the same argument, unsuccessfully, in a previous case in which the court denied a CAPH appeal.

The Wald dissent also attacked the merits of the panel's opinion as "extremely problematical." "The commission," she said, "is upheld in its assertion that it will hereafter summarily deny any and all challenges to an individual station's record based on its failure to provide captioning service to the hearing-impaired, despite prior judicial rulings that the FCC has a duty to assess the 'public interest' in making station grants and renewals."

Wald called the implications of the dual holding "profound for the hearing-impaired." □

of negotiations with programmers, such as instances where SMATV operators are prohibited from offering programming in noncabled areas.

Cable's competitors also were asked to respond to charges by programmers that they are "financially unsound," and cannot protect the signal against piracy. □

## Judge sets aside verdict against ABC in network affiliation case

**Court says plaintiff failed to prove 'misrepresentation, reliance, damages'**

A federal district judge has thrown out a jury's \$3.5-million judgment against ABC in a network affiliation dispute brought by KDEB-TV Springfield, Mo. Judge Russell Clark, district judge for the western district of Missouri, last week ordered that the jury's verdict be set aside.

Only last month a federal jury found ABC guilty of "fraudulent misrepresentation" involving the switch in affiliation from KDEB-TV to KSPR(TV) Springfield (BROADCASTING, May 16). KDEB-TV, owned by Charles Woods and now a Fox affiliate, sued ABC, claiming that the network did not fully disclose its intention of switching affiliations during the time Woods was contracting to purchase KDEB-TV.

But the court sided with ABC, agreeing with the network that Woods "failed as a matter of law to prove misrepresentation, reliance or damages." Indeed, the court said, ABC "tried to keep plaintiff informed of the affiliate risk." The court pointed out that Woods had renegotiated the contract for purchasing the station downward by \$5 million, which the court inferred as anticipatory in case an affiliation switch occurred.

"The problem in this case is that plaintiff failed to show a number and variety of circumstances establishing fraud," the court said. "A review of plaintiff's list shows only that the personal preference of several ABC officials was for KSPR and that high-level ABC executives were consulted on this matter. Those facts do not make a fraud case," the court said.

As to the damages, the court said Woods Broadcasting "failed to prove that it suffered damages from any misrepresentation of ABC's." The court said Woods "contracted to buy KMTC [the old call letters] prior to any contract with ABC. Plaintiff was obligated to buy the station before any representations. Plaintiff contends that it could have gotten out of the contract, but this court does not need to address that issue."

In setting aside the verdict, the court said "in the very least it is clear that the jury verdict against the defendant in this matter is against the greater weight of the credible evidence in this case. In fact, the evidence is so strong that a judgment notwithstanding the verdict must be granted."

Woods said he would appeal the decision to the eighth circuit court of appeals. □

## Metzenbaum polls cable competitors on state of business

Making good his promise to keep an eye on the cable industry, Senator Howard Metzenbaum (D-Ohio) sent letters last week to some of its competitors, specifically wireless cable, home satellite and SMATV, and programmers, hoping to gain more input on charges that cable operators have tried to stem the flow of programming to their competitors. He asked for replies by July 18.

Metzenbaum, who chairs the Antitrust Subcommittee, convened a hearing on cable last March at which he gave the industry a 60-day warning to clean up its act or face legislation to curb possible antitrust abuses in the marketplace. But before making a move, the senator decided to survey wireless cable operators, SMATV operators, and home satellite dish (TVRO) distributors to "assess the accuracy of those charges." And Metzenbaum wants to determine whether cable programmers are making their fare available to potential cable competitors "on fair terms or, in some cases, on any terms at all."

He wrote 40 programmers asking for company policy on sales to retailers other than cable operators. Also, the senator hopes to discover whether any cable operators have pressured programmers not to deal with competitors. He is seeking the terms of programmer agreements with TVRO's, such as whether programmers are limiting the areas in which third-party TVRO distributors can



Metzenbaum

offer the product. Moreover, Metzenbaum is looking into the issue of concentration of ownership and vertical integration. He asks: "Have you had any communications with cable executives or their representatives regarding sharing ownership or control of your company as a condition of cable carrying your programming? If so, please identify such cable operators."

For the most part, the letters to the SMATV (500 went out) and wireless cable operators (90) and the TVRO distributors five are the same. He also wants details on the programs they now carry and specifics



# House grapples with scrambling questions

**Panel examining H.R. 1885 hears cable interests say legislation is unnecessary, but TVRO and wireless cable interests claim price discrimination for services**

The cable industry was in the congressional hot seat last week as a House panel listened to charges that the medium is still stifling the development of competing services, mainly the home satellite (TVRO) business. The House Telecommunications Subcommittee convened a hearing to discuss the merits of legislation (H.R. 1885) that its proponents believe will restore balance to the TVRO marketplace and revitalize the sagging backyard dish industry. A subcommittee vote on the bill is scheduled June 29, and the bill appears to have strong support, although sources say the vote will be close.

Amendments are anticipated. Republicans Tom Tauke of Iowa, Howard Nielson of Utah and Dan Coats of Indiana have expressed reservations with the measure and could offer a substitute.

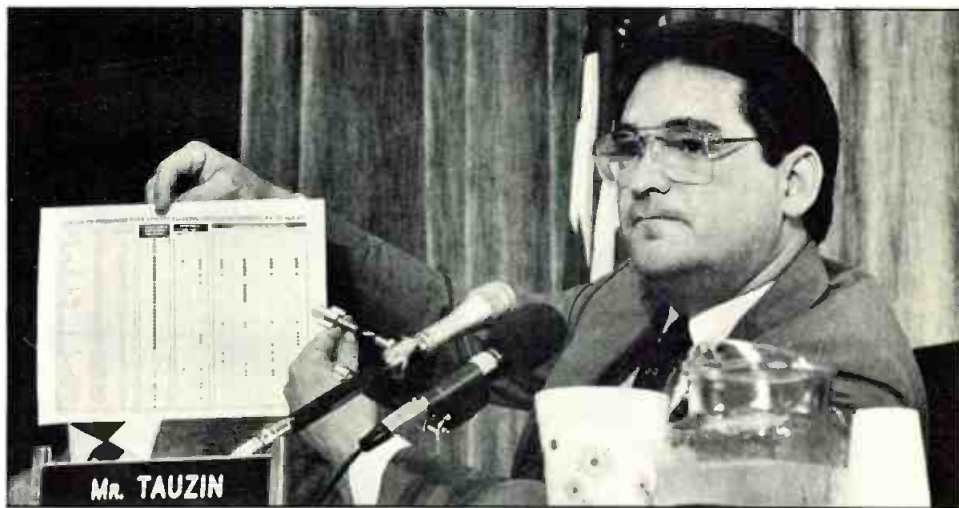
Another key component of the debate before the subcommittee concerns the growing problem of signal piracy. Billy Tauzin (D-La.), the bill's author, is expected to offer revisions to address that issue. During the hearing, the Satellite Broadcasting and Communications Association and General Instrument Corp. asked for congressional help in fighting pirating of signals, and both GI and SBCA said the bill's provision calling for a descrambling standard would only aggravate the problem.

Tauzin said the marketplace has gone "awry" and he cited a report issued the day of the hearing by the National Telecommunications and Information Administration that illustrates the growing marketplace power of the cable industry.

The subcommittee wrestled with this issue last year, but as Chairman Ed Markey (D-Mass.) pointed out in his opening remarks: "Many members remain unconvinced that the marketplace has resolved the 'scrambling' issues. It is equally clear that the interest, or passion, concerning this issue has not abated over the past year."

Cable, on the other hand, says the marketplace is working and vehemently opposes the Tauzin measure. (A similar version of H.R. 1885 is pending in the Senate and could come up for a vote on the floor at any time.)

The lawmakers heard from cable programmers who refuted allegations of price discrimination and denied they are selling their product at a higher cost to dish subscribers than to cable. They also argued against a provision in the legislation mandating that cable programmers permit any qualified third party to distribute their services to backyard dish owners. Cable operators and some programmers are distributing directly to TVRO owners. And some lawmakers are concerned that cable operators are pressuring programmers not to deal with noncable distributors. (In addition, Major League Baseball wrote Markey stating its



Tauzin

reservation about the third-party distributor language.)

Adding a "middleman," said Michael Fuchs, HBO's chairman and chief executive officer, would result in price increases for consumers as middlemen "seek to take their cut." Fuchs was joined by Tony Cox, chairman and chief executive officer of Showtime/The Movie Channel. Timothy Robertson, president of the Christian Broadcasting Network, also appeared and expressed his opposition to the Tauzin bill.

Cox said dish owners now pay less than cable subscribers, in part, because they buy directly from programmers. He said that in Manhattan the typical cable customer pays around \$38 each month for an advertiser-supported package plus two premium services, while in Manhattan, Kan., a dish owner can receive a comparable package offered by VSN (a TVRO distributor owned by Showtime's parent, Viacom) for \$23 or less per month.

HBO likes to deal with cable operators, Fuchs said, because they have developed an expertise in marketing the pay services. "They're the ones that got us 20 million customers." But Fuchs's arguments did not convince Representative Al Swift (D-Wash.) who said he found the HBO executive's testimony "amazing." Swift said the company was acting "greedy" and that HBO wanted to "kill the satellite business." Fuchs, however, defended his company and denied any wrongdoing.

But further criticism came from TVRO industry witnesses. Third-party packagers such as the National Rural Telecommunications Cooperative say programmers (HBO and Showtime) have refused to deal with them and that when they do, there is price discrimination. "Prices are still 500%-700% higher at the wholesale level, and many programmers require annual advance payments and other inconvenient terms," said B.R. Phillips II, NRTC chief executive officer.

The TVRO industry was not the only medium complaining about cable. Robert Schmidt, president of the Wireless Cable Association, called for Hill action to alleviate what he said were inequities in the marketplace. Schmidt asked the subcommittee

to expand the scope of the legislation to include wireless cable.

Asserting that 40% or more of all Videocipher II home descramblers are illegally modified to receive cable programming without authorization, SBCA President Chuck Hewitt called for stricter penalties for pirates. He recommended increasing criminal penalties on first convictions from one year and a \$25,000 fine to two years and \$50,000 and making the \$500,000 statutory civil damages available to all "aggrieved" parties. "This serves not only as a deterrent, but also serves to motivate law enforcement officials to pursue criminal actions and private aggrieved parties to initiate civil action." And the Justice Department, Hewitt added, "must be made aware that such indictments and convictions are a priority."

J. Lawrence Dunham, vice president and general manager of the Videocipher division of General Instrument Corp., quantified the piracy problem. As of the end of May, Dunham said, GI had shipped 935,000 descramblers. Of those, he said, 378,000 were authorized to receive cable programming and an estimated 271,000 had been illegally modified by pirates to receive programming without authorization. The rest of the shipped boxes had been deauthorized (94,000), were in the distribution "pipeline" (98,000) or were in warehouses (94,000).

Even if the subcommittee adopts the bill, whether it gets out of the parent Energy and Commerce Committee, which would be the next stop, or goes to the floor for consideration is still an open question. Last week at a press briefing, National Cable Television Association President Jim Mooney said he didn't think the Congress would pass the bill this year. Mooney said the dish industry had arrived late with support for the legislation and that its chances for passage "were diminishing daily." Mooney said the arguments in the case "are so esoteric, people just don't want to get involved."

Mooney also said he didn't think this should be a fight between cable operators and dish owners. "The fight is really between aspiring third-party distributors and programmers over who gets to keep the margins," he said. □

# Stock Index

Closing Closing Net Percent P/E Market  
Wed Wed Change Change Ratio (000,000)  
Jun 15 Jun 8

## BROADCASTING

|                                   |     |            |  |       |        |     |       |
|-----------------------------------|-----|------------|--|-------|--------|-----|-------|
| N (CCB) Capital Cities/ABC....    | 319 | 312        |  | 7     | 02.24  | 19  | 5,160 |
| N (CBS) CBS.....                  | 161 | 160 7/8    |  | 1/8   | 00.07  | 9   | 3,804 |
| A (CCU) Clear Channel.....        | 14  | 1/4 12 3/4 |  | 1 1/2 | 11.76  | 25  | 55    |
| O (INFA) Infinity Broadcast... .. | 29  | 7/8 21 1/2 |  | 8 3/8 | 38.95  | 93  | 248   |
| O (JCOR) Jacor Commun.....        | 5   | 5/8 5 5/8  |  |       | 00.00  | -12 | 55    |
| O (LINB) LIN.....                 | 65  | 1/4 64 3/4 |  | 1/2   | 00.77  | 41  | 3,371 |
| O (MALR) Malrite.....             | 8   | 5/8 7 1/2  |  | 1 1/8 | 15.00  | -18 | 117   |
| O (MALRA) Malrite 'A'.....        | 8   | 1/2 7 1/2  |  | 1     | 13.33  | -12 | 116   |
| O (OBCCC) Olympic Broad.....      | 3   | 3/4 3 3/4  |  |       | 00.00  |     | 9     |
| O (OSBN) Osborn Commun.....       | 7   | 1/4 6 3/4  |  | 1/2   | 07.40  | -6  | 36    |
| O (OCOMA) Outlet Commun... ..     | 21  | 1/4 20 3/4 |  | 1/2   | 02.40  | -8  | 139   |
| A (PR) Price Commun.....          | 9   | 3/8 8 7/8  |  | 1/2   | 05.63  | -7  | 90    |
| O (SAGB) Sage Broadcasting        | 4   | 3/4 4 3/4  |  |       | 00.00  | -7  | 18    |
| O (SCRIP) Scripps Howard.....     | 85  | 80         |  | 5     | 06.25  | 68  | 877   |
| O (SUNN) SunGroup Inc.....        | 1   | 7/8 1 1/2  |  | 3/8   | 25.00  | -2  | 4     |
| O (TLMD) Telemundo.....           | 9   | 1/8 7 3/4  |  | 1 3/8 | 17.74  | -1  | 69    |
| O (TVXG) TVX Broadcast.....       | 2   | 1/2 3      |  | 1/2   | -16.66 |     | 14    |
| O (UTVI) United Television.....   | 30  | 1/4 30     |  | 1/4   | 00.83  | 49  | 331   |

## BROADCASTING WITH OTHER MAJOR INTERESTS

|                                 |     |            |  |       |        |    |        |
|---------------------------------|-----|------------|--|-------|--------|----|--------|
| N (BLC) A.H. Belo.....          | 30  | 1/4 29 7/8 |  | 3/8   | 01.25  | 12 | 319    |
| O (ASTV) Amer. Comm. & TV       |     | 3/32 3/32  |  |       | 00.00  |    | 7      |
| N (AFL) American Family.....    | 14  | 1/8 14     |  | 1/8   | 00.89  | 12 | 1,143  |
| O (ACCMA) Assoc. Commun.....    | 23  | 21         |  | 2     | 09.52  |    | 219    |
| O (BMAC) Bus. Men's Assur... .. | 34  | 1/2 35 1/2 |  | 1     | -02.81 | 93 | 361    |
| N (CCN) Chris-Craft.....        | 22  | 1/4 21 1/4 |  | 1     | 04.70  | 49 | 484    |
| N (DNB) Dun & Bradstreet.....   | 50  | 7/8 51 3/8 |  | 1/2   | -00.97 | 19 | 7,733  |
| O (DUCC) Durham Corp.....       | 26  | 1/4 26 1/2 |  | 1/4   | -00.94 | 22 | 221    |
| N (GCI) Gannett Co.....         | 33  | 32 1/4     |  | 3/4   | 02.32  | 16 | 5,343  |
| N (GY) GenCorp.....             | 19  | 1/2 18 5/8 |  | 7/8   | 04.69  | 1  | 618    |
| O (GMXC) GMX Commun.....        |     | 1/8        |  | 1/32  | -20.00 | 1  | 618    |
| O (GACC) Great Amer. Comm..     | 11  | 1/4 11 5/8 |  | 3/8   | -03.22 | 11 | 296    |
| N (JP) Jefferson-Pilot.....     | 31  | 1/4 31     |  | 1/4   | 00.80  | 13 | 1,233  |
| N (KRI) Knight-Ridder.....      | 44  | 1/4 43 1/2 |  | 3/4   | 01.72  | 16 | 2,516  |
| N (LEE) Lee Enterprises.....    | 27  | 3/8 26 3/4 |  | 5/8   | 02.33  | 19 | 680    |
| N (LC) Liberty.....             | 39  | 3/4 39 3/4 |  |       | 00.00  | 15 | 368    |
| N (MHP) McGraw-Hill.....        | 57  | 1/8 55 1/4 |  | 1 7/8 | 03.39  | 17 | 2,754  |
| A (MEGA) Media General.....     | 41  | 3/4 41     |  | 3/4   | 01.82  | 27 | 1,177  |
| N (MDP) Meredith Corp.....      | 28  | 1/8 27 3/4 |  | 3/8   | 01.35  | 11 | 540    |
| N (MCG) Mich. Energy.....       | 24  | 1/8 23 3/4 |  | 3/8   | 01.57  | 15 | 65     |
| O (MMEDC) Multimedia.....       | 68  | 66         |  | 2     | 03.03  | 66 | 748    |
| A (NYTA) New York Times.....    | 27  | 7/8 28 1/4 |  | 3/8   | -01.32 | 14 | 2,285  |
| N (NWS) News Corp. Ltd.....     | 17  | 7/8 18     |  | 1/8   | -00.69 | 9  | 4,763  |
| O (PARC) Park Commun.....       | 28  | 1/2 28 1/2 |  |       | 00.00  | 22 | 393    |
| O (PLTZ) Pulitzer Publishing... | 30  | 1/2 29 3/4 |  | 3/4   | 02.52  | 20 | 319    |
| N (REL) Reliance Group Hold..   | 6   | 6          |  |       | 00.00  | 6  | 450    |
| O (RTSV) Reuters Ltd.....       | 30  | 1/8 28     |  | 2 1/8 | 07.58  | 20 | 25,012 |
| T (SKHA) Selkirk.....           | 20  | 1/2 20 1/2 |  |       | 00.00  | 17 | 166    |
| O (STAUF) Stauffer Commun.....  | 144 | 146        |  | 2     | -01.36 | 48 | 144    |
| N (TMC) Times Mirror.....       | 33  | 3/8 32 7/8 |  | 1/2   | 01.52  | 16 | 4,318  |
| O (TMC) TM Communications       |     | 7/8 3/4    |  | 1/8   | 16.66  | 4  | 6      |
| O (TPCC) TPC Commun.....        |     | 1/8 3/16   |  | 1/16  | -33.33 |    | 1      |
| N (TRB) Tribune.....            | 38  | 3/4 40 3/4 |  | 2     | -04.90 | 21 | 2,956  |
| A (TBSA) Turner Bcstg. 'A'..... | 15  | 1/8 14 5/8 |  | 1/2   | 03.41  | -2 | 658    |
| A (TBSB) Turner Bcstg. 'B'..... | 15  | 3/8 15 3/8 |  |       | 00.00  | -2 | 334    |
| A (WPOB) Washington Post....    | 215 | 220 3/4    |  | 5 3/4 | -02.60 | 14 | 2,761  |

## PROGRAMING

|                                  |       |            |  |     |        |     |       |
|----------------------------------|-------|------------|--|-----|--------|-----|-------|
| O (SP) Aaron Spelling Prod....   | 5     | 5/8 6      |  | 3/8 | -06.25 | 4   | 103   |
| O (ALLT) All American TV.....    | 2     | 1/8 2      |  | 1/8 | 06.25  |     | 2     |
| O (BRRS) Barris Indus.....       | 9     | 1/4 9 3/4  |  | 1/2 | -05.12 | -4  | 72    |
| A (CLR) Color Systems.....       | 4     | 7/8 4 5/8  |  | 1/4 | 05.40  | -3  | 26    |
| N (KPE) Columbia Pic. Ent.....   | 9     | 3/4 9 3/8  |  | 3/8 | 04.00  | 139 | 1,069 |
| O (CAVN) CVM Cos.....            | 13    | 1/4 13 3/4 |  | 1/2 | -03.63 | 11  | 230   |
| A (DEG) De Laurentis Ent.....    | 15/16 | 9/16       |  | 3/8 | 66.66  |     | 10    |
| O (dopi) dick clark prod.....    | 4     | 1/8 4 1/8  |  |     | 00.00  | 10  | 34    |
| N (DIS) Disney.....              | 62    | 1/8 62 1/4 |  | 1/8 | -00.20 | 18  | 8,236 |
| N (DJ) Dow Jones & Co.....       | 35    | 1/2 34 3/4 |  | 3/4 | 02.15  | 16  | 3,418 |
| O (EM) Entertainment Mktg.....   | 3     | 3/8 3 1/8  |  | 1/4 | 08.00  | 11  | 41    |
| O (FNN) Financial News.....      | 7     | 3/4 6 7/8  |  | 7/8 | 12.72  | 35  | 93    |
| A (FE) Fries Entertain.....      | 2     | 2          |  |     | 00.00  | 8   | 10    |
| N (GW) Gulf + Western.....       | 43    | 5/8 44 1/4 |  | 5/8 | -01.41 | 7   | 2,622 |
| O (QNTX) HRI Group.....          | 3     | 3/4 4 1/8  |  | 3/8 | -09.09 | -8  | 26    |
| A (HHH) Heritage Entertain.....  | 2     | 1/2 2 3/4  |  | 1/4 | -09.09 | 2   | 11    |
| A (HSN) Home Shopping Net.....   | 5     | 5 1/8      |  | 1/8 | -02.43 | 22  | 435   |
| N (KWP) King World.....          | 18    | 1/2 18 1/8 |  | 3/8 | 02.06  | 12  | 533   |
| O (LAUR) Laurel Entertain.....   | 2     | 1/4 1 3/4  |  | 1/2 | 28.57  | 5   | 5     |
| A (LT) Lorimar-Telepictures..... | 13    | 1/4 13 1/4 |  |     | 00.00  | -4  | 613   |
| N (MCA) MCA.....                 | 42    | 41 3/8     |  | 5/8 | 01.51  | 23  | 3,053 |
| N (MGM) MGM/UA Commun... ..      | 16    | 7/8 16 3/4 |  | 1/8 | 00.74  | -9  | 845   |
| A (NHI) Nelson Holdings.....     |       | 1/2 1/2    |  |     | 00.00  | -5  | 13    |
| A (NWE) New World Enter.....     | 1     | 7/8 1 7/8  |  |     | 00.00  | 5   | 20    |
| O (NNET) Nostalgia Network...    |       | 7/8 7/8    |  |     | 00.00  | -1  | 4     |

Closing Closing Net Percent P/E Market  
Wed Wed Change Change Ratio (000,000)  
Jun 15 Jun 8

## PROGRAMING

|                                |        |            |  |      |        |      |       |
|--------------------------------|--------|------------|--|------|--------|------|-------|
| N (OPC) Orion Pictures.....    | 15     | 1/2 14 3/4 |  | 3/4  | 05.08  | 13   | 267   |
| O (MOVE) Peregrine Entertain.. | 1      | 5/8 1 3/4  |  | 1/8  | -07.14 | -54  | 3     |
| N (PLA) Playboy Ent.....       | 13     | 7/8 14     |  | 1/8  | -00.89 | 15   | 130   |
| O (QVCN) QVC Network.....      | 10     | 10 3/8     |  | 3/8  | -03.61 | -20  | 101   |
| O (RVCC) Reeves Commun.....    | 515/16 | 6          |  | 1/16 | -01.04 | 29   | 75    |
| O (RPCA) Republic Pic. 'A'.... | 7      | 6 3/8      |  | 5/8  | 09.80  | 77   | 29    |
| O (RPCB) Republic Pic. 'B'.... | 6      | 3/4 5 3/4  |  | 1    | 17.39  | 48   | 5     |
| O (SMNI) Sat. Music Net.....   | 5      | 4 1/2      |  | 1/2  | 11.11  | -125 | 44    |
| N (WCI) Warner.....            | 34     | 7/8 34 1/8 |  | 3/4  | 02.19  | 18   | 4,399 |
| O (WWTVE) Western World TV..   |        |            |  | 3/4  | 02.19  | 18   | 4,399 |
| O (WONE) Westwood One.....     | 13     | 1/2 13 1/4 |  | 1/4  | 01.88  | 18   | 194   |

## SERVICE

|                                |     |            |  |       |        |     |       |
|--------------------------------|-----|------------|--|-------|--------|-----|-------|
| O (AMEA) A.M.E. Inc.....       | 8   | 1/8 8 1/2  |  | 3/8   | -04.41 | 8   | 40    |
| O (AGRP) Andrews Group.....    | 4   | 3/4 4 1/2  |  | 1/4   | 05.55  | -1  | 31    |
| O (BSMN) Burnip & Sims.....    | 14  | 3/4 14 3/4 |  |       | 00.00  | 32  | 235   |
| N (CQ) Comsat.....             | 29  | 3/8 27 3/4 |  | 1 5/8 | 05.85  | -11 | 538   |
| N (FCB) Foote Cone & B.....    | 26  | 3/8 26 1/2 |  | 1/8   | -00.47 | 13  | 219   |
| O (GREY) Grey Advertising..... | 111 | 113        |  | 2     | -01.76 | 14  | 134   |
| O (IDBX) IOB Communications    | 8   | 1/2 8 3/4  |  | 1/4   | -02.85 | 34  | 34    |
| N (IPG) Interpublic Group..... | 32  | 3/8 31 7/8 |  | 1/2   | 01.56  | 14  | 726   |
| O (OGIL) Ogilvy Group.....     | 27  | 26 1/4     |  | 3/4   | 02.85  | 13  | 384   |
| O (OMCM) Omnicom Group.....    | 19  | 7/8 19 5/8 |  | 1/4   | 01.27  | 14  | 488   |
| N (SAA) Saatchi & Saatchi..... | 22  | 3/8 21 1/2 |  | 7/8   | 04.06  | 10  | 3,260 |
| O (TLMT) Telemation.....       | 1   | 7/8 1 7/8  |  |       | 00.00  | 7   | 8     |
| A (TPO) TEMPO Enterprises...   | 8   | 7 3/4      |  | 1/4   | 03.22  | 26  | 46    |
| A (UNV) Unitel Video.....      | 7   | 7/8 8      |  | 1/8   | -01.56 | 11  | 17    |

## CABLE

|                                |    |            |  |       |        |      |       |
|--------------------------------|----|------------|--|-------|--------|------|-------|
| A (ATN) Acton Corp.....        | 15 | 3/8 14 1/8 |  | 1 1/4 | 08.84  | 2    | 18    |
| O (ATCMA) Amer. TV & Comm..    | 25 | 24 1/2     |  | 1/2   | 02.04  | 55   | 2,719 |
| O (CTEX) C Tec Corp.....       | 34 | 1/4 34 1/4 |  |       | 00.00  | 15   | 188   |
| A (CVC) Cablevision Sys. 'A'.. | 32 | 5/8 31     |  | 1 5/8 | 05.24  | -11  | 686   |
| N (CNT) Centel Corp.....       | 48 | 46 3/4     |  | 1 1/4 | 02.67  | 13   | 2,087 |
| O (CCCOA) Century Commun.....  | 18 | 3/4 17 3/4 |  | 1     | 05.63  | -66  | 542   |
| O (CMCSA) Comcast.....         | 15 | 5/8 16     |  | 3/8   | -02.34 | -71  | 698   |
| A (FAL) Falcon Cable Systems   | 19 | 3/4 18 3/4 |  | 1     | 05.33  | -61  | 126   |
| O (JOIN) Jones Intercable..... | 12 | 1/8 11 7/8 |  | 1/4   | 02.10  | 37   | 154   |
| T (MHRQ) Maclean Hunter 'X'..  | 12 | 1/8 11 1/2 |  | 5/8   | 05.43  | 33   | 893   |
| T (RCLA) Rogers Commun. 'A'..  | 55 | 52 1/2     |  | 2 1/2 | 04.76  | -84  | 680   |
| T (RCLB) Rogers Commun. 'B'..  | 51 | 1/4 47     |  | 4 1/4 | 09.04  | -78  | 634   |
| O (TCAT) TCA Cable TV.....     | 30 | 29 3/4     |  | 1/4   | 00.84  | 58   | 362   |
| O (TCOMA) Tele-Commun.....     | 24 | 1/8 24 5/8 |  | 1/2   | -02.03 | 48   | 3,651 |
| N (TL) Time Inc.....           | 97 | 5/8 95 5/8 |  | 2     | 02.09  | 23   | 5,705 |
| O (UACI) United Art. Commun..  | 32 | 1/4 30     |  | 2 1/4 | 07.50  | 268  | 1,324 |
| N (UCT) United Cable TV.....   | 33 | 7/8 33 7/8 |  |       | 00.00  | -178 | 1,262 |
| N (VIA) Viacom.....            | 24 | 3/4 23 7/8 |  | 7/8   | 03.66  | -3   | 1,320 |
| O (WTLCA) Western T-C.....     | 17 | 1/4 16 1/2 |  | 3/4   | 04.54  | 15   | 247   |
| N (WU) Western Union.....      | 2  | 3/4 2 5/8  |  | 1/8   | 04.76  |      | 87    |

## ELECTRONICS/MANUFACTURING

|                               |    |             |  |       |        |      |        |
|-------------------------------|----|-------------|--|-------|--------|------|--------|
| N (MMM) 3M.....               | 64 | 1/2 64      |  | 1/2   | 00.78  | 16   | 14,672 |
| O (AMCI) AM Communications..  |    | 11/32 11/32 |  |       | 00.00  |      | 1      |
| N (ARV) Arvin Industries..... | 22 | 20 5/8      |  | 1 3/8 | 06.66  | 9    | 418    |
| O (CCBL) C-Cor Electronics... | 8  | 1/4 9       |  | 3/4   | -08.33 | 13   | 16     |
| O (CATV) Cable TV Indus.....  | 3  | 9/16 2 7/8  |  | 11/16 | 23.91  | -23  | 10     |
| A (CEC) Cetec.....            | 10 | 1/2 10 1/2  |  |       | 00.00  | 30   | 19     |
| N (CHV) Chyron.....           | 4  | 5/8 4 3/4   |  | 1/8   | -02.63 | 16   | 47     |
| A (CXC) CMX Corp.....         |    | 15/16 15/16 |  |       | 00.00  | 10   | 8      |
| A (COH) Cohu.....             | 12 | 1/8 10 7/8  |  | 1 1/4 | 11.49  | 11   | 22     |
| N (EKL) Eastman Kodak.....    | 45 | 44 7/8      |  | 1/8   | 00.27  | 12   | 15,250 |
| N (GRL) Gen. Instrument.....  | 39 | 39 3/8      |  | 3/8   | -00.95 | -28  | 1,303  |
| N (GE) General Electric.....  | 43 | 1/2 43 5/8  |  | 1/8   | -00.28 | 18   | 39,817 |
| O (GETE) Gettel Inc.....      |    | 7/8 3/4     |  | 1/8   | 16.66  | -2   | 3      |
| N (HRS) Harris Corp.....      | 29 | 3/4 29 5/8  |  | 1/8   | 00.42  | 13   | 1,217  |
| O (ITEL) Intel Corp.....      | 20 | 3/8 20 1/4  |  | 1/8   | 00.61  | 47   | 540    |
| N (MAI) M/A Com. Inc.....     | 10 | 1/4 10 1/8  |  | 1/8   | 01.23  | -7   | 277    |
| N (IV) Mark IV Indus.....     | 11 | 10 5/8      |  | 3/8   | 03.52  | 6    | 118    |
| O (MCOV) Microdyne.....       | 3  | 5/8 3 3/4   |  | 1/8   | -03.33 | -2   | 15     |
| N (MOT) Motorola.....         | 51 | 1/2 51 3/8  |  | 1/8   | 00.24  | 21   | 6,658  |
| N (OAK) Oak Industries.....   | 1  | 1/8 1 1/8   |  |       | 00.00  | 11   | 85     |
| A (PPI) Pico Products.....    | 2  | 3/8 2 1/2   |  | 1/8   | -05.00 | -47  | 8      |
| N (SFA) Sci-Atlanta.....      | 14 | 1/2 14 1/4  |  | 1/4   | 01.75  | 11   | 340    |
| N (SNE) Sony Corp.....        | 41 | 41 3/8      |  | 3/8   | -00.90 | 67   | 9,480  |
| N (TEK) Tektronix.....        | 25 | 3/4 25 5/8  |  | 1/8   | 00.48  | 858  | 714    |
| O (TLCR) Telecraft.....       | 4  | 1/2 3 5/8   |  | 7/8   | 24.13  | 20   | 7      |
| N (VAR) Varian Assoc.....     | 28 | 3/8 29 1/8  |  | 3/4   | -02.57 | -149 | 619    |
| N (WX) Westinghouse.....      | 55 | 1/8 53 5/8  |  | 1 1/2 | 02.79  | 10   | 7,913  |
| N (ZE) Zenith.....            | 27 | 1/8 24 3/4  |  | 2 3/8 | 09.59  | -34  | 703    |

Standard & Poor's 400..... 317.36 313.91 3.45 01.10

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

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



## HBO changes marketing plan for Festival

**After year of so-so sales, cable service is getting new push aimed at viewers taking other basic, pay services**

Festival has not made the impact that Home Box Office thought it would when the largest pay cable network began marketing the service one year ago (BROADCASTING, May 18, 1987), but HBO has not given up on it. In fact, the pay programmer says it is pouring more marketing dollars into the family-oriented service and widening the scope of those efforts. The latest push, which began last month, encompasses homes that already have at least one other pay service. (Festival was originally aimed at homes without cable or without pay services.)

The family-oriented Festival has fewer than 50,000 subscribers and is not yet profitable. In the more than 100 systems where it is carried, penetration is less than 5%, below what most in the industry consider viable. HBO says that figure is moving upward and is hoping the new marketing effort can push it higher.

But cable operators, whose support is key to the service, are not as optimistic, both on the results so far on the service's future. Without stellar test results, Festival appears to be getting lost in the shuffle, as operators turn their attention to other areas, such as strengthening basic services, stemming pay erosion, adding pay-per-view and evaluating home shopping services.

Festival, from the outset, was unlike other pay services. A family-oriented movie service that eventually skewed toward older audiences (more than 50% of its subscribers are over 50), women young families, it was not marketed en masse. Indeed, when Festival was launched in a few test markets, it was marketed to basic-only subscribers. They were, by definition, the mostly likely subscribers to the service; viewers who were turned off by sexual or violent content in other pay services. Eventually noncable subscribers were also pitched. "We spent a year in the market," said Linda Frankенbach, vice president, new business development at HBO, and had "an opportunity to look at a lot of Nielsen data to see what our subscribers are thinking about it."

From that data, HBO learned a number of things, said Frankенbach. First, "there's no pay service that is going to do any business these days if it doesn't get marketed pretty aggressively and repeatedly." Gone are the days of saturation marketing where "you hoped a lot would stick after it hit the wall," Frankенbach said.

Second, "pricing it in the lower ranges is a lot more advantageous than pricing it high." HBO is now encouraging operators to price Festival between \$5 and \$7, and even less, down to \$3 retail, in combina-

tions with HBO and Cinemax.

But what has encouraged HBO is "that the people who are buying this service really like it," said Frankенbach. A total of 88% of subscribers rate it excellent, very good or good, said Frankенbach, better than HBO's satisfaction levels. "As a result, the ongoing disconnect rate has been very low, probably comparable to HBO in the 4% to 5% range," she said. Those figures cause HBO to believe there still is a business there. "The biggest challenge for us is to continue to



Frankенbach

expand the numbers of people actually trying the service," Frankенbach said.

The marketing to basic-only subscribers, said Frankенbach, in effect, "cut the normal market in half," since only about 50% of cable subscribers are basic-only subscribers. "What we started to find was that in even saying to cable operators and customer service representatives that we don't want to sell it with other services, it found its way into a good number of households that had other pay services, apart from Disney," which HBO knew was a good fit to begin with, said Frankенbach.

"From the start, our primary target had been basic-only...our secondary target was the homes-passed universe [those without cable] and we never had a household that had a pay service in our marketing," said Frankенbach. The nonsubs, she said, were "a tough sell. Using a new pay service without a whole lot of brand identity to kind of break through the boundaries to basic cable was difficult.... Sometimes we'd do well and get 1% to 3% conversions, but it was not a terribly efficient sell unless we were going door-to-door."

Once HBO found that more than 30% of its Festival subscribers took other pay services, it expanded its marketing to that sector last month. "Rather than marketing this to nonpay households, we are now marketing it to everybody, which is a real evolution

in target," said Frankенbach. "We have integrated the marketing of this into the marketing of HBO and Cinemax, which makes...this service a lot easier to handle," she said, from operational and efficiency standpoints. No official results are in, but HBO is encouraged by the experience in Raleigh, N.C., where Frankенbach said Festival "had a terrific conversion rate of its noncable universe to a package."

There has also been a small shift in the programming—the scheduling of more "classic" movies, those made before the early-to-mid-1960's. Frankенbach said 25% of the movies in prime time are of that genre, ranging from "Bye Bye Birdie" to "On the Waterfront." On the classic movie front, Festival would appear to be going against American Movie Classics and the Nostalgia Channel, which have close to 15 million subscribers between them. But Frankенbach said: "They don't have inventories nearly as large as ours.... Our range of titles is much broader than either of those services."

Festival was launched when pay was on the downswing and basic on the upswing. Operators, with rate deregulation, concentrated on pumping up basic service and increasing rates, while pay rates came down. The need for increased marketing of pay services to maintain market share also closed windows into which Festival could be marketed without competition. And operators feared Festival would cannibalize existing pay services, which were not that healthy. That led to "high pricing and low levels of marketing," said Frankенbach. That suspicion has not gone away. "We are really encouraging...a wholesale rate structure that allows the operator to be real flexible in his pricing of Festival," she said, where operators could deeply discount a combination sale. But she admits not too many are taking advantage of it because of conservatism against pricing it too low. An added incentive is that margins for operators reach between 55% and 60%, if penetration is 4% or higher, said Frankенbach.

How big can Festival be? Frankенbach says Festival's overall penetration is "somewhat less than 5%." A niche service such as Disney, for instance, she estimates is at 9%. "We have operated with the belief that...if the service could achieve 5% or better it becomes a very interesting economic proposition to the operator," she said, "but it is a harder prospect to sell an operator the incremental services."

Festival does have some operating efficiencies—the shelf product it can use from HBO, although it pays for the privilege; the marketing staffs in place; the transponder HBO already owns, and the fact it distributes only one satellite feed. But even with that, said Frankенbach, "it's going to take us

a while to get this service to be profitable.... I think the company is willing to sustain those losses with the belief that longer term...we can sort of make this thing cook. It is not an easy proposition to continue to make profitable niche pay TV services," she continued. "It's very hard when you have a smaller base. It's very costly to go out there so many times" to market the service.

The operators see the same problems HBO sees in Festival, but they are less sanguine about its future. The reports, at best, are mixed. American Television & Communications, HBO's companion company within Time Inc., has rolled Festival out in eight or nine places, but "it hasn't performed to our desires," an ATC official said. The biggest problem, the official said, was that it appeared the demographic segment to which Festival is geared isn't large enough to be a profitable market or that cable has not developed the expertise to do niche marketing.

Festival has low churn, some operators report, but to get Festival, subscribers have to order basic, which can cost several dollars more than Festival itself and may contain services they don't want and that they perceive to contain sex and violence. One programming executive at an MSO said that forcing a potential Festival subscriber to

take MTV can cancel a sale.

Bob Miron, president, Newhouse Broadcasting, said Festival has been a "decent" performer in its only market test. It is carried on Newhouse's Pinellas county, Fla., system.

Hauser Communications rolled Festival out in its Minnesota systems, but President John Evans said: "It's not been as successful as we hoped it would be." He said Festival's penetration has been about 4.5% of basic subscribers, but it's been on a rollercoaster ride, up and down. "It just doesn't seem to stick."

Pat Archuleta, office manager at United Cable's Santa Fe, N.M., said the system's experience with Festival "hasn't gone very well." Of the 10,400 basic subscribers, 7,500 are also pay subscribers. Festival, with initial marketing, had 900 subscribers, but it has dropped to 360 over approximately four months, said Archuleta. Festival's push toward pay subscribers, she said, "wouldn't make much difference."

Frankenbach knows what good numbers can mean and hopes that increases in channel capacity will cause more operators to try Festival. "The better the performance story, the more interesting the product becomes and the more subscribers will be able to be exposed to it," she said. □

## GE Americom hoping for better luck this time with Ku-band birds

**Company is not giving up on plan to market K1 and K3 as cable birds; it makes executive changes**

After nearly three years of failing to sell Satcom K1 and K3 Ku-band transponders to cable programmers, GE Americom, owner and operator of four C-band and two K-band in-orbit domestic satellites, has made some major personnel changes.

Replacing Kurt Thoss, commercial services vice president, with its own vice president of finance, W. Neil Bauer, GE Americom also created a new sales position, vice president of cable services. Cable operation and programming veteran, Martin Lafferty, was chosen to fill the spot.

It is "very, very, very unlikely," said Lafferty, that his new employer will give up on the original December 1985 GE Americom-HBO joint venture (Crimson Satellite Associates [CSA]) plan to attract cable programmers to Ku-band delivery and ultimately to make Satcom K3, now under construction, a primary cable bird. With HBO as a magnet aboard the in-orbit, Ku-band Satcom K1, GE had hoped first to draw cable programmers to that bird, where they would stay until Arianespace launches CSA's K3, "probably in January 1990," Lafferty said. (Crimson plans a 1993 launch of K4, to be co-located with K3.)

However, since K1 became operational more than two years ago, no other programmer has joined HBO on the satellite. Lack of cable operator support was cited by Thoss earlier this year as a major stumbling block to the plan. Thoss said that major

MSO's have not joined the Ku-band movement because of fear that programmers would use K3 to "broadcast directly to homes and bypass cable systems" (BROADCASTING, Feb. 15).

"Wanting to clear the air on" any speculation that GE may have made the move in frustration over Thoss's inability to attract cable programmers to GE Americom's Ku-band birds, Lafferty said, "I know he [Thoss] has been contemplating this kind of a move for a long time. He mentioned it to me at the Western Cable Show in December. I started talking to GE in January." The firm denied any knowledge of Thoss's whereabouts or career intentions. Thoss, as well as GE Americom President Kevin Sharer and Bauer, could not be reached for com-



Lafferty

ment.

GE's and HBO's commitments to K3 "are rock solid," Lafferty said. Despite cable programmers' consistent public commitments to C-band distribution into the next century, "the verdict is still out," he said, on whether any cable programmers will move to Ku-band distribution in the early 1990's, as the majority of first-generation domestic satellites reach the end of their useful lives. "I have not seen one iota of panic or giving up [on CSA] at GE," he said, adding that Ku-band "may prove to be the best way to deliver high-definition television, and that alone could garner some new interest in K3 as a cable programming bird." Additionally, Ku-band will also allow GE to market "split-transponder" backhauls, getting "two-for-one use" out of each 40-watt transponder, he said—an advantage over a C-band transponder, usually synonymous with a single video channel.

GE, Lafferty said, decided to open half of K1—unofficially reserved for cable until this year—to business video early this year, not because it had given up on drawing cable programmers but because "we were sold out on K2" and had noncable customers ready to lease Ku-band space, he said. Atlanta-based Videostar leased a K1 transponder full time in February (BROADCASTING, Feb. 15). The VSAT (very small aperture terminal), business video and data markets, he said, "have come together and integrated into a tremendous new business that requires Ku-band." However, he added, "In most cases, we are taking shorter term contracts on K1 to keep our options open."

"What I've brought to GE Americom," Lafferty told BROADCASTING last week, "is a lot of experience in the trenches...real life experience" as a cable operator with two of the major MSO's, Cox, where he was director of programming services, and Group W, where he was vice president of programming and marketing, and with programming companies, Turner (vice president of direct broadcast sales) and most recently with Tempo Development Corp., where he was president. "I think it really helps make for a better understanding of our customers and our customers' customers, so that, during these very critical next steps, we don't have any ivory-tower syndrome," Lafferty said. Those "critical next steps," he said involved more than drawing cable to Ku-band delivery.

Making Crimson a reality will not be Lafferty's only burden. "Our efforts are focused on this very important successor stage," he said, "as well as on how to market the Ku-band satellites that we already have up and the ones we plan to launch in the early 1990's time frame, which could very well involve cable. With most of the current primary cable entertainment birds coming to their end of life in the 1992-1994 time frame, [it is] very important to our customers for us to come up with the right configuration for the next generation of C-band successor birds. Most of the C-band birds," he said, "will probably be more powerful, 16-watt birds, which will make it possible for cable operators to start with a bit better signal at the headend."

"We're moving on a number of fronts to



make alternatives available" to customers on Satcom F3R, before that bird is 10 years old—the average life span of first-generation birds—in late 1991, said Lafferty. F3R, GE's major cable bird, is currently home to HBO, Cinemax, Showtime, A&E, USA Network, The Fashion Channel, Lifetime, TLC and Tempo Television, companion firm to Lafferty's most recent employer.

Satcom F4R—which will be 10 years old in January 1992—is also full of cable programmers: ESPN, Nickelodeon, The Playboy Channel, Liberty Broadcasting Network, AMC, Bravo, Madison Square Garden Network, Hit Video USA, superstation WPIX(TV) New York and a block of regional cable sports networks including Los Angeles-based Prime Ticket, Houston-based Home Sports Entertainment, Washington-based Home Team Sports and Sportschannel New England.

Rainbow Programing Enterprises, now operating five regional cable sports networks, all of which transmit via Satcom birds, has been negotiating with GTE Spacenet for a possible move to Spacenet III, according to that satellite operator's president, Jerry Waylan. But, said Lafferty, "We feel very comfortable with Rainbow and our mutual commitment to each other. They are a key player in our successor plan, and we're active in helping them expand their current capacity as well." Rainbow, which operates Satcom F4R customer, Bravo, hopes to have three more services operating by next year (BROADCASTING, March 7).

Despite the already deep investments in K1, K3 and K2 (an in-orbit Ku-band bird used by NBC-TV, Fox Television, Conus news cooperative and business video customers), Lafferty does not believe GE Americom has over-committed itself in Ku-band capacity, or that it has speculated itself out of C-band options. "There's no prejudice or bias about anything. It's all business," he said, describing alternatives for current cable customers as including the possible early launch of a 24-transponder C-band ground spare, the movement of customers to other birds in orbit and commitments to launch successor birds in both bands.

In the round of new orbital slot applications currently pending at the FCC, GE is seeking the launch of one hybrid bird (24 C-band transponders and 16 Ku-band transponders) in 1991 and one 16-transponder Ku-band bird, K4, in 1993. "The GE approach to this business," said Lafferty, "is extremely rigorous. We'll explore every possibility...to bridge to the next generation."

HBO spokesman Al Levy characterized the plethora of hybrid C-band-Ku-band satellites among those planned for the next generation (BROADCASTING, Nov. 30, 1987) as evidence of the general move toward the yet more powerful Ku band, now reportedly capable of carrying transponders as powerful as 180 watts. Programers, he said, look at all capacity already in orbit. K1, launched in 1985, should be in orbit until 1995 or 1996, as long as any domestic bird except GTE Spacenet III launched in March. And with the current crises involving launch reliability and launch insurance availability, he said, Ku-band satellites cannot be counted

## Fifth Estate Earnings Reports

| Company                | Period | Revenue<br>(000) | %<br>change | Earnings<br>(000) | %<br>change | EPS     |
|------------------------|--------|------------------|-------------|-------------------|-------------|---------|
| dick clark productions | Third  | \$8,125          | (18)        | \$401             | (20)        | \$0.05  |
| Foote, Cone & Belding  | First  | \$91,823         | 29          | \$2,390           | 17          | \$ 0.28 |
| Ogilvy Group           | First  | \$190,060        | 18          | \$3,509           | 144         | \$ 0.24 |
| Pulitzer Publishing    | First  | \$90,546         | 8           | \$2,474           | 64          | \$ 0.24 |
| TCA Cable TV           | First  | \$16,095         | 16          | \$1,877           | 64          | \$ 0.16 |
| Tribune                | First  | \$521,966        | 9           | \$32,213          | 93          | \$ 0.42 |
| United Artists Commun. | First  | \$184,105        | 16          | \$5,099           | NM          | \$ 0.13 |
| Washington Post        | First  | \$321,200        | 8           | \$144,800         | 678         | \$11.25 |

Broadcasting revenue at **Pulitzer Publishing** increased 6% to \$22.6 million, while operating income inched up 1% to \$4.3 million. Company said broadcasting cash flow of \$6.1 million was "essentially unchanged from prior year's quarter." TV stations had 10% increase in cash flow on 9% increase in revenue, while Phoenix radio stations had 68% decrease in cash flow on 17% decrease in revenue. ■ **TCA Cable** said that 33% of first-quarter revenue increase came from acquisition of additional systems; with remainder from "increases in subscription volume and in basic subscription rates." ■ **Tribune Co.** said first-quarter television revenue increased 7% to \$73.6 million. Revenue for radio division was down 5% to \$7.6 million, while that for entertainment was up 19%, to \$10.1 million. Operating loss for broadcasting and entertainment was \$3.5 million, down from \$10.1 million loss in prior year's first quarter. ■ **United Artists Communications** changed reporting year to calendar year; first-quarter comparison is with prior fiscal year's 12-week period ending Feb. 26, 1987. UACI operating income was \$31.8 million, up 9%. Company said cable operating margin, pre-depreciation and amortization increased from 45% to 49%. ■ **Washington Post** first-quarter net income included non-recurring after-tax gain of \$115.7 million from proceeds of company's Florida cellular telephone operations. Company said revenue from television stations increased 10%.

out as among the successors to current C-band cable capacity.

According to both Levy and Lafferty, Crimson is as alive as ever.

"There is the possibility that a DBS business could evolve that is a totally separate feed from the primary cable headend feed, a separate Ku-band DBS service mix—a separate system that goes to those headends, separate antenna...everything," said Lafferty. "Another possibility is that the K birds could be seen as the optimal way to deliver HDTV to cable headends [and eventually become] the primary distribution to cable." Calling those two the "extremes," he described as a "possibility in between...using K for certain geography and C for the other part of the country. We are looking at the full range. These are the real-time questions we're looking at and discussing with our customers. There's no answer yet." □

## NuStar promotional service made more flexible for MSO's

**Cross-channel promotion within local advertising avails on basic networks is set to begin Sept. 1**

NuStar, the cross-channel promotion service born of the merger between Starnet and NuCable's Promotion Service (BROADCASTING, March 14), has altered its service package after talks with operators, and now plans to launch the service on Sept. 1.

The new approach allows operators greater flexibility in using the promotion spots NuStar will send to cable affiliates. NuStar President Wayne Bullock said the service

will send out 300, 30-second promotions by satellite during predetermined local advertising availabilities in 16 cable networks. Individual systems will determine which promotions they will accept and at what frequency. Smaller systems will likely take the spots without doing their own alterations, said Bullock, while larger systems, using switchers, will decide which promos to preempt for local advertising.

Because of the changes, NuStar plans to charge operators two cents per subscriber per month, up from one-and-a-half cents, its earlier estimate, whereby MSO's were required to turn over certain portions of their inventory to NuStar. NuStar will also charge cable services a fee to run their promotion spots. Once NuStar reaches 25 million homes, the affiliate fee will drop "for each additional five million subscribers until 40 million subscribers, at which time the fee would be one cent," NuStar said. Charter affiliates, those that sign a five-year affiliation agreement before Oct. 1 and begin paying the subscriber fee by Jan. 1, will get to share "in 50% of the network tune-in revenues" (fees the program services pay) that NuStar receives once it passes 20 million homes. The size of the affiliate's slice is determined proportionately to the number of subscribers it has.

A key benefit to NuStar, said Bullock, is that it is real-time promotion; new promos are sent each day as part of NuStar's 18-hour schedule. NuStar automatically puts the local system's name and channel number on each promotion, and inserts are sent on only those networks the system carries, although the 16 covered are among the most popular—ESPN, CNN, MTV, USA, CNN Headline News, Lifetime, Nashville, CBN, VH-1, BET, FNN, Nickelodeon, Arts & Entertainment, the Weather Channel, Dis-

covery and, in October, Turner Network Television. Insertion times will be announced next month, said Bullock.

Switcher equipment for the service, a cost the MSO's will bear, will be tested in July. An open house will be held July 26 and 27 at Wegener Communications in Atlanta to preview the service and equipment. Bullock said an uplink will be constructed outside Philadelphia (NuStar is based in Malvern, Pa.), with a launch targeted for Sept. 1. At that time, real-time insertion and optional direct response advertising into nonadvertising inserted networks will begin. In 1989, NuStar plans to add pre-recorded insertion and delivery via optional VCR's. □

## Coen sees TV network revenue up in '88

### Revised predictions put growth at 4%-5%; may carry over into next year

Television network revenue, absent the Olympics, will grow 4%-5% this year, a rate that will possibly continue into 1989. That assessment came from McCann-Erickson senior vice president, Robert Coen, who noted that while such growth is better than in preceding years, it may not be enough to outpace the networks' cost increases.

At last Wednesday's review, presented at the Princeton Club in New York, Coen hard-

ly altered his initial 1988 forecast, made last December. The initial forecast of 9% growth in total national advertising was increased by 0.4% percent, while his number for total local advertising increase dropped from 8.9% to 7%.

For the networks, Coen specifically said that he was projecting a 22% increase for the Olympic-related third quarter. The McCann-Erickson senior vice president said that "when we get to the fourth quarter, we got problems" and projected a 6% increase, for a full-year increase of 11%. One of the

## Satellite Footprints

**Hughes and public broadcasters look again.** According to heads of the PBS satellite replacement project, Jackie Weiss and Richard Green, Western Union has withdrawn its proposal and Hughes Communications was to submit a new proposal by June 17 to replace the public TV and radio satellite interconnection system. The moves, they said during a meeting of the PBS board of directors' executive committee last Tuesday (June 14), were due to the two parties having finalized the sale of Western Union's Westar satellites to Hughes Communications, pending FCC approval (BROADCASTING, May 30). The commission issued a June 8 public notice of the license transfer filings by both parties, beginning a pleading cycle which, in this initial stage, allows 30 days for comments from the industry. The value of the sale remains proprietary information. Hughes vice president of video services, Jerry Farrell, said the revised plan would be submitted on schedule.

**Big rocket, big payload.** Arianespace successfully launched three satellites into elliptical orbit last Wednesday morning—international communications satellite Pan Am Sat 1; West German amateur radio communications satellite Amsat IIIc, and European meteorological satellite Meteosat P2—from Kourou, French Guiana, this time aboard the first flight of Arianespace's newest and largest rocket, the Ariane 4. Pan Am Sat hopes to have the bird in operation about 30 days after the launch. Arianespace ended a two-year suspension in launches of domestic U.S. birds when it put GTE Spacenet III into orbit March 11 aboard an Ariane 3 launcher. GTE Spacenet is also Arianespace's next U.S. customer, with an Ariane 3 launch of GSTAR III, as well as IBM's SBS 5, scheduled for September. The string of successful Arianespace launches is good news for all U.S. satellite operators, which have been somewhat in launch-provider limbo since NASA's space shuttle ceased taking commercial satellites into orbit in 1986. Arianespace will conduct four other launches of non-U.S. communications satellites this year: India's Insat 1C, scheduled for July; France's direct broadcast satellite, TDF 1, scheduled for October; Luxembourg's DBS bird, Astra 1, scheduled for November, and Intelsat V F15, scheduled for December.

**Rainbow of scrambled signals.** Using Videocipher II, regional sports cable network, SportsChannel New York, will scramble its satellite feeds beginning Oct. 1. Parent company, Rainbow Programming Enterprises, anticipates also scrambling all feeds generated by its four other regional sports cable networks—SportsChannel New England, Chicago-based SportsVision, Philadelphia-based Prism and SportsChannel Florida—"in the near future," according to SportsChannel New York vice president and general manager, Robert Pollichino. "SportsChannel's current thinking is to explore nonexclusive distribution arrangements," Pollichino said in a prepared statement. "This will guarantee distribution to the TVRO market," he said. Rainbow last week also announced it had outbid ESPN for the national cablecasting rights to the 1988 through 1990 National Hockey League seasons (see page 65).

**Wait and see.** Major League Baseball has reached its mid-June target date for getting MLB broadcast backhaul signals scrambled. All of the encoders are in place, said Hughes Television Network president, John Tagliaferro, and all but a few of the nearly 300

descramblers have been installed. With backhaul and distribution signals no longer in the clear, rights-holding regional cable networks may now look at the viability of marketing baseball games to the home dish market, a major motivation for encrypting in the first place, said MLB's broadcasting director, Bryan Burns.

With the hardware system in place in all MLB markets, Hughes TV hopes to see other professional sports follow MLB's lead, particularly in cities with encoders for baseball already in place, said Tagliaferro. However, two candidates for encryption, the National Basketball Association and the National Hockey League, are downplaying the topic. "Any encrypted signal would be more secure than the [in-the-clear] signal we have now," NBA broadcasting director Ed Desser said, adding that the motivations for following the MLB lead are many. NBA clubs are concerned by the threat to gate receipts, particularly from sports bars charging admission to view unauthorized broadcasts. However, he said, encryption is not currently a "front-burner" issue. And, according to NHL broadcasting director, Joel Nixon, although scrambling appeared on the June 12-13 Montreal meeting agenda, "it's unlikely we would see a straight-up attempt to scramble by next season."

"The general consensus" of the Broadcast Policy Committee, said Nixon, was to wait and watch MLB's 1988 experience. The negative effect on dissemination of NHL highlights is a top concern, he said (very few local news operations have bought decoders, MLB said). Unscrambled Canadian broadcast signals also complicate NHL deliberations.

**Ford on inside track.** Intelsat's board of governors, meeting last Monday through Saturday in Seville, Spain, authorized its director general, Dean Burch, to "enter into contract negotiations with Ford Aerospace Corp. for an initial buy of three or four or five Intelsat VII spacecraft and for options to purchase additional spacecraft through 1994," according to Intelsat. Burch is to present a finished contract to a Washington meeting of the board Sept. 8. Although that contract will settle the difference between three birds and five birds in the initial buy, said spokesman Tony Trujillo, the eventual total "depends entirely on the needs of the signatories and their customers" as they develop in the future. The first two hybrid, 36-transponder Intelsat VII series satellites are to be launched in mid-1992 and early 1993 and placed in orbit over the Pacific Ocean, the spokesman said. Each bird will have 26 C-band transponders (16 of 72 mhz and 10 of 36 mhz) and 10 Ku-band transponders (six of 72 mhz and four of 112 mhz). If negotiations with Ford should fail, the board also authorized Burch to negotiate with French satellite builder, MATRA. Ford Aerospace could not be reached at press time.

**Dish discussion.** FCC Chairman Dennis Patrick met early this month with representatives of the Satellite Broadcasting and Communications Association. Chuck Hewitt, president, and Mark Ellison, general counsel, said Patrick was "very interested, receptive and willing to help" the SBCA in its drives to introduce legislation increasing the penalties for satellite signal piracy and to encourage Justice Department enforcement of antipiracy laws now on the books. Patrick was also asked to assist in the implementation of an antipiracy plan the association hopes to adopt before the end of June.



securities analysts attending the presentation, Mark Riely of Eberstadt Fleming, thought the networks would be lucky if they could achieve Coen's forecast for the fourth quarter, which is strongly influenced by the yet-to-start upfront selling season.

Spot performance is beginning to "deteriorate" from strong first-quarter gains, said Coen, but the year's final tally "will certainly be much larger than last year's 4.9% increase." In the first four months, cable is up 16% in revenue while barter syndication is up 23%, he said. "It could be that both are outlets for money withdrawn from the networks when options were not picked up

earlier in the year," Coen speculated.

Coen provided information showing that the growth in national TV revenue was due to "a return to heavy spending by many of the most important packaged goods categories." Although not all the increase in ad budgets was Olympic related, he said, much of it was drawn to the medium by special events or "bargain buys."

Counterbalancing the solid performance of national advertising was a "slower than expected" increase in local revenue, including local television. Much of the problem, Coen said, was due to reduced retail budgets. Although some observers have also

expressed disappointment in the amount of political advertising, Coen said, the bulk of political dollars, between 75% and 80%, won't appear until "between mid-September and election eve."

Radio advertising was disappointing at the networks, which Coen said might increase by less than 5%, while local radio was doing "better than we thought."

Despite incipient signs of a recession next year, Coen said that total advertising should continue to outpace nominal GNP in 1989. His preliminary forecast for next year is an increase of 7%-7½% in total U.S. advertising, assuming a GNP increase of 6½%. □

## AWRT convention celebrates advances, notes barriers

**Women have come a long way, but not far enough, says new president; media and elections workshop critical of campaign coverage**

Although women in broadcasting have achieved employment parity at midmanagement levels, said Diane Sutter, vice president and general manager of WWSW-AM-FM Pittsburgh and new president of American Women in Radio and Television, "there still appears to be a large barrier to top management."

Results of an AWRT survey conducted a year ago—showing fewer than 10% female representation among station general managers and owners—have changed very little in the interim, Sutter told BROADCASTING during AWRT's annual convention held June 8-11 in Pittsburgh (BROADCASTING, June 13).

But "A golden age for women is arriving," Federal Communications Commissioner James Quello told a June 9 AWRT luncheon gathering, acknowledging AWRT's 1988 convention theme, "The Turning Point." Noting the achievements of the five female FCC commissioners with whom he had worked and a sixth who had served before him, Quello added: "With your phenomenal progress the past 10 years, the AWRT could rightfully change the tense of that famous civil rights slogan to 'We have overcome.'"

Sutter, however, was quick to say such an achievement is not yet past tense. "Women have now gained the skills to maximize their resources, and you're going to see the results," she said. Concurring with outgoing president Marlene Belles' view that women in broadcasting have seen "a generally higher level of acceptance compared with other industries," Sutter noted that "the bottom-line areas, including sales, budgeting and strategic planning, have been the last places to go." And, she said, although sales staffs at most stations now include 40%, sometimes 60%, women, there has been no comparable movement in general manager, vice president or owner positions—often the traditional destination of sales veterans.

Part of the solution, according to the convention's keynote speaker, 32-year broadcasting veteran, Sally Jessy Rafael, will come with the women themselves overcoming what she said is a tendency to "dream

too small. Dream it," she told opening session attendees. "Make a commitment to it, take a deep breath and do it."

To help its members apply Rafael's advice, AWRT is "talking about bringing back some discontinued services and initiating new ones," Sutter said. Having moved during the past two-and-a-half years from a \$90,000 deficit to \$7,000 short of black ink,



Sutter (l) and Belles

the "realities waiting to happen," she said, include "increasing the value of AWRT membership" through increased services, expansion of membership and a new level of resource-sharing with the National Association of Broadcasters and the Radio Advertising Bureau—with which she has already met—and other industry groups.

Workshops, said Sutter, making available to membership the experience and knowledge of experts at this year's convention—such as Quello, Rafael, national political columnist and presidential campaign veteran, Elaine Kamarck, Research Group chairman, Bill Moyes, and NAB executive vice president of operations, John Abel—are the kinds of service that the organization can offer. "It's important," she said, "that we continue to inform the [broadcasting] companies of what we do." At a time when many broadcasters are "cutting back because of mergers, acquisitions and other reasons," said Belles, "there is some void in training that we can fill."

"People come to us and stay," said Sutter, "because we fill a need."

### Campaign coverage report card

Although the panel for one convention workshop, "The Impact of Media on Political Campaigns," generally gave news operations credit for improving presidential campaign coverage between 1984 and 1988,

panelists also noted what Kathy Bushkin, *U.S. News & World Report* director of editorial administration, called "disturbing trends" in that coverage. Bushkin, press secretary to the 1984 Gary Hart presidential campaign, pointed to "new heights of the media's direct involvement" in campaigns. She referred obliquely to the *Miami Herald's* coverage of Hart and to the C-SPAN footage documenting charges of plagiarism against Senator Joseph Biden (D-Del.). Television news, she said, "put too much emphasis on character that turned out to be a lot of psychobabble, and too many were trying to mine insight out of every incident, [overlooking] the need to let events speak for themselves."

Elaine Kamarck, former deputy campaign manager, Babbit for President, was critical of "the three networks" for continuing their "over-coverage" of Iowa and New Hampshire, which in 1984 contributed 25% of the news coverage for the entire year, she said. Kamarck hailed the advent of increased competition for the broadcast networks among station news teams, saying, "NBC's minute and a half doesn't have to be fatal any more."

Thomas Sweitzer, media consultant with Philadelphia-based The Campaign Group, however, criticized the local coverage as "not very sophisticated, more easily manipulated [by the campaigners] and more prone to inaccuracies. The perception that local news screwed up is accurate," he said. At the networks, which have the resources to assign reporters a year ahead of time, he said, "You don't have a reporter or anchor coming out and asking, 'What's a caucus?'" Any improvement in local coverage "will be a function of resources, local interest and decisions about ratings. Local interest in Boston made for 'excellent coverage there, a lead story every night," during the New Hampshire primaries, he said. Calling 1988 presidential campaign coverage "fair" in general, he noted that even some "unlikely candidates" like Pierre duPont and Jack Kemp "had their days in the sun." In general, he said, "Complaints are more about the [election] process than about the media's role."

The perceptions finding strongest consensus among the panelists: Too few stories focused on issues, too many stories focused on "the horse race" and polls of the public "have gotten completely out of hand." □



Bill Plante (l) with his brother James, national president of Sigma Delta Chi and managing director of news support services, NBC

## Journalists turn critical eyes inward

### Plante urges upholding standards in face of economic problems

Network reporters are challenged as never before to maintain standards without sacrificing their search for an audience, keynote speaker Bill Plante, CBS News White House correspondent (last week named anchor of Sunday *CBS Evening News*), told the fifth annual BROADCASTING-Taishoff seminar June 11 at WCVB-TV Boston.

"The challenge is to realize that our jobs don't exist independently of the marketplace even though we must be independent of the marketplace. And the challenge is to provide the best possible journalism" amid the pressure for higher ratings, he said, "because the system isn't going to change."

Plante maintained that standards can and must change without being lowered. Less support for network news is a fact of life, he said, and "we must keep what we are able to put on up to standard. If we're only going to be a headline service, we ought to be the best headline service."

Economic pressures are making it harder for him and network colleagues and competitors to "practice well," he said, "and much of what passes for journalism is vapid, empty-headed nonsense." But Plante thinks that as the audience becomes increasingly segmented, networks will aim at better educated viewers "if only because it's cheaper to produce a half-hour of news than a half-

hour of entertainment."

He links lack of public support to the constant presence of "someone who wants to regulate or curtail what we can cover," and said journalists should continually tell the public about the importance of their job, which he calls "getting there before the cleanup crew and telling about what we found in the street."

Criticizing attempts to censor TV coverage, Plante said: "It's too late to turn the clock back on television and its technology. The argument should not be about how to bar TV but how to deal with what it shows."

Plante said it is human nature to try to avoid unpleasant news and to blame the messenger who delivers it. He sees a market for the "positive news spin" of the upcoming *USA Today: The Television Show*.

### Style vs. substance

Aspiring broadcasters are more concerned with makeup than with substance, lamented Boston newsmen. Their comments drew wide agreement from the audience at a panel session on today's journalist.

WNEV-TV co-anchor Diana Williams is discouraged when novices come to her for hair style advice. "They think it is a cushy job with no work involved. Where is that passion for reporting, that curiosity?"

WBZ-TV reporter, Hampton Pearson, rapped what he sees as young people's "lack of professional discipline. They're interest-

ed in being on TV, but they have no interest in writing, reporting, fact-gathering."

Radio reporter Chuck Crose, a WEEI (AM) Boston veteran, thinks entry-level staffers are far better prepared and educated than previous generations, but wonders whether "we're too nice" to those who don't have the aptitude for the profession. He's fed up with interns who, five minutes after meeting him, ask how they can get into television. Referring to radio's low salaries, he said that that medium "needs the journalistic equivalent of nuns."

New broadcast technology is weeding out people who can only read off a teleprompter, Williams said, because they now have to interview an economics, educational or political expert via satellite on a moment's notice. "It's refreshing that mere readers can't survive." And this new technology means a journalist doesn't have to work for a network to travel the world, Williams said. "It has made people happy staying at local stations."

Rob Hershman, a producer of CBS News's *West 57th*, said that younger network journalists don't give up as much for the organization as did some old-timers, because they haven't been treated as well. He said his program's time and budgetary independence lets him feel responsible for his own work, not for the "institution" of CBS. "You can think like a freelancer. If you're not satisfied, it's your responsibility."



## Balboni says avoid live shots provided by political candidates

Just say no to candidate-supplied feeds, advised the news heads of two Boston stations.

WCVB-TV vice president for news, Philip Balboni, the Taishoff seminar host, and WEEI(AM) news director, John Rodman, agreed that a blanket ban on such offerings is the fairest and most ethical way to handle a growing issue.

"The real revolution" in news gathering is satellite news gathering, and presidential candidates have also discovered it, Balboni said. "The new and real ethical dilemma is how to deal with candidate-supplied live shots, and we took a very stubborn stand" and rejected all of them, he said. "We have a responsibility to gather our own news. If we can't afford an uplink, we won't take it for free." Why not? Because every candidate can't afford to provide them and tough questioning is rare during those live interviews, Balboni said during spirited give-and-take with the audience.

To Rodman, it is a question of "the control of the instruments of newsgathering. It is a slippery slope if I make a decision about a story based on cost or access, rather than news value." He made a distinction not shared by some of his listeners between a news conference and what he called the "live creation of a media event. The creation of something out of the ether troubles me, and it troubles me even more if it's for free."

The 1988 presidential campaign is satellite newsgathering's first real test, said Balboni. "More stations are involved, but not as a whole in a very thoughtful way despite lots of people racing around. There's more, but not necessarily better, coverage."

His criticism encompassed the networks, which he called "more confused than ever" about their proper role. Networks no longer control the political agenda, Balboni said. "Local stations are significant junior partners. We should welcome this, even though all reporters don't have network reporters' expertise. There's less and less at the national level, and we have to fill that vacuum."

WCVB-TV is considering full time presidential coverage in Washington if Massachusetts' Governor Michael Dukakis wins next November. Do skeletons lurk in the governor's closet for the national media to disclose? "There are 'bad things' to say but no shocking revelations," Balboni said. WCVB-TV chief correspondent Martha Bradley said she doesn't compete with the networks "but for the time of my viewers." However, "we try not to kid ourselves" about network clout. She said that political camps make their big leaks to the networks, and although Senator Robert Dole (R-Kan.) called Vice President George Bush "a liar on our 6 o'clock news, if he hadn't told it to Tom Brokaw, the country wouldn't have known it."

Bradley advises small stations new on the campaign trail not to "just cover the local angle and show off your anchors. . . . Keep trying to evaluate what you're doing. Don't be intimidated by networks. You don't have to be the most sophisticated person to cover a campaign. Often a fresh eye is more valuable" than a veteran reporter's rehashing.

Campaign coverage "costs us a bundle," Rodman said, but it's worth it "because advertisers became acutely aware of what we were doing." WEEI's 20- to 21-hour daily news-wheel format enhances its niche as Boston's leading radio information station, Rodman said. "Our 4½ to 5 share is very significant in this marketplace. We spend the most, but what we do services our image very well."



Friedman

## Friedman sees 'USA Today' show as alternative to networks' negativism

The journalism of hope. Accentuate the positive.

These are Steve Friedman's mottos as he prepares for the Sept. 12 launch of *USA Today: The Television Show*. Friedman, luncheon speaker at the Taishoff Seminar, is executive producer of a half-hour program he says will supplement local and network news and "give people an alternative to *The Wheel of Fortune*."

The former NBC executive producer of the *Today* show stressed that the new show, which is being syndicated by GTG, Los Angeles, has "no obligation to be a program of record. . . . We want to have a lot of 'Golly, gee, I didn't know that.'"

Friedman rapped current programs' serious and "linear" approach to the news. "The networks and the local stations have had a macho contest to see who can have more crews in New Hampshire," he said, but "by the time the networks go on, it's not news but 'olds.' You already know it" from the Cable News Network, he said.

"What's killing TV is that we do the same stuff, the same way, over and over again with a negative tinge. We deal with the problem causers instead of the problem solvers," he said. "The world doesn't suck, but we go out of our way to look for the bad."

Friedman said his show won't waste graphics, as he says networks do by having anchors state the same information. His 165-person staff will include only 10 on-air regulars, so viewers can identify them better than "nameless, faceless" network correspondents.

The show will duplicate the *USA Today* newspaper style of reducing large stories to their human element. It would have covered the Detroit plane crash through the eyes of the lone survivor's doctor and grandfather, the stock market plunge via an individual trader's anguish. "We'll be doing a second-day angle the first night," Friedman said.

Will the show scoop its newspaper counterpart? Perhaps, the producer answered. But "we'll be kissing cousins," he said, contending that his success may boost *USA Today's* projected monthly profits from \$1 million-\$1.5 million to \$5 million-\$6 million by increasing interest in the paper.

"I don't worry about money," he claimed. "No budget is cheap enough to pay for a flop, and no successful show hasn't made money." Friedman is equally sanguine about critics' reactions. "They'll say: 'The sky is falling,' but television is the greatest democracy in the world. People vote with their clickers."

## Should you have an agent?

True or false: The less you make, the more you need an agent—to get phone calls returned and audition tapes played.

The answer depended on whether a "representative" or a news director was doing the talking.

"Putting your tape on a reel just isn't enough," according to Alfred Geller, who said his New York City media management agency represents about 65 television clients. "You need the experience, clout and good relations with news directors and general managers" that a good agent can provide.

Geller said many broadcasting professionals shouldn't be represented—those happy where they are or at small stations—and that young people generally won't get a good agent. A decision to hire one "is one of the most important you'll make, but it's a very personal one," he said.

Joel D. Weisman, who said his Chicago firm represents about 80 clients, said agents should be lawyers, so they can be disciplined if they violate the attorneys' code of professional conduct. Agents should tell in writing what they will do for a client, and provide clients' names as references, he said. "Anyone who won't shouldn't be hired," Weisman said.

Geller charges a flat 10% fee, but Weisman's percentage drops as a salary rises. "There's no extra skill or effort needed to negotiate a \$100,000 than a \$50,000 contract," he said, although "people who make the least need agents the most."

But WCVB-TV Boston's vice president for news, Philip Balboni, said from the audience that it is increasingly difficult today for nonstars to get more than modest annual salary boosts. He added that he looks at every audition tape he gets, giving agents' clients no priority, and that agents can make it harder to reach routine agreements.

WNEV-TV Boston co-anchor, Diana Williams, agreed with Balboni's suggestion that broadcasters ought to think carefully before getting an agent. She said she doesn't have one and that a journalist's time is better spent impressing news directors than agents.





L-r: Wasserman, Selwyn and Haag

### Keys to successful news department

What makes a station special? News managers who have an "internal value system and don't pander to audience tastes," said Bob

Selwyn, president of the 12-station Gillett Broadcast Services. "You have to have an owner with vision and a plan," Selwyn said. "Without leadership and risk-taking, you won't go anywhere but circles."

Arguing that "we need to become far more effective and efficient," Selwyn said that "shifting dollars, not cutting them" can cure many financial headaches in the newsroom. As an example, he suggested that stations assign fewer entertainment reporters. Selwyn and fellow panelists agreed that research should be used as a tool, not a mandate.

Marty Haag, vice president and executive news director of WFAA-TV Dallas, called researchers useful for spotting broad trends but rejected their recent suggestions for five "crime stopper" segments a week. He makes reporters his newsroom nucleus: 23 members of his 90-member news staff are assigned to writing stories. "We use the beat system and give them time to do their best work," he said.

Steve Wasserman, vice president for news at WPLG-TV Miami, called "the quality of the people you hire" the key to being special in any size market. "Stay in touch with the audience; beware of the ivory tower mentality." Wasserman advocates research as a supplement to, not a substitute for, decision-making. Promotion is very important in making a station special, he said. "You have to toot your own horn, and be good at it." But "you have to deliver what you promote," he said.

Haag added: "Don't promote aspirations. Wait until you get good feedback" for something before heralding it. □

## The Hispanic story

**That's what Univision's Martinez says will be the important angle to this year's election coverage**

The national media, which focused on the Southern voting strategy in 1980, the women's vote in 1984 and the black vote in 1988, is missing a major story of this year's campaign, according to Guillermo Martinez, director of news and public affairs for Univision, a national Spanish-language network. "This year, the most important story is with another group of voters," he said, the Hispanics.

Martinez, speaking at a Media Institute luncheon in Washington, acknowledged that the traditional media did pieces on the importance of the Hispanic vote in last week's California primary, but said by and large they have ignored the story. "Univision has been focusing on the preferences of Hispanic voters all year," he said. "We consider it a source of pride that other networks are finally following Univision's lead."

Univision will provide extensive coverage of how the 4.8 million registered Hispanic voters are likely to vote in November, he said. It will undertake extensive polling throughout the election, concentrating on the states with the largest blocs of Hispanic voters. Included will be three national polls to determine "not only how Hispanics will vote in November, but why," he said.

Univision plans live coverage from both national conventions, where reporters from Univision affiliates will do reports for both their local stations and the network. Univision will research and report in depth on the Hispanic vote, Martinez said. What makes the Hispanic vote so important, he said, is that Hispanic populations in key states such as Florida, Texas and California could have a large hand in determining who the next President will be.

One misconception Martinez sought to correct was that the Hispanic vote is a monolith. Cuban Americans in Miami vote differently from Puerto Rican Americans in New York and Mexican Americans in the

Southwest, he said.

"Maybe most of the media have ignored the Hispanic electoral story because Hispanics have no Jesse Jackson. Maybe it's because of the diversity I was telling you about—Hispanics can't be easily labeled in one neat political category or another. And maybe it's because too few journalists have done their homework," said Martinez. "Whatever the reason, we are delighted. This makes us the most authoritative source on how Hispanics will vote in 1988." □

## Cablecastings

### Ad Council gets cable

The Advertising Council said last week it was adding a cable committee to its list of seven standing committees. The council said cable networks contributed an estimated \$56 million to Ad Council PSA campaigns last year, up from \$43 million in 1986. The council said those campaigns amounted to one-third of the time cable provided in PSAs or programming.

Robert Alter, president and chief executive officer of the Cabletelevision Advertising Bureau, will be chairman of the committee, which will be charged with Ad Council campaigns on cable and advising the council on effective uses of the medium.

Joining Alter on the committee will be Ed Bennett, executive vice president, Viacom; Robert Clasen, president, Comcast Cable; Nickolas Davatzes, president, Arts & Entertainment; Bill Grimes, president, ESPN; Lawrence Higby, senior vice president, marketing, sales and programing, Times Mirror; Robert Johnson, president, BET; Kay Koplovitz, president, USA Network; David MacDonald, president, NYT Cable; Terence McGuirk, president, Turner Cable Network Sales; Robert Miron, president, Newhouse Broadcasting; John Sie, senior vice president, Tele-Communications Inc.; Charles Townsend, president, Colony Communications, and Fred Vierra, president, United Cable.



## Who's going where

The corporate functions that will remain in Denver once American Television & Communications' senior management moves to the New York area (BROADCASTING, June 6) were further delineated last week. ATC's management information services department, system and division accounting, construction design and drafting, engineering and consumer research will stay in Denver for the time being. How many of ATC's 300 Denver employees that would affect could not be determined, but a spokesman said it would be the majority.

Two of the five executive vice presidents have announced they were leaving the company, following the lead of Trygve Myrhen, ATC chairman and chief executive officer. They are Thomas Binning, chief financial officer, and Gary Bryson, strategic planning and administration, whose job was eliminated. A third, Kevin Rorke, a member of ATC's management committee, will move to New York, where a fourth, John Gault, who runs Manhattan Cable, already is based. The fifth, James Doolittle, will be president of ATC. Among other top executives known to be going to New York is James Chiddix, senior vice president, engineering and technology, who has been at the forefront of fiber optic and high-definition television research. A spokesman said it appeared the bulk of senior management would move to New York.

## New lease on Lifetime

Group W Satellite Communications has renewed its contract with Lifetime for satellite distribution of the Hearst/ABC/Viacom cable service. Under terms of the new five-year, multimillion-dollar agreement, GWSC will uplink Lifetime's two distribution feeds (East and West) and downlink backhauls of the programming. The contract also calls for GWSC to construct a microwave link between its earth station in Stamford, Conn., and Lifetime's production facilities at the Kaufman Astoria Studios in New York.

## Legal action on tap

Home Team Sports has filed a lawsuit against four Washington bars, charging them with unauthorized use of the regional sports service's signal. HTS is seeking damages of \$50,000 from each establishment under piracy provisions of the 1984 Cable Act.

## More Requests

Request Television said last week it had added 325,000 homes to its Request-1 lineup and 350,000 in commitments for Request-2, a second pay-per-view channel that it will launch next month.

The major signings for Request-1 include Varner Cable's Milwaukee system, several Prime Cable systems, including Atlanta, and further expansion among Comcast systems.

## TNT releases schedule

Turner Network Television announced its programming schedule, which is laden with classic movies, television series and children's programming.

The weekday schedule contains children's programming in the early morning and between 6 and 8 p.m. Movies targeted to the daypart in which they appear will run throughout the day and evening. Saturday series programming will lean toward adventure, while Sunday's will include more children's programming, principally *Fraggle Rock* and

Turner Broadcasting System's *Cousteau* series.

TNT plans to program one special event each month, gradually building to an event each week, then each night. By 1992, "our goal is to provide more than 200 nights per year of original programming for cable," said TBS Entertainment President Gerald Hogan, in announcing the schedule.

The complete schedule follows. The theme of movie blocks appears in parentheses:

| (Monday through Friday) |                                        | 5 p.m.    | <i>Daktari</i>                         |
|-------------------------|----------------------------------------|-----------|----------------------------------------|
| 6 a.m.                  | <i>TNT Fun Zone</i>                    | 6 p.m.    | <i>Seven Brides for Seven Brothers</i> |
| 7:30 a.m.               | <i>The Popeye Hour</i>                 |           |                                        |
| 8:30 a.m.               | <i>Fraggle Rock</i>                    | 7 p.m.    | movie (TNT Family Classic)             |
| 9 a.m.                  | movie (Love Affair)                    | 9 p.m.    | movie (The Big Picture)                |
| 11 a.m.                 | <i>Medical Center</i>                  | 11 p.m.   | movie (The Big Picture II)             |
| Noon                    | movie (Song and Dance)                 | 1 a.m.    | movie (The Late Show)                  |
| 2 p.m.                  | movie (Just for Laughs)                | 2:30 a.m. | movie (Night Shift)                    |
| 4 p.m.                  | movie (Movie Legends)                  | 4 a.m.    | movie (Dawn Patrol)                    |
| 6 p.m.                  | <i>The Muppet Show</i>                 |           |                                        |
| 6:30 p.m.               | <i>Bugs Bunny &amp; Pals</i>           | Sunday    |                                        |
| 7:30 p.m.               | <i>Fraggle Rock</i>                    | 6 a.m.    | <i>The Popeye Hour</i>                 |
| 8 p.m.                  | movie (The Big Picture I)              | 7 a.m.    | <i>Bugs Bunny &amp; Pals</i>           |
| 10 p.m.                 | movie (The Big Picture II)             | 9 a.m.    | <i>Fraggle Rock</i> (two episodes)     |
| Midnight                | movie (The Late Show)                  | 10 a.m.   | movie (TNT Family Classic)             |
| 2 a.m.                  | movie (Night Shift)                    | Noon      | movie (Sunday Matinee)                 |
| 4 a.m.                  | movie (Dawn Patrol)                    | 2 p.m.    | movie (Sunday Shootout)                |
| Saturday                |                                        | 4 p.m.    | movie (Movie Legends)                  |
| 6 a.m.                  | movie (Rough Riders)                   | 6 p.m.    | <i>Portrait of America</i>             |
| 7:30 a.m.               | <i>National Velvet</i>                 | 7 p.m.    | <i>Cousteau</i>                        |
| 8 a.m.                  | <i>The Travels of Jamie McPheeters</i> | 8 p.m.    | movie (The Big Picture I)              |
| 9 a.m.                  | <i>How the West Was Won</i>            | 10 p.m.   | movie (The Big Picture II)             |
| 10 a.m.                 | <i>The Man from U.N.C.L.E.</i>         | Midnight  | movie (TNT Film School)                |
| 11 a.m.                 | movie (Saturday Matinee I)             | 2 a.m.    | movie (Night Shift)                    |
| 1 p.m.                  | movie (Saturday Matinee II)            | 4 a.m.    | movie (Dawn Patrol)                    |
| 3 p.m.                  | movie (Action Theater)                 |           |                                        |

TBS also announced that it had signed Times Mirror Cable to carry TNT to the majority of its 936,000 subscribers.

Second channel additions include systems owned by MSO Centel Cable; Coaxial Communications in Columbus, Ohio; Selkirk in Fort Lauderdale, Fla.; Gillcable in San Jose, Calif.; Monmouth Cablevision in Monmouth, N.J., and Columbia International in Beaverton, Ore. Heritage's Wilmington, Del., system and Antietam's Hagerstown, Md., system will launch both services.

## Look it up

Jones Intercable Chief Executive Officer Glenn Jones has authored a 108-page book with more than 1,600 cable terms. "Jones Dictionary of Cable Television Terminology" sells for \$14.95.

## Family affair

The Hearst Corp. last week announced that *Chronicle*, a show produced by one of its television stations, will get a national airing on the Arts & Entertainment cable service, of which Hearst has one-third ownership. (NBC and CapCities also each own a third.)

Hearst's syndication division, King Features Entertainment, had in February announced plans to syndicate *Chronicle*. But according to Bruce Paisner, president of King Features Entertainment, on the Monday before NATPE, A&E President Nickolas Davatzes, who had seen a promotional tape of the show, requested

King to hold back on sales. Paisner said that sales orders were held, and an agreement in principle with A&E was struck in mid-March. Paisner stressed that the sale did not reflect a feeling that cable networks are a "court of last resort. We [Hearst] started looking at the show a year ago. At that point our only thought was syndication."

*Chronicle*, a half-hour entertainment/information show that debuted on Hearst's wcvb-TV Boston in 1982, will premiere on A&E Nov. 14, 7-7:30 p.m., where it will air nightly. A&E will carry 100 episodes of the series initially, with the option to produce additional segments. Production of the show will begin this month at wcvb-TV.

## Reading the wire

Video Publishing Ventures, which produces video versions of monthly magazines for airing on cable networks, has signed *Cyclist* to a 13-month contract. VPV said it will cost about \$75,000 to produce each program, but that it will get from *Cyclist* \$150,000 of advertising space in each issue.

VPV programming regularly appears on Tempo Television and irregularly on other cable networks. Its first production was *Motor Home* magazine, and it is working on signing contracts with a trucking and a fishing magazine. It also has done some

selected specials and documentaries that have appeared on Lifetime and the Nashville Network. VPV is a public company traded over the counter.

## Shoe in

ESPN said it has signed Nike to be the exclusive athletic shoe sponsor of the network's college basketball schedule next season. The multimillion-dollar contract covers the approximately 200 games ESPN carries; it is the third year Nike has been a sole sponsor.

## Mass communications

The Eternal Word Television Network cable service has purchased a \$600,000 mobile production van from Midwest Communications. EWTN plans to use the custom-built truck to cover bishops meetings, installation ceremonies, youth conferences and rallies and special Masses. The van will get its first test this week (June 24-27) at a Catholic bishops conference in Collegeville, Minn. EWTN will provide live eight-hour coverage the first two days.

## Teamwork

Southwestern Cable TV, American Television & Communications' San Diego cable system, and KSDO(AM), a news and information station there, teamed up to provide viewers and listeners with coverage of a local primary election. The cable system and radio station simulcast four hours of coverage, from 8 p.m. to midnight, on June 7. KSDO provided election returns and interviewed political experts from its studio. Southwestern Cable sent six cameras to record those activities, carrying the coverage on the system's educational access channel.

## Getting out the vote

MTV is working on adding the presidential candidates to its list of celebrities doing election public service announcements on the network. Since April, MTV has been running PSAs from musicians and Hollywood celebrities urging MTV's young audience to register to vote. Only 13% of the eligible voters in the 18-to-24-year-old demographic voted in the 1984 presidential election, MTV said.

In his PSA, Frank Zappa says: "If you don't register, you can't vote. And if you don't vote, democracy doesn't work. Consider the alternative." In his PSA, Stevie Wonder tells the audience: "I can change the way they're running this country and so can you. Register and vote."

MTV said it is trying to recruit political leaders to do voter messages next fall. In addition to the presidential candidates that may appear in September, additional PSAs urging viewers to vote will be carried. Celebrities from the first round of "Register to Vote" spots will be joined by others for the "Now that you've registered...VOTE!" message beginning in early October.



'Summer Slam' participants

## Pay-per-headlock

"The Mega-Powers v. The Mega-Bucks," will be the title of the World Wrestling Federation's Aug. 29 pay-per-view event, *Summer Slam '88*, which will pit the team of "undisputed" WWF Champion "Macho Man" Randy Savage and "all-time great" Hulk Hogan against the team of Andre the Giant (7 feet 4 inches tall and 500 pounds) and "The Million Dollar Man," Ted Di Biase (with bodyguard Virgil). Fresh from his appearances in the films, "Predator" and "Running Man," Jesse (The Body) Ventura will be special guest referee and "impartial arbiter" for the event, which will take place in New York's Madison Square Garden. *Summer Slam '88* is the WWF's first PPV event since *Wrestlemania IV* on March 27, 1988. WWF expects to line up close to 11 million addressable homes for the event. *Wrestlemania IV* was available to 10.1 million addressable homes in which there was a 9% buy rate. For *Summer Slam '88*, cable operators and WWF will share equally in PPV revenues. Systems will sell the event for \$14.95. In addition to the title event, there will also be a WWF Tag Team Title Match in which Demolition (Ax & Smash) will face The Hart Foundation (Bret [Hitman] Hart and Jim [The Anvil] Neidhart).

## Winning CTAM studies

The Cable Television Administration and Marketing Society has announced the 15 winners of its case study competition. Some of the authors will present shortened versions of their studies at CTAM's annual conference in Boston July 31-Aug. 3. The winners are:

**Telemarketing:** "Dialing for Subscribers," by Michael McCluskey, telemarketing manager, Times Mirror Cable of Arizona.

**Door-to-door sales:** "Techsell: Quality Use of a Hidden Sales Force," by James Egan, regional training manager, American Cablesystems of Florida, and "Segmented Direct Sales Management," by Jim Lisko, general sales manager, Cox Cable, Oklahoma City.

**Marketing mix optimization:** "31 is

Twice the Treat: Maximizing Media Impressions," by Brian Gruber, director of marketing, and Brian Shirk, general manager, Jones Intercable of Albuquerque, N.M.; "Warner Series Incentive Program," by Barb Mason, manager, marketing analysis, Warner Cable Communications, and "Growing B/HP Penetration 20% in Less than a Year (In a Desert)," by Curt Robinson, vice president, sales and marketing, Times Mirror Cable of Arizona.

**Competition:** "Beating Broadcasters in a Tune-In," by Curt Robinson, vice president, sales and marketing, Times Mirror Cable of Arizona.

**Programming:** "Retention Marketing—Allocating Marketing Expenditures Efficiently," by William Hoaglund, director, marketing and programming, United Cable of Los Angeles.

**Pay-Per-View:** "Targeting the Impulse Pay-Per-View Buyer with ANI," by Priscilla Reilly, manager of PPV, Monmouth Cablevision, and "North Shore Preview Sweepstakes," by Amy Shapiro, vice president, sales, Universal Pay Television, and Rick Colletto, director of marketing, Oceanic Cablevision.

**Marketing to Special Consumers:** "Hold Those Snowbirds," by Nancy Myers, general manager, United Cable of Scottsdale, Ariz.

**Customer Service:** "Rate Realignment," by Victoria Barkan, marketing and sales manager, Cox Cable, Oklahoma City; "Cable Qwik: Instant Gratification for Both Consumers and the Cable Operator," by Bill Butts, vice president, marketing and public affairs, and Bert Kennedy, sales manager, ATC/Greensboro, N.C.; "The Red Flag Program," by Robert Russman, vice president, sales and marketing, Simmons Communications, and "Instant Install," by Robert Sebbby, marketing manager, Cox Cable, Omaha.

CTAM also announced that Hollywood producers Ron Howard, Brian Grazer and Linda Gottlieb would appear at the opening session on Tuesday, "Where Will Tomorrow's Programming Come From and to What Media Will It Go?" Neil Braun, senior vice president, corporate development and administration, Viacom International, will moderate. Serving as reactors will be Glenn Jones, chairman, Jones Intercable, and Frank Biondi, chief executive officer, Viacom International.

## Main attraction

WTBS(TV) Atlanta coverage of the 1988 NBA Playoffs included the most-watched basketball game in cable history—the June 1 presentation of the Detroit Pistons vs. the Boston Celtics—according to TBS. That game scored an 8.8 rating/15 share according to Nielsen, appearing in 3.98 million households. Game 2 of the Eastern Conference finals between those two teams on May 28 was the second highest-rated game in cable history with an 8.1/14 (3.639 households). The previous record for basketball on cable was an 8/12, for the Georgetown vs. St. Johns game in 1985 on ESPN.



## Infinity management proposes \$484-million buyback

**Offer by three top executives would be largest radio deal in history**

Three senior executives of Infinity Broadcasting, the largest publicly held radio-only station group with 15 major market properties—including outlets in each of the top 10 radio markets—have offered to buy back the company in a transaction valued at some \$484 million, which would make it the biggest radio deal in history ("In Brief," June 13). The management proposal includes a \$300-million stock offer plus approximately \$184 million of debt assumption.

The Infinity executives, Michael Wiener, chairman; Gerald Carrus, co-chairman, and Mel Karmazin, president, together own all of Infinity's 4.2 million shares of Class B stock, representing in excess of 87% of the company's total voting power. They have proposed forming a new entity, WCK Acquisition, that would enter into an agreement with Infinity to acquire its 5.8 million shares of Class A stock at \$30 per share, including convertible subordinated debentures, which would total \$174 million.

The group will also contribute all of its Class B stock holdings in Infinity at \$30 per share in exchange for stock and cash. That amount would come to \$126 million. Also, WCK Acquisition, according to Farid Suleman, vice president and chief financial officer for Infinity, is proposing to assume \$184 million of the company's existing debt, which would bring the total value of the deal to just over \$484 million.

At the close of business last Tuesday (June 14), Infinity stock was trading over the NASDAQ market system at \$30 per share. On June 7, the day before the Infinity buyback proposal was unveiled to the company's board of directors, Infinity stock closed at \$20.50 per share.

The Infinity principals involved in the buyout were not available for comment so the reasons why they want to return the company to a private enterprise remain somewhat unclear. Some Wall Street analysts have speculated that the proposal set forth by the three executives was prompted by a belief that the company's stock has been undervalued in today's public marketplace.

In a prepared statement, Infinity's Karmazin said: The offer "is significantly in excess of the values that could be obtained from the sale of individual stations separately in view of the low tax basis for a number of the company's properties." He added that the management has "no intention" of increasing the offer, however. "We believe our offer of \$30 a share is fair," said Karmazin. "It represents almost a 50% premium over recent market prices."

(Infinity's stock has typically been trading



Wiener



Carrus



Karmazin

in the low \$20 range this year. Infinity's initial public offering in June 1986 was for \$12.50 per share.)

To finance the proposed deal, WCK has raised \$340 million in senior financing from The Chase Manhattan Bank, N.A., and \$100 million in subordinated bridge financing from Shearson Lehman Hutton Holdings, whose subsidiary, Shearman Lehman Hutton, is serving as the group's financial adviser. Advising Infinity on the transaction is Kidder Peabody.

Infinity's board of directors has appointed a special independent committee to review the offer and report its recommendation to the board. As of last Wednesday, a recommendation had not yet been made. The group's offer will expire if a definitive merger agreement between the parties is not executed by this Wednesday (June 22). If a deal is struck, the transaction is expected to be completed by the end of July.

Infinity announced that, in light of the proposed sale offer, the company will "defer the holding of its annual meeting," which was scheduled for July.

The 15 Infinity radio properties are WJIT-

(AM)-WXRK(FM) New York; KROQ-FM Los Angeles; KOME(FM) San Jose, Calif.; WJJD(AM)-WJMK(FM) Chicago; WYSP(FM) Philadelphia; WBCN(FM) Boston; KVIL-AM-FM Dallas; KXYZ(AM) Houston; WBMW(FM) Washington; WQYK-AM-FM Tampa-St. Petersburg, Fla.; and its latest acquisition, WOMC-FM Detroit. □

## The Source gets facelift

**Radio network is adding features, dropping others and scaling back news in effort to broaden appeal**

The Source, the 9-year-old, young-adult radio network, is changing. The network, a part of the NBC Radio Networks, which is itself a division of Westwood One, is revamping its programming package to include new short-form features as well as a production element service. "As a division of Westwood One, we are now in a prime

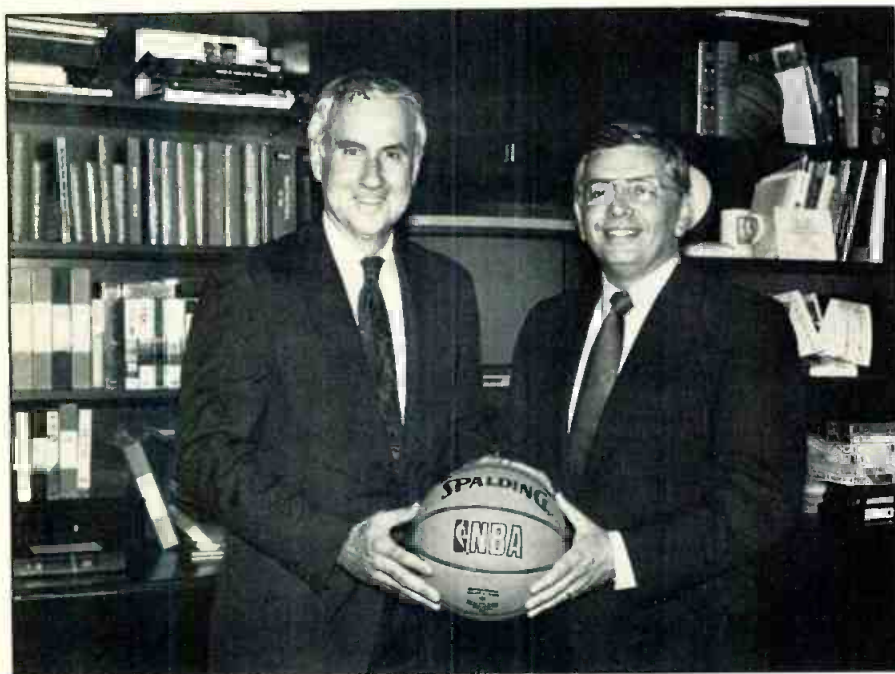
## SAFE AT ANY SPEED!



More than 2500 radio stations have shifted into high gear with SCS. It's a round trip of zero to 48,000 miles in a quarter of a second.

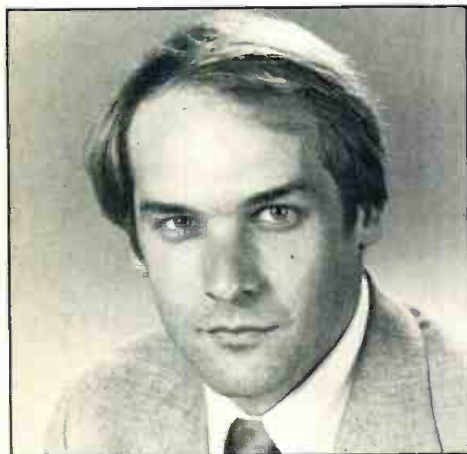


Call 1-800-331-4806



**Roundball reprise.** ABC Radio Network and the National Basketball Association have signed a new two-year contract for exclusive live coverage of the NBA All-Star Game and NBA finals for the 1988-89 and 1989-90 seasons. ABC Radio has aired the NBA finals since the 1984-85 season and has broadcast the All-Star Game for the past two years. Pictured above are (l-r) Aaron Daniels, ABC Radio Network president, and David Stern, NBA commissioner.

position to broaden our appeal with programming in all contemporary formats," said



Soule

Stephen Soule, vice president and general manager of The Source.

The format changes, which take effect July 4, were based on results of a Sinton-Parikh-conducted market survey of contemporary music stations. Among the changes are two new, 60-second features: *The World Today*, reprising the actual Mutual Broadcasting—also a division of Westwood One—series of the 1950's and 1960's; and *Source Sports*, a daily sports series hosted by Source sports reporter Bruce Wolf.

Features remaining on the network schedule include *The Lobotomy Line On Sports*, a satirical approach to sports hosted by Wolf under the pseudonym "Chet ChitChat"; *Today In Rock History*, and *The Rock Report*, along with its component, *Rock Parts* (actualities and voicers).

Gone from the Source lineup under the new format are *Catch of the Day* and *Sex in*

the News. *The Money Memo* will switch from The Source to the NBC Radio Network. All Source features are 60 seconds long and air Monday through Friday.

According to Soule, The Source will also



introduce a new service, ReSources, containing a variety of programming elements for use by affiliates. The service will feature one-minute music montages, audio clips from the current movies, comedy cuts and song parodies. ReSources will also include the 60-second, weekly Source feature, *In London*, which debuted last January.

In news programming, the network will provide hourly, two-minute newscasts only in morning drive, 6:15 a.m. through 11:15 a.m. NYT, Monday through Saturday, a marked reduction from its current news output: hourly two-minute newscasts from 12:15 a.m. through 7:15 p.m. NYT, Monday through Friday, in addition to hourly, two-minute newscasts around the clock on Saturday. The morning-drive broadcasts will be anchored by Source correspondent Jeff Finch. The network will, however, increase its audio feed service from four to eight times daily.

Source affiliates will continue to have access to NBC Radio Networks' worldwide newsgathering resources, Soule said. Additionally, *The Source Report*, the network's weekly, 30-minute, public affairs newsmagazine series that has been airing since The Source's inception in 1979, will remain on the network, Soule said.

Other services include a monthly classic rock concert and the transmission of new CD album releases—the latter will be delivered via satellite to stations during the various audio feed times.

On a related note, The Source has added nine stations to its roster, bringing the total number of network affiliates to 133. The additions include KPWR(FM) Los Angeles, WMRY(FM) St. Louis, WPOW(FM) Miami and WCKW-FM New Orleans. □

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**Stock flap.** Three shareholders of Westwood One, the Culver City, Calif., network radio concern, have each initiated lawsuits in U.S. District Court in Los Angeles against Westwood, its directors and its underwriters, alleging that their recent purchase of Westwood stock, which combined totals 550 shares of the company's approximately 14 million shares, was based on inaccurate financial information. The stock was purchased between Jan. 12 and May 31, 1988. In a prepared statement, Westwood One said the allegations were "completely baseless and will be vigorously defended."



## Advertising action

Sears, Ford and Warner-Lambert led the list of top network radio advertisers in 1987, the Radio Network Association said last week. That list is based on financial and product data supplied to the New York accounting firm of Ernst & Whinney by the various RNA member networks. (Ernst & Whinney, however, does not release dollar figures for individual network accounts.)

Rounding out the remaining top 10 network radio clients were (in descending order): Anheuser Busch, Procter & Gamble, General Motors, AT&T, the U.S. government, Campbell Soup and Cotter & Co. (True Value Hardware). Network radio accounts last year represented nearly 1,000 different products and services.

Network radio sales in 1987 totaled \$380.9 million, basically flat (up 0.2%) compared to the previous year. Although the advertising pace still remains sluggish, particularly during the second quarter (BROADCASTING, May 30), total sales in 1988 are projected to finish slightly ahead—single-digit percentage gain—of last year's mark.

## More AP

Associated Press Network News will begin installing reception equipment at AP earth stations next month for the launching of a second satellite channel for affiliates, according to Jim Williams, director of AP Broadcast Services. Currently, programing is being fed to stations via one main satellite channel over Spacenet III-R. The new channel, also on Spacenet III-R, has been dubbed AP Hotline.

"AP Hotline will carry longer, in-depth live reports on major stories as they develop, giving listeners access to events as they unfold," said Williams. "Anything that could conceivably bump regular channel programing will go on the second channel."

The installation project is expected to take a year to complete. Once the reception equipment is in place, said Williams, the only expense to affiliates will be the cost of a local loop to the nearest AP dish. (There would be no cost in markets where an AP dish is on the affiliate site.)

The first usage of AP Hotline will be gavel-to-gavel coverage of the Democratic and Republican conventions.

## Museum quality

Westwood One, the Culver City, Calif.-based network radio company that owns the NBC Radio Networks and Mutual Broadcasting System, has donated over 400 hours of news, talk, sports and entertainment programing to the Museum of Broadcasting in New York. The donation,

which represents all major formats, includes portions of the 1988 Westwood special, *The Lost Lennon Tapes*, as well as Westwood's first-ever broadcast, the 24-hour *Sound of Motown* special. A reception at the museum commemorating the Westwood donation is planned for Wednesday evening, June 22.

## From Asbury Park to Stockholm

DIR Broadcasting, the New York-based radio program producer and distributor that was just purchased from Lorimar Telepictures by company president Bob Meyrowitz (BROADCASTING, May 23), is preparing for a live Bruce Springsteen concert from Stockholm, for airing on Sunday morning, July 3. The nonmarket-exclusive broadcast will begin at 11:30 a.m. NYT, with a 30-minute pre-concert show hosted by WNEW-FM New York operations manager, Scott Muni. According to a DIR spokeswoman, the actual concert performance will air "without commercial interruption" from noon to 2 p.m. It will be followed by a half-hour post-concert program. (The pre- and post-concert shows will each contain three national commercial spots.)

Slated to handle both on-stage announcing duties and co-hosting the post-broadcast along with Muni is WMMS(FM) Cleveland personality, Kidleo.

"Any profits from the broadcast that go beyond production costs will be donated to charity," the spokeswoman said.

## Rep Report

WFNX(FM) Lynn, Mass. (Boston): To Katz & Powell (no previous rep).

WJHM(FM) Orlando, Fla.: To Hillier, Newmark, Wechsler & Howard from CBS Spot Radio Sales.

WBBW(AM)-WQOD-FM Youngstown, Ohio: To Republic Radio from McGavren-Guild.

KVOO(AM)-KUSO(FM) Tulsa, Okla.: To Hillier, Newmark, Wechsler & Howard from McGavren-Guild Radio.

WKIT-AM-FM Brewer, Me. (Bangor): To Katz & Powell (no previous rep).

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## NBC back on top in a big way

Arbitron's May local market-by-market sweeps show NBC squarely in the number-one spot in prime time, rebounding from a February sweeps second to ABC that most observers had attributed to that network's Olympics coverage. The May numbers did nothing to undercut that assumption.

According to BROADCASTING analysis of Arbitron's sweeps of TV households during prime time for the 211 TV markets mea-

sured, NBC cleaned up, scoring 131 outright wins and four ties for a total of 135 firsts, more than double its February sweeps total of 60. It was the network's 12th win in the last 13 sweeps (February's second place had stopped a string of 11 consecutive sweeps wins). CBS ranked second with 56 firsts—including seven ties—up from its February total of 45. ABC came in third with 27 wins, including three ties, down

dramatically from its 111 firsts in February.

The following is a market-by-market list of network daypart audience estimates for TV households in total survey areas during network prime time (Monday-Saturday, 8 p.m.-11 p.m., and Sunday, 7 p.m.-11 p.m., NYT). Numbers are in thousands (add 000). Boldface numbers indicate market winners. Dashes indicate no primary or secondary affiliation in a given market.

| ADI (rank)                                            | 1988 TSA households (000) |            |            | ADI (rank)                                      | 1988 TSA households (000) |            |            |
|-------------------------------------------------------|---------------------------|------------|------------|-------------------------------------------------|---------------------------|------------|------------|
|                                                       | ABC                       | CBS        | NBC        |                                                 | ABC                       | CBS        | NBC        |
| Abilene-Sweetwater, Tex. (155)                        | 15                        | 15         | <b>24</b>  | Davenport, Iowa-Rock Island-Moline, Ill. (77)   | 38                        | 43         | <b>58</b>  |
| Albany, Ga. (151)                                     | 5                         | —          | <b>55</b>  | Dayton, Ohio (48)                               | 49                        | <b>76</b>  | 70         |
| Albany-Schenectady-Troy, N.Y. (52)                    | 51                        | 72         | <b>77</b>  | Denver (19)                                     | 112                       | 107        | <b>148</b> |
| Albuquerque, N.M. (56)                                | 56                        | 41         | <b>72</b>  | Des Moines (66)                                 | 39                        | 49         | <b>59</b>  |
| Alexandria, La. (160)                                 | 5                         | —          | <b>40</b>  | Detroit (7)                                     | 237                       | 192        | <b>305</b> |
| Alpena, Mich. (211)                                   | —                         | <b>5</b>   | —          | Dothan, Ala. (157)                              | 8                         | <b>36</b>  | —          |
| Amarillo, Tex. (117)                                  | <b>30</b>                 | 23         | 27         | Duluth, Minn.-Superior, Wis. (122)              | 23                        | 22         | <b>27</b>  |
| Anniston, Ala. (192)                                  | —                         | <b>12</b>  | —          | El Centro, Calif.-Yuma, Calif. (181)            | 5                         | 5          | <b>8</b>   |
| Ardmore-Ada, Okla. (172)                              | 15                        | <b>21</b>  | 15         | El Paso, Tex. (104)                             | 28                        | 26         | <b>39</b>  |
| Atlanta (12)                                          | 156                       | 161        | <b>219</b> | Elmira, N.Y. (165)                              | 10                        | —          | <b>16</b>  |
| Augusta, Ga. (102)                                    | <b>36</b>                 | 35         | 27         | Erie, Pa. (143)                                 | 19                        | 17         | <b>35</b>  |
| Austin, Tex. (71)                                     | 39                        | <b>55</b>  | 40         | Eugene, Ore. (137)                              | 23                        | <b>27</b>  | 16         |
| Bakersfield, Calif. (145)                             | <b>23</b>                 | 20         | 22         | Eureka, Calif. (186)                            | —                         | <b>7</b>   | <b>7</b>   |
| Baltimore (22)                                        | 115                       | 123        | <b>157</b> | Evansville, Ind. (90)                           | 37                        | 32         | <b>39</b>  |
| Bangor, Me. (156)                                     | 16                        | 21         | <b>22</b>  | Fargo, N.D. (107)                               | 24                        | 26         | <b>27</b>  |
| Baton Rouge (91)                                      | 47                        | <b>48</b>  | 41         | Flagstaff, Ariz. (205)                          | —                         | —          | <b>6</b>   |
| Beaumont-Port Arthur, Tex. (124)                      | 26                        | 32         | <b>39</b>  | Flint-Saginaw-Bay City, Mich. (59)              | 60                        | 30         | <b>90</b>  |
| Bend, Ore. (207)                                      | —                         | <b>4</b>   | <b>4</b>   | Florence, S.C. (130)                            | 21                        | <b>48</b>  | —          |
| Billings-Hardin, Mont. (164)                          | 10                        | <b>15</b>  | 12         | Fort Myers-Naples, Fla. (98)                    | 19                        | 35         | <b>39</b>  |
| Biloxi-Gulfport-Pascagoula, Miss. (179)               | <b>27</b>                 | —          | —          | Fort Smith, Ark. (148)                          | 21                        | <b>26</b>  | 17         |
| Binghamton, N.Y. (132)                                | 11                        | <b>35</b>  | 19         | Fort Wayne, Ind. (99)                           | 32                        | 31         | <b>39</b>  |
| Birmingham, Ala. (49)                                 | 71                        | 35         | <b>115</b> | Fresno, Calif. (63)                             | 46                        | 44         | <b>51</b>  |
| Bluefield-Beckley-Oak Hill, W.Va. (141)               | 19                        | —          | <b>28</b>  | Gainesville, Fla. (166)                         | <b>17</b>                 | —          | —          |
| Boise, Idaho (136)                                    | 17                        | 17         | <b>26</b>  | Glendive, Mont. (212)                           | —                         | <b>1</b>   | <b>1</b>   |
| Boston (6)                                            | 269                       | 227        | <b>306</b> | Grand Junction, Colo. (176)                     | 6                         | <b>10</b>  | —          |
| Bowling Green, Ky. (191)                              | <b>19</b>                 | —          | —          | Grand Rapids-Kalamazoo-Battle Creek, Mich. (39) | 68                        | 63         | <b>82</b>  |
| Bristol, Va.-Kingsport, Johnson City, Tenn. (86)      | 19                        | 39         | <b>65</b>  | Great Falls, Mont. (177)                        | <b>8</b>                  | <b>8</b>   | 5          |
| Buffalo, N.Y. (38)                                    | 73                        | 79         | <b>105</b> | Green Bay, Wis. (68)                            | 55                        | 44         | <b>60</b>  |
| Burlington-Plattsburgh, Vt. (96)                      | 12                        | <b>43</b>  | 37         | Greensboro-Winston Salem-High Point, N.C. (50)  | 66                        | 78         | <b>90</b>  |
| Butte, Mont. (189)                                    | 5                         | <b>9</b>   | 6          | Greenville-New Bern-Washington, N.C. (95)       | 27                        | 36         | <b>57</b>  |
| Casper-Riverton, Wyo. (188)                           | 2                         | 5          | <b>12</b>  | Greenville-Asheville-Spartanburg, S.C. (36)     | 74                        | 83         | <b>127</b> |
| Cedar Rapids-Waterloo-Dubuque, Iowa (78)              | 36                        | 32         | <b>57</b>  | Greenwood-Greenville, Miss. (168)               | <b>20</b>                 | 11         | —          |
| Charleston, S.C. (109)                                | 27                        | 37         | <b>44</b>  | Hagerstown, Md. (195)                           | —                         | —          | <b>20</b>  |
| Charleston-Huntington, W.Va. (46)                     | 54                        | 60         | <b>96</b>  | Harrisburg-Lancaster-Lebanon-York, Pa. (45)     | 48                        | 59         | <b>101</b> |
| Charlotte, N.C. (31)                                  | 77                        | <b>114</b> | 58         | Harrisonburg, Va. (200)                         | <b>16</b>                 | —          | —          |
| Charlottesville, Va. (197)                            | —                         | —          | <b>10</b>  | Hartford-New Haven, Conn. (23)                  | 92                        | <b>147</b> | 85         |
| Chattanooga (80)                                      | 37                        | 45         | <b>59</b>  | Helena, Mont. (209)                             | —                         | —          | <b>4</b>   |
| Cheyenne, Wyo.-Scottsbluff, Neb.-Strling, Colo. (183) | —                         | <b>10</b>  | —          | Houston (10)                                    | <b>197</b>                | 140        | 165        |
| Chicago (3)                                           | 412                       | 302        | <b>456</b> | Huntsville-Decatur-Florence, Ala. (89)          | 36                        | 40         | <b>45</b>  |
| Chico-Redding, Calif. (140)                           | <b>25</b>                 | 20         | 15         | Idaho Falls-Pocatello (159)                     | 10                        | 13         | <b>16</b>  |
| Cincinnati (29)                                       | 78                        | <b>101</b> | 99         | Indianapolis (24)                               | 96                        | 105        | <b>128</b> |
| Clarksburg-Weston, W.Va. (162)                        | —                         | <b>22</b>  | 20         | Jackson, Miss. (82)                             | 19                        | 49         | <b>66</b>  |
| Cleveland (11)                                        | <b>219</b>                | 181        | 217        | Jackson, Tenn. (180)                            | <b>25</b>                 | —          | —          |
| Colorado Springs-Pueblo (97)                          | 28                        | 29         | <b>35</b>  | Jacksonville, Fla. (57)                         | 37                        | <b>75</b>  | 60         |
| Columbia, S.C. (87)                                   | 21                        | 31         | <b>82</b>  | Johnstown-Altoona, Pa. (85)                     | —                         | 45         | <b>72</b>  |
| Columbia-Jefferson City, Mo. (152)                    | 13                        | 21         | <b>26</b>  | Jonesboro, Ark. (174)                           | <b>21</b>                 | —          | —          |
| Columbus, Ga. (118)                                   | <b>31</b>                 | 30         | 18         | Joplin, Mo.-Pittsburg, Kan. (119)               | 26                        | <b>28</b>  | 22         |
| Columbus, Ohio (33)                                   | 76                        | 103        | <b>125</b> | Kansas City, Mo. (28)                           | 90                        | 92         | <b>107</b> |
| Columbus-Tupelo, Miss. (133)                          | 7                         | 26         | <b>48</b>  | Knoxville, Tenn. (61)                           | 51                        | <b>73</b>  | 46         |
| Corpus Christi, Tex. (120)                            | 26                        | 21         | <b>29</b>  | La Crosse-Eau Claire, Wis. (134)                | 15                        | 21         | <b>32</b>  |
| Dallas-Fort Worth (8)                                 | <b>220</b>                | 215        | 205        | Lafayette, Ind. (193)                           | —                         | <b>12</b>  | —          |



| ADI (rank)                                 | 1988 TSA households (000) |     |     | ADI (rank)                                       | 1988 TSA households (000) |     |     |
|--------------------------------------------|---------------------------|-----|-----|--------------------------------------------------|---------------------------|-----|-----|
|                                            | ABC                       | CBS | NBC |                                                  | ABC                       | CBS | NBC |
| Lafayette, La. (112)                       | 33                        | 50  | —   | Richmond, Va. (62)                               | 46                        | 65  | 65  |
| Lake Charles, La. (170)                    | —                         | —   | 33  | Roanoke-Lynchburg, Va. (73)                      | 33                        | 62  | 58  |
| Lansing, Mich. (105)                       | —                         | 45  | 42  | Rochester-Austin, Minn.-Mason City, Iowa (147)   | 16                        | 15  | 22  |
| Laredo, Tex. (199)                         | 3                         | 3   | 4   | Rochester, N.Y. (72)                             | 44                        | 47  | 57  |
| Las Vegas (94)                             | 24                        | 35  | 47  | Rockford, Ill. (114)                             | 19                        | 23  | 29  |
| Laurel-Hattiesburg, Miss. (161)            | —                         | 5   | 28  | Roswell, N.M. (194)                              | —                         | 12  | —   |
| Lexington, Ky. (76)                        | 38                        | 50  | 48  | Sacramento-Stockton, Calif. (20)                 | 103                       | 103 | 145 |
| Lima, Ohio (196)                           | —                         | —   | 16  | St. Joseph, Mo. (187)                            | 13                        | —   | —   |
| Lincoln-Hastings-Kearney, Neb. (92)        | 22                        | 41  | 13  | St. Louis (18)                                   | 109                       | 136 | 194 |
| Little Rock, Ark. (55)                     | 63                        | 59  | 83  | Salinas-Monterey-San Jose, Calif. (111)          | 40                        | 19  | 38  |
| Los Angeles (2)                            | 543                       | 460 | 603 | Salisbury, Md. (162)                             | 13                        | 22  | 15  |
| Louisville, Ky. (47)                       | 50                        | 75  | 87  | Salt Lake City (40)                              | 69                        | 64  | 83  |
| Lubbock, Tex. (149)                        | 13                        | 17  | 21  | San Angelo, Tex. (189)                           | —                         | 10  | —   |
| Macon, Ga. (134)                           | 16                        | 36  | 20  | San Antonio, Tex. (42)                           | 59                        | 73  | 82  |
| Madison, Wis. (106)                        | 29                        | 32  | 34  | San Diego (25)                                   | 81                        | 96  | 86  |
| Mankato, Minn. (208)                       | —                         | 8   | —   | San Francisco (5)                                | 234                       | 223 | 255 |
| Marquette, Mich. (184)                     | —                         | 15  | —   | Snt Brbra-Snta Mria-Sn Lus Obspo, Calif. (113)   | 24                        | 21  | 20  |
| McAllen-Brownsville, Tex. (115)            | 23                        | 23  | 19  | Savannah, Ga. (103)                              | 17                        | 38  | 39  |
| Medford, Ore. (153)                        | 12                        | 15  | 31  | Seattle-Tacoma (15)                              | 133                       | 123 | 160 |
| Memphis (41)                               | 59                        | 81  | 128 | Shreveport, La.-Texarkana, Tex. (64)             | 53                        | 56  | 65  |
| Meridian, Miss. (175)                      | 14                        | 7   | 5   | Sioux City, Iowa (125)                           | 25                        | 9   | 29  |
| Miami (16)                                 | 143                       | 148 | 180 | Sioux Falls-Mitchell, S.D. (100)                 | 30                        | 43  | 19  |
| Milwaukee (30)                             | 80                        | 81  | 111 | South Bend-Elkhart, Ind. (84)                    | 32                        | 44  | 61  |
| Minneapolis-St. Paul (13)                  | 118                       | 152 | 141 | Spokane, Wash. (79)                              | 41                        | 40  | 53  |
| Minot-Bismarck-Dickinson, N.D. (146)       | 7                         | 17  | 30  | Springfield, Mass. (108)                         | 28                        | —   | 42  |
| Missoula, Mont. (173)                      | 13                        | 9   | 15  | Springfield, Mo. (81)                            | 20                        | 41  | 56  |
| Mobile, Ala.-Pensacola, Fla. (58)          | 48                        | 72  | 73  | Springfield-Decatur-Champaign, Ill. (74)         | 34                        | 43  | 56  |
| Monroe, La.-El Dorado, Ark. (116)          | 11                        | 47  | 27  | Syracuse, N.Y. (67)                              | 45                        | 57  | 61  |
| Montgomery, Ala. (101)                     | 13                        | 27  | 67  | Tallahassee, Fla.-Thomasville, Ga. (126)         | 11                        | 49  | 10  |
| Nashville (32)                             | 65                        | 108 | 125 | Tampa-St. Petersburg-Sarasota (14)               | 149                       | 178 | 203 |
| New Orleans (34)                           | 71                        | 110 | 119 | Terre Haute, Ind. (129)                          | 8                         | 28  | 38  |
| New York (1)                               | 818                       | 715 | 900 | Toledo, Ohio (65)                                | 40                        | 62  | 83  |
| Nrlk-Prtsmth-Nwprt Nws-Hmptn, Va (43)      | 60                        | 74  | 94  | Topeka, Kan. (142)                               | 10                        | 24  | 23  |
| North Platte, Neb. (210)                   | —                         | —   | 6   | Traverse City-Cadillac, Mich. (138)              | 12                        | 38  | 31  |
| Odessa-Midland, Tex. (143)                 | 20                        | 21  | 20  | Tucson, Ariz. (83)                               | 36                        | 34  | 47  |
| Oklahoma City (37)                         | 59                        | 84  | 89  | Tulsa, Okla. (54)                                | 50                        | 66  | 67  |
| Omaha (70)                                 | 44                        | 48  | 57  | Tuscaloosa, Ala. (185)                           | —                         | 7   | —   |
| Orlando-Daytona Beach-Melbourne, Fla. (27) | 107                       | 112 | 136 | Twin Falls, Idaho (202)                          | —                         | 8   | 1   |
| Ottumwa, Iowa-Kirkville, Mo. (204)         | 15                        | —   | —   | Tyler-Longview, Tex. (123)                       | 40                        | 9   | 17  |
| Paducah, Ky.-Cape Girardeau, Mo. (75)      | 29                        | 50  | 55  | Utica, N.Y. (158)                                | 9                         | —   | 23  |
| Palm Springs, Calif. (178)                 | 7                         | —   | 8   | Victoria, Tex. (206)                             | 3                         | —   | 6   |
| Panama City, Fla. (171)                    | 14                        | —   | 26  | Waco-Temple, Tex. (93)                           | 19                        | 40  | 35  |
| Parkersburg, W.Va. (198)                   | —                         | —   | 9   | Washington (9)                                   | 182                       | 193 | 208 |
| Peoria-Bloomington, Ill. (110)             | 28                        | 27  | 37  | Watertown-Carthage, N.Y. (169)                   | 4                         | 14  | 15  |
| Philadelphia (4)                           | 402                       | 333 | 421 | Wausau-Rhineland, Wis. (128)                     | 26                        | 26  | 14  |
| Phoenix (21)                               | 104                       | 116 | 122 | West Palm Beach-Ft. Pierce-Vero Beach, Fla. (53) | 41                        | 29  | 78  |
| Pittsburgh (17)                            | 183                       | 181 | 179 | Wheeling, W.Va.-Steubenville, Ohio (139)         | —                         | 32  | 38  |
| Portland, Ore. (26)                        | 80                        | 94  | 96  | Wichita-Hutchinson, Kan. (60)                    | 39                        | 52  | 56  |
| Portland-Poland Spring, Me. (69)           | 45                        | 32  | 50  | Wichita Falls, Tex.-Lawton, Okla. (130)          | 16                        | 20  | 23  |
| Presque Isle, Me. (203)                    | —                         | 6   | —   | Wilkes Barre-Scranton, Pa. (51)                  | 67                        | 54  | 73  |
| Providence, R.I.-New Bedford, Mass. (44)   | 70                        | 56  | 100 | Wilmington, N.C. (150)                           | 25                        | 9   | 52  |
| Quincy, Ill.-Hannibal, Mo. (154)           | —                         | 18  | 22  | Yakima, Wash. (127)                              | 17                        | 28  | 24  |
| Raleigh-Durham, N.C. (35)                  | 85                        | 88  | 52  | Youngstown, Ohio (88)                            | 34                        | 43  | 51  |
| Rapid City, S.D. (167)                     | 17                        | —   | 13  | Zanesville, Ohio (201)                           | —                         | —   | 11  |
| Reno (121)                                 | 23                        | 20  | 22  |                                                  |                           |     |     |

## SportsChannel nets NHL rights

**Cable sports service will pay \$50 million-plus for three years of hockey action**

Rainbow Programing Enterprises' SportsChannel America, an ad hoc network of regional cable sports services, has won the rights to National Hockey League telecasts, for which it will pay more than \$50 million over the next three seasons. That figure is more than double the amount paid by ESPN under the current NHL contract. SportsChannel will divide coverage of the roughly 50 NHL games each year among its five regional sports cable channels in New York,

Chicago, Philadelphia, New England and Florida. Rights to games not served by those services will be sold to regional sports services in 12 other areas of the country.

Whether the games are offered as part of a basic or pay package will be at the discretion of the individual channels. SportsChannel also retains the right to sell the games in a

given region to a broadcast station instead of a cable channel.

Last week's announcement of a change in venue for hockey marked the first time that such an ad hoc network has won the rights to a major sport. The move was also seen by a number of industry observers as an assertive step forward by SportsChannel America in the purchasing of national sports rights. SportsChannel America is considered to be in the running for the next Major League Baseball television contract, which begins with the 1990 season.

In a statement, ESPN President Bill Grimes said that "we are disappointed" at losing the rights to hockey. "Our proposal to renew our agreement included a significant



increase in rights fees."

Along with the five million cable households SportsChannel's five channels deliver, the other regional services are expected to bring that number to 10 million homes initially.

According to SportsChannel's Richard Kahn, director of marketing and public relations, that number is expected to increase to 30 million homes within two to three years. Kahn said that although that number would be under ESPN's current universe of 47 million homes, it would be unfair to compare the two audiences since the SportsChannel's regionalization of the NHL games will more specifically target hockey fans.

Kahn said that programing plans for the regional set-up are still undetermined, but that in all likelihood there will be four "games of the week" for the regional channels to chose from.

Joel Nixon, vice president of broadcasting at the NHL said the league expects that SportsChannel "intends to make the NHL its centerpiece."

Nixon said that the move of hockey from ESPN to SportsChannel was in no way an expression of disaffection with ESPN. "The NHL was very happy with ESPN's handling of the production of its games," he said.

SportsChannel already has history in production of hockey games, with its regional channels carrying the games of the New York Islanders, New Jersey Devils, Chicago Black Hawks, Hartford Whalers and Philadelphia Flyers. "We took that to its natural extension," said Kahn. □

## Prime Time Tonight may become national player

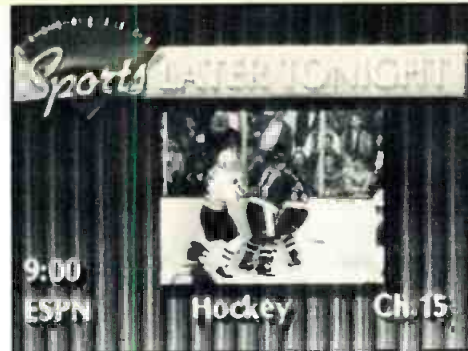
Encouraged by early research, officials evaluate plans to launch PTT nationwide later this year

Officials of Prime Time Tonight, pleased with test results for the cross-promotional service, are evaluating plans to launch it nationwide later this year.

"We're still in a holding pattern," said Michael Eckert, president of the Weather Channel, where PTT appears for three minutes each half hour, but he is encouraged with results from PTT research. "We are in the process of exploring with the operator community whether PTT will launch, and that will be determined on the number of MSO's and systems that sign up for it."

Eckert said PTT partners—Landmark Communications (which owns the Weather Channel), Tele-Communications Inc. and Cable Video Entertainment—will meet this week to decide on plans to take it to the operator community. A final decision is expected by the end of July. But TCI's backing, plus that of an advisory board made up of many of the top MSO's and whose members are encouraged by the test results, give PTT a leg up on becoming a reality.

At three minutes before each half hour on the Weather Channel, PTT appears, provid-



ing viewers information on what is being aired on 14 to 18 key basic and pay networks on the cable system. The preview segments are cable-system specific, providing viewers with video clips of programing, voice-over descriptions, the program's start time and channel location. The information is system-specific because of technology the Weather Channel has developed: an upgraded version of WeatherStar, which allows for insertion of local material in the national feed. Operators who take PTT reduce but do not eliminate the time per hour used for local weather forecasts. During prime time, local weather forecasts appear on the channel about every five minutes.

Prime Time Tonight was tested from January through April in portions of nine systems, reaching 18,000 subscribers. About 25% (4,500 subscribers) said they regularly viewed PTT. Additionally, 62% of that core viewing group said PTT influenced their viewing patterns; 55% said PTT helped in-

## NBC's 11.8 takes week, CBS's 9.0 takes news

| Nielsen |         | Net                        |     | AGB     | Nielsen |        | Net                        |     | AGB     |
|---------|---------|----------------------------|-----|---------|---------|--------|----------------------------|-----|---------|
| 1.      | 19.0/34 | N Cheers                   | 2.  | 18.5/33 | 34.     | 9.4/16 | A Moonlighting             | 43. | 8.9/16  |
| 2.      | 18.9/35 | N Different World          | 4.  | 17.9/33 | 35.     | 9.4/17 | N NBC Sunday Movie         | 31. | 10.0/18 |
| 3.      | 18.6/36 | N Cosby Show               | 1.  | 18.9/36 | 36.     | 9.3/20 | A Full House               | 37. | 9.5/20  |
| 4.      | 18.4/31 | N Night Court              | 5.  | 16.9/30 | 37.     | 9.3/17 | C Jake and the Fatman      | 48. | 8.2/16  |
| 5.      | 16.6/30 | C CBS Sunday Movie         | 6.  | 15.6/28 | 38.     | 9.3/18 | N My Two Dads              | 34. | 9.7/19  |
| 6.      | 16.3/34 | N Golden Girls             | 3.  | 18.3/38 | 39.     | 9.0/16 | C Cagney and Lacey         | 46. | 8.6/16  |
| 7.      | 15.5/28 | N L.A. Law                 | 16. | 13.3/24 | 40.     | 8.9/16 | A ABC Thursday Movie       | 39. | 9.2/17  |
| 8.      | 14.8/27 | C NBA Finals, game 2       | 15. | 13.5/25 | 41.     | 8.9/19 | N Best of TV Bloopers      | 32. | 10.0/21 |
| 9.      | 14.8/34 | C 60 Minutes               | 8.  | 15.1/35 | 42.     | 8.9/18 | N Family Ties              | 36. | 9.6/20  |
| 10.     | 14.4/27 | N Hogan Family             | 19. | 13.0/24 | 43.     | 8.9/21 | N Facts of Life            | 38. | 9.4/22  |
| 11.     | 14.4/26 | N NBC Monday Movie         | 11. | 14.2/26 | 44.     | 8.7/15 | A Slap Maxwell Story       | 47. | 8.2/15  |
| 12.     | 14.2/25 | N NBC Tuesday Movie        | 10. | 14.3/26 | 45.     | 8.7/17 | C CBS Friday Movie         | 45. | 8.6/16  |
| 13.     | 14.1/28 | C Murder, She Wrote        | 12. | 14.1/28 | 46.     | 8.7/17 | N Sonny Spoon Detective    | 49. | 8.1/15  |
| 14.     | 13.9/26 | C NBA Finals, game 1       | 13. | 13.9/26 | 47.     | 8.7/15 | N Sara                     | 44. | 8.7/16  |
| 15.     | 13.7/27 | A 20/20 10th Anniversary   | 9.  | 15.0/28 | 48.     | 8.6/15 | A Thirtysomething          | 51. | 7.7/14  |
| 16.     | 13.7/28 | N Amen                     | 7.  | 15.2/30 | 49.     | 8.4/17 | A MacGyver                 | 53. | 7.4/15  |
| 17.     | 13.7/29 | N Hunter                   | 14. | 13.8/28 | 50.     | 8.2/15 | N Highway to Heaven        | 40. | 9.2/18  |
| 18.     | 13.6/26 | A Growing Pains            | 21. | 12.8/25 | 51.     | 8.0/18 | A Perfect Strangers, Fri.  | 41. | 9.2/20  |
| 19.     | 13.1/24 | A Head of the Class        | 23. | 12.0/23 | 52.     | 7.9/17 | C Beauty and the Beast     | 52. | 7.6/16  |
| 20.     | 12.9/26 | N ALF                      | 17. | 13.2/26 | 53.     | 7.8/14 | N Bronx Zoo                | 50. | 7.9/15  |
| 21.     | 12.8/25 | A Who's the Boss?          | 18. | 13.1/25 | 54.     | 7.7/16 | A Spenser: For Hire        | 60. | 6.5/13  |
| 22.     | 12.8/24 | A Perfect Strangers, Tues. | 20. | 12.9/24 | 55.     | 7.3/14 | C 48 Hours                 | 59. | 6.5/12  |
| 23.     | 12.3/22 | C Equalizer                | 33. | 9.9/19  | 56.     | 7.2/15 | C Tour of Duty             | 58. | 6.6/13  |
| 24.     | 12.0/21 | A Hooperman                | 29. | 10.8/20 | 57.     | 7.1/13 | A Monday Night Baseball    | 57. | 6.7/13  |
| 25.     | 12.0/27 | N 227                      | 22. | 12.4/28 | 58.     | 6.7/13 | C Houston Knights          | 62. | 6.1/12  |
| 26.     | 11.8/21 | A ABC Sunday Movie         | 27. | 10.9/20 | 59.     | 6.7/12 | N Days, Nights of M. Dodd  | 54. | 7.1/13  |
| 27.     | 11.4/20 | C Newhart                  | 25. | 11.1/20 | 60.     | 6.2/13 | A Ohara                    | 63. | 5.2/10  |
| 28.     | 11.1/20 | A China Beach              | 28. | 10.8/21 | 61.     | 6.2/13 | C Walter Cronkite at Large | 61. | 6.2/13  |
| 29.     | 10.8/21 | N Matlock                  | 24. | 11.8/23 | 62.     | 6.1/14 | C High Mountain Rangers    | 56. | 6.8/16  |
| 30.     | 10.7/21 | N Miami Vice               | 42. | 8.9/17  | 63.     | 5.9/13 | N Our House                | 55. | 7.0/16  |
| 31.     | 10.4/21 | C Kate and Allie           | 26. | 11.1/22 | 64.     | 5.4/12 | A Disney Sunday Movie      | 64. | 4.8/11  |
| 32.     | 10.0/19 | C Designing Women          | 30. | 10.4/20 | 65.     | 4.7/11 | A Probe                    | 65. | 4.5/10  |
| 33.     | 9.7/17  | C Eisenhower and Lutz      | 35. | 9.6/17  |         |        |                            |     |         |

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Eckert

crease their awareness of what the cable system was offering; 24% said the feature encouraged an increase in cable viewing, and 76% said they would continue watching

the service. The largest systems in the test were Pittsburgh (TCI), Syracuse (New-Channels) and Gastonia, N.C. (ATC).

"We didn't know what to expect and we were really encouraged by it," said Eckert of the test results. "It sounds like it would work, that viewers would use it, that people would not leave TWC, which certainly was a concern of ours, that the program itself would stimulate cable viewership, and we were really pleased with it, enough to cause us to want to go forward," he said. If the results would have hurt TWC or had not increased cable viewership "we would not have gone forward with it," Eckert said. The test results showed that use of PTT actually increased viewership to the Weather Channel, and that if viewers tuned in for the local forecasts while PTT was on, they would return later to get that local forecast. "We don't think it will hurt us," Eckert said.

PTT, if launched, would operate as a separate company. Plans call for it to charge cable operators a fee, but whether it would be a few cents, Eckert said, "we're not sure. We've never really known what the rates should be because we really haven't pushed the numbers on the expenses...but there are intense production costs involved."

The WeatherStar, which every Weather Channel cable headend uses to insert local weather, is the device into which local program information is stored for PTT. Further enhancements in WeatherStar will allow for animated graphics on the local weather forecasts, instead of text pages. That will make the local forecasts look professional, said Eckert.

PTT is one of many promotion and listings channels that operators are examining. The Prevue Guide, a service of United Video and partially owned by United Cable, has

## Syndication Marketplace

**Claster Television** will syndicate Jim Henson Productions' *Muppet Babies* for Fall 1989. The Emmy Award-winning animated show is currently in its fourth season on CBS, airing Saturday mornings. According to Claster's president, John Claster, *Muppet Babies* is the daypart's highest rated animated show, has the second highest share of children ages 2-to-11 and 6-to-11 season-to-date behind CBS's *Pee Wee's Playhouse* and is highest in viewers per household. Claster expects to bring a minimum of 65 episodes of the show to market by the end of June or early July, but said the show's barter split has not yet been determined. Claster's other new animated offerings include *C.O.P.S.*, which has cleared 90% of the country for next fall's launch, and *The New Archies*, which has cleared 55% of the U.S. for a January 1989 launch.

**Orbis Communications** plans to distribute a series of specials, *Unauthorized Biography*, produced by news executive Mark Monsky, formerly of NBC. The first of the two-hour quarterly specials will be a biography of actress Jane Fonda, to air in October and to be distributed on a barter basis. Hosting the specials will be Barbara Howar, international correspondent for *Entertainment Tonight*. Among future potential subjects, according to Orbis, are Robert F. Kennedy, Elvis Presley, Cary Grant and "organized crime figures."

**ITC Entertainment** has acquired 10 ABC Distribution properties for U.S. syndication, including theatrical releases "The Flamingo Kid" and "Young Doctors in Love." The package contains seven ABC-TV made-for-TV movies (*Jacqueline Bouvier Kennedy; Marciano; She's in the Army Now; Pray TV; Attica; Hot Rod*, and *A Time for Miracles*) and 26 episodes of the half-hour series, *Secrets and Mysteries*.

One-hour talk-confrontation show hosted by convicted Watergate felon, G. Gordon Liddy, has now been picked up in Los Angeles by independent KHU-TV and in Boston by Fox station WFXT-TV for weeknights at 10 p.m. *Liddy*, to be launched next Oct. 3 by **All American Television**, has now cleared 60% of the U.S. on 55 stations. Among its top 10 market clearances are KTVU-TV Oakland, Calif. (San Francisco), WXYZ-TV Detroit and KDFI-TV Dallas.

Another All American TV product, one-hour weekly variety show, *The Latin Connection*, has cleared on stations in the top three markets for its launch next fall. Fox Television's WNYW-TV New York and WFLD-TV Chicago and Tribune's KTLA-TV Los Angeles will carry the barter show, offered with both English and Spanish soundtracks. Also picking up the program are stations in 51 markets covering more than 50% of the U.S., including top 10 market stations, Belo's WFAA-TV Dallas and Capcities/ABC-owned KTRK-TV Houston.

**LBS** syndicated game show, *Family Feud*, has now cleared 112 markets for 80% U.S. coverage, with new top 10 additions including KTVU-TV Oakland, Calif. (San Francisco), and WJBK-TV Detroit.

Rock star Little Richard will appear in a weekly syndicated comedy series, *The Colors of Success*, debuting Sept. 12. The half-hour show, set in a nightclub and including musical performances, has been picked up by NBC-owned stations in New York, Los Angeles and Chicago and KYW-TV Philadelphia for weekend late night, while WJBK-TV Detroit and KTXA-TV Dallas will carry it during weekend fringe-access. *Colors* is being distributed by **M.K. Thomas & Co.** of Chicago on a straight barter basis with three minutes of national ad time and three-and-a-half minutes for local stations. Billboard sponsorship of the recording artist's performance spot is also being sold. Executive producers are Reuben Cannon, casting director and co-producer of NBC sitcom, *Amen*, and Barry Hankerson.

**Viacom Productions** has signed a TV program development deal with Shadroe Stevens, Casey Kasem's planned replacement as host of *American Top 40* and a regular on the TV game show, *Hollywood Squares*. According to Viacom, the deal includes creation of a starring TV vehicle for Stevens and joint development with his production company of TV specials, TV movies and sitcoms.

**Lorimar Telepictures** distribution subsidiary NIWS will no longer handle the weekly medical news service, Medsource, according to medical news service producer, Medstar. Medstar will now distribute the service, which it said was used by nearly 90 U.S. newsrooms. The Allentown, Pa.-based company has hired former WHBQ-TV Memphis news director, Jacques Minnotte, to head its medical news syndication division.

Barter sales joint venture of **Group W, MGM-UA** and **D.L. Taffner** will sell national advertising time for Goldwyn Television's *Body by Jake*, half-hour health strip show.

**Blair Entertainment** has cleared its one-hour special, *Baseball's All-Star Comedy Classics '88*, in 85 markets covering 75% of the U.S. WPIX-TV New York, KABC-TV Los Angeles and WMAQ-TV Chicago will carry the barter show, which celebrates the July 12 All-Star game on ABC-TV.

**D.L. Taffner** has licensed P&G soap opera, *Another World*, to Italy and New Zealand in multiyear deals. In Italy, working through a third-party distributor, state TV network RAI has bought 300 episodes of the program for broadcast beginning next September. RAI has additional four options to pick up another 200 to 300 episodes of the show with each option. Taffner also licensed *Another World* directly to New Zealand's TV3, which will begin airing the first of 520 episodes, two years' worth, in March 1989. Taffner made the sales and continues to license the show to Australia under an agreement with P&G, which earlier this year said it would begin its own direct sales in foreign territories of all its daytime dramas.

commitments from a number of MSO's, as does NuStar, which plans to launch in September (see page 53).

Eckert believes PTT can be used alone or in concert with other services. PTT's chief attributes, said Eckert, are that "we're not taking any channel capacity...we're not taking up any local advertising avails...and it's real time, so no two programs are alike and you get the whole shot in three minutes." And, said Eckert, "we think that the video and production quality is quite extraordinary...I think we stack up pretty well."

From another perspective, Eckert said, "we complement those two [Prevue and NuStar]" and the program guides, in that they are horizontal while "we're vertical."

PTT has the advantage of gaining input from a cable industry advisory board, which included Ajit Dalvi, senior vice president, marketing and programing, Cox Cable; Doug Wenger, senior vice president, Storer; Charles Townsend, president, Colony Communications; Robert Miron, president, Newhouse Broadcasting; Robert Stengel, vice president, programing, Continental Cablevision; Gordon Herring, vice president, Telecable, and Fred Dressler, vice president, programing, American Television & Communications. "The advisory board is encouraged with it," said Eckert, adding: "They've been really helping us...We'll know by the end of July whether its going to be a 'yea' or a 'nay.'"

## Changing Hands

**WTVW(TV) Evansville, Ind. and KLBK-TV Lubbock, Tex.** □ Sold by Woods Communications Group Inc. to Broad Street Television Corp. for \$74.1 million ("Closed Circuit," June 13). **Seller** is Springfield, Mo.-based group of one AM, three FM's and five TV's principally owned by Charles Woods. **Buyer** is new company formed by Dick Geismar, Fred Walker and Allen Adler, former principals of Broad Street Communications, New Haven, Ct.-based group of two AM's and three FM's that was sold to Clear Channel Communications in 1984. WTVW is ABC affiliate on ch. 7 with 316 kw visual, 63.2 kw aural and antenna 1,013 feet above average terrain. KLBK is CBS affiliate on ch. 13 with 317 kw visual, 25.1 kw aural and antenna 880 feet above average terrain. **Broker: Cecil L. Richards Inc.**

**WCII(AM)-WDJX(FM) Louisville, Ky.** □ Sold by Great Trails Broadcasting to Quass Broadcasting for \$5.5 million, then swapped to Stoner Broadcasting for KHAK-AM-FM Cedar Rapids, Iowa (see below). **Seller** is Dayton, Ohio-based group of three AM's, two FM's and two TV's headed by Alexander J. Williams. **Buyer** is Annapolis, Md.-based group of four AM's and six FM's owned by Tom Stoner. Stations

are first passing through hands of Quass Broadcasting for tax considerations (see below). WCII is on 1080 khz with 10 kw day and 1 kw night. WDJX is on 99.7 mhz with 24 kw and antenna 720 feet above average terrain. **Broker: Chapman Associates.**

**WAG(AM)-WLRS(FM) Louisville, Ky.** □ Sold by Radio 970 Inc. and Kentucky Technical Institute Inc., respectively, to Radio One Inc. for \$4.5 million. **Seller** is principally owned by Clarence E. Henson Jr. It has no other broadcast interests. **Buyer** is principally owned by Toney Brooks, former president of Sandusky Radio Group. WAG is on 970 khz full time with 5 kw. WLRS is on 102.3 mhz with 3 kw and antenna 300 feet above average terrain. **Broker: Blackburn & Co.**

**WMCB(AM)-WCBK(FM) Martinsville and WIFE(AM)-WCNB(FM) Connersville, both Indiana, and WOFR(AM)-WCHO(FM) Washington Court House, Ohio** □ Sold by Morgan County Broadcasters Inc., WCNB Inc. and Community Service Radio Inc., respectively, to David A. Rogers for \$3.8 million. **Seller** is owned by David C. Keister, who also owns WCB(FM) Lebanon, Ind., and WMLA-AM-FM Bloomington, Ill. **Buyer** also owns WBML(AM) Macon, Ga. WMCB is daytimer on 1540 khz with 500 w. WCBK is on 102.3 mhz with 3 kw and antenna 300 feet above average terrain. WIFE is daytimer on 1580 khz with 500 w. WCNB is on 100.3 mhz with 20 kw and antenna 270 feet above average terrain. WOFR is daytimer on 1250 khz with 500 w. WCHO is on 105.5 mhz with 3 kw and antenna 300 feet above average terrain. **Broker: Blackburn & Co.**

**KHAK-AM-FM Cedar Rapids, Iowa** □ Sold by Stoner Broadcasting to Quass Broadcasting for \$2.5 million plus WCII(AM)-WDJX(FM) Louisville, Ky. (see above). **Buyer** is owned by Mary Quass, stations' general manager. It will first buy WCII(AM)-WDJX(FM) for \$5.5 million and exchange Louisville stations for Cedar Rapids stations plus sale price. KHAK is daytimer on 1360 khz with 1 kw. KHAK is on 98.1 mhz with 100 kw and antenna 485 feet above average terrain. **Broker: Blackburn & Co.**

**KCVR(AM)-KWIN(FM) Lodi, Calif.** □ Sold by Kcvr Radio to Turnbaugh Communications for \$1.9 million. **Seller** is San Jose, Calif.-based group of two AM's and two FM's principally owned by Stephen P. Snell and family. **Buyer** is principally owned by Roger Turnbaugh, who also has interest in KHSS(FM) Walla Walla, Wash. Kcvr is daytimer on 1570 khz with 5 kw. Kwin is on 97.7 mhz with 3 kw and antenna 300 feet above average terrain.

**WVHG-FM Labelle, Fla.** □ Sold by Labelle Broadcasting Inc. to Omega Broadcasting

## MAY 1988 - A RECORD MONTH OF RESULTS.

|                        |                   |              |
|------------------------|-------------------|--------------|
| KMJQ-FM                | Houston, TX       | \$65,000,000 |
| WWBA-FM                | St Petersburg, FL | \$17,100,000 |
| KMJM-FM                | St Louis, MI      | \$16,000,000 |
| WOKO (AM) &<br>WGNA-FM | Albany, NY        | \$6,750,000  |
| KFGO-FM                | Fargo, ND         | \$6,100,000  |
| WMME<br>(AM/FM)        | Augusta, ME       | \$1,400,000  |

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**More Michaels.** Six-time Emmy winner Lorne Michaels, executive producer of NBC's *Saturday Night Live*, has been signed as executive producer of *40th Annual Prime Time Emmy Awards Presentation*. Fox Broadcasting Co. will televise the event live on Sunday, Aug. 28.



Corp. for \$550,000. **Seller** is owned by Thomas A. Smith, who has no other broadcast interests. **Buyer** is principally owned by Robert J. Miller and his wife, Harriet. Miller is Washington-based communications attorney with no other broadcast interests. WHVG-FM is on 92.1 mhz with 3 kw and antenna 300 feet

above average terrain.

#### CABLE

**System serving Weston, Saxton River and Bronley Mountain, all Vermont, and unbuilt franchise in Grantham, N.H.** □ Sold by Covenant Communications to First Carolina Cable

TV for estimated \$3-\$5 million. **Seller** is North Pomfret, Vt.-based group headed by Roger Amato. It has no other cable interests. **Buyer** is Rocky Mount, N.C.-based MSO, headed by E.B. Chester. System passes 2,700 homes with 2,150 homes. **Broker:** Communications Equity Associates.

## PBS packs summer and fall with new programs

**Twenty new series promise 'year we've been waiting for'; schedule is 'business response' to cable competition for product**

"It is not an accident" that public television's 1988 summer season includes eight new series as well as many new programs within continuing series, PBS senior vice president of programing, Suzanne Weil, told BROADCASTING last week. "We've been holding good things to give us the strength in the summer we hadn't had before," a higher plateau in a trend begun three years ago with the debut of performance series, *American Masters*, she said. "The stations love it, and they have placed the programs in good slots." PBS hopes to expand its audience while the commercial networks "really forfeit summer," Weil told the PBS board of directors.

PBS would like also to carry those audiences into more new series next fall, when a writers' strike threatens the commercial networks' plans. Both seasons comprise a carefully planned combination of new series, new specials, new programs in continuing series and "strong reruns" (the last including the controversial *The Africans*, she said).

The stable of new programs, said Weil, is in great part the result of a "business response" to "the cable threat," which she insists is "not so much to our audience, but to product. We are being outbid by some of the cable programmers." The answer, she said, is to maintain good relations with the best producers, exclusivity and diversity. "Something for everyone" appears regularly in the 1988 PBS schedule—in contrast to cable programmers, she said, "most of which are one-note operations. Programing will dry up for them."

Weil credits the two-year-old PBS-CPB Program Challenge Fund with helping build the stable. "By amassing money here at PBS," she said, "we've been able to say to producers: 'Here's the first \$2 million.'"

Among the results are new series debuting this summer, in chronological order by launch date (times may vary): *Deaf and Blind*—four programs, two hours and longer, examining life at the Alabama Institute for the Deaf and Blind, from Zipporah Films and presented by WNET(TV) Newark, N.J. (airing Friday and Saturday, 9 p.m. NYT, June 17-18 and June 24-25). *Summer Night Music*—six 90-minute documentary films on musicians, from Mug-Shot Productions and presented by WKNO-TV Memphis; featuring the 1983 Reggae Sunsplash Festival in Jamaica and "Saxophone Colossus" tribute to American jazz composer-performer, Sonny Rollins (airing Saturday, 9 p.m., July 2-Aug. 6). *P.O.V.*, [Point of View]—10 documentaries, 60 minutes to two hours each,



'Science Journal'

from a variety of independent producers; featuring films on a 22-year-old AIDS patient, six women ages 65 to 75, Nicaraguan author Omar Cabezas and a Los Angeles pet cemetery (airing Tuesday, 9 p.m., July 5-Sept. 6). *Science Journal*—26 30-minute programs providing news of the week's events in science, medicine and technology, from Universe Group and WETA-TV Washington (airing Thursday, 8 p.m., July 7-Dec. 29). *The Struggles for Poland*—nine 60-minute segments examining Poland in the 20th century, from David Naden Associates and presented by WNET(TV) (airing Tuesday, 9 p.m., July 12-Sept. 6). *Convention Night*

*in Review*—eight 30-minute programs, hosted by *Washington Week in Review* host, Paul Duke, and comprising nightly wrap-ups of Democratic and Republican presidential nominating conventions, from WETA-TV (11 p.m., July 18-21 and Aug. 15-18). *16 Days of Glory*—six 60-minute documentaries on athletes competing in the 1984 summer Olympics, from Cappy Productions, Bud Greenspan, WTTW(TV) Chicago (Wednesday, 8 p.m., July 20-Aug. 24).

Continuing PBS series that feature new programs this summer include *American Masters*, *Alive from Off Center*, *Masterpiece Theater*, *Evening at Pops*, *National Audobon Society* specials and children's programs *Square One TV* and *Reading Rainbow*. New summer specials include *A Capitol Fourth 1988*, the 22d anniversary of the Mostly Mozart Festival on *Live from Lincoln Center* and two 30-minute Mark Russell comedy specials.

The most talked about new fall series during public TV's annual meeting in March was *Express News Magazine*. Drawing on *Children's Express*, an independent news

May 31, 1988

### Sudbrink Broadcasting

has completed the sale of the assets of television station

**WNAC-TV**  
Providence, RI

to

**Price Communications Corporation**

The undersigned initiated this transaction  
and assisted the parties in the negotiations

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Production is complete on an **NBC** romantic comedy starring Barbara Eden, with the working title of *Happily Ever After*. The drama, to be telecast during the 1988-89 season, is about a grocery store checker who gets mistaken for a stock market expert. She falls into the role only to fall in love with a wealthy man who doesn't know her true identity. Robert Lewis directed; Barry Weitz and Tamara Assayer are co-executive producers of the American First Run production.

In production for future broadcast on **CBS** is *Spies, Lies & Naked Thighs* (working title), an action comedy about government agents and assassins being filmed in Toronto. Harry Anderson, Ed Begley Jr., Wendy Crewson and Linda Purl star. The executive producers for Robert Halmi Productions are Ed Self and Bill Brademan. Robert Halmi is the producer and James Frawley is the director. Production is over on another drama, *No Means No*, starring Chad Lowe and Bonnie Bedelia. Jeffrey Auerbach is the director for this story about teen-age rape. Martin Sheen is the executive producer and William Greenblatt is the producer for Symphony Pictures.

**ABC's** music special with Led Zeppelin, the Rascals, Genesis, Crosby, Stills, Nash and Young, and Wilson Pickett called *This Is Rock N' Roll: Atlantic Records' 40th Anniversary* airs Sunday, June 26, at 9-11 p.m. NYT. Host Robert Hays visits with the rock stars behind the scenes of the concert at Madison Square Garden attended by 15,000 fans. Barry Cooper is the executive producer; the director is Walter C. Miller; the producing company is Little Adam Pictures, Inc.

Stephen King's thriller, *Cat's Eye*, has its premiere on superstation **WTBS(TV)** Atlanta on Sunday, June 26, at 7:05 p.m. NYT: three eerie tales centering on different individuals' involvement with a stray cat. James Woods, Robert Hays and Drew Barrymore star, and Lewis

## Stay Tuned

Teague directs. A wide range of American music—from Stephen Foster to big band to rock 'n' roll—is brought together in *Opryland Celebrates 200 Years of America's Music*, featuring singers Barbara Mandrell and Frankie Avalon and many other performers. Premiering Tuesday, July 12, at 8:05 p.m. NYT is the 1942 movie, "They Died With Their Boots On." The original black and white film starring Errol Flynn and Olivia de Havilland has been colorized and is the story of General George Custer, his student days, his marriage and leadership during the Civil War and his death at Little Big Horn. Also starring are Anthony Quinn, Arthur Kennedy and Joseph Crehan. The Warner Brothers release was directed by Raoul Walsh.

For the eighth year on **PBS** the Fourth of July will be celebrated in *A Capitol Fourth 1988*, presented on Monday, July 4, at 9-10:30 p.m. The National Symphony Orchestra directed by Mstislav Rostropovich will perform music of Irving Berlin (in honor of his 100th birthday this year), selections from Leonard Bernstein's *West Side Story* and Americana sung by Metropolitan Opera baritone Sherrill Milnes. *A Capitol Fourth 1988* is a co-production of noncommercial WETA-TV Washington and noncommercial WJIA-TV Scranton, Pa. The executive producer is Jerry Colbert, and the producer is Jackson Frost. Following *A Capitol Fourth* at 10:30 will be the half-hour film *Collecting America*. The collection of American folk art in the 35 buildings of the Shelburne (Vt.) Museum is the topic of the piece, produced in conjunction with a National Gallery of Art exhibition. The program is narrated by actress Ann Sothern; the host is John Wilmerding. Byron McKinney produced the piece and Joseph J. Krakora is the executive producer. *Young At Heart*, the winner of a 1988 Academy

service cofounded by publisher Robert Clampitt, the 13 30-minute prime time seg-

ments are reported entirely by children 13 and under. The young reporters, said Weil,

"get people to say what adults could never get them to say." Former *60 Minutes* producer, Harry Moses, is executive producer of the series, airing Thursday at 8:30 p.m., Oct. 13-Jan. 5, 1989. The Program Challenge Fund provided partial funding for the South Carolina Educational TV-produced series.

Like *Express NewsMagazine*, *The Power of Choice* is likely to appeal to adult as well as young audiences. Airing Saturdays at 6:30 p.m., Oct. 15-Dec. 17, the Elkind & Sweet Communications-WNET series of half-hour public affairs programs features comedian and juvenile counselor, Michael Pritchard, entering high schools and using comic monologues and small group sessions to elicit student feelings and experiences about sex, self-esteem, drinking, drugs and other issues.

Among programming for children, 10 half-hour episodes of *The Ramona Stories*, based on the Beverly Cleary books about a young girl and her family, will premiere Sept. 10 and will air Saturday at 7:30 p.m. through Nov. 12. WGBH-TV Boston is presenter of the Lancit Media production.

In news, WNET(TV) and WTTW(TV) Chicago are presenting 45 half-hours of Public Affairs Television's *Moyers' Conversation of Democracy* (working title), a forum for diverse viewpoints on values, power, ethics, beliefs and the presidential elections. The series will air at 11 p.m., Monday-Friday, Sept. 12-Nov. 11. Bernard Kalb will host four one-hour segments of *Global Rivals*, with guest political leaders and experts debating Soviet-U.S. relations. WNET, Antelope Films of Great Britain, Österreichischer Rundfunk of Austria and the Columbia University School of International

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Award for best documentary short, will be shown Wednesday, July 6, at 10:30-11 p.m. Telling the story of Louis Gothelf and Reva Shwayder, artists in their 80's who met and fell in love on a painting trip, the half-hour film captures their relationship and their passion for art. Its filming coincided with their marriage. "We sought to provide a positive portrait of older people in love," said Sue Marx, the co-producer and director. The other co-producer/director is Pamela Conn. *Young At Heart* is a presentation of noncommercial wtvz-TV Detroit. The story of the British women's suffrage movement comes to PBS in a series of six one-hour dramas beginning Friday, July 8, at 9 p.m. Jane Alexander hosts the series, which is drawn from literature of the movement: letters, diaries, newspaper accounts and other public records. Produced by Midge Mackenzie for the BBC, the episodes examine the lives of women who devoted themselves to this cause. The directors are Moira Armstrong and Waris Hussein. *Alive From Off Center* begins its fourth season on Monday, July 11, at 10 p.m. This season the noncommercial KTCa-TV Minneapolis-St. Paul-produced series comprises eight half-hour programs of dance, music, theater, film and performance art. The executive producer of the series is John Schott. John Ligon is the producer.

Coming up on **Showtime** on July 9 at 10 p.m. NYT is *New Orleans Jazz & Heritage Festival*. This jazz/folk special features live performances by B.B. King, Stevie Ray Vaughan, Allen Toussaint and Rita Coolidge taped at the annual music event. On July 10 and 11 at 9 p.m. NYT is *Sins of the Fathers*, a four-hour, two-part mini-series bridging three generations of a German entrepreneurial family during World Wars I and II. **Nickelodeon** starts a talk show for children on July 5. *Don't Just Sit There* is a variety/talk show hosted by four children with guests who perform games, skits and informational pieces. The audience will be given a chance to participate.

An **A&E Cable** premiere of the 1974 United Artists release "Huckleberry Finn" will be shown July 1 at 8 p.m. Faithful to the original story of Huck's and Jim's travels down the Mississippi, it stars Oscar nominee Paul Winfield as Jim. This musical version of the story is directed by J. Lee-Thompson. On July 2 at 11:30 p.m., *Apocalypse Then* examines the traditions of the Mayan civilization that stretched from the Yucatan to Guatemala and mysteriously vanished around 900 A.D. Cameras go into the jungles to film the empire's ruins. The piece was produced by William A. Brown.

On **The Disney Channel** on Tuesday, July 19, at 9 p.m. NYT, *Cowboys Don't Cry* makes its American television premiere. The Canadian film shows the bonding relationship between an aging rodeo cowboy and his son when their home is shattered by tragedy. Ron White, Janet-Laine Green and Zachary Ansley star in the Atlantic Films Limited production. In August on Disney, *The Great Land of Small*, a fantasy/adventure story about children searching for invisible creatures at the end of the rainbow, premieres. Shot in Montreal, the film is a Rock Demers Production for New World Pictures. Vojta Jasny directed the piece, which appears on the Disney Channel on Friday, Aug. 12, at 7 p.m. NYT.

*Great Planes*, a series debuting Tuesday, July 5, at 7 p.m. NYT on the **Discovery Channel**, shows footage from the cockpits of great fighting planes, and offers the ideas and experiences of former crew members and modern warfare strategists. Each one-hour episode in the six-week series highlights a particular craft. *Only One Earth*, the international television series that explores the links between economics and ecology, makes its cable debut on the Discovery Channel on Monday, July 11, at 11 a.m. NYT.

al Affairs are co-producers. That series will air Tuesday at 10 p.m., Sept. 20-Oct. 11. And beginning Oct. 3, the Frontline Consortium (WGBH and WETA) will present the six-part series, *Election '88*, featuring *Frontline* specials on the nominees and on Jesse Jackson, a "View from Abroad," a Bill Moyers examination of the state of the Presidency and an election eve special. *Election '88* will air Monday nights at 9 p.m. NYT, Oct. 3 through Nov. 7.

"We really got our acts together this time," said Weil. "The consortia polled the program fair two years ago and got extra money." The result, she said, is that all the established Public Broadcasting Service news and public affairs operations will combine forces.

Like *P.O.V.*, *The American Experience*, hosted by David McCullough, will serve as a forum for independently produced documentaries, in this case united by the theme of "authentic Americans" and featuring films on the United States Navy's 1946 atom bomb tests on the Bikini Islands, women in the work force during World War II, a woman born into slavery in Mississippi and a cowboy town in Wyoming. The 16 60-minute programs, which will air Tuesday at 9 p.m., Oct. 4-Jan. 17, 1989, will be presented by WNET, WGBH and KCET(TV) Los Angeles.

And in science, the nine programs composing the WNET-BBC series, *The Mind*, feature explorations of child development, aging, addiction, depression, thinking and language. The series will air Wednesday at 8 p.m., Oct. 12-Dec. 7.

"Our real defense" against competition, said Weil, "has been to retain our integrity. We're guarding our virtue. It's a lot cheaper

to go buy something, but we have such a rich mine of indigenous American talent.

And we know that we have to hold onto our producers." □

April, 1988

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# Technology

## Videotex: Rediscovering its niche

**'New era' for service touted at VIA convention; study says 97% of households will have access to it by year 2000**

Remember videotex? In the early 1980's, its champions said the computer-based electronic medium would challenge the printed page—books, newspapers and magazines—in delivering news and information to the home by the early 1990's and, at the same time, providing desirable new interactive services such as home shopping and banking.

Reality soon set in. Knight Ridder, Times Mirror and other videotex pioneers lost tens of millions of dollars when their elaborate and much-ballyhooed videotex services flopped in the marketplace. By 1986, videotex as a "niche" service for special-interest groups was hanging on, but videotex as a mass medium was virtually forgotten.

Despite the dismal history, there was renewed hope last week at the Videotex Industry Association convention in Washington that videotex would yet emerge as a major force in mass communications. "This is the beginning of a new era as far as videotex is concerned," said Hiliary Thomas, president of Minitel U.S.A. and, for the second consecutive year, chairman of the VIA, in her welcoming address.

The centerpiece of the convention was a report nine months in the making by a VIA committee. It envisions that, at the turn of the century, 97% of the homes in North American will have access to videotex and half of them will use the service on at least an occasional basis.

"These users will have varied levels of expertise, ranging from novices to experts, and will be interested in using a wide variety of different applications," the 64-page study said. "Gaining access to these services will be simple and well understood. Directories of services that are easily searched by users will be widely available, and billing mechanisms will be in place that permit spontaneous, nonsubscription use of many videotex services."

In a press release issued during the conference, Minitel U.S.A. was not nearly as optimistic. Based on the experiences of the Minitel videotex system in France, it projected that there would be more than 12 million videotex users in the U.S. and Canada by 1999.

The videotex business that survives today is built upon owners of personal computers who are interested in using them to access information, send messages and perform some transactions. The major players are Compuserve, General Electric's GENie, The Source and Quantum Computer Services's

Q-Link and AppleLink. Expected to hit the market in a big way soon is Prodigy Computer Services Inc. (formerly Trintex), a joint venture of Sears and IBM. All in all, the services reach no more than one million households, even though there are an estimated 30 million PC's in homes and offices.

The principal source of the hope and the bullish projections is the Bell operating companies. Last March, Federal District Court Judge Harold Greene, in review of the consent decree that forced the spin-off of Bell operating companies from AT&T, gave the BOC's the green light to establish videotex gateways—telephone-computer systems that link information providers and users. Greene also allowed the BOC's to offer electronic messaging services (voice and data), but prohibited them from offering information services other than a basic electronic "white pages" directory.

By all appearances, the BOC's are seizing the opportunity presented by Greene. Bell Atlantic, Bell South and NYNEX have asked for FCC permission to establish gateways, and a representative of U.S. West at last week's show indicated that company's intention to ask. According to VIA officials, the presence of executives from all seven BOC's contributed heavily to the growth of convention attendance by 30% over last year to around 300.

Reid Ashe, publisher of the *Wichita* (Kan.) *Eagle-Beacon* who headed Knight-Ridder's failed Viewtron videotex effort, was excited by the promise of BOC-operated gateways whose sole purpose is to provide easy access to third-party information providers. Allowing the BOC's to provide the infrastructure for videotex, while restricting them from offering information services, was the right way to go, said Ashe, who oversees electronic publishing for the American Newspaper Publisher's Association. The companies that control the local telephone "bottlenecks" should have no control or financial interest in the information that is transmitted through them, he said.

In the wake of Greene's ruling, Ashe said he has real hope the industry is entering a period of regulatory stability. Uncertainty about "who is going to be allowed to do what" has retarded the development of the industry," he said.

The VIA report—"Gateway 2000: Report of the VIA Industry Study on North American Gateway"—sets down what the representatives of the 25 companies who make up the study committee believe should be the basic attributes of a mass-market gateway. The bottom line: "The fundamental criteria...are that they should be easy to use, affordable, ubiquitous and uniform."



In the conference keynote address, Philip A. Campbell, vice chairman and chief financial officer, Bell Atlantic, confirmed his company's interest in videotex while calling for greater cooperation between the BOC's and the service providers and software and hardware suppliers that compose the VIA. He said Bell Atlantic could contribute the local telephone network, billing capability and "an understanding of the consumer market" to the alliance. "Our aim is to work with you to make the videotex industry profitable," he said.

In developing its gateway, Campbell said, Bell Atlantic's goal is to come up with a system that attracts "the widest array of customers" through ease of use, affordability and reliability.

While generally praising Greene for opening the videotex door for the BOC's, Campbell criticized him for failing to allow them to offer electronic "yellow pages," which would act as a "magnet service."

It was not too long ago that the telephone companies were viewed not as saviors of videotex but as giants that could crush competitors in the manufacturing and information ends of the businesses. Campbell acknowledged the fact, saying that inviting him to speak a few years ago would have been like asking "Wile E. Coyote to break bread with the Roadrunner."

Bell Atlantic, one of two BOC's to exhibit at the show, plans to begin offering its gateway service, which will provide hookups with no more than 25 services, to small and medium-sized businesses in Pennsylvania during the third quarter of this year. If all goes well, the telco will roll out the service throughout its multistate region and begin marketing to consumers.

The plans of U.S. West (the other BOC to exhibit) to enter the videotex market were not as far along as those of Bell Atlantic, but nearly as firm. At a press conference called to discuss the telco's agreement with Minitel U.S.A., Linda Laskowski, vice president and general manager, information provider market, U.S. West, said it was more a question of when than if U.S. West would apply for FCC permission to put together a gateway. And she said she expects the gateway to be open for business within a year or two.

Laskowski said U.S. West's agreement with Minitel U.S.A. has two basic elements: Minitel U.S.A. will advise U.S. West in the development of its gateway; U.S. West will interconnect its gateway with France Telecom's Minitel system in France.

France Telecom established Minitel U.S.A. last month to export French videotex technology and expertise and to insure that the Minitel system becomes a part of videotex systems in other countries through interconnection. After 10 years, the Minitel system serves 3.5 million homes throughout France, providing access to some 8,000 information providers. The French government, of which France Telecom is a part, subsidized the service by giving away videotext terminals.

Like Bell Atlantic, BellSouth is moving ahead quickly with the videotex gateway plans. At a panel session, Becky Barnett, product manager, BellSouth Services, said

she has been working on a gateway since January 1986 and so was more pleased than most by Greene's March decision, which made her work "legitimate." The BellSouth gateway has already undergone an "alpha" test by company employees, and plans call for a "beta" test in Atlanta during the third quarter of this year, she said. When BellSouth offers a full-blown service will depend on how quickly the market develops and the answers to such business and technical questions as what kind of terminals to use and who pays for them, she said.

Bell Canada is also aggressively pursuing the videotex business. Pierre Hubert, director of business development, Bell Canada, said the telco is set to roll out its Alex videotex service in Montreal in December. If it is successful, he said, the service will be offered in Toronto next year. Believing that a "critical mass" of customers with terminals has to be created to attract information services, Hubert said, Bell Canada plans to lease terminals for just \$7.95 (Canadian) a month. Bell Canada showed the Alex terminal at its booth in the exhibit hall.

Not everyone at the show thought the entry of the BOC's into the business was an unqualified godsend. At a panel session, Steve Case, executive vice president, Quantum Computer Services Inc., a provider of videotex services to owners of personal computers, said the BOC's are not "the quick fix" that many think they are any more than the large newspaper publishers were five years ago.

Following the session, Case said the

BOC's involvement could be a "bad thing if they do the wrong thing." And, as far as Case is concerned, the "wrong thing" would be for the BOC's to establish gateways that encourage access through low-cost "dumb" terminals. Videotex services based on terminals without the computer smarts to simplify access and organize and present information in a convenient and understandable manner will ultimately fail, he said. And, if they fail, he said, the telcos may just give up on videotex rather than try again with intelligent terminals like personal computers.

Case questioned what many other seemed to accept—that the French Minitel system is a sound model for videotex in the U.S. Because the system employs dumb terminals, he said, many people have lost interest in it. "A lot of those terminals are sitting in closets," he said.

For videotex to succeed in the U.S., it will take concerted action by the telephone companies, video service providers, terminal manufacturers, personal computer manufacturers and software providers. "We need these divergent industries to work together to take advantage of the best aspects of each," he said. "The videotex industry is too small to try to reinvent the wheel. Rather, we must replace tunnel vision with a broad vision, and competition with cooperation."

The telcos and service providers should base their systems and services on intelligent terminals and personal computers. Videotex terminal manufacturers should build terminals with the look and feel of telephones and the intelligence of a PC. PC

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manufacturers should include modems and software in their computers so that they can be used as terminals. And suppliers of software should develop software that makes sending a message over a videotex system as effortless as sending a file to a printer.

Judging from some of the systems demonstrated at the show, some of the PC-based systems are far from perfect. Although Quantum's AppleLink readily found and

posted the complete box score for the Pittsburgh Pirate-Chicago Cubs game of the day before (June 13), the best GENie could produce when asked for sports stories containing the key word, "Pirates," was an account of the New York Mets-St. Louis Cardinals game. Boston CitiNet also failed the baseball test. To find out who, when and where the Boston Red Sox were playing that evening, a user had to scroll through the entire

major league schedule starting with the games of June 6. The computer finally found that the Red Sox were playing the New York Yankees, but, as it turned out, the game time presented was three hours early.

Is there a future for mass-market videotex? No one knows for sure. But given the interest of the BOC's, which are among the largest and wealthiest companies in America, the future is brighter than it was. □

## What Republicans and Democrats have in common

### Both parties' national conventions will feature extensive fiber optic network from Southern Bell to feed audio, video, voice and data

One month before the Democratic national convention gets under way at the Omni convention center in Atlanta, Southern Bell last week was able to unveil its plans for what it is calling a state-of-the-art "telecommunications city." Spokesmen at a news conference talked of a 1,063-mile fiber optic network designed to avoid the video traffic jam they say would otherwise be created by the use of the 130 video circuits broadcasters have said they will need. And the first time the system is used at the start of the July 18-21 convention, Southern Bell says, will be the first time fiber optic technology is used to transmit television signals in Atlanta.

Bell's assistant vice president for the con-

vention, Paul E. Harman, said the new video network is needed to meet "the extraordinary growth in satellite news vehicle use." He noted that three SNV's were used at the 1984 conventions, but up to 100 are expected at the conventions this year. Contributing to the microwave logjam that the fiber optic network is designed to eliminate is the availability of only seven channels on the 2 ghz band and attempts by hundreds of journalists to broadcast at the same time.

Southern Bell says the laser-powered network will deliver virtually interference-free broadcast-quality television signals and more. It will also be used by radio reporters feeding live stories home and by print reporters with lap-top computers, as well as basic voice conversation. The network will tie the Omni to the World Congress Center across the street, where the media will be based, and to dozens of transmission sites throughout the metro Atlanta area.

All told, Southern Bell says, it has created an advanced communications network that will serve "a high tech city" expected to be populated by 16,000 journalists and technicians and 14,000 convention participants, including 5,373 delegates and alternates. Besides the television service, the telephone company's service will link 9,000 convention telephone lines in a four-digit dialing network called Metro ESSX. Users will be able to call anyone on the network simply by dialing four digits regardless of where they are in the 3,300-square-mile Atlanta toll-free calling area, the world's largest. Callers outside the network will dial a special convention prefix, 880.

The \$4 million that it is costing Southern Bell to create its "telecommunications city" is part of a three-year, \$1.6-billion statewide rewiring project.

One high-tech element Southern Bell is not ready to announce involves plans for live switched high-definition television to deliver events on the convention floor by closed circuit to convention suites outside of the Omni. The aim would be to ease the crush of people in the Omni, designed for use as a basketball and ice hockey arena and capable of seating only 11,000 at a convention. A spokesman for BellSouth, Southern Bell's parent, said: "It's something we'd like to do, but we're still trying to gather together the equipment we need." He was referring to two cameras to cover the floor and eight HDTV monitors.

BellSouth is also responsible, through its South Central Bell, for transforming New Orleans's Superdome into another "telecommunications city," this one for the Republican convention, to be held Aug. 15-19. New Orleans, unlike Atlanta, has handled a number of major media events, from a Super Bowl to the Pope's visit. It is served by an abundance of audio and video circuits. Still, South Central Bell has spent some \$2.8 million on switching equipment and fiber and copper cable at the Superdome and related areas—although all but \$600,000 of that was previously scheduled to be spent on modernization projects.

South Central Bell is centralizing its television circuits into a Television Operations Center (TVOC) that will provide advanced transmission services to television stations—and that the telephone company says may represent the wave of the future for television broadcasters. It forms a hub by bringing together the largest single-mode and multimode fiber and traditional copper cables used for the transmission of television signals, and was designed with fiber

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May 4, 1988

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optic transmission in mind. It allows broadcasters and teleconferencers access to most fiber optic circuits in the New Orleans area. New Orleans is the first city in the five states that make up the South Central Bell region to develop a permanent TVOC.

The Republican convention is expected to draw between 15,000 and 17,000 journalists

and technicians and 4,554 delegates and alternates, as well as hordes of others attracted by and necessary to national political conventions. As in Atlanta, they will be able to call up to 10,000 numbers within the 762 exchange (RNC on the telephone dial) on their ESSX service by simply dialing the last four digits. The telephone lines, again as in

Atlanta, will also be used to transmit stories written by reporters on laptop computers.

One new wrinkle is the use of "ring down" private lines. They connect the caller with a computer database or broadcast center anywhere in the world without dialing a number. South Central Bell says several media are requesting the lines. □

## In Sync

### More from CES

In addition to improved definition and better stereo sound systems that were unveiled by TV set manufacturers at the 1988 Summer Consumer Electronics Show in Chicago sponsored by the Electronics Industry Association (BROADCASTING, June 13), other features for videophiles were also introduced.

A common advancement in television units this year digital sets. Along with improved resolution, they include several other interactive features. "It is important to have features that are tangible to consumers and not just on an oscilloscope," Brad Kibbel, Sony marketing manager, consumer display systems, said. Among the features included on digital sets, which were introduced by Sony, Panasonic, Philips, Zenith, Toshiba and others, were instant replay, split screen, character generators, graphics and special effects. Many of those same effects were offered in new video cassette recorders as well.

Toshiba showed its SK307 3D camcorder, with two camera heads that act like two "eyes" when recording to provide a three-dimensional effect. They record on VHS-C 8 mm tape which interfaces in playback with conventional TV's and VHS VCR's. Special glasses are needed to see the 3D effect.

While expanding its ED-Beta line VCR's, Sony also introduced the first of its VHS recorders. Responding to the dominance of VHS in the consumer tape market, Sony announced last winter that it had entered into a licensing agreement with Matsushita Electrical Corp. to produce VHS machines (BROADCASTING, Jan. 18). The new Sony VHS line includes two player recorders and a high fidelity play-only unit.

Sony also introduced its new GV-8 Video Walkman "personal video" system at CES. The unit is a battery-powered portable TV receiver equipped with an 8 mm VCR. The GV-8 is five inches wide, eight inches high and two-and-a-half inches deep. It will be available in the fall at a suggested list price of \$1,300.

"Convenience" VCR's were introduced by Panasonic and included a telephone-programmable unit that allows users to communicate with their tape machines via touchtone phones. Also available were new bar code-programmable VCR's. With four strokes of a laser wand, times and

channels can be programed into the machine. It is designed to make timeshifting of off-the-air signals quicker and easier. "We find more people who have never programed their machines.... This is meant to overcome that anxiety," said Panasonic's Stan Hametz. It comes in four- and eight-event models.

Tape machines in the Super-VHS tape format with their increased quality over conventional VHS were introduced by JVC, Panasonic and a number of other companies last year and have been slow to take off. Reasons given are a lack of



Sony's new VHS (I) and Beta VCR's at CES

available prerecorded tapes in the format and too few manufacturers providing the Y/C inputs on TV receivers necessary to use the increased quality of S-VHS. However, Hametz said that S-VHS camcorders have been selling well. Sales of decks will pick up gradually, he predicted, as people replace their current TV's and VCR's.

Zenith has included teletext outlets in its digital sets. Cable program services HBO and Cinemax are now transmitting closed captioning for the hearing-impaired using the teletext mode. This fall, Zenith will also offer a VCR that will record the captions.

More closed captioning news came from the National Captioning Institute, Fairfax, Va., which introduced its TeleCaption 3000 decoder. The new unit is designed to be more portable than the earlier NCI model. "We anticipate that our dealers will continue the trend of bringing the price down," said NCI spokesman Don Thieme. He anticipated that the TeleCaption 3000

will sell for about 10% less than the \$250 price of the earlier model decoder.

On the radio side of CES, about 65 different brands names are now marketing AM stereo radios in the C-Quam format developed by Motorola Inc., Schaumburg, Ill.-based Motorola hopes that the receiver manufacturers will have Walkman-sized versions of C-Quam radios on the shelves before Christmas, according to Steven Kravitz, manager, sales, marketing and research for the AM stereo broadcast equipment department. The company was at CES to promote the new integrated circuits (IC) designed last year at Motorola's Tempe, Ariz., semiconductor facility. It was also promoting another new IC for home receivers that features adjustable bandwidth to eliminate adjacent-channel interference. Those sets should be in the stores by next spring, Kravitz said. After that, he said, that Motorola may introduce another portable IC that will incorporate the adjustable bandwidth feature.

Just before the CES opened, Motorola announced that it was taking legal action against its rival in the AM stereo transmission market, Kahn Communications ("In Brief," June 6). The suit is in reaction to one filed earlier by Kahn claiming that a Motorola client, General Motors, had infringed upon a Kahn patent by installing C-Quam radios in its automobiles. Motorola has claimed that it would not initiate legal action against Kahn. But after several threats over the past few years by the company's president, Leonard Kahn, Motorola acted because "now he's actually filed," Kravitz said. No manufacturer on the floor showed multisystem or Kahn-only AM stereo radio receivers.

### Emmy winners

The engineering committee of the Academy of Television Arts and Sciences will award two engineering Emmys during its 40th Annual Emmy Awards presentation in Pasadena, Calif., on Aug. 27. Sony Corp. will be honored for providing the first commercial videotape recorders manufactured according to the worldwide D-1 component digital standard. Optical Disc Corp., Cerritos, Calif., will be honored for the invention of a recordable laser disk system that allows for video editing on disk.

# For the Record

As compiled by BROADCASTING June 8 through June 15 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

- KCVR(AM)-KWIN(FM) Lodi, CA (AM: BAL880527EB; 1570 khz; 5 kw-D; FM: BALH880527EC; 97.7 mhz; 3 kw; HAAT: 300 ft.)—Seeks assignment of license from KCVR Radio to Turnbeaugh Communications for \$1.9 million. Seller is San Jose, CA-based group of two AM's and two FM's principally owned by Stephen P. Snell and family. Buyer is principally owned by Roger Turnbeaugh, who also has interest in KHSS(FM) Walla Walla, WA. Filed May 27.
- WVHG-FM Labelle, FL (BALH880523HD; 92.1 mhz; 3 kw; HAAT: 300 ft.)—Seeks assignment of license from Labelle Broadcasting Inc. to Omega Broadcasting Corp. for \$550,000. Seller is owned by Thomas A. Smith, who has no other broadcast interests. Buyer is principally owned by Robert J. Miller and his wife, Harriet. Miller is Washington-based communications attorney with no other broadcast interests. Filed May 23.
- WQBQ(AM) Leesburg, FL (BAL880526EC; 1410KHZ; 5KW-U, DA-N; HAAT: )—Seeks assignment of license from Stoehr Communications Corp. to Hugh G. McComas for \$500,000. Seller is owned by Robert Stoehr, who has no other broadcast interests. Buyer is owned by Hugh G. McComas, who also owns WOSO(AM) San Juan, PR. Filed May 26.
- WMJM(AM)-WFAV(FM) Cordele, GA (AM: BAL880520HG; 1490 khz; 1 kw-D 250W-N; FM: BALH880520HH; 98.3 mhz; 3 kw; HAAT: 300 ft.)—Seeks assignment of license from Silver Star Comms.-Albany Inc. to Mattox-Guest Broadcasting Inc. for \$490,000. Seller is Tallahassee, FL-based group of two AM's and two FM's, principally owned by Dr. John Robert E. Lee. It recently bought WYNR(AM)-WPIQ(FM) Brunswick, GA and WXIL(FM) Parkersburg, WV (BROADCASTING, May 2).

Buyer is owned by G. Troy Mattox and Andrew J. Guest. It also owns WKUB(FM) Blackshear, Ga. Filed May 20.

## Actions

- KKQX(FM) Widefield (Colorado Springs), CO (106.3 mhz with 3 kw and antenna 1,998 ft.)—Granted assignment of license from Louis Allen to Henry Tippie Communications Inc. for \$1,250,000. Seller has no other broadcast interests. Buyer is owned by Henry Tippie, who also owns KNCC-FM Sinton and KVLV(FM) Edinburg, both Texas. Action June 6.
- KBTW(TV) Des Moines, Iowa (Ch. 69; 5,000 kw-V, 500 kw-A; HAAT: 1,800 ft.)—Dismissed assignment of license from Home Town Broadcasters Inc. to J.L. Lannin and Associates Inc. for \$658,350. Seller is owned by John Menard, who has no other broadcast interests. Buyer is owned by James L. Lannin and his wife, Karen. James Lannin is former general manager of WNDS(TV) Derry, NH. Action May 31.
- KVFD(AM) and KFTX(FM), both Fort Dodge, IA (KVFD: 1400 khz; 1 kw-U, KFTX: 92.1 mhz; 3 kw; HAAT: 300 ft.)—Granted assignment of license from respectively, Fort Dodge Broadcasting Inc. and Webster Broadcasters Inc., to Dodge Broadcasting Inc. for total consideration of \$875,000, with \$475,000 for KVFD and \$400,000 for KFTX. Seller of KVFD is group of six investors headed by Max Landes, president, and Ross Martin, executive secretary. It has no other broadcast interests. Seller of KFTX is owned by Ron Hamilton and John Hurley. Hamilton also owns KCFI Cedar Falls, IA. Hurley has no other broadcast interests. Buyer is owned by Dean Sorenson, who owns Sioux Falls, SD-based group of five AM's and five FM's, and Raymond Lamb, owner of KBRK(AM)-KGKC(FM) Brookings, SD. Action June 1.
- WKJN(FM) Hammond (Baton Rouge), LA (103.3 mhz; 100 kw; HAAT: 1,045 ft.)—Seeks assignment of license from Sterling Communications Corp. to Southern Communications Corp. for \$6 million. Seller is Columbia, MD-based group of two AM's and three FM's principally owned by W. Lawrence Patrick, president. Buyer is owned by Lewis Campbell and Donald Nelson, who also own WIBR(AM) Baton Rouge. Action June 3.
- WMME-AM-FM Augusta, ME (AM: 1400 khz; 1 kw-U; FM: 92.3 mhz; 50 kw; HAAT: 500 ft.)—Granted assignment of license from Target Communications to Tri-Group Inc. for \$1.4 million. Seller is subsidiary of Augusta, ME-based group of four AM's and nine FM's, headed by Marshall Magee. Buyer is owned by Frederick Hessick and family, Washington-based investors with no other broadcast interests. Action May 23.
- WCOU(AM)-WAYU(FM) Lewiston, ME (AM: 1240 khz; 1 kw-U; FM: 93.9 mhz; 27.5 kw; HAAT: 640 ft.)—Granted assignment of license from Long Lake Broadcasting Corp. to Airborne Broadcasting Co. for \$1 million. Seller is owned by Phillip M. Lowe, who also owns WCNL-AM-FM Newport, NH, and WHIM(AM) Providence, RI. Buyer is owned by Dave Dulac and John J. Pincaud, who also own WKIT-AM-FM Brewer, ME. Action May 24.
- WCZY-FM Detroit: WGIV(AM) Charlotte and

WPEG(FM) Concord, both North Carolina: KSKY(AM) Balch Springs, TX (Dallas), and WBMX-FM Oak Park, IL (WCZY-FM: 95.5 mhz; 100 kw; HAAT: 428 ft.; WGIV: 1600 khz; 1 kw-U; WPEG: 97.9 mhz; 50 kw; HAAT: 500 ft.; KSKY: 660 khz; 10 kw-D; 500 w-N; WBMX-FM: 102.7 mhz; 6 kw; HAAT: 1,170 ft.)—Granted assignment of license from Dorton Broadcasting Co. to Ardman Broadcasting for approximately \$30 million-\$35 million. Seller is Bloomfield Hills, MI-based group of three AM's and three FM's principally owned by Betty Pazdemik and Paul (Dick) Puritan. It is headed by Joe Dorton, president. Buyer is Washington-based group of seven AM's and eight FM's headed by Myer Feldman, president. Action May 23.

■ WJNS-FM Yazoo City, MS (92.1 mhz with 3 kw and antenna 300 ft.)—Granted assignment of license from Gateway Broadcasting Co. to St. Pe Broadcasting Inc. for \$312,500. Seller is owned by Joel Netherlands, who has no other broadcast interests. Buyer is owned by Edward St. Pe, investor from Baton Rouge, with no other broadcast interests. Action May 24.

■ WRHD(AM)-WRCN(FM) Riverhead, NY (AM: 1570 khz; 1 kw-D, FM: 103.9 mhz; 3 kw; 466 ft.)—Granted assignment of license from East Shore Broadcasting Corp. to Williams-Spitzer Media Corp. for \$4.5 million. Seller is owned by Richard I. Adrian, who has no other broadcast interests. Buyer is owned by Robert L. Williams and Elton L. Spitzer. Williams has interest in WKAP(AM) Allentown, PA. Spitzer has interest in WXXP(FM) New Kensington, PA, and WLIR(AM) Spring Valley and WYUT-AM-FM Herkimer, both New York. Action June 3.

■ WATN(AM) Watertown and WTOJ(FM) Carthage, both New York (AM: 1240 khz; 1 kw-U; FM: 103.1 mhz; 3 kw; HAAT: 363 ft.)—Granted assignment of license from A.P.A. Communications Inc. to Clancy and Mance Communications Inc. for \$1,675,000. Seller is owned by Frank Penny and Dean Aubol, who also own WEBQ(AM)-WQXT(FM) Oswego, NY. Buyer is owned by John Clancy and David Mance, who also own WQKA(AM) Penn Yan, WCOO-AM-FM Sydney and WSCM(AM)-WACS(FM) Cobleskill, all New York. Mance is also general manager of WDNY(AM) Dansville, NY. Action May 27.

■ WRSC(AM)-WQWK(FM) State College, PA (WRSC: 1390 khz; 2.5 kw-D; WQWK: 96.7 mhz; 3.2 kw; HAAT: 170 ft.)—Granted assignment of license from Eastern Broadcasting Corp. to Metro-Management Inc. for \$7,750,000. Seller is Washington-based group of five AM's and six FM's principally owned by Roger Neuhoof and family. Buyer is owned by Richard Borel and Lewis Lloyd, who also own WXXX(FM) Burlington, VT. Action May 31.

■ KZAN(FM) Ogden, Utah (97.9 mhz; 26 kw; HAAT: 3,770 ft.)—Granted assignment of license from Ben Leonard Broadcasting Co. to Utah Broadcasting Co. for \$1,825,000. Seller is owned by brothers John and Richard Webb, who also own co-located KLO(AM). Buyer is principally owned by John Mattus and Paul L. Spranger, who also own KLCY(AM)-KYSS(FM) Missoula and KMOM-AM-FM Great Falls, both Montana; KLCI(FM) Nampa, ID, and KKLK-FM Edmond, OK. Action May 25.

## New Stations

- Trussville, AL (BPH880519OH)—Dobson Broadcasting Co. seeks 105.9 mhz; 1.04 kw H&V; 168 m. Address: 1806 Paulette Dr., Birmingham, AL 35226. Principal is owned by Edward W. Dobson and Katherine B. Dobson, who also own WYYN(FM) McKenzie, TN. Filed May 19.
- Marked Tree, AR (BPH880518ML)—Marked Tree Media Partnership seeks 93.7 mhz; 3 kw H&V; 100 m. Address: 806 Liberty St., Marked Tree, AR 72365. Principal is owned by John Allen, James T. Canfield, Jerry Flippo, Don Nicholas and Boyce Baird, who have no other broadcast interests. Filed May 18.
- Marked Tree, AR (BPH880519NU)—George S. Flinn Jr. seeks 93.7 mhz; 3 kw H&V; 100 m. Address: 188 S. Bellevue, #222, Memphis 38104. Principal has no other broadcast interests. Filed May 19.
- Independence, CA (BPH880519NG)—Bill Dean Cramer seeks 106.3 mhz; 0.03 kw H&V; 892 m. Address: 5091 Champion Ave., Las Vegas 89122. Principal has no

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other broadcast interests. Filed May 19.

■ Sebastopol, CA (BPH880526MC)—Apple Communications seeks 93.7 mhz; 0.59 kw H&V; 228 m. Address: P.O. Box 296, Star Rte., Muir Beach, CA 94965. Principal is owned by Gerald N. Pearlman and Leo C. Lee, who have no other broadcast interests. Filed May 26.

■ Sebastopol, CA (BPH880519OE)—Maureen K. Vega seeks 93.7 mhz; 0.53 kw H&V; 238 m. Address: 7170 Lynch Rd., Sebastopol, CA 94472. Principal has no other broadcast interests. Filed May 19.

■ Tice, FL (BPH880519NP)—Gooderham/Swartzley Tice Ltd. seeks 93.7 mhz; 3 kw H&V; 100 m. Address: 1414 Lime Dr., Melbourne, FL 32935. Principal is owned by Pam Gooderham and Charlene Swartzley, who have no other broadcast interests. Filed May 19.

■ Tice, FL (BPH880519NM)—Female Frequency seeks 93.7 mhz; 3 kw H&V; 100 m. Address: P.O. Box 915049, Longwood, FL 32791. Principal is owned by Rhonda V. Vega, Barbara A. O'Connell and Geraldine Parrott. It has no other broadcast interests. Filed May 19.

■ Tice, FL (BPH880519NB)—Linda Giles seeks 93.7 mhz; 3 kw H&V; 100 m. Address: 3801 SW 130th Ave., Miami 33175. Principal has no other broadcast interests. Filed May 19.

■ Vero Beach, FL (BPH880523MM)—WTET Ltd. Partnership seeks 99.7 mhz; 50 kw H&V; 150 m. Address: 4366 27th Ave., Vero Beach, FL 32967. Principal is owned by Dorethea L. McGriff, Robert L. Haskins, Thomas H. Barr and William E. Wrenn Jr. It has no other broadcast interests. Filed May 23.

■ Vero Beach, FL (BPH880523MV)—Vero Beach Communications Inc. seeks 99.7 mhz; 50 kw H&V; 91 m. Address: 3951 47th St., Vero Beach, FL 32967. Principal is owned by Christine Sanders, who has no other broadcast interests. Filed May 23.

■ Vero Beach, FL (BPH880523MW)—Orchid Isle Communications Inc. seeks 99.7 mhz; 50 kw H&V; 102 m. Address: 100 Clarkson Lane, Vero Beach, FL 32963. Principal is owned by Mary A. Hurson and Frederick P. Hurson, who have no other broadcast interests. Filed May 23.

■ South Bend, IN (BPH880519OF)—Goodrich Theatres Inc. seeks 106.3 mhz; 3 kw H&V; 60 m. Address: 3565 29th St., SE, Kentwood, MI 49508. Principal is owned by Robert E. Goodrich, William E. Goodrich and Kathryn M. Goodrich, who also own WVIC-AM-FM East Lansing, WSNX-AM-FM Muskegon, both Michigan; WXLN(AM) Moline, IL, and KSTT(AM) Davenport, IA. Filed May 19.

■ South Bend, IN (BPH880519NA)—Paradise Communications Group Inc. seeks 106.3 mhz; 3 kw H&V; 100 m. Address: 2013 Cunningham Dr., #233, Hampton, VA 23666. Principal is owned by Carolyn Sartor, Jeanette Foreman and Carol Adams. It has no other broadcast interests. Filed May 19.

■ Monroe, LA (BPH880520MD)—Patrick H. Robinson seeks 105.3 mhz; 50 kw H&V; 150 m. Address: 402 Shotwell, Monroe, LA 71210. Principal has no other broadcast interests. Filed May 20.

■ New Iberia, LA (BPH880519OC)—Acadiana Ltd. Partnership seeks 93.7 mhz; 3 kw H&V; 150 m. Address: Rte. 3, Box 571, New Iberia, LA 70560. Principal is owned by Gene E. Nora, who has no other broadcast interests. Filed May 19.

■ New Iberia, LA (BPH880519NN)—D.C. Jones seeks 93.7 mhz; 50 kw H&V; 150 m. Address: 500 Candle Glow Dr., New Iberia, LA 70560. Principal has interest in KISY-(AM) Alexandria, LA. Filed May 19.

■ North Bend, OR (BPH880525MB)—Big Bay Radio Inc. seeks 107.3 mhz; 100 kw-H; 159 m. Address: 1956 Meade Ave., North Bend, OR 97459. Principal is owned by David W. Walker, Margaret Ann Karl, Kay Lamer and Andrew C. Walker. It has no other broadcast interests. Filed May 25.

■ Bishopville, SC (BPH880519ND)—JKRC Central Communications L.P. seeks 93.7 mhz; 3 kw H&V; 100 m. Address: P.O. Box 264, Bishopville, SC 29010. Principal is owned by Ruby D. Gibbs, Robert L. Haskins, Thomas H. Barr and William E. Wrenn, who have no other broadcast interests. Filed May 19.

■ Georgetown, SC (BPH880519OO)—VBX Communications Inc. seeks 93.7 mhz; 3 kw H&V; 100 m. Address: 1032 Duke St., Georgetown, SC 29440. Principal is owned by Samuel B. Hudson and Samuel M. Bonds, who have no other broadcast interests. Filed May 19.

■ Bay City, TX (BPH880523ME)—Ammerman Enterprises Inc. seeks 97.7 mhz; 50 kw H&V; 157 m. Address: 1800 Sugar Grove Blvd., #400, Stafford, TX 77477. Principal is owned by Dan Ammerman, Mary Ammerman and Don Mcnallin, who also own KANI(AM) Wharton, TX. Filed May 23.

■ Nekoosa, WI (BPH880915OG)—Berry Radio Co.

seeks 93.7 mhz; 3 kw H&V; 100 m. Address: 1360 Chicago St., Green Bay, WI 54301. Principal is owned by Julie Ann Albrecht, who has no other broadcast interests. Filed May 15.

## Actions

■ Beverly Hills, FL (BPH871119MB)—Dismissed app. of Beverly Hills Broadcasting Group for 97.1 mhz; 3 kw H&V; 100 m. Address: State Rte. 200, Hernando, FL 32642. Principal is owned by Robert G. Norris, who has no other broadcast interests. Action May 27.

■ Cussetta, GA (BP880104AB)—Returned app. of Kenny D. Hopkins for 700 khz. Address: 352 Hamilton Station, Columbus, GA 31909. Principal has no other broadcast interests. Action June 3.

■ Coal City, IL (BPH860203OW)—Granted app. of Don H. Barden for 100.7 mhz; 3.0 kw (H&V); 303 m. Address: 1249 Washington Blvd., #2100, Detroit 48226. Principal is owned by Don H. Barden. Action June 1.

■ Truro, MA (BPH841031IM)—Granted app. of Primo Communications for 102.3 mhz; 3 kw; 328 m. Address: 848 Franklin St., Duxbury, MA 02332. Principal is owned by Gregorio Rivera and Eric Reid. It has no other broadcast interests. Action June 2.

■ Las Cruces, NM (BPH860929MD)—Granted app. of STL Broadcasting Corp. seeking 99.5 mhz; 63.9 kw H&V; 2,219 ft. Address: C/O 223 Jupiter Rd., WSMR, Las Cruces, NM 88002. Principal is owned by Carole P. Mathis and Robert N. Mathis, who have no other broadcast interests. Action June 6.

■ Lawton, OK (BPED841029IB)—Granted app. of Lawton Educational Broadcasting Foundation seeking 90.3 mhz; .378 kw; 150 m. Address: Box 148A, Route 4, Lawton, OK. Action June 3.

■ McConnellsborg, PA (BPH870820MS)—Granted app. of Wilton and Lois Jane Smith seeking 103.7 mhz; 3 kw H&V; 13 m. Address: 104 Hunter Hill Dr., Hagerstown, MD 21740. Principal has no other broadcast interests. Action June 3.

■ Rockwood, TN (BPH871203MZ)—Returned app. of Roane Broadcasting Co. for 105.7 mhz; 6 kw H&V; 222 m. Address: P.O. Box 387, Rockwood, TN 37854. Principal is owned by David R. Ledford and Wilma J. Eblen, who also own WOFE(AM) Rockwood, TN. Action May 26.

■ Buckley, WA (BP860313AB)—Dismissed app. of Family Stations Inc. for 740 khz; 5 kw-D. Address: 3108 Fulton Ave., Sacramento, CA 95821. Principal is nonprofit station group headed by Harold Camping. Action June 3.

■ Othello, WA (BPH870320MB)—Granted app. of P-N-P Broadcasting Inc. for 97.7 mhz; 3 kw H&V; 64 m. Address: 9235 NE 175th, Bothell, WA 98011. Principal is owned by Duane J. Polich, who also owns KPNP(FM) Pullman, WA. Action June 2.

## Facilities Changes

### AM's

■ Seaford, DE, WSUX, 1280 khz—May 25-Application for CP to make changes in ant. sys. and to correct coordinates: 38 36 47N 75 35 12W.

■ Montezuma, GA, WMNZ, 1050 khz—May 25-Application for CP to change TL: at end of Short St. in Montezuma, Macon Co. GA; 32 17 53N 84 02 02W.

■ Fort Dodge, IA, KVFD, 1400 khz—May 23-Application for CP to make changes in ant. sys.; 42 28 44N 94 12 10W.

■ Reno, NV, KISK, 1550 khz—May 24-Mod of CP (BP811124BL, as mod) to make changes in ant. sys.; reduce power from 10 kw to 2.5 kw and change from DA to ND.

■ Guthrie, OK, KOKC, 1490 khz—May 26-Application for CP to increase night power to 1 kw (class IV).

■ Cabo Rojo, PR, WEKO, 930 khz—May 26-Application for CP to increase night power to 4.4 kw.

### FM's

■ Crestview, FL, WTJT, 90.1 khz—Apr. 22-Mod of CP (BPED850911MC) to change HAAT: 77 m. H&V.

■ Lehigh Acres, FL, WOOF-FM, 107.1 mhz—May 24-Application for CP to change ERP: 13.5 kw H&V; HAAT: 290 m. H&V; TL: 10 km SW of Corkscrew, FL; change to class C2 (per DA 88-382).

■ Stuart, FL, WZZR, 92.7 mhz—May 18-Mod of CP (BPH860902IG) to change ERP: 50 kw H&V; HAAT: 174 m. H&V; TL: 3.65 km NNW of intersec of SR 5 and CR 732, Stuart, FL; change to class C2 (per MM Docket 87-374).

■ Dekalb, IL, WNIU, 89.5 mhz—May 24-Applic CP to change ERP: 50 kw H&V; change to di antenna.

■ Fort Dodge, IA, KFTX-FM, 92.1 mhz—May 23-Application for CP to change HAAT: 98 m. H&V; TL: Hwy 169, 0.4 mi. S of Hwy 20, S of Ft Dodge, Webster Co, IA.

■ Pratt, KS, KGLS, 93.1 mhz—May 19-Mod of CP (BPH870217IF) to change HAAT: 307 m. H&V.

■ Gloucester, MA, WVCA-FM, 104.9 mhz—May 18-Application for CP to change ERP: 2.5 kw H&V; HAAT: 110 m. H&V; TL: Lot 13, Kondelin Rd, Cape Ann Industrial Park, Gloucester, Essex Co, MA.

■ Syracuse, NY, WAER, 88.3 mhz—May 17-Application for CP to change ERP: 50 kw (H) and 39.56 kw (V); HAAT: 94.4 kw H&V; TL: Sky Top Rd, Syracuse, directional antenna.

■ Stillwater, OK, KOSU-FM, 91.70880603-Application for CP to change HAAT: 308 m. H&V; change TL: 12.1 km (7.5MI) W of Main St., Stillwater, OK, on Hwy 51, approx 1 km NE of the intersec with Rte 51C; 36 06 33N 97 11 43W.

■ Harker Heights, TX, KIXS, 105.5 mhz—May 18-Mod of CP (BPH870331JK) to change ERP: 0.93 kw H&V; HAAT: 179 m. H&V; TL: 0.7 mi. NNE of Nolanville, TX, on Farm Rd 439.

■ Palestine, TX, KYYK, 98.3 mhz—May 18-Application for CP to change ERP: 50 kw H&V; HAAT: 150 m. H&V; TL: 5.2 km bearing 70 degrees True from Bradford, Anderson Co, TX; change to class C2 (per docket 87-234).

■ Saint George, UT, KRDC-FM, 99.3 mhz—May 17-Mod of CP (BPED860923MC) to change ERP: 0.4 kw H&V; HAAT: 70.5 m. H&V; TL: Webb Hill, St. George, UT.

■ Laramie, WY, KLVG, 105.5 mhz—May 18-Mod of CP (BPH850710N) to change ERP: 0.35 kw H&V; HAAT: 295 m. H&V; TL: approx 12 km 110 degrees T from center of Laramie, WY.

### TV's

■ Fort Wayne, IN, WANE-TV, ch. 15—May 26-Mod of CP to change HAAT: 253 kw; TL: 2915 W State Blvd., Ft. Wayne, Allen Co, IN; 41 05 38N 85 10 48W.

■ St. Joseph, MO, KTAJ, ch. 16—May 23-Application for CP to change ant.-supporting structure height: 39 39 03N 94 40 11W; HAAT: 1071 ft./326 meters.

■ Davidson, NC, WDAV, 89.9 mhz—May 27-Application for CP to change ERP: 100 kw H&V; make changes in ant. sys.

### Actions

#### FM's

■ Marana, AZ, KXMG, 98.3 mhz—June 6-Application (BPH871113IL) granted for CP to change HAAT: 91 m. H&V.

■ Fowler, CA, KEZL, 96.7 mhz—June 3-Application (BPH880307IE) granted for CP to change ERP: 25 kw H&V; HAAT: 100 m. H&V; change to class B1 (per docket 87-391).

■ Los Angeles, KLSX, 97.1 mhz—June 2-Application (BPH851231IH) granted for CP to change TL: atop Mt Wilson, Los Angeles; change ERP: 20.9 kw H&V; HAAT: 914.8 m. H&V; change to directional antenna; 34 13 37N 118 03 58W.

■ New Britain, CT, WFCS, 97.9 mhz—May 27-Application (BPED861231MP) returned for CP to change freq: 105.3 MHz (#287); change TL: Rattlesnake Mtn., Farmington, CT; change ERP: 0.01896 kw H&V; HAAT: 221 m. H&V and make changes in ant. sys.; 41 42 09N 72 49 56W.

■ Wrightsville, GA, WIML, 106.3 mhz—June 1-Application (BPH871214IG) granted for CP to change antenna-supporting structure height.

■ Oelwein, IA, KOEL-FM, 92.3 mhz—June 6-Application (BMPH880422IE) granted for Mod of CP (BPH850712JG) to change HAAT: 302 m. H&V and make changes in ant. sys.

■ Wichita, KS, KCEV-FM, 88.3 mhz—May 23-Application (BMPED870406IC) granted for Mod of CP to change TL: 1107 South Broadway, Wichita, KS; change ERP: 17 kw H&V; change HAAT: 43 m. H&V; 37 40 22N 97 20 08W.

■ Houma, LA, KCIL, 107.1 mhz—June 2-Application (BPH870316IA) granted for CP to change TL: 2.8 km NW of Larose, LA; change HAAT: 299 m. H&V; 29 35 41N 90 23 46W.

■ Kaplan, LA, KMDL, 97.7 mhz—June 6-Application (BPH880205IB) granted for CP to make changes (per MM Docket #86-429); ERP: 42.09 kw H&V; FREQ: 97.3 mhz; TL: 5.57 km 185.2 degrees True from Youngsville, La-

Yafayette Parish, LA.

■ Hurlock, MD, WAAI, 100.9 mhz—June 1-Application (BMPH880122IC) granted for Mod of CP (BPH850712QS) to change TL: 1.6 km due W of Hurlock, on N side of Rd 392, Dorchester Co. MD; change HAAT: 153 m. H&V; change ERP: 1.3 kw H&V; 38 37 28N 75 53 20W.

■ Greenville, MI, WPLB-FM, 107.3 mhz—June 1-Application (BPH871015IB) granted for CP to change TL: 1/4 mi. due NE of intersection of Lincoln Lake Rd. and 3 Mile Rd., Vergennes Township, Kent Co., MI; change HAAT: 150 m. H&V; 43 01 15N 85 20 46W.

■ Lordsburg, NM, KXXX, 97.7 mhz—June 2-Application (BPH860530ID) granted for CP to change FREQ: 97.9 MHz (Per Docket #84-460); change TL: 4 mi. NW of White Signal, NM; ERP: 94 kw H&V; change HAAT: 612 m. H&V; 32 34 57N 108 25 29W.

■ Owego, NY, WQXT, 101.7 mhz—June 6-Application (BMPH880115IC) granted for Mod of CP (BPH851216IX) to change TL: 0.6 km SE of junction of N Cafferty Rd and Burnt Hill Rd, Owego, Tioga Co. NY; change HAAT: 170 m. H&V; change ERP: 1 kw H&V; 42 06 07N 76 07 14W.

■ Greensboro, NC, WUAG, 106.1 mhz—June 2-Application (BPD871023MP) granted for CP to change FREQ: 103.1 MHz; ERP: 0.018 kw H&V; HAAT: 79 m. H&V.

■ Granville, OH, WDUB, 90.9 mhz—June 6-Application (BPD791227AP) granted for CP to change FREQ: 91.1 mhz, #216; ERP: 0.1 kw (V) only; HAAT: 52 m (V) only; TL.

## Allocations

■ Millbrook, AL—Effective July 25, amended FM table by allotting channel 246A (97.1 mhz) to Millbrook as its first local broadcast service. Window opens July 26 and closes Aug. 25. (MM Docket 87-333 by R&O [DA 88-867] adopted May 13 by deputy chief, Policy and Rules Division, Mass Media Bureau.)

■ Stamps and Camden, AR—Effective July 25, amended FM table by substituting channel 263C2 (100.5 mhz) for channel 261A (100.1 mhz) at Camden, and modifying license of KMSL(FM) to operate on new channel. (MM Docket 87-40 by R&O [DA 88-866] adopted May 13 by deputy chief, Policy and Rules Division.)

■ Gosnell, AR—At request of Gosnell School District 6, proposed amending TV table by allotting UHF television channel 46 + to Gosnell as its first local television service. Comments due Aug. 1, replies Aug. 16. (MM Docket 88-264 by NPRM [DA 88-841] adopted May 9 by deputy chief, Policy and Rules Division, Mass Media Bureau.)

■ Madera, CA—Effective July 25, amended FM table by substituting channel 221B1 (92.1 mhz) for channel 221A at Madera, and modifying license of KHOT-FM to specify operation on higher-powered channel. (MM Docket 87-334 by R&O [DA 88-845] adopted May 12 by deputy chief, Policy and Rules Division.)

■ Avon, CO—At request of Rocky Mountain Wireless Inc., proposed amending FM table by substituting channel 276C2 (103.1 mhz) for channel 276A at Avon, and modifying license of KZYR(FM) to specify operation on channel 276C2. (MM Docket 88-253 by deputy chief, Policy and Rules Division.)

■ Dunnellon, FL—Substituted channel 272C2 (102.3 mhz) for channel 272A; modified license of WTRS-FM accordingly. (MM Docket 87-301, May 11, DA 88-833.)

■ Washington and Princeton, IN—Effective July 25, amended FM table by allotting channel 300A (107.9 mhz) to Washington, as its second local FM service; allotting channel 263A (100.5 mhz) to Princeton, as its second local FM service. Window opens July 26 and closes Aug. 25. (MM Docket 86-506 by R&O [DA 88-844] adopted May 12 by deputy chief, Policy and Rules Division.)

■ West Lafayette, IN—Allotted channel 294A (106.7 mhz). (MM Docket 87-415, May 9, DA 88-831.)

■ West Lafayette, IN—Allotted channel 267A (101.3 mhz), on reserved basis. (MM Docket 87-385, May 9, DA 88-832.)

■ Brooklyn, IA—At request of Randy E. Henry, proposed amending FM table by substituting channel 256C2 (99.1 mhz) for channel 257A (99.3 mhz) at Brooklyn, and modifying construction permit for station KSKB to specify operation on C2 channel. Comments due Aug. 1, replies Aug. 16. (MM Docket 88-263 by NPRM [DA 88-840] adopted May 9 by deputy chief, Policy and Rules Division.)

■ Pella, IA—Effective July 25, amended FM table by substituting channel 277C (103.3 mhz) for channel 277C1;

modified license of KFMD(FM) accordingly. (MM Docket 87-365, by MO&O [DA 88-827] adopted May 2 by deputy chief, Policy and Rules Division.)

■ Copeland, KS—Allotted channel 256C1 (99.1 mhz). (MM 87-362, May 11, DA 88-834.)

■ Camden and Rockland, ME—Substituted channel 277B1 (103.3 mhz) for channel 228A (93.5 mhz) at Rockland; modified license of WMCM-FM accordingly. (MM Docket 86-183, May 2, DA 88-828.)

■ Mio and Harbor Springs, MI—Proposed amending FM table with one of two alternatives. Alternative I includes: modifying construction permit held by David C. Schaberg for channel 280A (103.9 mhz) to specify operation on channel 281C2 (104.1 mhz) at Mio; Alternative II includes: modifying permit held by Running Rhodes Inc. for channel 280A to specify operation on channel 280C2 at Harbor Springs and substituting channel 272A (102.3 mhz) for channel 280A at Mio. Comments due Aug. 1, replies Aug. 16. (MM Docket 88-260 by NPRM [DA 88-838] adopted May 9 by deputy chief, Policy and Rules Division.)

■ Faribault and Blooming Prairie, MN—Proposed amending FM table with one of two alternatives. Alternative I includes: substituting channel 298C2 (107.5 mhz) for channel 240A (95.9 mhz) at Faribault, and modifying license of KDHL-FM to specify operation on new channel or allotting channel 298C2 as Faribault's second FM channel; Alternative II includes: allotting channel 299A (107.7 mhz) to Blooming Prairie. Comments due Aug. 1, replies Aug. 16. (MM Docket 88-259 by NPRM [DA 88-842] adopted May 4 by deputy chief, Policy and Rules Division.)

■ Kirksville, MO—Effective July 25, amended FM table by substituting channel 229C2 (93.7 mhz) for channel 228A (93.5 mhz) at Kirksville and conditionally modifying license of KTUF(FM) to specify operation on C2 channel. (MM Docket 87-469 by R&O [DA 88-836] adopted May 11 by deputy chief, Policy and Rules Division.)

■ Ennis, MT—Effective July 25, amended FM table by allotting channel 254C2 (98.7 mhz) to Ennis, as its first FM broadcast service. Window opens July 26, closes Aug. 25. (MM Docket 87-467 by R&O [DA 88-846] adopted May 11 by deputy chief, Policy and Rules Division.)

■ Great Falls, MT—Dismissed application of Contemporary Communications for amendment of FM table. (MM Docket 87-528, by R&O [DA 88-835] adopted May 11 by deputy chief, Policy and Rules Division.)

■ Laughlin, NV—At request of John Brush, proposed amending FM table by allotting channel 228C (93.5 mhz) to Laughlin as its second FM service. Comments due Aug. 1, replies Aug. 16. (MM Docket 88-262 by NPRM [DA 88-839] adopted May 9 by deputy chief, Policy and Rules Division.)

■ White Rock, NM—Substituted channel 266C2 (101.1 mhz) for channel 266A; modified license of KTJB(FM) accordingly. (MM Docket 87-600, May 9, DA 88-830.)

■ Altamont, OR—At request of Western States Broadcasting, proposed amending FM table by allotting channel 300A (107.9 mhz) to Altamont as its second FM service. Comments due Aug. 1, replies Aug. 16. (MM Docket 88-261 by MPRM [DA 88-837] adopted May 9 by deputy chief, Policy and Rules Division.)

## Actions

### Commission Actions

■ Domestic Implementation of Broadcasting in 1605-1705 khz Band—FCC has begun inquiry, fourth in this proceeding, into domestic issues for introduction of AM broadcasting services in 1605-1705 khz band in preparation of second session of expanded band conference of International Telecommunication Union Region 2 Administrative Radio Conference. (Gen. Docket 84-467 by Fourth NOI [FCC 88-72] adopted Feb. 25 by commission.)

■ Foreign clear channels—ordered resumption of processing of AM applications for 14 foreign clear channels. (MM Docket 84-281, by second R&O [FCC 88-135] adopted April 6 by commission.)

■ Naples, FL—Granted Caloosa Television Corp.'s request for waiver of section 73.610(b) of rules to change power, antenna location and height of WEVU(TV), ch. 26 (ABC), at Naples. (By MO&O [FCC 88-164] adopted April 28 by commission.)

■ Richmond, VA—Upheld Mass Media Bureau's action denying Virginia State Unit of Southern Christian Leadership Conference's request to deny renewal of WRVR-TV at Richmond. (By MO&O [FCC 88-177] adopted May 17 by commission.)

■ Doug Halonen denied FOIA request (Report GN-29, General Action)—FCC has upheld ruling by Managing Director denying, in part, Freedom of Information Act request by Doug Halonen of Crain Communications Inc. Action by commission June 8 by MO&O (FCC 88-193).

■ FCC remands Green Valley, AZ, TV Proceeding to Review Board (MM dockets 83-720-721 (Report DC-1178, Action in Docket Case)—FCC has remanded proceeding for new TV station at Green Valley, AZ, to Review Board for preparation of supplemental decision. Action by commission June 8 by MO&O (FCC 88-195).

### Review Board Actions

■ Key West, FL—Granted Hispanic Keys Broadcasting Corp.'s application for new television station channel 8 at Key West and denied competing applications of Ernest A. Vendrell and Constance J. Wodlinger. (MM Docket 86-34 by decision [FCC 88R-27] adopted April 29 by Review Board.)

■ Chicago—Granted Video 44's application for license renewal of WSNS-TV at Chicago and denied application of Monroe Communications Corp. (MM Dockets 83-575-576 by decision [FCC 88R-31] adopted May 12 by Review Board.)

■ Corydon, IN—Upheld ALJ's denial of Lopez Radio Inc.'s request to enlarge issues and dismiss its extension of time request in new FM station proceeding for Corydon. (MM Docket 87-559 by MO&O [FCC 88R-28] adopted May 4 by Review Board.)

■ Billings, MT—Conditionally granted application of BHC Associates, Limited Partnership for new television VHF station on ch. 6 at Billings, and denied competing application of Mark L. Wodlinger. (MM Docket 86-109 by decision [FCC 88R-29] adopted May 12 by Review Board.)

■ Reno, NV—Affirmed initial decision of ALJ Joseph Chachkin granting application of Nevada Television Corp. for new VHF TV station on ch. 11 at Reno, and denying applications of Washoe Shoshone Broadcasting, Ltd Partnership, Reno-Eleven Telecasters, Reno Minority Broadcasting Corp., Page Enterprises, Inc., and Reno Community Broadcasting Co. (MM Docket 85-293 by decision [FCC 88R-30] adopted May 12 by Review Board.)

### Staff Actions

■ Fort Valley, GA—Designated for hearing applications of Valmedia Inc.; Bernard A. O'Neill; Christian FM Application Partnership, and Holy Spirit FM Partnership for new FM station on channel 250A at Fort Valley. (MM Docket 88-265 by order [DA 88-740] adopted May 18 by chief, Audio Services Division.)

■ Manchester, KY—Designated for hearing applications of Barker Broadcasting Co. Inc. and Manchester Communications Ltd. for new FM station on channel 289A at Manchester. (MM Docket 88-272 by order [DA 88-762] adopted May 19 by chief, Audio Services Division.)

■ Sault Ste. Marie, MI (Twin City Broadcasting Inc. and Central Michigan University) FM proceeding—Approved joint request for settlement agreement and dismissed with prejudice application of Twin City Broadcasting; granted application of Central Michigan University for new educational FM station on channel 252A (98.3 MHz) at Sault Ste. Marie; and terminated proceeding. (By MO&O, June 2, MM Docket 87-498.)

■ Campton, NH—Designated for hearing applications of White Mountain Radio and Campton Broadcasting, Limited Partnership, for new FM station on channel 289A at Campton. (MM Docket 88-273 by order [DA 88-761] adopted May 19 by chief, Audio Services Division.)

■ Nags Head, NC—Designated for hearing applications of Albert L. Dorsey Jr.; Alpha FM Partnership; Pamela R. Jones; Winfas of Nags Head Inc.; Nags Head Radiophone Co. Inc.; Coastal Broadcasting Co. Inc., and Surfside Broadcasting for new FM station on channel 222A at Nags Head. (MM Docket 88-277 by order [DA 88-745] adopted May 23 by chief, Audio Services Division, Mass Media Bureau.)

■ Rocky Mount, VA—Designated for hearing application of Jeffrey L. Boudreaux; WNLB Radio Inc., and WYTI Inc for new FM station on channel 260A at Rocky Mount. (MM Docket 88-276 by order [DA 88-746] adopted May 23 by chief, Audio Services Division.)

■ Microwave Feeds—Denied petition by various parties for stay of rules allowing noncommercial educational FM translator stations assigned to reserved channels and owned and operated by their primary stations to receive signals for rebroadcast via any technical means licensees deem suitable. (MM Docket 86-112, by order [DA 88-857] adopted June 1 by chief, Mass Media Bureau.)

### General Counsel Action

■ Augusta, GA (Independent Masters Ltd. and August 54 Broadcasting Co.) TV Proceeding—Approved settle



ment agreement and dismissed application of independent Masters Ltd.; granted application of Augusta 54 Broadcasting Co. for new UHF television station at Augusta; and terminated proceeding. (By order, May 23, MM Dockets 83-1246, 83-1251.)

## ALJ Actions

*By Chief ALJ Thomas B. Fitzpatrick on dates shown:*

■ Dothan, AL (Southland Broadcasting Co. Inc., et al.) FM Proceeding—Designated ALJ Joseph P. Gonzalez to preside in proceeding. Scheduled prehearing conference for July 26 and hearing for Aug. 26. (By order, May 26, MM Docket 88-247.)

■ Flagstaff, AZ (Julia S. Zozaya, et al.) FM Proceeding—Designated ALJ John M. Frysiak to preside in proceeding. Scheduled prehearing conference for Sept. 1 and hearing for Oct. 12. (By order, June 8, MM Docket 88-275.)

■ Breen, CO and Kirtland, NM (Daystar Radio Ltd. [KLLV] and Frank Elwood and Wanda Jean Elwood [KCEM]) AM Proceeding—Designated ALJ Joseph Chachkin to preside in proceeding. Scheduled prehearing conference for July 26 and hearing for Aug. 26. (By order, May 26, MM Docket 88-248.)

■ Milford, DE (Milford, Ltd. and JCH Broadcasters Corp.) FM Proceeding—Designated Deputy chief ALJ James F. Tierney to preside in proceeding. Scheduled prehearing conference for July 21 and hearing for Aug. 23. (By order, May 23, MM Docket 88-239.)

■ Port Saint Joe, FL (Panhandle Communications Inc., et al.) FM Proceeding—Designated Deputy chief ALJ James F. Tierney to preside in proceeding. Scheduled prehearing conference for July 27 and hearing for Aug. 29. (By order, May 26, MM Docket 88-250.)

■ Fort Valley, GA (Valmedia Inc., et al.) FM proceeding—Designated ALJ Walter C. Miller to preside in proceeding. Scheduled prehearing conference for Sept. 19 and hearing for Nov. 28. (By order, June 9, MM Docket 88-265.)

■ Delphi, IN (Wabash Valley Community Radio Corp., et al.) FM Proceeding—Designated chief ALJ Thomas B. Fitzpatrick to preside in proceeding. Scheduled prehearing conference for Aug. 19 and hearing for Nov. 15. (By order, May 26, MM Docket 88-246.)

■ Des Moines, IA (White Eagle, Limited Partnership, et al.) FM Proceeding—Designated ALJ Walter C. Miller to preside in proceeding. Scheduled prehearing conference for Aug. 25 and hearing for Nov. 7. (By order, May 23, MM Docket 88-238.)

■ Manchester, KY (Barker Broadcasting Co. and Manchester Communications Ltd.) FM proceeding—Designated ALJ Edward Luton to preside in proceeding. Scheduled prehearing conference for Aug. 9 and hearing for Sept. 8. (By order, June 8, MM Docket 88-272.)

■ Brusly, LA (Livingston Communications Inc., et al.) FM Proceeding—Designated ALJ Edward J. Kuhlmann to preside in proceeding. Schedule prehearing conference for July 22 and hearing for Aug. 23. (By order, May 23, MM Docket 88-241.)

■ Campton, NH (White Mountain Radio and Campton Broadcasting) FM proceeding—Designated Chief ALJ Thomas B. Fitzpatrick to preside in proceeding. Scheduled prehearing conference for Sept. 8 and hearing for Nov. 29. (By order, June 8, MM Docket 88-273.)

■ Catskill, NY (Catskill Broadcasting Co. General Partnership, et al.) FM Proceeding—Designated ALJ Joseph Stirmer to preside in proceeding. Scheduled prehearing conference for July 28 and hearing for Aug. 30. (By order, May 26, MM Docket 88-252.)

■ Montauk, NY (Nanette Markunas, et al.) FM Proceeding—Designated ALJ Joseph Stirmer to preside in proceeding. Scheduled prehearing conference for July 22 and hearing for Aug. 24. (By order, May 23, MM Docket 88-242.)

■ Nags Head, NC (Albert L. Dorsey Jr., et al.) FM proceeding—Designated ALJ Joseph P. Gonzalez to preside in proceeding. Scheduled prehearing conference for Aug. 11 and hearing for Sept. 19. (By order, June 8, MM Docket 88-277.)

■ Lancaster, OH (John Garber and Associates General Partnership, et al.) FM Proceeding—Designated ALJ Edward Luton to preside in proceeding. Scheduled prehearing conference for July 25 and hearing for Aug. 24. (By order, May 23, MM Docket 88-243.)

■ Johnsonville, SC (Franklin Broadcasting, et al.) FM Proceeding—Designated ALJ Edward J. Kuhlmann to preside in proceeding. Scheduled prehearing conference for July 27 and hearing for Aug. 29. (By order, May 26, MM Docket 88-251.)

■ Celina, TN (Celina Broadcasting, et al.) FM Proceeding—Dismissed with prejudice applications of Celina Broadcasting, Clay County Broadcasting and Gary L. Wells for failure to prosecute; and terminated proceeding. (By

order, May 25, MM Docket 88-121.)

■ Loudon, TN (Loudon Broadcasters Inc. and Loudon County Communications Inc.) FM proceeding—Approved settlement agreement between Loudon Broadcasters and Loudon County Communications and dismissed with prejudice application of Loudon County Communications; granted application of Loudon Broadcasters for new FM station on channel 256A (99.1 Mhz) at Loudon; and terminated proceeding. (By MO&O, May 31, MM Docket 88-54.)

■ Killington, VT (Albert E. Gary, et al.) FM Proceeding—Designated ALJ Richard L. Sippel to preside in proceeding. Scheduled prehearing conference for Aug. 11 and hearing for Sept. 6. (By order, May 25, MM Docket 88-240.)

■ Rocky Mount, VA (Jeffrey L. Bourdreaux, et al.) FM proceeding—Designated ALJ Richard L. Sippel to preside in proceeding. Scheduled prehearing conference for Aug. 16 and hearing for Sept. 6. (By order, June 8, MM Docket 88-276.)

■ West Point, VA (R. Tyler Bland Jr. and West Point Radio Limited Partnership) FM Proceeding—Designated ALJ John M. Frysiak to preside in proceeding. Scheduled prehearing conference for July 25 and hearing for Aug. 25. (By order, May 23, MM Docket 88-244.)

*By Deputy Chief ALJ James F. Tierney on dates shown:*

■ Batavia, NY (Genesee Communications Inc. and M&M Partnership) TV proceeding—Following remand, added issue against M&M Partnership to determine whether M&M has reasonable assurance of availability of its proposed transmitter site, and in light thereof, whether M&M possesses basic qualifications to be commission licensee. (By order, June 8, MM Docket 88-48.)

■ Brookfield, WI (Donald E. Hilgendorf and Tran Broadcasting Corp. Inc.) FM Proceeding—Granted request by Tran Broadcasting and enlarged issues against Donald E. Hilgendorf to determine whether his proposed construction has been approved by FAA and, if not, whether Hilgendorf possesses basic qualifications to be commission licensee. (By MO&O, May 26, MM Docket 88-17.)

*By ALJ Joseph Chachkin on dates shown:*

■ Dothan, AL (Wiregrass Educational Radio Inc., et al.) ED-FM proceeding—Dismissed with prejudice application of James Smith Ministries for failure to prosecute. (By order, June 1, MM Docket 88-98.)

■ Greenfield, CA (Ying Hau Bennis, et al.) FM proceeding—Dismissed with prejudice applications of Ying Hau Bennis, Trans-California Broadcasting Co., Star Signal Corp. and Richard S. and Susan B. Bushell, Joint Ventures, for failure to prosecute. (By order, June 1, MM Docket 88-142.)

■ Twentynine Palms, CA (Desert 31 Television Inc. and Twentynine Palms Broadcasting Corp.) TV Proceeding—Approved settlement agreement and dismissed application of Twentynine Palms Broadcasting; granted amended application of Desert 31 Television for new UHF television station on ch. 31 at Twentynine Palms; and terminated proceeding. (By MO&O, May 26, MM Docket 87-448.)

■ Selbyville, DE (Anchor Broadcasting Limited Partnership, et al.) FM Proceeding—Granted request by Selbyville Broadcasting Group, Limited Partnership, and dismissed its application with prejudice. (By order, May 24, MM Docket 87-504.)

■ Wiggins, MS (Community Broadcasting Co. Inc., et al.) FM Proceeding—Granted request by Colon Johnston and dismissed his application with prejudice. (By order, May 19, MM Docket 87-580.)

■ Kirksville, MO (Jay Daugherty, David Frantze, Douglas Linder, Stephen Martin and Roger Potter, et al.) FM proceeding—Dismissed with prejudice applications of Irvin Davis and Dr. Irene Hickman for failure to prosecute. (By order, June 1, MM Docket 88-182.)

■ Youngstown, OH (Family Stations Inc. and Christian Communications Inc.) ED-FM proceeding—Granted request by Christian Communicators and dismissed its application with prejudice; granted application of Family Stations for new educational FM station on channel 219A (91.7 Mhz) at Youngstown; and terminated proceeding. (By order, June 1, MM Docket 88-115.)

■ Seattle, WA (Seattle Public Schools [KNHC(FM)] and Jack Straw Memorial Foundation) FM Proceeding—Granted application of Seattle Public Schools to renew license of KNHC(FM), denying application of Jack Straw Memorial Foundation to operate frequency on full-time, or on shared-time basis. (By Initial Decision, FCCD-17, May 17, MM Docket 86-49.)

*By ALJ John M. Frysiak on date shown:*

■ Salem, IN (J.R. Broadcasting, et al.) TV Proceeding—Granted motion for summary decision by James T. Ledford and resolved air hazard issue in his favor. (By order, May

25, MM Docket 88-58.)

■ La Crescent, MN (La Crescent Community Broadcasters, et al.) FM proceeding—Granted request by Stateline Broadcasting Inc. and dismissed its application with prejudice. (By order, June 1, MM Docket 88-181.)

■ Lajas, PR (Ramon Rodriguez and Associates, et al.) FM proceeding—Approved settlement agreement between David Ortiz Radio Corp. and FM Minority Broadcasting and dismissed with prejudice application of FM Minority Broadcasting. (By MO&O, June 1, MM Docket 86-510.)

*By ALJ Joseph P. Gonzales on dates shown:*

■ Porterville, CA (Garcia Communications and Arthur C. Kralowec) TV Proceeding—By separate orders, granted motion for summary decision by Arthur C. Kralowec and resolved air hazard issue in his favor; approved settlement agreement and dismissed with prejudice application of Garcia Communications; granted application of Kralowec for new UHF television station on ch. 61 at Porterville, and terminated proceeding. (By MO&Os, May 25, MM Docket 87-489.)

■ Fredonia, NY (David O'Connor, et al.) FM proceeding—Memorialized dismissal with prejudice of applications of Chautauqua Communications Corp. Inc. and Catoctin Broadcasting Corp. (By order, May 27, MM Docket 88-94.)

*By ALJ Edward J. Kuhlmann on dates shown:*

■ Montgomery, AL (George Henry Clay, et al.) FM proceeding—Granted request for summary decision by George Henry Clay and resolved air hazard issue in his favor. (By MO&O, June 3, MM Docket 87-567.)

■ Shingle Springs, CA (Sierra-Shingle Springs Broadcasting, et al.) FM proceeding—Granted requests by Leo Keselman and Robert Simpson and dismissed their applications with prejudice. (By MO&O, June 2, MM Docket 88-100.)

■ Rockledge, FL (Rockledge Radio Ltd., et al.) FM proceeding—Granted request by D.V.R. Broadcasting (A General Partnership) and enlarged issues against Peace FM Limited Partnership to determine whether Peace truthfully represented that agreement attached to its integration and diversification statement was document governing its partnership; and if not, whether facts and circumstances that give rise to that representation require that Peace should be disqualified. (By MO&O, June 1, MM Docket 87-556.)

■ Pearl City, HI (Chinese Radio Service, et al.) FM proceeding—Granted request by Carmen Dwight and designated issues against Pleiades Group to determine whether Pleiades willfully and repeatedly failed to report in its application and other filings facts of decisional significance; whether Pleiades falsely certified information in its application with respect to its principals and its financial support to build and operate station; whether Pleiades financially qualified; and, in light of evidence adduced, whether Pleiades possesses necessary character to be commission licensee (By MO&O, May 31, MM Docket 87516.)

■ Lafayette, LA (AC Broadcasting Inc., et al.) FM Proceeding—Granted request by Lafayette Broadcasting Foundation and dismissed its application with prejudice; approved settlement agreement among Rebecca Radio of Lafayette, FM Lafayette Limited Partnership, and AC Broadcasting Inc. and dismissed with prejudice application of AC Broadcasting; approved settlement agreement between Rebecca Radio and FM Lafayette Limited Partnership merging two applicants and dismissed with prejudice application of Rebecca Radio of Lafayette; granted application of merged applicant, Lafayette FM Joint Venture, for new FM station on channel 238A (95.5 mhz) at Lafayette; and terminated proceeding. (By MO&O, May 23, MM Docket 87-449.)

■ Fairhaven, MA (Knight Communications Corp., et al.) FM Proceeding—Approved settlement agreement between Community Oriented Radio of Fairhaven and Knight Communications Corp. and dismissed with prejudice application of Community Oriented Radio of Fairhaven. (By MO&O, May 23, MM Docket 88-89.)

■ Bayboro, NC (Bayboro Broadcasting, et al.) FM proceeding—Approved settlement agreements and dismissed with prejudice applications of Bayboro Broadcasting, Thomas H. Campbell and Terry Freitag; granted application of Theresa Schreiber for new FM station on channel 250A (97.9 Mhz) at Bayboro; and terminated proceeding. (By MO&O, June 2, MM Docket 88-151.)

■ St. George, UT (Red Mountain Broadcasting Co. and KUTV Inc.) TV Proceeding—Approved settlement agreement and dismissed with prejudice application of Red Mountain Broadcasting; granted application of KUTV Inc. for new VHF television station on ch. 12 at St. George and terminated proceeding. (By MO&O, May 23, MM Docket 8863.)

*By ALJ Edward Luton on date shown:*

■ Topsham, ME (Dennis H. Curley, et al.) FM proceed-

ing—Granted request by Kirkley Paige Beal and dismissed with prejudice applications Dennis H. Curley, Coastal Radio, Peggy Lee Tallyn and Lights Communications Corp. for failure to prosecute; granted application of Kirkley Paige Beal for new FM station on channel 238A (95.5 mhz) at Topsham; and terminated proceeding. (By MO&O, May 27, MM Docket 88-9.)

By ALJ Walter C. Miller on date shown:

- Montecito, CA (LNJ Communications, et al.) FM proceeding—Granted request by LNJ Communications and dismissed its application with prejudice. (By order, June 7, MM Docket 87-426.)
- Templeton, CA (William L. Zawila) AM Proceeding—

Granted motion for summary decision by William L. Zawila and resolved blanketing and site availability issues in his favor; granted Zawila's application for new AM station at Templeton; and terminated proceeding. (By summary decision, FCC 88D-16, May 11, MM Docket 88-92.)

- Aspen, CO (Aspen Broadcasting Network Inc., et al.) FM proceeding—Approved settlement agreements among Aspen FM Inc., Aspen Broadcasting Network Inc. and Aspen Airwaves Inc. and dismissed with prejudice applications of Aspen Broadcasting Network and Aspen Airwaves. (By MO&O, June 7, MM Docket 87-424.)
- Springfield, KY (Jamie Whitlock and Washington-Marion Sound Corp.) FM Proceeding—Approved settlement agreement and dismissed with prejudice application of Ja-

mie Whitlock; granted application of Washington-Marion Sound Corp. for new FM station on channel 274A (102.7 mhz) at Springfield; and terminated proceeding. (By MO&O, May 23, MM Docket 88-112.)

- Custer, SD (Robert Wilson, Patricia Phipps and Custer Broadcasting Corp.) FM proceeding—Approved settlement agreement and dismissed with prejudice application of Custer Broadcasting; conditionally granted application of Robert Wilson and Patricia Phipps for new FM station on channel 286C2 (105.1 MHz) at Custer; and terminated proceeding. (By MO&O, June 2, MM Docket 88190.)
- Bridgeport, TX (Family Stations Inc.) ED-FM proceeding—Granted amended application of Family Stations for new noncommercial educational FM station on channel 213C2 (90.5 MHz) at Bridgeport; and terminated proceeding. (By MO&O, June 3, MM Docket 87-585.)

By ALJ Richard L. Sippel on date shown:

- Ellwood, CA (Addison Broadcasting Co. Inc., et al.) FM proceeding—Approved settlement agreement and dismissed with prejudice applications of Addison Broadcasting Co. Inc., Thomas M. Eells, Video Services Broadcasting Corp., Ellwood FM Services, California Limited Partnership, KIKJ Co., and Vince Lee Broadcasting Ltd.; issue to determine correct height of KEYT-TV tower resolved by stipulation of Feb. 26, 1988; conditionally granted application of Susan Marie Beth Romain for new FM station on channel 233B (94.5 MHz) at Ellwood; and terminated proceeding. (By MO&O, June 6, MM Docket 87-429.)
- Bradenton, FL (Renee Marie Kramer, et al.) FM proceeding—Granted request by Florida Manatee TV Broadcast Associates and dismissed its application with prejudice. (By MO&O, June 2, MM Docket 87532.)
- Perry, GA (Perry Television Inc. and Radio Perry Inc.) TV proceeding—Granted request by Radio Perry and added issues against Perry Television to determine whether David Pierce and/or James Ceiger was real-party-in-interest in Perry Television and, if so, whether Perry Television qualified to be commission licensee; and to determine whether Perry Television misrepresented or was lacking in candor in its proposal to commission in its application form 301 which failed to disclose that David Pierce and/or James Ceiger was real-party-in-interest and, if so, whether Perry Television qualified to be commission licensee. (By MO&O, June 1, MM Docket 87-353.)
- Upper Arlington, OH (Twin Rivers Communications, Limited Partnership, et al.) FM Proceeding—By separate orders, granted request by Donna Y. McDonnell and dismissed her application with prejudice; granted request by Upper Arlington Radio and enlarged issues against Carol Hector-Harris to determine whether Hector-Harris had reasonable assurance of availability of sufficient funds to construct and initially operate station at time she filed her application; whether Hector-Harris made misrepresentation or exhibited lack of candor to commission in certifying on May 7, 1986, that she was financially qualified to construct and operate her proposed station; and, in light of evidence adduced, whether Hector-Harris possesses basic qualifications to be commission licensee. (By order, May 24, and by MO&O, May 26, MM Docket 87-370.)
- Huntington, TX (Jerry Swink and Huntington Broadcasting Corp.) FM proceeding—Granted request by Huntington Broadcasting Corp. and dismissed with prejudice application of Jerry Swink for failure to prosecute; granted application of Huntington Broadcasting for new FM station on channel 270A (101.9 MHz) at Huntington; and terminated proceeding. (By MO&O, June 9, MM Docket 88-208.)
- Bridgewater, VA (Dean-Thomas Communications, et al.) FM proceeding—Granted request by Kirkley Paige Beal and dismissed her application with prejudice. (By order, May 31, MM Docket 88-113.)

By ALJ Joseph Stirmer on date shown:

- Flagstaff, AZ—Designated for hearing applications of Julia S. Zozaya; BCD Broadcasting Co.; Flagstaff Broadcasting Foundation; FM Flagstaff Limited Partnership; Flagstaff Broadcasting Partnership, and Pinetop Partners Inc. for new FM station on channel 261C2 at Flagstaff. (MM Docket 88-275 by order [DA 88-781] adopted May 20 by chief, Audio Services Division, Mass Media Bureau.)
- Kings Beach, CA—Designated for hearing applications of Eric R. Hilding; McGee/Castillo Communications; Kidd Communications; California Broadcasting Co. Inc., and Spanish Aural Services Co. for new FM station on channel 299A at Kings Beach. (MM Docket 88-274 by order [DA 88-782] adopted May 20 by chief, Audio Services Division.)
- Merced, CA (Media Investment Corp. and Wade Axell) TV proceeding—Dismissed with prejudice application of Media Investment Corp. for failure to prosecute; application of Wade Axell remains in hearing status. (By order, June 2,

## Services

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■ Silver Springs, FL (Trax Broadcasting, et al.) FM Proceeding—By separate orders, partially granted request by A. P. Walters Jr., and dismissed with prejudice applications of Trax Broadcasting and Ocala Radio Inc. for failure to prosecute; dismissed with prejudice application of Silver Springs Broadcasting Inc. for failure to comply with commission rules. (By MO&Os, May 26 and May 27, MM Docket 88-119.)

■ Mountlake Terrace, WA (Radio Northwest Broadcasting Co. [KKZU(AM)]) show cause/license revocation proceeding—Because Radio Northwest Broadcasting has indicated that it would not oppose action by FCC to revoke license of KKZU, proceeding terminated and case certified to commission. (By MO&O, June 3, MM Docket 88-107.)

## Call Letters

### Applications

| Call                 | Sought by                                                         |
|----------------------|-------------------------------------------------------------------|
| <b>New FM</b>        |                                                                   |
| KZJH                 | Teton Bcg, Jackson, WY                                            |
| <b>New TV</b>        |                                                                   |
| WMMF-TV              | Skycom, Inc., Fond du Lac, WI                                     |
| <b>Existing AM's</b> |                                                                   |
| WLXX                 | WGAB Living Communications of Conn., Bloomfield, CT               |
| WFRK                 | WWLW Starett Media Corp., Coleman, FL                             |
| <b>Existing FM's</b> |                                                                   |
| WZNF                 | WRBZ-FM Rollings Communications of Ill., Inc., Rantoul, IL        |
| KFNC                 | KSDW Murray County Bcg, Inc., Sulphur, OK                         |
| WHGL-FM              | WKAD Controair Communications Co., Canton, PA                     |
| WYBB                 | WCCG L.M. Communications of South Carolina, Inc., Folly Beach, SC |

### Grants

| Call            | Sought by                                      |
|-----------------|------------------------------------------------|
| <b>New AM's</b> |                                                |
| KKVV            | Las Vegas Broadcasters, Las Vegas, NV          |
| WMII            | Minority Bcg of Nashville, Hendersonville, TN  |
| <b>New FM's</b> |                                                |
| KOAU            | RLS Radio, Inc., Honolulu, HI                  |
| KHHI            | Irving A. Uram, Hilo, HI                       |
| WTUR            | Primo Communications, Inc., Truro, MS          |
| WSTD            | Agri-Valley Communications, Inc., Standish, MI |
| KKJL            | Don & Gail Stubblefield, Webb City, MO         |
| KOFI-FM         | KOFI, Inc., Kalispell, MT                      |
| KSJE            | San Juan College, Farmington, NM               |
| WRAV            | Ravena Broadcast Partners, Ravena, NY          |
| KTOW-FM         | Music Sound Radio, Inc., Sand Springs, OK      |
| WJUN-FM         | Mid-State Bcg, Inc., Mexico, PA                |
| WFSM            | Marian E. McCollough, Tazewell, TN             |
| KEEP            | John A. Gordon, Marshall, TX                   |
| KZZQ            | Alderete Communications, Mirando City, TX      |
| KDHB            | Don H. Barden, Pittsburg, TX                   |
| KOPI            | Barksdale & Associates, Moab, UT               |
| <b>New TV's</b> |                                                |
| KGCC            | Garcia Communications, Douglas, AZ             |
| WGNM            | Good News Television, Macon, GA                |
| KKVI            | Western Telecasting, Twin Falls, ID            |
| WBUU            | Butler University, Indianapolis, IN            |
| KWCV            | Wichita Communications, Wichita, KS            |
| KLGC            | Larry Gene Dare, Poplar Bluff, MO              |

WKSP Susan K. Panisch, Syracuse, NY  
KCTF Central Texas College, Waco, TX  
KJVI Western Telecasting Co., Jackson, WY

### Existing AM's

WPYK WDLE Earl Fisher, Dora, AL  
KZXY KAVR Ruby Bcg, Inc., Apple Valley, CA  
WQCH WLFA Radix Bcg, Inc., Lafayette, GA  
WNNI WINN Southeast Indiana Radio, Inc., North Vernon, IN  
WTCO WKXJ Heartland Communications, Inc., Campbellsville, KY  
WUPS WHZT Northlands Communications, Inc., Houghton Lake, MI

### Existing FM's

KRIM KAFM High Country Bcg Corp., Payson, AZ  
KZXY-FM KAVR-FM Ruby Bcg, Inc., Apple Valley, CA  
KKLY KLDR-FM Monument Broadcasters, Delta, CO

KFTO KMDK Huttner Health Network, Inc., Denver, CO  
WRNZ WTCF Hometown Bcg of Lancaster, Inc., Greenup, KY  
KSIF KEZF Simmons Family, Inc., Idaho Falls, ID  
WINN WNNI-FM Southeast Indiana Radio, Inc., North Vernon, IN  
WHZT WJGS-FM Northlands Communications, Inc., Houghton Lake, MI  
KAFM KBSV Beartooth Stereo FM, Red Lodge, MT  
WVXC WXUC Xavier University, Chillicothe, OH  
WVXU WVXU-FM Xavier University, Cincinnati, OH  
WBBG WQOD H&D Communications Ltd Partnership, Youngstown, OH  
KOYN KSMP Sudduth Media Co., Paris, TX  
WVMX WRFK-FM Daytona Group of Virginia, Inc., Richmond, VA  
WRZZ WRAU Jay Communications Corp., Ravenwood, WV

### Continues from page 32.

summer convention. Hyatt Regency hotel, Monterey, Calif. Information: (916) 444-2237.

**July 24-26**—Enterprise Systems Group, international broadcast software company, annual customer conference. Colorado Springs. Information: (719) 637-1717.

**July 25**—Synditel, presentation of first-run television programing, 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 26-27**—National Association of Broadcasters executive committee meeting. NAB headquarters, Washington.

**July 27**—New York Television Academy luncheon. Speaker: Donald Raider, executive vice president-chief operating officer, Telemundo Group Inc. Copacabana, New York.

**July 28**—Announcement of nominations for 40th annual 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 29-30**—Louisiana Association of Broadcasters summer convention. Holiday Inn Atrium, Monroe, La.

**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.

**July 31-Aug. 3**—Cable Television Administration and Marketing Society annual conference. Westin Copley Place, Boston. Information: (202) 371-0800.

## August

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

**Aug. 6-8**—Georgia Association of Broadcasters 54th annual 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. 15-18**—Republican national convention. New Orleans.

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

tion: (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. Pasadena Civic Auditorium, Pasadena, Calif. 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 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. 7-9**—Eastern Show, sponsored by Southern Cable Television Association. Atlanta Market Center, Atlanta. Information: (404) 252-2454.

**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.

■ **Sept. 8-10**—National Association of Broadcasters TV 100-plus exchange. Dallas. Information: (202) 429-5356.

**Sept. 9-11**—Radio Advertising Bureau radio sales university. Boston. Information: (212) 254-4800.

**Sept. 11-13**—National Association of Broadcasters TV Hundred Plus Exchange. Dallas-Fort Worth Hyatt, Dallas. Information: Carolyn Wilkins, (202) 429-5366.

**Sept. 12-15**—Nebraska Videodisk Symposium, sponsored by Videodisk Design/Production Group of KUON-TV/University of Nebraska-Lincoln. UN-Lincoln. Information: (402) 472-3611.

**Sept. 13-16**—International Institute of Communications 19th annual conference. Westin hotel, Washington. Information: Eduard Berlin, (212) 559-3419.

**Sept. 16**—Society of Broadcast Engineers, Central New York chapter, 16th annual regional convention Sheraton Convention Center, Liverpool, N.Y. Information: (315) 437-5805.



# Classified Advertising

See last page of Classified Section for rates, closing dates, box numbers and other details.

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### HELP WANTED MANAGEMENT

**Radio station manager** must be strong in sales with experience for 3 KW FM station in Cadillac, Michigan, resort area. 517-321-1763 - call evenings.

**Fire-breathing G.S.M.** for high rated class C CHR in top 100 market. Do good, make GM. Resume to: KVE Stephens, KTUX, Shreveport, LA 71109.

**Sales manager** leading to manager and possibly ownership. Present owner-manager looking to early retirement. Ideal opening for man or woman who wants exceptional opportunity in beautiful central Minnesota lake country. No calls. Write or visit KVBR, Brainerd, MN 56401.

**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 J-44.

**Major public broadcasting company** in top fifteen of group radio broadcasters searching for general manager of top twenty-five west coast AM/FM property. Successful candidates 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 J-41.

**Possibility of growth and equity position.** If you can deliver as: general manager; sales manager; sparking morning personality-operations manager. New contemporary country FM-CP, ready to go on air. First class studio, equipment and programming. Best resort area in the Midwest. WLTO, P.O. Box 499, Harbor Springs, MI 49740.

**We're looking for a station manager** - sales director for our 100,000 watt powerhouse. Person must be experienced and strong in sales and promotions with an understanding of regional sales. Excellent Midwest growth market. Reply to Box J-64.

**GM/SM** for medium size market FM in scenic Pacific Northwest. Strong sales background. Send resume, references, track record, and salary history. Box J-66.

**Public radio program director.** KRWG Radio seeks creative individual who knows audience research, latest public radio programming practices, a variety of musics, and can lead a staff of veterans and novices. Teaches one class per semester. Requires MA degree in broadcasting or related field; 5-7 years of full-time experience or part-time with academic training in increasingly responsible positions in radio-public radio preferred. Knowledge of radio operations; equipment; regulations; many musical styles; audience research, news, public affairs, entertainment standards. Skills in translating knowledge into good programming; supervising staff. Salary: \$21,757 minimum. Starting Date: August 18, 1988. Send cover letter, resume, 3 references, 5 minute audition tape including presentations of classical, jazz and folk or new age, plus public service interview to: General Manager, KRWG Radio, P.O. Box 3000, Las Cruces, New Mexico, 88003-3000. Deadline: 7/8/88 postmark. KRWG Radio New Mexico State University is EOE. Women and minorities encouraged to apply.

### HELP WANTED SALES

**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.

**Selling sales manager.** Promotions-minded. Three person sales staff. AC. University town. Remotes. Upscale. WTGC, P.O. Box 577, Lewisburg, PA 17837.

**A leading broadcast corporation** seeks honest, creative, and persistent applicants for sales position. Advancement to management awaits result oriented employees. Salary plus commission. Send resume to P.O. Box 3337, Ventura, CA 93006.

**Rapidly growing radio group** based in Lexington, Kentucky, has a top account list available for the right person, with potential to become sales manager. Recently acquired new FM in Charleston, SC and are currently accepting applications for sales there. Send cover letter and resume to Box 11788, Lexington, KY 40578. EOE.

**California.** Join our CRM staff at top rated AC market 131. Creative compensation package for sales professionals. Rush resume to: Tom Robinson, Sales manager, KOSO Radio, 2121 Lancey Dr., Modesto, CA 95355. EOE.

**Sales professional:** Ground floor opportunity with Pittsburg, Kansas. AM-FM. City of 25,000 with state university. New ownership with proven track record. Liberal draw and commission plan. Resume, sales record, and references to: Dave Winegardner, Box K, Neosho, MO 64850. 417-451-1420. EOE.

**Account executive.** Aggressive sales representative for exciting, fast-paced New York/suburban market. Seek only highly motivated individual to join our professional team. Send your resume to Ken Nanus, WJAZ, 117 Prospect Street, Stamford, CT 06901.

**Radio time salesperson.** Small market, Olean, NY. Long established station. Some experience necessary. Reply by letter to WHDL-WEBF, 3219 West State Road, Olean, NY 14760. No phone calls accepted.

**FM near Charlotte, NC,** looking for experienced AE's and local sales manager. Resume to Charles Hicks, P.O. Box 126, Concord, NC 28026.

**Account executive:** Charleston, SC. fastest growing soft AC seeks a highly motivated experienced individual management with potential to move into management position. Call Mr. Litchford 803-553-1055.

**If you can sell and develop a sales staff of professionals** we've got a ground floor opportunity with our new FM. Please write: Steve Cashdollar, WWWO-FM, 5216 Bradburn Dr., Muncie, IN 47304.

**Rapidly growing NYC talk station** needs quality salesperson, with strong retail background. Excellent opportunity to make serious \$\$\$. Must be aggressive, hard-working, with strong, conceptual orientation. Call Kate, 212-586-5700.

### HELP WANTED ANNOUNCERS

**Classical music announcer** for one of America's leading classical-music stations. Personable, informal, conversational style a must, preferably with a good sense of humor. Substantial previous experience in classical-music radio required. EOE. Submit resume & tape (in classical format) to: Talent Search, KFAC, 6735 Yucca Street, L.A., CA 90028.

**Upstate NY A/C** seeks afternoon jock. Degree, production skills, maturity a must-some news gathering. Tape/resume: Adult Choice, 204 Desmond Street, Sayre, PA 18840. EOE.

**Announcer needed ASAP** at WPNH and WPNH-FM Plymouth, New Hampshire. At least one year of on-air experience, strong production and communications skills a must. Competitive salary. A/C format. Call 603-536-2500. EOE.

**Chicago area AC/FM** needs afternoon drive/sales. Minimum two years experience. Salary commission, perks. Resume to Box J-65.

**100 KW medium market leader,** Midwest CHR. Seeking top morning talent. Intelligent, interesting, fun-loving, sporty, community minded, entertaining. No beginners. Excellent pay, great location. Resume to Box J-49.

### HELP WANTED NEWS

**NBC affiliate 90 miles from NYC** seeks strong anchor/reporter Bill James, WSUL, Monticello, NY 914-794-0242.

**Entry level position** on our award-winning news team. Early morning radio shift. Tape and resume to John Morvant, News Director, Guam Cable TV, 530 W. O'Brien Dr., Agaña, Guam 96910.

**News Director** to cover and report local news. Tape and resume to Scott Miller, Box 100, Yellville, AR 72687. 501-449-4001.

**NYC suburb.** Hardworking local news team seeking experienced morning anchor/reporter. Writings. T & R to Box 910ND, Pomona, NY 10970. EOE.

**S.F. traffic service** seeks broadcasters with news/info background for airborne/studio reporting positions. Send tape/resume to T.C.I., 20788 Corsair Blvd. Hayward, CA 94545.

**Call now:** Anchor-reporter for New York State full-service AC. Two years minimum experience. Your references will be checked. Call GM, Jack Scott, or ND, Tom Roehl. 518-725-7175. EOE.

**#1 CHR Midwest** seeks news personalities with outstanding reporting skills. Excellent voice & attitude. We seek a style and sound for the future. Sports knowledge a must. Excellent opportunity. Resume to Box J-50.

**Strong news reporter** with production skills and ability to coanchor daily newshour needed to work in the beautiful Mt. Washington Valley of NH. Resume and aircheck ASAP to WMWV/WBNC, P.O. Box 2008, Conway, NH 03818.

### HELP WANTED PROGRAMING PRODUCTION & OTHERS

**Continuity coordinator.** Full-time position with a top Midwest radio station. We are seeking a creative individual who has experience in writing commercials for radio or related media. Send resume and samples to: Susie Wells, Employment/Compensation Manager, KDTH, A division of Woodward Communications, Inc., 801 Bluff St., Dubuque, IA 52001. EOE.

**Program director.** America's leading Spanish radio group is looking for an experienced program specialist to be responsible for maintaining and enhancing a leading Spanish radio station's dominant position in the Southwest. Applicants must have programming experience, must be bilingual, and must have exceptional formative skills. Company offers excellent benefit package and salary to be commensurate with experience and performance. Send cover letter and resume to Box J-59.

### SITUATIONS WANTED MANAGEMENT

**Experienced selling/programming GM** seeks buy-in or work-in opportunity in Sunbelt. Medium or small markets. Looking for opportunity. References available. Currently employed. Box H-126.

**General manager:** 22 years in management. Strong tradition of success, committed to professionalism, goal achievement. Results oriented leader and motivator. Knowledgeable competitor that produces high sales & profits. Want a winner. Write Box J-21.

**Husband and wife team,** with 30 years experience looking to manage your small/medium mkt. station. If you're not happy with the present performance of your station call 407-466-9134.

**Currently employed GM** with strong sales/promotions/programming background looking for more rewarding opportunity. Well suited for turnaround or startup situations. Box J-68.

**Top 35 GM/GSM** pro seeking bigger challenge. People skills, sales oriented, trouble-shooter. MBA. Box J-62.

**Hands-on GM** with strong leadership ability. 25 years experience. Check my credentials; there aren't many like me. I'm employed, medium market, but looking to move up. Box J-67.

**Available - mature general manager** Prefer small-medium market FM or combo in Midwest/western US. J.B. at 214-723-2605 after 5 pm. CDT.

### SITUATIONS WANTED ANNOUNCERS

**Seeking entry level DJ position.** Broadcasting school graduate. Looking for full or part-time position in New England but will consider elsewhere. Contact Charles Urnie, P.O. Box 3055, Waterbury, CT 06705.

**Professional attitude and sound.** Four years small market experience, call anytime. Bill 308-534-1211.

**Experienced announcer.** Music-news-production. Salary reasonable. Phone Jay at 915-758-3798.

**PBP sportscaster.** Clear, crisp, colorful, descriptive, exciting style. Fifteen years broadcast experience. Looking for college, minor league, or excellent high school situation. Box J-61.

**CSB graduate** desires entry level position in sports. Professional, knowledgeable, enthusiastic, ambitious. Have talent, ability, just need an opportunity 1-813-960-4261.

### SITUATIONS WANTED NEWS

**Young, enthusiastic sportscaster** looking for new opportunity. Basketball and lacrosse PBP experience. Equally capable basketball analyst. Also -- sports anchoring, interviewing, reporting, discussion, and production. Call Jack at 516-564-2909. Love all sports -- just want to settle where I can be happy.

**News/talk pro available.** Team player with winning attitude. 619-542-1597.

**Award winning sportscaster** seeks college PBP. 16 year pro can also do news. 303-241-6452.

**Former news director** eager to return to radio news at small to medium market station. Prefer Northeast, but all areas considered. Call Dave 814-238-5434.



## SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

**Professional looking for professional situation.** 11 years experience, announcer, PD, assistant engineer. Call today 217-287-7626.

**Top-notch commercial production, promos. Good voice.** air shift. For resume and tape. Dave 513-423-7304.

## TELEVISION

### HELP WANTED MANAGEMENT

**General sales manager:** Top 40 Northeast market independent U. Excellent opportunity to manage a sales department of 11 people. Independent national and local sales experience a plus. Send resume to Box J-30. EOE.

**Promotion manager:** Excellent opportunity for experienced, creative advertising expert. Ability to write, create and oversee production of TV, radio, outdoor and print advertising. Minimum of 2 years of promotion management experience with good writing skills and strong work ethic. Knowledge of production equipment and techniques required. Plenty of challenge. Excellent company benefits. Send resume to: Lem Lewis, VP/General Manager, KLAS-TV, P.O. Box 15047, Las Vegas, NV 89114. EOE, M/F.

**Production manager:** Organize, direct and control all aspects of NE affiliate production department. Responsible for production performance, maintenance of on-air standards and close coordination with other departments. College graduate with a communications degree is preferred with a minimum of five years production experience. EOE. Send resume to Dow Smith, President/GM, WTEN-TV, 341 Northern Blvd., Albany, NY 12204.

**Seattle sales manager.** Washington's most dominant independent seeks an aggressive and experienced manager for its Seattle sales office. If you have proven success as a manager, want to work in a solid and growing Seattle market, and desire to become part of an aggressive management team, please send a resume to: Personnel, KSTW-TV, P.O. Box 11411, Tacoma, WA 98411.

**Station manager.** Eastern Shore ABC affiliate is looking for an exceptional individual with a minimum of 2 years experience as general sales manager, station manager or operations manager to assist general manager with the day-to-day operational duties of managing a successful TV station. Knowledge of research, promotions, programming and sales a must. Written replies only with references to Frank Pilgrim, GM, WMDT TV, P.O. Box 4009, Salisbury, MD 21801. EOE, M/F.

**General sales manager.** Network affiliate with major growth curve in growing Sunbelt market looking for leadership, creativity and people skills to take charge of a sophisticated, multi-level sales operation. Rouse confidential first letter with all details. Box J-55. EOE, M/F/H.

**Promotion manager.** We're a number-one NBC affiliate, looking for a creative individual who can plan and guide on-air, print and outdoor promotion. Must have strong written and organizational skills, and know how to develop and work within a budget. Knowledge of TV production required. Previous management experience a plus. Send resume, tape, writing samples by June 27 to: Charlotte Moore English, Assistant General Manager/Programming, WMC-TV, 1960 Union Ave., Memphis, TN 38104. An equal opportunity/affirmative action employer.

### HELP WANTED SALES

**Salespersons wanted.** Community Club Awards (CCA), broadcasting's oldest sales promotion firm (34 years), seeks experienced TV sales persons. Fulltime travel. Draw against substantial commission. Resume and picture. John C. Gilmore, CCA, Inc., P.O. Box 151, Westport, CT 06881. Tel. 203-226-3377.

**A rare opportunity.** Join Connecticut's #1 indy as a senior account executive with an established list in the 23rd market. Must have 3 years minimum experience, vendor and ratings know-how, demonstrated ability to develop strong relationships with clients, and a proven track record of new business development. This unique career opportunity begins in September. All inquiries strictly confidential. Send resume to: Catherine Gillotti, Local Sales Manager, WTXN, 414 Meadow St., Waterbury, CT 06702.

**TV account executive:** Busse Broadcasting Corporation seeks aggressive individuals with proven skills in market development. Candidates must be self starters, geared toward developing new business in a competitive marketplace. Excellent growth potential with respected broadcast group. Send resume to David Comisar, Busse Broadcasting Corporation, 590 West Maple St., Kalamazoo, MI 49008.

**Career opportunity** with a leading affiliate TV station in top 50 market. Seeking an experienced broadcast account executive with a strong background in account development. Please send resume and salary history to: WWMT, 233 East Fulton St., Ste. #222, Grand Rapids, MI 49503. No phone calls, please.

**Account executive.** A successful ABC affiliate is looking for an experienced account executive to take over an active, profitable list due to a promotion within the company. Only experienced professionals need apply who know ratings and how to close. This is an exceptional opportunity for the right person. Resume and references to Susan Kelly, LSM, WMDT TV, P.O. Box 4009, Salisbury, MD 21801. EOE, M/F.

**National/regional sales manager wanted.** One of the nation's most desirable retirement areas, low cost of living, high life quality, excellent recreational, medical, support facilities. Wanted numbers expert (turn hard sell into \$). Limited hours per day. High commissions for productivity. Send resume to P.O. Box 2220, Florence, AL 35630.

**Account executive - 25% commission.** TV45, Box 445, Park City, UT 84060. 801-649-4501.

**Local/regional account executive.** Top 50 group owned independent, seeks experienced, career minded, self-starter, with broadcast sales experience preferred. Responsibilities include emphasis on new business development agency service, co-op and sports. Excellent benefits, salary \$30,000 range. Send resume to: GSM, WVAH-TV, 11 Broadcast Plaza, Charleston, WV 25526. EOE, M/F.

**General sales manager.** Burgeoning cable ad company with eight motivated, enthusiastic sales reps needs manager to create, organize, and support. At least three years of exceptional, verifiable performance in media sales required. Box 15434, Hattiesburg, MS 39401.

**Regional sales manager.** Outstanding career opportunity at one of the country's fastest growing independent television stations. Five years minimum TV sales experience with top 20 market and/or rep experience desirable. Compensation commensurate with experience. Respond in writing immediately to John Poindexter, LSM, or Peter McCampbell, GSM, KDVR-TV, 501 Wazee, Denver, CO 80204.

**Local sales representative position available** at mid-size, Midwest network affiliate. Television sales experience and degree preferred. Send resume and compensation expectations to Box J-57. EOE.

### HELP WANTED ANNOUNCERS

**Air personality retire with us.** One of the nation's most desirable retirement areas, low cost of living, high quality, excellent recreational, medical, support facilities. On-air talent needed. You deliver it, that's all. Perks, easy work load. Send tape/resume to P.O. Box 2220, Florence, AL 35630.

**Sports anchor/reporter.** We are seeking the best who can anchor and report five days a week on two Big 8 schools, 2 other local universities and 7 high schools in an innovative presentation that can include pro sports in Kansas City. If you are a hustler who can localize sports and are ready to work, send your tape and resume to Bob Totten, KTKA-TV, P.O. Box 2229, Topeka, KS 66601.

### HELP WANTED TECHNICAL

**Assistant chief engineer.** Florida's most successful post-production facility wants "up and comer" 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.

**Technical director.** Responsibilities include operation of Ampex ACE and Vista, Abekas A42 and A52, Chyron RGU II and other state-of-the-art equipment. Proven experience in editing and directing. Strong technical knowledge and skills in all aspects of studio production and post-production. Chicago residency required for this fulltime position. Send resume to: WYCC-TV, 7500 South Pulaski Rd., Chicago, IL 60652. Attn: Personnel Department. The City Colleges of Chicago is an equal opportunity employer.

**Broadcast maintenance engineer.** KTOO FM & TV in Juneau, Alaska. Immediate opening! Applicant should be experienced with maintaining FM & TV, RF & studio equipment. Resume & references to KTOO, 224 Fourth St., Juneau, AK 99801. Attn: Cynthia Flood. Equal opportunity employer. Position open until filled.

**Maintenance technician:** California UHF network affiliate. FCC general class license or SBE certification. Resume to Chief Engineer, KBAC-TV, P.O. Box 2929, Bakersfield, CA 93303.

**TV chief engineer.** Texas UHF affiliate strong on quality maintenance. Good administrator and people manager. Send resume to A.C. Wimberly, Station Manager, KAMC, P.O. Box 2805, Lubbock, TX 79408. EOE.

**Broadcast engineer needed** for 24 hour a day, shop at home television studio. Requires 5 years broadcast maintenance experience, an FCC general class license, and familiarity with Sony Betacam, Type V, Panasonic 1/2", Grass Valley switching and routing, Hitachi SK-97 and Sony cameras, Ampex ADO and Dubner graphics. Send resume to: Elizabeth Letts, QVC Network, Inc., 1365 Enterprise Dr., West Chester, PA 19380. EOE.

**Chief remote engineer.** (Transmitter engineering supervisor). New Hampshire Public TV seeks skilled engineering manager to operate & maintain fully equipped mobile unit & portable microwave systems. Responsibilities include: station production & possible commercial rentals throughout New England; develop & manage annual operating budget; conduct site surveys; supervise production crews; perform routine & preventive maintenance; assist director, production operations with marketing & customer relations. Minimum qualifications: associate's degree in electronics or equivalent; 5 years broadcasting or related electronics experience; first class FCC radio-telephone license required. Salary: \$24,810 - \$38,620; starting salary not to exceed \$27,840. Send resume (non-citizens must include current visa status), including salary history, by July 1, 1988 to: John Gray, Director of Engineering, NHPTV, P.O. Box 1100, Univ. of New Hampshire, Durham, NH 03824. UNH is an AA/EEO employer.

**Senior engineer** for leading consulting firm, FCC or broadcast consulting background, degree, PE. AM directional and TV experience essential. Contact Lawrence Behr, LBA Group, Box 8026, Greenville, NC 27834, 1-800-248-6277.

**On-air switcher/tape operator.** One year experience required, 1", 3/4" operation, fulltime position. Send resumes to: Tammy Schmol, Production Manager, KTVN, 1007 W. 32nd Ave., Anchorage, AK 99503. EOE.

**EFP supervisor.** Creativity stressed, strong background writing, shooting, editing, directing. On location 3/4", 1" experience. Deal closely with sales staff, ad agencies. Salary DOE. Send resume and tape to: Bruce Sloan, KTVN, 1007 W. 32nd Ave., Anchorage, AK 99503. EOE.

**Asst. director engineering.** Minimum 5 years experience in TV. Good knowledge of RF, analog and digital theory. New facility with state-of-the-art equipment. Send resume and salary history to Ken Preston, Director of Engineering, KSEE, P.O. Box 24000, Fresno, CA 93779. EOE, M/F.

**Small market midwestern network affiliate** has immediate opening for a TV maintenance engineer. Applicant must have UHF transmitter experience, and be familiar with U-matic tape, microwave ENG, and broadcast video systems. Interested applicants should send resume and salary requirements. Station is an equal opportunity employer. Women and minorities encouraged to apply. Box J-58.

### HELP WANTED NEWS

**Weekend anchor/reporter** for award winning Pacific NW station. Creative writer. Aggressive reporter. Producer experience helpful. Not entry level. Resume and letter using your best broadcast writing. Box J-23.

**Producer for NW medium market station.** Brilliant writer with sound management skills. Risk taker who loves to throw the format away. No beginners. Box J-24.

**Co-anchor** to complement female co-anchor on daily news program in 45th market. Must have ability to conduct live news interviews and host weekly news-oriented public affairs program. Send resume to Box J-27. EOE.

**Director** sought for daily news program in 45th market. Must have at least two years experience directing news and other studio productions. News program makes heavy use of ADO, and ESS graphics. Send resume and tape to Personnel, WITF, Box 2954, Harrisonburg, PA 17105. EOE.

**South Florida affiliate** needs creative news photographer/editor. 2 years experience, minimum. Top-notch operation with visual emphasis. Send tape and resume to: Keith Smith, 3719 Central Ave., Fort Myers, FL 33901.

**Assignment editor - KOAM-TV** is seeking an experienced individual to guide a growing and talented news staff. Applicant must be prepared to deal with the assignment of personnel and equipment in two remote bureaus as well as home station. Please send resume to Shirley Beer, P.O. Box 659, Pittsburg, KS 66762. EOE.

**Experienced news director, small market network affiliate.** strong take charge leadership style needed to develop our young staff. Resume to Box J-37.

**Anchor/news director:** We're a small market VHF affiliate gearing up to be #1 against tough competition. If you have outstanding anchor ability and can produce, manage and motivate our excellent 12 person staff, this is a fine opportunity at a station that cares about news. Starting salary \$30,000. Excellent rural community with outstanding recreation opportunities. EOE. Box J-48.

**Anchor/reporter.** Be a part of UPI's best news team! We are seeking a journalist with a minimum of two years on-camera experience. Work top equipment and a satellite news truck. Tape and resume to News Director, WCCS-TV, 485 East Bay St., Charleston, SC 29403. Tapes will not be returned. Absolutely no phone calls.

**Producer:** We want an experienced, enthusiastic writer to make our newscast sparkle. Resumes to Penny Preston, KTVI, P.O. Box 2495, Ft. Worth, TX 76113



**Wanted: News producer** for Reno NBC affiliate. Must have one year experience in similar position at commercial station. Send resumes to News Director, KCRL-TV, P.O. Box 7160, Reno, NV 89510. EOE.

**Wanted: News reporter** for Reno NBC affiliate, must have one year experience as fulltime reporter at commercial television station. Others need not apply. Send resumes and tapes to News Director, KCRL-TV, P.O. Box 7160, Reno, NV 89510. EOE.

**Medical reporter/producer** for syndicated television news service MED'SOURCE. Minimum 2 years experience, preferably in area of health and medicine. Extensive travel required. Competitive salary and excellent benefits. Must be willing to relocate. Tape and resume to: MED'SOURCE, Personnel Assistant, 5920 Hamilton Blvd., Allentown, PA 18106.

**AM anchor/reporter.** Midwest affiliate needing an experienced reporter with the ability to anchor. If you want to be part of a team leading the way, contact Bob Totten, KTKA-TV, Box 2229, Topeka, KS 66601.

**Assistant news director.** Three years TV management experience in medium or large market newsroom. Producing and desk background a plus. Need a creative manager, with proven track record, who can direct and motivate talented staff. Bachelors degree preferred. Send tape and resume to: Janet Mason, News Director, KARE-TV, 8811 Olson Memorial Hwy., Minneapolis, MN 55427.

**Meteorologist.** July opening for morning newscast. Prefer meteorology degree and AMS seal. Must have two years TV experience. Send tape and resume to Janet Mason, News Director, KARE-TV, 8811 Olson Memorial Hwy., Minneapolis, MN 55427.

**News producer:** To produce 2, half-hour newscasts per day. Minimum of 3 years television news experience with at least 1 year of producing required. Send resume & tape to: Bill Crafton, News Director, WSBT-TV, 300 West Jefferson Blvd., South Bend, IN 46615.

#### HELP WANTED PROGRAMING PRODUCTION & OTHERS

**Television production specialists:** Experienced, creative, quality minded person needed to operate broadcast audio, video, and other studio production equipment, and floor direct for a Midwest commercial television station/production house. Facilities include VGC 300-3A, Kaleidoscope, Vidfont V, and Ikegami HK-322's. Send resume and salary history to Box J-30. EOE.

**Sports producer:** Top 50 market looking for sports producer. Applicants should have college degree and previous experience in television or radio. Must possess leadership qualities. Send resume and tape to: Tim Larson, News Director, WIVB-TV, 2077 Elmwood Ave., Buffalo, NY 14207. EOE.

**Videotape editor/director:** Full service facility servicing top agencies, seek new blood! 2 years online editing and some shooting experience required. ADO and ACE proficiency a must, but CMX not overlooked. New toys on the way! Submit resume, reel and salary requirements to: Rip Lambert, Producers Video, 3700 Malden Ave., Baltimore, MD 21211.

**Television lighting designer/operator:** An experienced, creative, quality minded LD needed to conceive, design, and execute light plots and operate broadcast audio and video equipment for various remote and studio television productions, at a Midwest commercial television station/production house. Send resume and salary requirements to Box J-29. EOE.

**Production videographer needed immediately.** Four plus years EFP experience shooting, directing and editing promotion and local commercials. Send 15 minutes of your best on a non-returnable tape, references and salary requirements to: Production Manager, P.O. Box TV12, Jacksonville, FL 32231. No phone calls.

**TV director of programing.** Responsible for supervision and management of the programing/production department of AETN, a five station, state-wide telecommunications network through audience/market research, program analysis and acquisition; development and planning of locally produced programs; scheduling of general audience broadcast periods and supervision of traffic activities coordinating ETV and ITV schedules; serving as liaison with all levels of education and community representatives; coordinate teleconferencing services both uplinking and downlinks; planning for closed-circuit services, writing funding proposals and serving as project director or executive producer as needed. Candidates should have a bachelor's degree in broadcasting or related field; ten years work experience with at least five years with ETV/PTV programing and production activities and five years of management experience. Forward a letter of application with three references, salary history and resume to: Personnel, AETN, Donaghey Ave. and Sessame St., Conway, AR 72032, prior to close of business June 27th. AETN is an AA/EO employer.

**Promotion manager:** Experience in promotion or ass't promotion management in television and/or radio - top 20 markets. Knowledge of radio production and media placement. Experience in media placement in TV Guide, newspaper and outdoor. Skilled in training, motivating and communicating with people. Send resume to: General Manager, KTXA-TV, 1712 E. Randol Mill Rd., Arlington, TX 76011.

**Production coordinator.** Will train and supervise directing and production support staff. Minimum 5 years directing experience, quality conscious. Resumes to Wayne Thing, Production Manager, WTOL-TV, P.O. Box 715, Toledo, OH 43695. EOE. M/F.

**Art director.** Creative pro needed for east coast major market TV station. We want a new overall station look. Send resume to Box J-60.

**Production supervisor,** WHA-TV, Madison, WI. BA in communications, theatre or related field required. Three years full-time production operation experience in a broadcast facility or production house, including one year demonstrated supervisory experience. Two years television lighting experience. Excellent human relations and interpersonal communication skills. Good organizational and strong detail skills. Salary: \$21,000 minimum. Contact Pratima Sharma by 6/28/88 at 608-263-2114 for special application. Deadline for receipt of completed application is 7/8/88. Women and minorities encouraged to apply. Previous applicants need not apply. EOE.

**Commercial producer/director.** Aggressive NBC affiliate seeks creative individual for its Burlington, VT, facility. Two years experience and demonstrated ability to create/shoot/edit quality commercials for quality-minded clients is required. No calls. Send tape and resume with salary requirements to Mike Cleland, Production Manager, WPTZ-TV, Old Moffitt Rd., Plattsburgh, NY 12901. EOE.

**Executive producer -** WMBD-TV in Peoria looking for experienced producer to supervise air product and produce early news. No recent college graduates need apply. Send air check, resume, salary expectations, and news philosophy to Duane Wallace, News Director, 3131 North University, Peoria, IL 61604. EOE. M/F.

**Field producer:** WABC-TV seeks an experienced field producer for its public affairs production unit. Minimum 3 years experience in a major market producing magazine style and in studio segments. Experience in producing minority programs and specials preferred. No calls, please, send reel and resume to: Senior Producer Public Affairs, WABC-TV, 7 Lincoln Sq., 5th Fl., New York, NY 10023. We are an equal opportunity employer.

**Promotion producer:** If you're tired of producing the same old news promos with no budget, if you want creative freedom, and like to shoot film...this is the job for you. Affiliate in southwestern top twenty market. If you have strong writing and production skills and would like to be involved with a creative and innovative promotion department send demo reel and resume to Creative Services Manager, 3435 N. 16th St., Phoenix, AZ 85016. EOE.

#### SITUATIONS WANTED MANAGEMENT

**AE, no ratings!** \$52,000 a month average. Looking to manage in top three market. Write Box H-66.

#### SITUATIONS WANTED TECHNICAL

**Director of engineering -** TV, AM, FM - station and group experience in all phases of new builds, rebuilds, and upgrades. Seeking opportunity with well-managed organization wanting a professional. Box J-26.

**Television engineering manager.** 12 years managerial, 23 years total including hands-on experience. VHF and UHF. Looking to move up. Please reply Box J-52.

#### SITUATIONS WANTED NEWS

**Fourteen years radio.** Some TV. Will consider weekend anchor to start. Interested learning TV sales also. Self-starter. Personable. Male. N. Texas, Oklahoma. 214-270-1114.

**Sports...** fifteen years radio and TV experience, including extensive major college PBP. Currently anchor in top 100 market, looking to move up. Box J-45.

**Meteorologist** seeking position in medium or major Sunbelt market. Ten years experience. AMS seal. Box J-51.

**Meteorologist, ex-Air Force officer,** Florida State University degree, two years overseas on-camera experience, seeking on-air position. Will consider all markets, all locations. Dynamic personality with top credentials. Tape available. Tom Hauf 301-467-8019.

**Successful, experienced news executive** wants back on the street as reporter. Major market experience. Box J-54.

**Assignment editor.** Managing two bureaus simultaneously, former small market ND. Award-winning reporter, organized, communicative, a fountain of ideas. Large or medium market. Brad 308-384-0318.

#### SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

**Pair-a-docs:** Father/daughter Ph.D.s; hosts, feature, reporters, guests, psychology/intimacy issues. Top credentials/extensive TV/radio experience, 612-291-7547.

**Director-producer/production assistant/technical operator** experienced, professional, & degreed seeks responsible position in production or promotions. Studio & remote from concept to completion. Greg 313-673-9602.

#### MISCELLANEOUS

**Primo People** wants you. If you are a general assignment reporter who has some anchoring experience, send your tape and resume to Steve Porricelli or Fred Landau, Box 116, Old Greenwich, CT 06870-0116. 203-637-3653.

**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.

**Be on TV.** Many needed for commercials. Casting info. 1-805-687-6000 Ext. TV-7833.

**State-of-the-art music productions** are now free and available to qualified television producers. We own the copyrights and will share our productions. Mr. Dobrin 305-947-2090.

## ALLIED FIELDS

#### HELP WANTED INSTRUCTION

**The University of Missouri School of Journalism** is seeking a faculty member to live and work in Washington, D.C., as director of the School's Washington graduate program. The program is the capstone semester for selected non-thesis master's degree candidates. The director supervises students from January to May, and a new group from August to December. Summers are free. The emphasis of the program, housed in the National Press Building, is writing articles for distant newspapers, national and regional magazines, and broadcast outlets. The director is a teaching bureau chief. The director also supervises graduate students who are earning master's degree credit at Washington-area magazines and at local broadcast newsrooms. Each of those students also attends a weekly seminar and completes a research project. We expect the program director to supervise or assist in the supervision of master's theses, when the topic is appropriate for Washington residence by the student. We likewise expect the director to help supervise doctoral candidates from the UMC School of Journalism, when appropriate. At least three times a year, the director travels to Columbia, MO. Applicants must have a master's degree and the equivalent of a doctorate in professional experience and publications, or the doctoral degree itself. Applicants must demonstrate significant Washington journalism experience, as well. The job will begin in August 1989. This is a tenure-track position at the level of assistant professor or above. Salary is negotiable. Women and minorities are especially encouraged to apply. Address inquiries to Steve Weinberg, Washington Search Committee, School of Journalism, University of Missouri, P.O. Box 838, Columbia, MO 65205.

**Broadcast journalism assistant or associate professor.** The Reynolds School of Journalism at the University of Nevada-Reno is looking for a tenure-track faculty member to teach undergraduate and graduate courses in radio and television news writing, editing and production beginning in August, 1988. The ideal candidate will have substantial professional experience in broadcast news and an advanced degree. Women and members of minority groups are encouraged to apply. Salary is negotiable. The Reynolds School of Journalism offers the BA and MA degrees, is accredited by the ACEJMC, and has approximately 300 undergraduate journalism majors, of whom approximately 40 are in the broadcast news sequence. The University of Nevada-Reno has 11 colleges and schools with 10,500 students in 73 undergraduate majors. 61 master's degree programs and 23 doctoral programs. Reno is located at the base of the Sierra Nevada and within easy driving distance of Lake Tahoe, Sacramento and San Francisco. Applicants will be considered beginning June 15, 1988, although applications will be accepted until the position is filled. Send letters of application, accompanied by (1) resume, (2) letters of recommendation, and (3) a brief statement of goals in teaching and in professional performance and research, to: Broadcast Journalism Search, Reynolds School of Journalism, University of Nevada-Reno, Reno, NV 89557-0040. AA/EOE. UNR employs only U.S. citizens and aliens lawfully authorized to work in the United States.

**Instructor/assistant professor.** Teach courses in mass communication and theory & production and assist in operation of campus radio station. Masters required, PhD preferred. College teaching desirable. Send resume, transcripts, and four references to: Sharaf Rehman, Chair, RTVF, Box 747, West Texas State Univ., Canyon, TX 79016. 806-656-2807. Screening will begin July 1 and continue until position is filled.



**Wanted: Instructor/assistant professor** of speech communication: radio and television. One year, fixed term with possible renewal. Rank and salary dependent on experience, degree and qualifications. Excellent salary and benefit package. (Range \$19,432-\$35,164). Appointment date is September 7, 1988. Teach courses in radio and television production and performance and public speaking. Advise and supervise television program productions. B.A. plus experience candidates will be considered. M.A. plus experience preferred. Send letter of application, resume, transcript to: Director of Personnel Services, Southwest State University, Marshall, MN 56258. EEO Applications reviewed July 15, 1988. Position open until filled.

#### PROGRAMMING

**Radio & TV Bingo.** Oldest promotion in the industry. Copyright 1962. World Wide Bingo. P.O. Box 2311, Littleton, CO 80122. 303-795-3288

**"Talkline":** The overnight talk network that'll talk your station into higher ratings. Call collect today for more info 606-781-8255.

#### 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.

**Government jobs.** \$16,040 - \$59,230/yr. Now hiring. Your area. 805-687-6000 ext. R-7833 for current Federal list

**The Hot Sheet--**broadcasting's most comprehensive source for employment listings nationwide! Published by the innovative leader for job-hunting assistance. Media Marketing, P.O. Box 1476-PD, Palm Harbor, FL 34682-1476. 813-786-3603

**Hiring!** Government jobs - your area. Many immediate openings without waiting list or test. \$15,000 - \$68,000. Call 602-838-8885. Ext 8435

#### 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

**Upgrade your weather** and boost ratings...TV Weather Consultants can help. We can recommend the right weather data and graphics systems for your station and market, design a new look, train weathercasters in weather and graphics, and even evaluate or recommend talent. For more information write to TV Weather Consultants, 2995 Rockbridge Road, Marietta, GA 30066 or call 404-429-8845

#### WANTED TO BUY EQUIPMENT

**Wanting 250, 500, 1,000 and 5,000 watt AM-FM transmitters.** Guarantee Radio Supply Corp., 1314 Ilurbide 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

**TCR-100's:** Want to buy two machines. Must be in good condition. Call Mark at 712-277-2345

#### FOR SALE EQUIPMENT

**AM and FM transmitter,** used excellent condition. Guaranteed. Financing available. Transcom. 215-884-0888. Telex 910-240-3856

**FM transmitters--**Harris FM25K (1983), AEL 25KG (1977), \*\*Harris FM20H3 (1976), RCA BTF20E1 (1983) \*\*Harris FM10H3 (1974), RCA BTF10D (1968), CCA 30000DS (1968) \*\*Transcom Corp. 215-884-0888, Telex 910-240-3856

**AM transmitters--**CCA AM 10,000D (1970), Collins 820E (1978) \*\*Gates BC-5P (1962) \*\*Harris MW1A (1970), Harris BC-1H1, CSI T1A (1981), Bauer 707 (1970), Collins 20V3 (1968), \*\*McMartin BA 2.5K (1981). \*\*Transcom Corp. 215-884-0888, Telex 910-240-3856

**50KW AM--**CCA AM 50,000D (1976), excellent condition- \*\*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

**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 Valero St., Burbank, CA 91505. 818-845-1999

**Transmission line,** 820' used 6-1/8". 20' sections, 75 ohm excellent condition, hangers available. Package deal. Evenings 916-972-9969.

**AM - trans.** 7 - 50kw's, 10 - 10kw's, 13 - 5kw's, 9 - 1kw's. FM trans. 3 - 40kw's, 1 - 27 1/2kw, 1 - 25kw, 1 - 22.5kw, 11 - 20kw's, 8 - 10kw's, 1 - 7 1/2kw, 9 - 5kw's, 2 - 3kw's, 1 - 2kw, and 16 - 1kw's. All manufacturers, all books, all spares, all removed from "on air service". Besco Internacional, 5946 Club Oaks Dr., Dallas, TX 75248. 214-226-8967. 214-630-3600. Ask for Rob Malany.

**Sealed bids will be received** until 9:00 am, Thursday, June 23, 1988, for the sale of one (1) used RCATK29B film island. For more information contact Mr. Jim Moore, KOMU-TV Station, Highway 63 South, University of Missouri-Columbia, Columbia, MO 65211. Telephone: 314-442-1122.

**Cart machines/carts.** Like new - factory reconditioned - (1) CTR112 Dynamax Stereo Playback \$1785.00. (1) 3200APS BE Stereo Playback - \$1200.00. (1) 3200AP BE Mono Playback - \$1100.00. New Fidelipac carts - \$4.25 each - (110) 2-1/2 min-Gold-Hot Tape. (90) 3-1/2 min-Gold-Hot Tape. (250) 4-1/2 min-Hot Tape. 806-372-4518.

**For sale:** 2 Faroudja encoders like new. 202-333-3320 (Fritz).

**Harris MW-50 - 50KW AM** top condition on air now - available in August. This unit in major market - every factory update available completed. BESCO Internacional, 5946 Club Oaks Dr., Dallas, TX 75248. 214-226-8967. 214-630-3600.

**Blank tape, half price!** Perfect for editing, dubbing or studio, recording commercials, resumes, student projects, training, copying, etc. Field mini KCS-20 minute cassettes, \$6.49. Elcon evaluated 3/4 videocassettes guaranteed broadcast quality. To order call Carpel Video Inc. 301-845-8888, or call toll free 800-238-4300.

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**Broadcast quality video tape at a fraction of the cost.** 60's-\$9. 20's-\$6. All tapes are evaluated. Call Crystal Clear Video at 606-431-7162.

**Interand telestrator,** Model 100. Low use. Includes shipping cases. New cost \$9,500. Sell to best offer. 703-354-3411 for details.

## RADIO

### Help Wanted Management

#### LOCAL SALES MANAGER FOR TAMPA BAY AM/FM

Unique opportunity for the right person! Lead our top-notch sales staff to new plateaus! Previous sales management experience necessary.

Send resume to Jonathan Pinch, c/o WNLT/WHBO, 51 S. Main Ave., Clearwater, FL 34625.

### Help Wanted Management Continued



#### WASHINGTON, D.C.

WLTT is searching for a proven **Manager of New Business Development** to lead our attack on co-op and vendor sales. The winning candidate will move our now successful program to greater heights. If you have documented success in retail radio sales and co-op, send your resume and a brief letter to:

Donna Ragland  
Local Sales Manager  
WLTT-FM  
5912 Hubbard Drive  
Rockville MD 20852

WLTT is owned and operated by CBS Inc., an equal opportunity employer.

#### GENERAL MANAGER

Are you currently a sales manager capable of more? New York Metro AM needs GM with strong sales background. Salary package includes equity opportunity. Radio, P.O. Box 227, N.Y., N.Y. 10163.

### Help Wanted Technical

#### CONSULTING ENGINEER

**Hammett & Edison, Inc.,** a leading consulting engineering firm specializing in engineering for the radio and television broadcasting industry, has an opening for a senior engineer. Our work involves broadcast systems design, FCC applications, and forensic engineering, including some field work and travel. A bachelor's degree is required; advanced degrees are desirable, as is broadcasting industry experience. Professional engineering registration is essential but can be obtained later. Our West Coast location is close to beautiful, exciting San Francisco and the technology center of Silicon Valley. If you are interested in this career opportunity in a challenging field with a firm known for 36 years of engineering excellence, please reply in writing with your resume to:

Robert L. Hammett  
Hammett & Edison, Inc.  
Consulting Engineers  
Box 280068  
San Francisco, CA 94128





## Situations Wanted Management

### GENERAL MANAGER

The station I manage in Daytona Beach just sold for a 2 million dollar profit in less than 2 years. I can do the same for you. Looking for equity/partnership.

Jim Davis 904-672-9210

## TELEVISION

### Help Wanted Management

#### ENGINEER

Join dynamic management team in position responsible for all technical operations in New York bureau of a worldwide television news agency -- candidates must have knowledge of equipment purchases and upgrades; domestic and international satellite coordination and booking, computers, supervision of contract maintenance engineers and first line ENG maintenance. Salary commensurate with experience. Send salary requirements and resumes to:

WHD - WTN  
1995 Broadway - 10th Floor  
New York, New York 10023

### "SEEKING SEASONED PROMOTION PRO FOR SOUTHERN CALIFORNIA."

Major network affiliate in southern California has an opening for the Manager of Promotion and Marketing. At least five years of medium and/or major market television management in advertising and promotion required. Solid working knowledge of Electronic Graphics technology. Strong producing and writing skills. Contact: Box J-56  
An Equal Opportunity Employer.

## Help Wanted Technical



### TV Chief Engineer

Chief Engineer for UHF public TV station in Southern California. Current signal pattern covers most of the Los Angeles market. New RCA TTU-55C transmitter with 1.3 million watts ERP. Licensed to the San Bernardino Community College District. Will supervise maintenance and MCR staff. Must have 45 semester units of electronics and at least 2 years as a broadcast Chief Engineer with extensive experience in repair, maintenance, installation, and design of telecommunications equipment and on-air broadcasting equipment including transmitters. Salary range is \$35,916 to \$42,588, with excellent family medical, dental and employee life insurance benefits. AAEOE

Applications must be postmarked by  
July 13, 1988. Apply to:

Patricia Mollica, Personnel Director  
KVCR-TV/FM  
633 North "E" Street  
San Bernardino, CA 92410  
714/387-4288

### MAINTENANCE ENGINEER

Top notch maintenance technician at Miami's # 1 network affiliate. Requires self-starter with considerable experience maintaining state-of-the-art studio equipment. Send resume to Barry Taylor WPLG-TV 3900 Biscayne Blvd Miami FL 33137

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## Help Wanted Programing Production & Others

### ON-AIR PROMOTION

#### Director/Producer

Exceptionally Creative Individual needed to Direct/Produce TV News, Sports, Entertainment and Station Image Promotions. Responsibilities will include graphic design and development of Station's on-air look.

#### Requirements:

- 3 years experience in Major Market
- Hands-on expertise with Grass Valley 300 Switcher and ADO
- Innovative, Highly Motivated, Team Player

#### Resumes and tapes to:

DONNA HARRIS  
WFLD-TV  
205 N. Michigan Ave.  
Chicago, IL 60601

An Equal Opportunity Employer



## Situations Wanted News

### ANCHOR

Successful, O.D.A.T. anchorman wishes to work for understanding news director. Proven track record. No challenge too large. Inquiries to: Anchor, c/o Rich, 13 High Point Dr. E.B., Bullard, TX 75757.

## ALLIED FIELDS

## Help Wanted Technical

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Teleproduction facility located in Boston area has immediate opening for skilled, experienced maintenance engineer. This hands-on position requires expertise in maintenance of studio, duplication, and satellite uplink facilities. Equipment includes: studio cameras, 3/4", 1/2", 1", associated switching and routing equipment along with co-located satellite uplink equipment. Ability to work in time-urgent, client-driven environment. Excellent salary and benefits package.

Call Linda Mogianesi at 617-329-4080 or send resume to:

Videocom Inc.  
502 Sprague Street  
Dedham, Massachusetts 02026  
EQUAL OPPORTUNITY EMPLOYER

#### Blind Box Responses

### BOX ???

c/o Broadcasting Magazine  
1705 DeSales St., NW  
Washington, DC 20036

(No tapes accepted)

## Grass Valley Group®

### Design/Sales Engineers

As a world leader in television production switchers and terminal equipment, The Grass Valley Group has several exciting opportunities for Design and Sales Engineers. Responsible for conceptualization and implementation or sales of products for the expanding market of broadcast and professional video and audio.

### Senior Electronic Product Design Engineer

Your experience with both analog and digital video signal processing circuit design and proven leadership of product development, from definition to volume manufacturing will be key. BSEE/MSEE plus 5-10 years video-related product development background essential.

### ASIC Design Engineer

The duties of this position include the design of ASIC's in the development and support of digital video editing and switching products. The design and support work will be done by a team of engineers that set the specifications, do the design, verify its performance and test the circuits. Vendor management is also an important responsibility.

The requirements of the position include 5-7 years of ASIC design experience, preferably on digital signal processing/image processing circuits. CAE experience is required. A BSEE is also required, with a MSEE preferred. Preference will be given to candidates that have done ASIC design on high-end digital editor/production equipment.

### Product Marketing Manager

If you are a high achiever with excellent communication skills, we need you to be responsible for new product development, product line management, and strategic market planning. The successful candidate will have a BSEE or equivalent with 1-3 years product management experience in the video industry.

### Senior Sales Engineer

Looking for an individual with strong technical background in television theory and familiarity with broadcast systems and signal processing equipment.

The duties of this position provides technical interface between field sales, customers, distributors, to support and coordinate company sales and marketing efforts. AAET or equivalent. Position is located in New Jersey.

Send resume to: The Grass Valley Group, Inc., P.O. Box 1114, COR22, Grass Valley, CA 95945. An Equal Opportunity Employer M/F/H/V

A TEKTRONIX COMPANY

## Help Wanted Technical Continued

## Public Notices

## Business Opportunities

Microspace Communications Corporation, the leading provider of Ku-band data and audio services, seeks a Satellite Systems Engineer. The ideal applicant will have a background in Satellite Transmission, with supporting skills in broadcast audio. Excellent benefits, profit sharing. Send resume in confidence to:

Microspace Communications  
Human Resources Dept.  
P.O. Box 12800, Raleigh, NC 27605  
An Equal Opportunity Employer

The Board of Directors of National Public Radio will meet in open session on Thursday, July 14, 1988, beginning at 9:30 a.m. in the Board Room of National Public Radio, 2025 M Street, N.W., Washington, D.C. The Committees will meet on July 13 at the same location. Subject to amendment, the agenda includes: Chair's Report, President's Report, and Committee reports.

The Distribution/Interconnection Committee of the National Public Radio Board of Directors will meet in open session on Monday, June 27, 1988, at 9:00 a.m. in the Board Room of National Public Radio, 2025 M Street, N.W., Washington, D.C. Subject to amendment, the agenda includes: Discussion of FY 1989 Rate and Fee Setting, Discussion and Review of FY 1988 D/I Fee Policy Changes.

### MILWAUKEE SCA CHANNELS FOR LEASE

Class B Milwaukee FM station. Excellent coverage of Milwaukee metro and beyond. Two SCA channels available immediately. Long term lease available. Call Dave Edwards, 414-229-4664.

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A PARTNERSHIP DISSOLVEMENT IS MAKING AVAILABLE AN ATTRACTIVE AM RADIO STATION IN SAN LUIS OBISPO, ONE OF THE MOST DESIRABLE PACIFIC COAST COMMUNITIES.

FORMERLY OFFERED AT \$600K, THE STATION WILL BE SOLD ON A SEALED-BID AUCTION BASIS. BIDS WILL BE OPENED MONDAY, JUNE 27, 1988 AFTER A WEEKEND OPEN HOUSE JUNE 25-26.

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## Help Wanted News

### NEWSCASTER

Dow Jones Voice Information Services is seeking an announcer for its Princeton, NJ based news and information service.

Responsibilities include announcing of hard news and feature programming and editing and rewriting of financial news. Requirements include several years of professional broadcast experience, in addition to a Bachelor's degree.

This position offers a competitive salary and excellent benefits along with the opportunity to become part of a team in one of America's "Most Admired Corporations". If interested, please submit a resume and cassette in confidence along with salary expectations to:

Assistant Employee Relations Manager  
Department NC

**Dow Jones & Co., Inc.**

P.O. Box 300

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A start-up just beginning cash flow.

Excellent facility in a \$13 million Southwest market.

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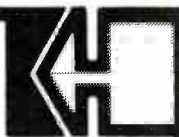
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Expert Financial Services Available.

## For Sale Stations Continued

### KOZACKO HORTON COMPANY



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- Several 100,000 watt stations and many AM/FM combos nationwide.



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Class C1 FM in medium market. Partnership dispute. Must sell immediately. \$650,000 with some terms. Turnaround. Principals only. Respond Box J-63.

#### FOR SALE WCLD, WCLD-FM COMBO P.O. BOX 780 CLEVELAND, MS. 38732 601-843-4091

#### NETWORK AFFILIATE \$2.5 MILLION

Texas Small to Medium Market  
**NORMAN FISCHER & ASSOCIATES, INC.**  
1209 Parkway; Austin, TX 78703  
512-476-9457

#### For Sale.

In North Florida Hunting and Fishing area, 1,000 watt daytimer with post sunrise and post sunset.....Terms.  
904-584-9565 after 6 P.M.

#### FORT LAUDERDALE, FL

Equity position available in new TV station. \$600K-\$1MM, with \$100K min. investment. Station under construction. Serious principals only with financial qualifications first letter. Box J-53

#### South West

Small market class A with 50KW CP. Regional signal will cover over 120,000, including prosperous, recession proof city with very limited competition. New facilities, great programming, reare opportunity. Must sacrifice. \$425,000, \$200,000 down. 806-793-5741 - leave message.

## For Sale Stations Continued



*Southwest Station  
Remarkable Buy*

One of only five FM stations in a top 10 fastest-growing market. A great opportunity to realize significant cash flow in a short period of time. Perfect buy for the turnaround operator. Last station sold in this market brought \$2,800,000.

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Covers large  
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for  
ownership?*

- Inventory of AM and FM stations, small to mid-size communities.
  - Most have cash flow to support owner + debt retirement; others need turnaround.
- Call now if you are a seasoned, credit-worthy operator. Stations are priced right and will move quickly.

Call Grady Porter, 713 777-2552.



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& Company**  
MEDIA BROKERS

## BROADCASTING'S CLASSIFIED RATES

All orders to place classified ads & all correspondence pertaining to this section should be sent to: BROADCASTING, Classified Department, 1705 DeSales St., N.W., Washington, DC 20036.

**Payable in advance.** Check, or money order only. Full & correct payment MUST accompany ALL orders. All orders must be in writing.

**Deadline** is Monday at noon Eastern Time for the following Monday's issue. Earlier deadlines apply for issues published during a week containing a legal holiday, and a special notice announcing the earlier deadline will be published above this ratecard. Orders, changes, and/or cancellations must be submitted in writing. NO TELEPHONE ORDERS, CHANGES, AND/OR CANCELLATIONS WILL BE ACCEPTED.

When placing an ad, indicate the EXACT category desired: Television, Radio or Allied Fields; Help Wanted or Situations Wanted: Management, Sales News, etc. If this information is omitted, we will determine the appropriate category according to the copy. NO make goods will be run if all information is not included. No personal ads.

**Rates:** Classified listings (non-display). Per issue: Help Wanted: \$1.00 per word, \$18.00 weekly minimum. Situations Wanted: 60¢ per word, \$9.00 weekly minimum. All other classifications: \$1.10 per word, \$18.00 weekly minimum.

**Rates:** Classified display (minimum 1 inch, upward in half inch increments), per issue: Help Wanted: \$80 per inch. Situations Wanted: \$50 per inch. All other classifications: \$100 per inch.

For Sale Stations, Wanted To Buy Stations, Public Notice & Business Opportunities advertising require display space. Agency commission only on display space.

**Blind Box Service:** (In addition to basic advertising costs) Situations Wanted: \$4.00 per issue. All other classifications: \$7.00 per issue. The charge for the blind box service applies to advertisers running listings and display ads. Each advertisement must have a separate box number. BROADCASTING will not forward tapes, transcripts, writing samples, or other oversized materials; such materials are returned to sender.

Replies to ads with Blind Box numbers should be addressed to: (Box number), c/o BROADCASTING, 1705 DeSales St., N.W., Washington, DC 20036.

**Word count:** Count each abbreviation, initial, single figure or group of figures or letters as one word each. Symbols such as 35mm, COD, PD, etc. count as one word each. Phone number with area code or zip code count as one word each.

The publisher is not responsible for errors in printing due to illegible copy—all copy must be clearly typed or printed. Any and all errors must be reported to the classified advertising department within 7 days of publication date. No credits or make goods will be made on errors which do not materially affect the advertisement.

Publisher reserves the right to alter classified copy to conform with the provisions of Title VII of the Civil Rights Act of 1964, as amended. Publisher reserves the right to abbreviate, alter, or reject any copy.



# Fates & Fortunes

## Media

**Luis Torres-Bohl**, director of international sales, Turner Programming, Canada and Caribbean, joins C4 Media Cable Inc., Vienna, Va., cable MSO, as VP, international business.

Appointments at Jones Spacelink, Ltd., Englewood, Colo.-based MSO: **Glenn Jones**, chairman and chief executive officer, reassumes position of president, replacing **Bruce Armstrong**, who has resigned; **Gregory Lip-tak**, president, Jones Intercable, adds duties of president, Jones Spacelink, Ltd.; **Ruth Warren**, fund VP, Jones Intercable, Inc., to same capacity, Jones Spacelink, Ltd.

**Ricardo Alvarez del Castillo**, general manager, KLAT(AM) Houston, Tex., joins Tichenor Spanish Radio, Harlingen, Tex., as corporate VP, operations.

**Gerard Petry**, director, production finance, NBC Productions, New York, named VP, finance.

**Donald Carter**, executive VP, Ackerley Communications Inc., Seattle-based station group, named president.

**Robert Neil**, station manager, WSB-AM-FM, Atlanta, joins WWBA(FM), St. Petersburg, Fla., as VP and general manager.

**Michael Horn**, VP, radio, Guy Gannett Broadcasting, Portland, Me., joins WPKM-FM Portland, as VP and general manager.

**Dennis Williamson**, VP and general manager, KREM-TV Spokane, Wash., joins KGW-TV Portland, Ore., as VP and general manager.

**Jim Topping**, news director, KTRK-TV Houston, joins KGO-TV San Francisco, as president and general manager.

**Jim Freeman**, VP and assistant to general manager, WSBT-TV South Bend, Ind., named station manager.

**Roger Jon Hyman**, coordinator, affiliate relations, NBC, West Coast, named special services manager, affiliate relations/services.

**Rosalie Traficante**, manager of accounting, WMAL(AM)-WRQX-FM Washington, named business manager.



Susnjara



Wax



Mack

Management reorganization at Saatchi & Saatchi DFS: **Gary Susnjara**, chairman, co-chief executive officer, Saatchi & Saatchi DFS Compton, New York, to president, chief executive officer, Saatchi & Saatchi DFS Inc., North America; **Edward Wax**, president, co-chief executive officer, Saatchi & Saatchi DFS Compton, New York, to chairman and chief executive officer; **Joseph Mack**, vice chairman, co-chief operating officer, Saatchi & Saatchi DFS Compton, New York, to president and chief operating officer.

Appointments at Young & Rubicam, New York: **John Mezzina**, associate creative director, **Janet Galchick**, consumer insights director, **Helen Earnshaw**, associate research director, and **Susan Wurtzel**, associate research director, to senior VP's; **Robert McDuffey**, **Steven Warren**, **Andrew Landorf** and **Herbert Swain Jr.**, creative services, to VP's; **Ellen Hyde**, **John Morris**, **Claudia Rose** and **Edward Binder**, account supervisors, to VP's.

Appointments at DMB&B Inc., St. Louis: **William Miller**, account supervisor, to VP; **Robert Bruekner**, VP/senior copywriter, to associate creative director; **Sandra Greenberg** and **Edward Sylvia**, senior copywriters, to associate creative directors.

**Robert Davies**, VP, account director, HDM Dawson, Johns & Black, Chicago, joins BBDO, Chicago, as account supervisor.

Appointments at BBDO, New York: **Peter Harrington**, negotiator, to manager, network radio; **Judy Kenny**, network buyer, to network supervisor; **Janine Zonin**, network buyer, to network supervisor; **William Heath**, senior VP and management representative, to senior management representative. **Don Maurer**, VP, named management representative.

**Donald Robert**, research manager, blue sales research team, Katz American Television, New York, adds duties of associate director of research.

**Sheri Cunningham**, account director, Western region, affiliate sales and marketing, MTV Networks, named account director, ad sales, Southwest region. **Karl Lewis**, account manager, ad sales, Nickelodeon, New York, named director, ad sales, MTV Networks, Detroit.

**Donna Vogt Johannes**, marketing and promotion manager, KTSP-TV Phoenix, joins Johannes Marketing Services, Phoenix as creative director.

Appointments at WSBT-TV South Bend, Ind.: **Jerry Black**, national sales manager, to director of research and development; **Tom Labuzienski**, account executive, to local sales manager; **Sarah Flynn**, account executive, to national sales manager; **Sharon McGovern**, television sales assistant, to account executive; **Mary Hansen**, sales secretary, to television sales assistant.

**Keith Bland**, local sales manager, WIFR-TV Rockford, Ill., named sales manager.

**Michael Balanky**, local sales manager, WFYV-(AM & FM) Jacksonville, Fla., named general sales manager.

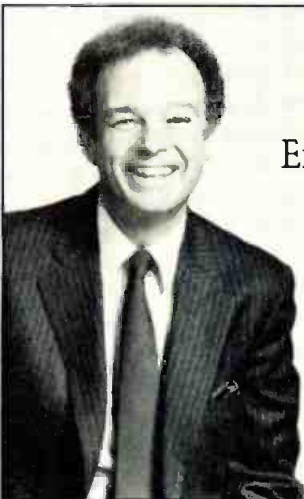
**Ann Russo**, junior producer, Wyse Advertising, Cleveland, named producer.

**Deborah D'Arcy**, sales staff, WLYH-TV Lancaster, Pa., joins Seltel, Philadelphia, as ac-

## Marketing

Appointments at DDB Needham Worldwide: **Bob Scarpelli**, group creative director, Chicago, to senior VP; **Peter Kuntz**, account supervisor, Chicago, to VP; **Mark Abrams**, **Paul Katzka**, **Peter le Comte** and **Darryl Lindberg**, management supervisors, to senior VP's, New York; **Daniel Brooks** and **Marcia Lusk**, copywriters, to VP's, New York; **Amy Levitan** and **Shony Rivnay**, art directors, to VP's, New York.

**Mimi Rossell Wolfe**, account executive, Bruce J. Bloom Inc., New York, named VP, account service.



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count executive.

**Lori Tweed**, VP, broadcast manager, Campbell-Mithun, Minneapolis, joins Ruhr/Paragon there as broadcast supervisor.

**Mary Ann Terlinden**, senior media planner, Fahlgren & Swink, Cincinnati, named media director.

**Jeff Davis**, sales manager, WOJY(FM) High Point, N.C., joins WKKX(FM) St. Louis as local sales manager.

**Robert Asbell**, account executive, WTIC-TV Hartford, Conn., joins WMTW-TV Auburn, Me., in same capacity.

**Jeffrey Edwards**, sales manager, WFMK(FM) Lansing, Mich., joins Major Market Radio Sales, New York, as account executive.

**Trisha McGuire**, account executive, KSRF(FM) Santa Monica, Calif., joins Hillier, Newmark, Wechsler & Howard, Los Angeles, in same capacity.

**Carol L. Peter**, media director, Lauerer Markin Gibbs Inc., joins WTOL-TV Toledo, Ohio, as account executive.

**Bob Shickler**, account executive, *The Christian Science Monitor*, joins KIEV(AM) Glendale, Calif., in same capacity.

**Ingrid Hubler**, from noncommercial WHYI-TV Wilmington, Del., joins All American Television, New York, as advertiser sales assistant.

**Jim O'Donnell**, account executive, KAER(FM) Sacramento, Calif., joins KRBK-TV there in same capacity.

Appointments, TeleRep: **Joe Antelo**, team

manager, MMT Sales, Chicago, to account executive, cougars sales team; **Patty Golden**, account executive, cougar team, to sales manager, jaguar team; **Susan Bielman**, account executive, KPIX(TV) San Francisco, to San Francisco office as account executive.

**Bret Graham**, account executive, KIRO Television Sales, Seattle, named senior account executive.

Appointments, WITN-TV Washington, N.C.: **Ed Cole**, copywriter, to creative services photographer/editor/producer; **Karan Koch**, account executive, The Michelson Co., Augusta, Ga., to account executive.

**John Makla**, account executive, WATL-TV Atlanta, joins Petry Television there as account executive.

**Deborah Gunn**, account executive, Ventura Associates, joins Flair Communications Agency Inc., New York, in same capacity.

**Julie Hecht**, buyer, Scali, McCabe, Sloves, New York, joins Torbet Radio there as account executive. **Gabrielle Palmer**, sales assistant, Torbet Radio, named account executive.

## Programing

**Liz Nealon**, executive producer for MTV Europe, named VP, international, MTV.

**Robert Allen**, manager of media productions, Walt Disney World, Lake Buena Vista, Fla., named director of film and television productions.



Kramer

**Lloyd Kramer**, producer/reporter, WNBC-TV New York, joins Harpo Inc., New York, as head of prime time and film development. Harpo Inc. is Oprah Winfrey's Chicago-based production company.

**Kenneth Lowe**, general manager, radio, Scripps Howard

Broadcasting, Cincinnati, adds duties of assistant to president.

**David Condliffe**, associate, communications group, Debevoise & Plimpton, New York, joins Children's Television Network, New York, as VP and general counsel.

**Helen Ricketts**, director of special projects and station relations, Paramount Television, domestic distribution division, joins Buena Vista Television, Burbank, Calif., as director of planning and administration.

**Nicholas Schiavone**, VP, radio research, NBC, New York, named VP, network sales research.

**Ron Breitstein**, research manager, Samuel Goldwyn Television, Los Angeles, named director of research.

**Michael Daniels**, manager of human resources, Warner Cable, Dublin, Ohio, named senior director of human resource development.

**Charisse McGhee**, associate, drama programs department, NBC, New York, named manager, drama programs.

**Jim Lutton**, program manager, WFSB-TV Hartford, Conn., joins KPIX(TV) San Francisco in same capacity.

**John McCrae**, music director, KRQR(FM) San Francisco, assumes additional duties as assistant program director.

**Renee Aiken**, programing assistant, WLOS(TV) Asheville, N.C., to community development director.

**Scott Mackay**, from WTIC-FM Hartford, Conn., joins MJI Broadcasting, New York, as producer, *Direct Hits*.

**Kevin Harris**, head of programing, WPSX-TV University Park, Pa., named director, programing and production.

**Chris Rovtar**, sales executive, MCA TV, New York, to central region manager, first-run programing, Chicago.

**Kevin Myron**, master control producer, WBZ(AM) Boston, named talk show producer.

**Terrance Conway**, from KYW-TV Philadelphia, joins co-owned WBZ as master control producer.

**Lisa Rigg**, traffic director and air personality, WMPX(AM)-WMRX(FM) Midland, Mich., named operations manager.

**Jim Leven**, from WWFX(FM) Belfast, Me., joins WAQY(FM) Springfield, Mass., as program director. **Scott Legere**, from WZTA(FM) Miami Beach, joins WAQY as morning air personality.

**Rob Poulin**, afternoon drive personality, WXXX-FM South Burlington, Vt., joins WNSN-

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FM South Bend, Ind., as morning drive personality.

## News and Public Affairs



Robertson

**Annetta Robertson**, assistant manager and director of systems and operations, *The Christian Science Monitor*, named general manager, Monitor's newly formed broadcast publications group, overseeing all of company's radio and television operations.

**Tom Farmer**, CNN producer and writer, Washington, named supervising producer, weekend coverage.

**David Kogan**, BBC editor of the day, *Breakfast Time*, joins Visnews, London, as managing editor for Europe, Middle East and Africa.

**Steve Pulus**, executive producer, political coverage, WCBSTV New York, named assistant news director.

**Dale Harrison**, radio producer, noncommercial KWSU(AM), KRFA-FM and KFAE-FM Pullman, Wash., named news director. **Margaret Kreidler**, news director, KRPL(AM)-KZFN-FM Moscow, Idaho, joins KWSU(AM), KRFA-FM and KFAE-FM as *Morning Edition* news editor/reporter.

**Vohn Jones**, producer, KETV(TV) Omaha, joins WDAF-TV Kansas City, Kan., as weekend producer.

**Steve Kurrent**, newscast director, WBNS-TV Columbus, Ohio, joins KTVI-TV St. Louis as newscast director.

**John Turell**, news director, WTEN-TV Albany,

N.Y., joins WMAR-TV Baltimore as managing editor.

**Bill Patrick**, sports anchor and reporter, WFSB-TV Hartford, Conn., joins ESPN SportsCenter, Bristol, Conn., in mid-August as anchor.

Appointments at WPCQ-TV Charlotte, N.C.: **Mike Reardon**, director/producer, Turner Broadcasting Sports, to director; **Mac Thompson**, producer, WCBF-TV Charleston, S.C., to executive producer; **Bob Ormseth**, anchor, KJEO(TV) Fresno, Calif., to producer; **Roger Mellen**, assignment editor, WJBK-TV Detroit, to producer; **Kurt Lee**, reporter/weekend weather person, WBRZ-TV Baton Rouge, to reporter; **Mary Shalvarjian**, reporter, KMOV-TV St. Louis, to reporter; **Dave Stanley**, anchor/reporter, WCBF-TV Charleston, S.C., to reporter; **Doug Stacker**, photographer, WBTB(TV) Charlotte, N.C., to chief photographer; **Russell Bradley**, photographer, WCBF-TV Charleston, S.C.; **Marcie Donovan**, photographer, KTTV-TV Los Angeles; **Curtis High**, WMDT-TV Salisbury, Md.; **Chuck Lampe**, photographer, WBRZ-TV Baton Rouge; **Kevin Wardlaw**, photographer, WWAY-TV Wilmington, N.C., to photographers.

**Christi Ball**, from 5 p.m. and 11 p.m. producer, KCPM-TV Chico, Calif., joins KSBW-TV Salinas, Calif., as 11 p.m. producer. **Jon Anderson**, from KTVN-TV Reno, joins KSBW-TV as photographer.

**Charles Stewart**, evening news producer, WGGB-TV Springfield, Mass., joins KOVR-TV Stockton, Calif., as 5 p.m. news producer. **Keith Oppenheim**, nightside general assignment reporter, joins KOVR-TV in same position.

**Carol McClain**, news producer, WRCB-TV Chattanooga, joins WSPA-TV Spartanburg, S.C., as producer of 6 p.m. newscast. **C. Batt Humphreys**, executive news producer, WSAV-TV Savannah, Ga., joins WSPA-TV as producer of 11 p.m. newscast.

**Keith Taylor**, weekend news producer-reporter, WTOG-TV Savannah, Ga., joins WLOS(TV) Asheville, N.C., as weekend sports anchor-reporter.

**Joni Baluh**, reporter, Associated Press, Richmond, Va., to same position, AP Broadcast News Center, Washington.

**Julie Carey**, from WTHR-TV Indianapolis, joins KSDK-TV St. Louis as reporter.

**Erin Welch**, reporter, WTWO-TV Terre Haute, Ind., joins WANE-TV Fort Wayne, Ind., as reporter. **Rosanne Butler**, from WCTV(TV) Tallahassee, Fla., joins WANE-TV as reporter.

**Dorothy Lucey**, general assignment reporter, WABC-TV New York, joins KCBS-TV Los Angeles as life-style reporter.

**Dan Barber**, anchor, reporter, producer, KMIZ(TV) Columbia, Mo., joins KOLR(TV) Springfield, Mo., as general assignment reporter. **Janet Moeller**, student, Southwest Missouri State University, joins KOLR as part-time news photographer.

## Technology

**Alfred Resnick**, director of engineering, Capital Cities/ABC Radio, New York, named VP, director of engineering.

**Thomas McKinney**, senior VP, Tempo Television Inc., Tulsa, Okla., adds chief operating officer responsibilities.

**Hal Reynolds**, chief engineer, KSEE-TV Fresno,

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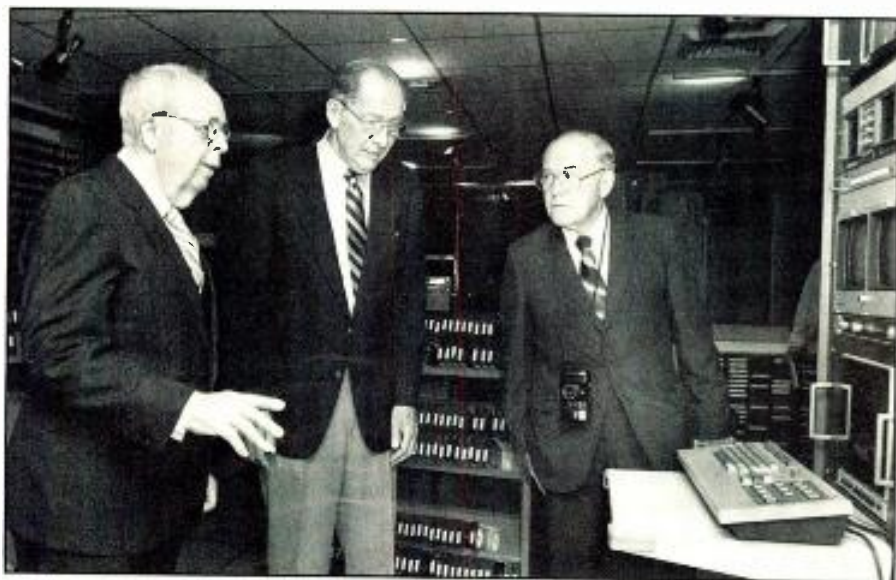
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**Farewell.** Veteran audio engineer Lamar Allison was given a send-off Friday, June 10, by colleagues at Gannett-owned WUSA(TV) Washington. Lamar, 70, was retiring after 43 years' combined service with the CBS affiliate (under various owners and call signs) and its formerly co-owned WTOP(AM). Shown above are (l-r) Allison explaining Beta cart system to former station colleague Lou Shollenberger and to Lamar's brother, Hampton.

no, Calif., joins National Teleconsultants, Inc., broadcast systems engineering design firm, Glendale, Calif., as project engineer.

**Jim Corollo**, chief engineer, WGN(AM) Chicago, named manager of engineering.

**Lamar Allison**, 70, audio engineer, WUSA(TV) Washington, retired after 43 years with the station.

## Promotion and PR

**Michael Capes**, director, public affairs, Lifetime, New York, named director, press relations. **Meredith Wagner**, manager, public affairs, Lifetime, named director, public affairs.

**Lee Armati**, director, public relations, Meredith Corp., Des Moines, Iowa, named VP, corporate relations.

Appointments at Showtime/The Movie Channel: **Nora Ryan**, in consumer marketing, and **Ann Plunkett**, creative services, from VP's to senior VP's; **Sharon Twersky**, law clerk, Ginsburg, Greene & Hirsch, Washington, to manager, industry public relations; **Denise Melenack**, manager, program promotion, to director, program promotion; **Barbara Lowell**, supervisor, public relations, to manager, program guides/publicity; **Tom Christie**, VP, business development, 21st Century Envelope, to director, business development; **Cathy Lewis**, acquisitions, to publicist, West Coast public relations.

**Mary Churchill**, VP, director of corporate affairs, Grey Advertising, joins J. Walter Thompson, New York, as senior VP, director of worldwide communications. **Cathy Taylor**, public relations manager, Saatchi & Saatchi DFS Compton, New York, joins J. Walter Thompson as assistant director of corporate communication.

**Lynn Lazaroff**, creative services director, KPIX-TV San Francisco, joins Tribune Entertainment Co., Chicago, as director, creative services, *Geraldo*.

**Sharon Fratello**, music coordinator, Jeff Pollack Communications Inc., Pacific Palisades, Calif., named promotion director.

**Emily Barr**, manager of advertising and promotion, KHOU-TV Houston, named director of creative services. **Kirk Dalton**, artist, KHOU-TV, named graphic designer.

**Frances Heaney**, art director, Headline News, Turner Broadcasting System, Atlanta, named director of creative services for Turner Network Television.

**Jeff Fish**, promotion writer-producer, WOTV(TV) Grand Rapids, Mich., joins WDIV(TV) Detroit in same capacity.

**Philip Parsons**, senior producer, Amway Corp., Ada, Mich., joins WWMT(TV) Kalamazoo, Mich., as promotion manager.

**Joy Ross Scarbrough**, promotion manager, WXTX-TV Columbus, Ga., joins KJTM-TV Little Rock, Ark., as director of advertising and promotion.

**Joanne Watts**, account coordinator, Burston-

Marsteller, Los Angeles, joins Lee Bailey Communications there as public relations/promotions coordinator.

## Allied Fields

**Marc Morgenstern**, assistant news director, WCBS-TV New York, joins Hilton/Sucherman Productions, New York, as executive, VP.

**Harrison Klein**, senior engineer, Hammett & Edison Inc., San Francisco, has been elected to the board of directors.



Stem

**Al Stem**, general manager, SCS Radio Network Services, named VP and general manager.

**Timothy Menowsky**, VP Greenwood Performance Systems, Tulsa, Okla., joins Communications Equity Associates, Washington, as VP, radio division. **Davis**

**Fisher**, president and owner, Veritas Corp., Nashville, joins Communication Equity Associates, Tampa, Fla., as VP and general counsel.

**John Hartley**, chairman and chief executive, Harris Corp., Melbourne, Fla., appointed member of President's National Telecommunications Advisory Committee.

**Ronald Quarataro**, director of business planning and analysis, RKO General, New York, joins Arbitron's Radio TV Reports Inc. there as director of administration and planning.

**Brenda Marion**, marketing manager, Antonelli Media Training Center, New York, named associate television time sales instructor.

## Deaths

**George R. Brown**, 79, former VP, news, RKO General, died June 14 of cancer at his home in Rockville Centre, Long Island. Brown edited and wrote for several newspapers and Associated Press before he began broadcasting career. In 1944 he joined WOR(AM) New York as writer and later became editor. From 1956 until his retirement in 1974, he served as director of news at WOR and in later years as VP and director of news and VP, RKO General. He is survived by his wife, Emily, one daughter and one son.



Walsh

**J. Dolan Walsh**, 63, former advertising executive, D'Arcy Masius Benton & Bowles, St. Louis, died June 5 of lung cancer at St. Mary's Hospital in Clayton. Walsh, who retired from DMB&B in 1986, spent most of his 36-year career managing broadcast

sports activities for agency's Anheuser-Busch account. He is survived by his wife, Lillian and one daughter.



**ABC's new line-up.** The ABC-TV affiliates elected a new board of governors at their annual meeting in Los Angeles (BROADCASTING, June 13). The new slate (front row, l-r): Gilbert Lefkovich, WGBB-TV Springfield, Mass.; Clyde Payne, WPKO-TV Bowling Green, Ky.; Dave Lane, WFAA-TV Dallas; John Behnke, KOMO-TV Seattle; Greg Stone, WSOC-TV, (back row, l-r) Harry Hoth, KRDO-TV Colorado Springs; Bob Regalbuto, KSTP-TV St. Paul; Peter Desnoes, WVUE-TV New Orleans; Ed Zuinn, KGTV San Diego; John Carpenter, KETV Omaha.



## John Hendricks and the age of Discovery

Things seem to be getting easier for John Hendricks, chairman and chief executive officer of The Discovery Channel. His work schedule is often only 10 hours a day and, despite an inability to go skiing or fishing as much as he would like, he does find time to play tennis.

Add to this the fact that three years after its launch June 17, 1985, the cable service he created to provide documentary-entertainment programming has grown to almost 32 million subscribers—with plans to make it available internationally—and it is understandable he would say he has found "the perfect job." Says Hendricks from his Landover, Md., office: "Every month that goes by [there are] more subscribers, more things happening...It's an exciting place to be."

With 18 hours a day to fill with documentaries, Discovery has reached worldwide for its programming, with about 50% of it coming from outside the U.S. It has shown specials on sharks and other predatory animals ("If an animal can eat you, the ratings just soar," he says); looked at the Falklands War; the spice trade, and AIDS.

It recently completed its first major co-production with the BBC and, during the Reagan-Gorbachev summit in Moscow, TDC aired substantial portions of the Soviet nightly newscast, *Vremya*, providing American viewers with what Soviet citizens were told about the historic meeting. All under the documentary heading. For Hendricks, 36, it was a niche for which seeds were planted long before bearing fruit in the summer of '88.

Born in a small town in the mountains of West Virginia, Hendricks grew up in Huntsville, Ala. He attended the University of Alabama there and worked in the history department obtaining films for classes during his junior and senior years. After graduating in 1973, Hendricks remained at the university as director of community and government relations and traveling frequently to Washington to raise federal money for the school.

In December 1974, Hendricks joined the University of Maryland as director of corporate and foundation relations. He wrote proposals, raised grant money and met with corporate and foundation executives. The experience helped him "a great deal" later on, he says, when it came time to raise money for TDC.

While there, Hendricks took advantage of a flexible university policy that permitted faculty and staff to consult one day a week. It proved lucrative. "In one day through consulting you could almost equal your salary at the university"—so in 1979 Hendricks consulted full time, having formed the American Association of University Consultants in 1976.



JOHN SAMUEL HENDRICKS—chairman and chief executive officer, Cable Educational Network Inc., which owns and operates The Discovery Channel, Landover, Md.; b. March 29, 1952, Matewan, W.Va.; BA, history, University of Alabama, Huntsville, 1973; director of community and governmental relations, University of Alabama, Huntsville, 1973-74; director of corporate relations, University of Maryland, 1974-80; founder and president, American Association of University Consultants, 1976-82; The Discovery Channel launches June 17, 1985; present position since 1982; m. Maureen Donohue, Jan. 10, 1981; children: Elizabeth, 5; Andrew, 3.

In 1982, he recalls, one of his clients had done some documentary programming and thought there might be a market for it in educational institutions. That jogged Hendricks's memory of his days acquiring films at the University of Alabama. He says he remembered looking at a film on the McCarthy era. "And I thought then: 'Why can't this kind of programming be on TV?'"

"So here I was again looking at how other people were marketing documentaries to schools and to colleges." It struck him, he says, that "some of these programs would be great for general audiences...There has got to be a market for this in the home. I would be a viewer." Hendricks became "obsessed" with the idea, he says with a laugh.

He began deciding what shape his idea would take and how it would be delivered into the home—by videotape or cable? "The more I researched it," he says, "it seemed just so logical that nonfiction documentary entertainment was a stand-alone niche [for cable TV]—as well-defined a niche as sports or news or others. And, fortunately, nobody had done it."

Hendricks wrote the business plan in 1983 for the Cable Educational Network Inc., the company that owns and operates

The Discovery Channel. As part of his research for it, he found that the Public Broadcasting Service's "top-rated shows of all time—24 of their top 25 programs—were all in the area of nonfiction specials." He says he knew if "we could get it together and go on 18 hours a day, then an audience would seek it out, because the audience is out there."

Hendricks found out prior to Discovery's launch that the going price for a satellite transponder was "something I wasn't going to finance from my savings account."

During its first year, about \$5 million came in from early investors—enough, he says, "to limp along and survive."

In June 1986 as TDC reached 7.5 million cable homes, four of the nation's largest cable MSO's—Tele-Communications Inc., United Cable Television Corp., Cox Cable Communications and Newhouse Broadcasting Corp.—signed on as partners and major affiliates of the then year-old Discovery Channel, providing badly needed capital and improving immeasurably TDC's chances of surviving as a cable programmer. As part of the same deal, Group W Satellite Communications and New York Life Insurance also increased their stakes. (The remaining ownership interests of the company are held by Hendricks, the New York investment firm of Allen & Co., members of management and some local investors.)

Asked of his vision of TDC for the future, Hendricks says the channel will continue to experiment with live, remote broadcasts from around the world and will move toward more "issue-development-type documentaries."

Additionally, Discovery is "aggressively pursuing establishing documentary networks overseas," Hendricks says. It already has a joint venture with Japan's Mitsubishi Corp. that will likely develop into a full-time channel within 24 months, and plans to do the same in Europe. TDC wants to do more original productions through co-production deals, and also explore the school market.

Hendricks also does not rule out launching another cable service. He has "some ideas"—which he declines to specify—left over from his research for Discovery. He says his company may "look at another channel opportunity within the next 12 months." Or, "if circumstances warrant, we may, in the future, acquire another channel."

The problem with starting another service, however, says Hendricks, is that he now knows the struggle involved. In retrospect, Hendricks says, "coming from outside the industry, you're not aware of just how difficult it is—and no one can tell you. It's naive confidence that allows you to take these extraordinary risks, because you don't know the complexities of the industry." How does he characterize the past three years? "It's been an adventure."

**United Artists and Pacific Telesis are reportedly working in concert on bid for Rogers Cable properties.** Parties would not comment on reports, except to say no agreement was in place. Pactel, as Bell operating company, would need waiver from Justice Department consent decree to own any cable system in country. If bid were successful, Rogers's southern California systems co-located with Pactel telephone systems would presumably have to be spun off. Although waiver process can be lengthy, BOC's have made other business agreements that were subject to favorable outcome of waiver request.

**"Blue ribbon" panel of FCC's Advanced Television Service Advisory Committee approved unanimously and without substantive changes draft interim report on terrestrial transmission of high-definition television and submitted it to FCC last week.** Among other things, report recommended adoption of HDTV system that can be broadcast terrestrially and reserving of UHF spectrum for that purpose (BROADCASTING, May 23).

Former American Cablesystems Corp. owner, **Stephen B. Dodge,**

## FCC definition of subscription TV upheld

*The FCC's determination that subscription television is not broadcasting in the legal sense was affirmed last week in a 2-1 decision of a panel of the U.S. Court of Appeals in Washington. The panel, by the same divided vote, also upheld the commission's ruling that an existing licensee's change from conventional to subscription broadcasting would not be considered a "major" change and therefore subject to petitions to deny from the public.*

*Both rulings were contained in a commission order adopted in 1987 that was a response to an earlier court decision. It overturned an FCC decision that DBS satellite lessees distributing broadcasting to individual homes were not contained in broadcasting. The court said the commission had departed from past rulings without "reasoned explanation."*

*The rulemaking leading to the conclusion that subscription service is not broadcasting provided the kind of reasoned decision-making required by the law, said Judge David Sentelle, writing for himself and Judge Kenneth Starr. At issue is the matter of intent. The commission had abandoned its previous content-based method of determining whether material was intended for broadcast. The replacement adopted by the commission and accepted by the panel's majority involves the programming services' use of transmission techniques preventing the reception of the programming by non-subscribers.*

*Under the new approach, Sentelle noted, "such signals as STV and DBS, being unreceivable without special antenna converters and/or decoding equipment supplied by the licensee or programmer, are now classified by the commission as 'point-to-multipoint' services rather than broadcasting."*

*In supporting the commission's ruling that a switch from free to pay programming is not "major," the panel's majority cited the commission's policy. The only television facilities modifications it regards as "major" are those involving frequency and city of license. "So the commission has, with apparent consistency, followed the reasoning that a change is 'major' only when it affects the interference potential of the station, the preclusive effect of the operation on other potential stations or the area served," Sentelle wrote.*

*A strong, 28-page dissenting statement was written by Chief Judge Patricia Wald. She said the commission's technological and economic justifications for the reclassification of broadcasting "are transparently inadequate," adding, "nothing requires this court to put its imprimatur on an agency's interpretation...that flies in the face of the act's purpose and intent."*

**is leading contender to buy RKO's WRKO(AM)-WROR(FM) Boston.** In letter submitted to FCC last week, RKO said it had reached "substantial agreement" in settlement of license renewal. RKO had deal with Professional Communications Partners last year for about \$26 million (BROADCASTING, June 15, 1987), but that settlement fell through. Under new agreement, RKO will withdraw its renewal application, all other applicants will withdraw, Professional Communications Partners will be granted FM and Commonwealth Broadcast Group, another competing applicant, wins AM. Those two will immediately transfer licenses to Atlantic Ventures L.P., principally owned by Dodge, **for \$28,323,750.** Of that total, RKO would receive about \$18 million, with rest split among competing applicants. According to RKO counsel, final agreement will be submitted in week or two. Dodge recently purchased first station, WNYR(AM)-WEZO(FM) Rochester, N.Y. ("Changing Hands," April 18).

**Calling FCC's survey of broadcasting and cable industries on must carry hopelessly flawed and "far too complex," NCTA President Jim Mooney said last week that trade association will conduct its own.**

At press briefing, Mooney said NCTA would hire big-eight accounting firm for job. Mooney has been highly critical of FCC survey. He sent letter to FCC Chairman Dennis Patrick complaining about survey questions and asking agency to start over (BROADCASTING, May 30). Mooney said he has received no response from Patrick. Despite criticism from cable and broadcasting trade associations, cable operators and broadcasters have been returning questionnaires in large numbers. FCC has collected some 3,000 so far. FCC's survey seeks information on number of broadcast signals that have been dropped since elimination of commission's cable carriage rules almost three years ago, whether broadcasters have had to pay for carriage and whether channels have been repositioned. FCC is conducting survey at request of Congress and has promised results by Sept. 1. Mooney would not promise to meet same deadline. On HDTV front, Mooney said **NCTA is thinking about joining NAB's HDTV test center,** but his association wants to get further along with its research and development efforts before committing. He said executive for cable's HDTV venture would be chosen soon. **NCTA may be looking to expand its joint effort with Motion Picture of America Association on satellite signal piracy,** Mooney indicated.

**FCC approved transfer to group of creditors of Grant Broadcasting's three stations:** WBFS-TV Miami, WGBS-TV Philadelphia and WGBO-TV Joliet, Ill. Following court approval of reorganization plan with Grant creditors, FCC renewed licenses of stations and waived cross-ownership restriction against one Grant creditor, MCA Inc., now owner of 10% of stations. MCA also owns WWOR-TV Secaucus, N.J., which overlaps Grant's Philadelphia station.

**Rupert Murdoch will not sell WFXV-TV Boston** as announced last April, **but will place station in irrevocable trust managed by former Massachusetts Senator Edward Brooke and former New York Governor Hugh Carey.** Filing last Friday (June 17) with FCC, station cited independent trust mechanism established in commission's 1984 attribution order. Murdoch had announced sale despite successfully overturning Kennedy-Hollings amendment forbidding waivers of TV-newspaper crossownership rule.

Responding to concerns of home satellite industry about rampant piracy of cable programming, **FCC Chairman Dennis Patrick has called on Justice Department to make enforcement of anti-piracy provisions of Communications Act higher priority.** To that end, Patrick, in June 7 letter to Attorney General Edwin Meese, made three proposals: 1) drafting of memorandum of understanding setting out roles of FCC, Justice and FBI in anti-piracy enforcement; 2) updating of instructions to FCC field agents and U.S. Attorney's Criminal Manual to reflect memo, and 3) joint FCC-Justice effort to persuade Congress to stiffen penalties for piracy. (In testimony before House Telecommunications Subcommittee last week, Larry Dunham, of General Instrument, manufacturer of Videocipher II scrambling system, said 42% of



## Congressional appropriating

*The Senate Appropriations Committee last week adopted a fiscal 1989 funding bill for the FCC. The measure was unchanged from the version approved by a subcommittee two weeks ago (BROADCASTING, June 13) and includes \$100.66 million for the agency as well as language extending current restrictions preventing the commission from tampering with its distress sale and tax certificate policies and preferences for women and minorities. A ban on VHF-UHF station swaps would also continue, and the legislation would prevent the FCC from relaxing its rules that prohibit common ownership of newspapers and TV stations in the same market. Report language expressing concern and requesting the FCC to modify its noncommercial FM translator rules was added. The budget package contains \$7.5 million for the establishment of a TV Marti service broadcasting to Cuba (see "Top of the Week").*

he 649,000 homes receiving scrambled cable programming from satellites are doing so without paying through use of illegally modified or pirate descramblers.)

**CBS's early retirement** program found additional participants last week, including **David Fuchs**, senior VP, corporate and broadcast affairs for CBS/Broadcast Group. Affiliate relations will use **Don Clancy**, VP, contracts and legal services.

**James Farley**, VP, news, NBC Radio Networks, has resigned, effective July 29. Concurrent with Farley's resignation was that of **Alan Walden**, senior correspondent, NBC Radio Network. Walden, 15-year NBC veteran, will become morning anchor at news/talk WBAL(AM) Baltimore. Those moves follow recent departure of Jack O'Rourke, sports director of NBC Radio Network, who was slated to be executive producer for network's upcoming summer Olympics coverage. Sports departments for Mutual Broadcasting and NBC Radio Network, both divisions of Westwood One, have been combined. Overseeing unit is Larry Michael, who carries title of sports director, Westwood One. On-air sports anchors for respective networks, however, remain separate. Replacements for Farley and Walden have not yet been named.

Advanced Television Test Center has tapped **Charles Rhodes**, principal research scientist at Philips Laboratories, as its chief scientist. Rhodes has been involved in development of high-definition television at Philips, which he joined in 1986. Prior to Philips, Rhodes held positions at Scientific-Atlanta, Tektronix and CBS's Columbia division.

Complying with 1986 White House directive, **FCC will institute drug testing**. According to Maureen Peratino, deputy director, office of public affairs, plan calls for random testing (urinalysis) of FCC officials who handle "sensitive" materials—those of division chief rank and above and some confidential assistants. Group includes commissioners. In addition, FCC will test persons selected for "sensitive" positions and employees involved in unexplained accidents causing significant personal injury or property damage. Also, it will be able to test employees if superiors have "reasonable" suspicion they are users. Those subject to random testing will be given 30-days notice. Program will not begin until January 1989 "at the earliest."

**Triax Communications Corp.**, Barrington, Ill.-based MSO, formed new partnership that announced eight purchases adding **105,350 subscribers** in deal capitalized with \$178 million from six institutional investors. Largest purchase was of Dowden Cable Partners, Atlanta-based MSO with 50,600 subscribers headed by

Thomas Dowden, which was handled by Communications Equity Associates. Triax chairman, Jim DeSorrento, said company also bought cluster of 24,000 subscribers from Vantage Cable TV, Des Moines, Iowa-based MSO owned by Jack Stephens. Triax rolled 24,000 Illinois subscribers into partnership and picked up another 5,300 subs in several smaller transactions. Daniels & Associates advised Triax in deal.

**Minnesota Senator Rudy Boschwitz**, chairman of Senate Republican Campaign Committee, wrote to FCC Chairman Dennis Patrick last week asking whether political broadcasting laws pertaining to lowest unit rate charges for advertising in campaigns are being enforced. Boschwitz alluded to reports that Senator Christopher Bond (R-Mo.) may have been charged higher rates in his 1986 election campaign than his Democratic opponent. Boschwitz also said Center for Responsive Politics is due to release report suggesting that "use of 'grid cards,' various levels of 'preemptibility' and other advertising rate practices have made it impossible for candidates to determine the lowest unit charge." He asked Patrick what measures FCC will take in current election season "to ensure broadcaster and cablecaster compliance with both the spirit and intent of the political broadcasting laws."

FCC Director of Public Affairs **John Kamp** told members of Iowa Broadcasters Association last week not to give ground on fairness doctrine in Congress to win support for other broadcast legislation. Question of whether doctrine is constitutional is now before courts. "How it will be decided, I don't know," he said. "But, for goodness sake, don't compromise your rights away on this issue now, after the case is made, and all the political lumps are taken, but before the verdict comes down. Stick it out."

House Telecommunications Subcommittee is not alone in its interest in development of **high-definition television**. House subcommittee on science, research and technology, chaired by Doug Walgren (D-Pa.), is convening hearing this Thursday (June 23) on "government's role in insuring that American companies become competitive" in HDTV market. At same time, Telecommunications Subcommittee is holding first of two summer hearings on HDTV (BROADCASTING, June 13). Testifying before science subcommittee: Congressman Mel Levine (D-Calif.); John Roach, Tandy Corp.; Dr. Russell Neuman, Advanced Television Research Program, MIT; Dick Elkus, Prometrix, Santa Clara, Calif.; Pat Hill Hubbard, American Electronic Association; Dr. Robert Hopkins; Advanced Television Systems Committee, Washington, and Sidney Topol, Scientific Atlanta.

## Welcome to Moscow

*Chalk up another victory for Mikhail Gorbachev's glasnost. The U.S. Information Agency last week said the Soviet Union has indicated its intent to permit the Voice of America to open a bureau in Moscow. In addition to presiding in the first VOA bureau in the Soviet capital, the correspondent selected to serve in the bureau—Andre Denesara, now assigned to Geneva—would be the first VOA correspondent stationed in Moscow on a permanent basis.*

*USIA Director Charles Z. Wick opened talks on the subject with Soviet officials in Moscow in January 1986. He and VOA Director Richard Carlson discussed the matter separately with the Soviets on several occasions since then, including the Washington and Moscow summits. USIA officials say there did not appear to have been significant movement on the issue—the Soviets would only say the proposal was stuck in the bureaucracy—until earlier this month. The first indication the U.S. embassy in Moscow had that the Soviet Union would authorize a bureau was when the Soviets asked who would staff it. Denesara, a veteran VOA staffer, speaks Russian and French, as well as English. "He is one of our best correspondents," said Carlson. Carlson expects the bureau to open in "a few months."*

# Editorials

## Between a rock and a hard place

One cannot envy the dilemmas—decidedly plural—faced by the leadership of the National Association of Broadcasters. As the joint board of directors of that body will discover once again in its Washington councils this week, there are none but hard choices out there.

There is no question as to the issues, which involve nothing short of survival. Rather, the debate is about where these issues are to be fought, and to what end. The situation is further complicated in that two different media are involved, radio's situation being light years away from TV's.

There is one similarity, however. At bottom, both media face a future whose prevailing winds are no longer at their backs. The good news for radio is that—the problems of AM conspicuously excepted—there is no present danger of its being competitively overwhelmed. The bad news for television is that, given cable's ascendancy and the potential of a universally wired universe, things can truly never be the same.

What to do?

On the television side, the issues have boiled down to one: must carry. It is the consensus among TV broadcasters—and the NAB's TV board—that if some form of must carry can be secured, all will be well. For that some would trade all: foremost their journalistic freedom. That is at the heart of the current debate about the public interest standard.

This page—and this magazine over 57 years—have taken a different view. "Radio as free as the press" is the proposition to which we and the industry have been dedicated. This is not the moment to desert it.

In the short run, must carry is not a problem—although it is easier to be dispassionate on that point when one's net worth isn't riding on that assurance. The industry compromise worked out by the FCC—and discarded by the court—is still intact. Cable needs broadcasting at least as much as broadcasting needs cable, as the leadership in both industries is aware. The probability is, too, that an accommodation will be found—in the public interest—to somehow codify a must carry agreement *without* trading away the industry's newfound advantage on the fairness doctrine.

In the long run, as things now appear, must carry may not matter at all. Should America's television one day be universally distributed by optical cable, with common carrier entry for all, the threat of a cable gatekeeper will have disappeared. That likelihood, too, will be of little comfort to broadcasters who, understandably, would prefer things to be as they were after the Sixth Report and Order but before the cable revolution.

It is our view, therefore, that must carry is not the issue—however much we believe that public policy is best served by cable's continuing to honor the industry compromise, with or without a congressional mandate. We think, rather, that the battle must eventually be fought where BROADCASTING's first editorial placed it—on the battleground of "free, competitive and self-sustaining radio enterprise." Free as the press, not just journalistically but as a business as well. Competitive within broadcasting and against all other comers. Self-sustaining, without governmental embrace and succor.

□

The editors are not unaware that these are unpopular views, especially within the NAB and other industry organizations whose leadership believes a deal can be made with Congress that will somehow secure the industry's future. No doubt, that deal can be made; there are those in Congress who have been trying to

bring broadcasting to heel since the beginning. But broadcasters must be aware that, the way things are going in the Fifth Estate, they may find themselves alone as a reregulated player. They could fashion the worst of both worlds, winding up neither free nor secure.

As stated at the outset, we appreciate today's dilemmas and sympathize with those trying to subdue them. To those yet unwilling to risk all on the First Amendment, or to resist the blandishments of the public interest Lorelei, we nevertheless suggest that they give it some more thought—and more time—before entering into a compact to change the character (and the possibilities) of their industry. Change is inevitable, but it isn't imminently imminent and it may not even be all bad. The *real* public interest—for the nation and the Fifth Estate—remains in having "radio [and television] as free as the press."

## Opening gambit

As if to underscore the above, the National Telecommunications and Information Administration weighed in last week on the side of turning the cable TV universe at least partially upside down. Principal among its recommendations: admitting the telephone companies into the cable competition, at least as common carriers. The fact that that appears not enough to satisfy some telephone companies, which want into cable with both feet, signals the intensity with which this part of the future will develop.

Nothing is certain in the politics and/or the technology of telecommunications, of course, so one can't yet bet either whether or how soon NTIA's vision might come to pass. Moreover, the certainty that the consideration of the telephone companies' place in the Fifth Estate will occupy many in industry and government for years to come does not mean the outcome is yet certain. Cable's present reach, for example, extends to 83% of all television homes, and its plant can readily be upgraded to 80 channels. There's little doubt that a fiber-optic-driven telephone system might provide more capacity, but at what cost and to whom? And, as a national policy, are we to abandon a free, over-the-air television system for one that arrives at no home without a price tag?

One of our editors predicted in a public forum last week that the competition among the broadcast, cable and telephone interests would be "the battle of the 1990's." Lest any wonder, it's already begun.



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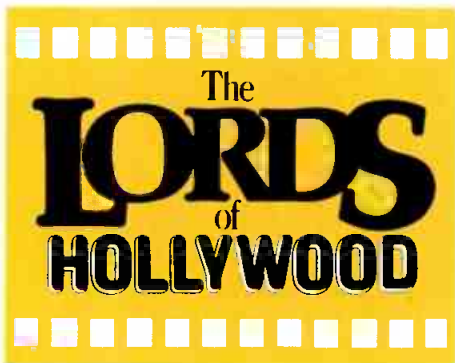
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