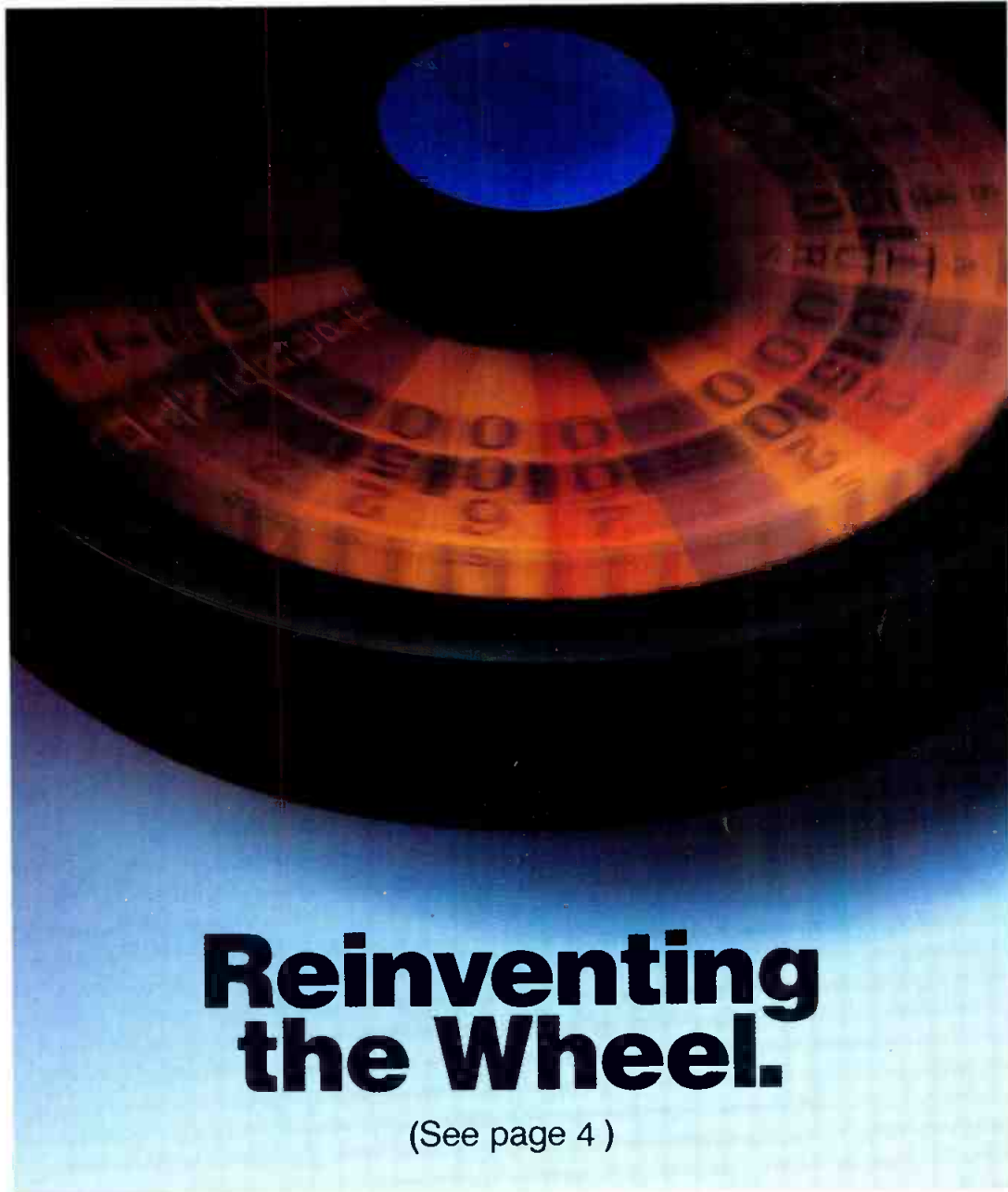


The Fifth Estate

RADIO TELEVISION CABLE SATELLITE

# Broadcasting Jul 4



## Reinventing the Wheel.

(See page 4)

AL 36112

MAXWELL  
BLOG 1405  
ROOM 122  
AUL-SAS

12364 12K NOV/90

36112

57th Year 1998

Getting ready... Set...  
**Democratic convention**  
**Strike fall season**  
Telephone's Sodor

# Winning a Penney-Missouri Award is the next best thing to receiving one of these:



## *Distinguish Yourself*

A simple thank-you and a grateful smile—nothing can replace them. Knowing that someone's life is a little better because of your efforts makes all of your hard work worth every hour you spend.

The respect and admiration of your peers is a different kind of reward, rich in its own right. That is why JC Penney and the University of Missouri School of Journalism have teamed up for the sixth year running to present the Penney-Missouri Television Awards for Community Leadership, the most prestigious honor of its kind.

## *Be Counted Among The Best*

To win a Penney-Missouri Award is to be ranked with the nation's most esteemed stations, such as the 1987 recipients listed with their winning project below:

### **LARGE MARKET**

- KING-TV, Seattle—1st place. *Educating*

*about safe sex and AIDS.*

- WJBK-TV, Detroit—Certificate of Merit. *Cleaning up the River Rouge.*

- WRC-TV, Washington—Certificate of Merit. *Reducing infant mortality.*

### **MEDIUM MARKET**

- WSMV-TV, Nashville—1st place. *Strengthening the family.*

- WJXT-TV, Jacksonville—1st place. *Examining weaknesses in child care.*

- KUTV-TV, Salt Lake City—Certificate of Merit. *Fighting drug and alcohol abuse.*

### **SMALL MARKET**

- KTOO-TV, Juneau—1st place. *Economical survival for the family.*

- KVEW-TV, Kennewich, Wash.—Certificate of Merit. *Building community pride.*

### **Learn How To Win**

Excellence will put you in the running for a Penney-Missouri Award, but it's the basics that will put you over the top.

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### *Relish The Satisfaction*

Your dedication will pay off as you improve and grow in your broadcast leadership role, collecting the honors you deserve.

Your ultimate recognition, however, will always be the homemade cards and the grateful smiles of the people you serve as they say thank you for caring enough to take action when action was needed most.

Remember these important deadlines:

January 15, 1989—Enter the Penney-Missouri Awards

March 15, 1989—Register for the Penney-Missouri Television Workshop

For more details, call (314)882-7761

*Because you cared enough to get involved.*

**JCPenney-University of Missouri  
Television Awards for Community Leadership**

## Party time...



Radio, television and cable newspeople are gathering in Atlanta to prepare for coverage of the Democratic National Convention. A record number of satellite newsgathering vehicles are expected to beam coverage across the country and to various

countries around the world. **PAGE 25.**

## Fin-syn fires...

The three TV networks are working on a joint proposal to Hollywood producers that would keep half of all prime time hours under the current rules, but let the networks do what they want with the rest. **PAGE 30.**

## Telco trouble?

The cable industry has mixed feelings about the news that Pactel is considering a joint bid with United Artists for Rogers Cablesystems. **PAGE 32.**

### 29/FALLBACK FOR FALL

NBC Entertainment chief Brandon Tartikoff outlines contingency plans for fall schedule in the event that the writers' strike is not settled by July 4. One option, he said, will be to use old pilots that were scripted but failed to reach the schedule.

### 31/FUSE LIT

Ted Turner rolls out advertising sales of TNT at a New York luncheon, and promises to build new service around first-run fare.

### 34/DISH DEAL

A group of cable TV programmers reach an agreement with home dish group to provide programming for TVRO market. Move is hoped by cable industry to end attempts pass dish legislation.

### 35/DIAL C FOR CABLE

With the telephone industry poised to enter the cable television business,

BROADCASTING conducts an "At Large" interview with John Sodolski, president of the United States Telephone Association.

### 39/RADIO REARRANGEMENT

Radio entrepreneur Robert Sillerman moves and shakes his burgeoning broadcast interests with reorganization, some station trading and a partnership with Westwood One.

### 44/WRITERS' STRIKE: A CABLE HIT?

Cable programmers hope to collect viewer fallout from the broadcast networks as the writers' strike continues, but cable services point out many are in the same boat as broadcast networks when it comes to scripted programming.

### 47/CRAMPED QUARTERS

The NAB has issued a white paper, entitled "Is More

Necessarily Better?," asking the government to consider possible harm that could be done by overcrowding the spectrum.

### 47/UP, UP AND AWAY

TV Marti: A look at the when, where, why, why not and how much of government plans to broadcast to Cuba via balloon. With strong congressional backing, appropriation of start-up money is expected by the Senate, with little opposition seen in the House. The NAB has vowed to try and keep TV Marti from getting off the ground until project is given more study.

### 49/FUNDING: BILLS AND CHANGE

A Senate committee approves, and a House committee prepares to mark up, CPB appropriations bills. The dollar totals are identical, but in the Senate version, much of CPB's power and authority would be yielded to stations.

### 49/'CASABLANCA' (SORT OF)

The House passes a bill requiring the labeling of films that are "materially altered" or "colorized" and creating a



National Film Board. The provisions are a compromise between tougher originals—that would have included title change for "altered" films, for instance—and objections of MPAA, Turner and others. The NAB says the compromise version still raises "serious copyright questions.

### 50/LIBEL CRITIC

Judge Pierre Leval, who presided over the landmark *New York Times v. Sullivan* case that established the "actual malice" standard, now says that both the press and those who charge libel would be better off with a "no fault" approach.

### 71/INFORMATION PLEASE

Veteran station broker Cecil Richards takes a hands on approach to his work, and to staying informed about a changing industry.

## DEPARTMENTS

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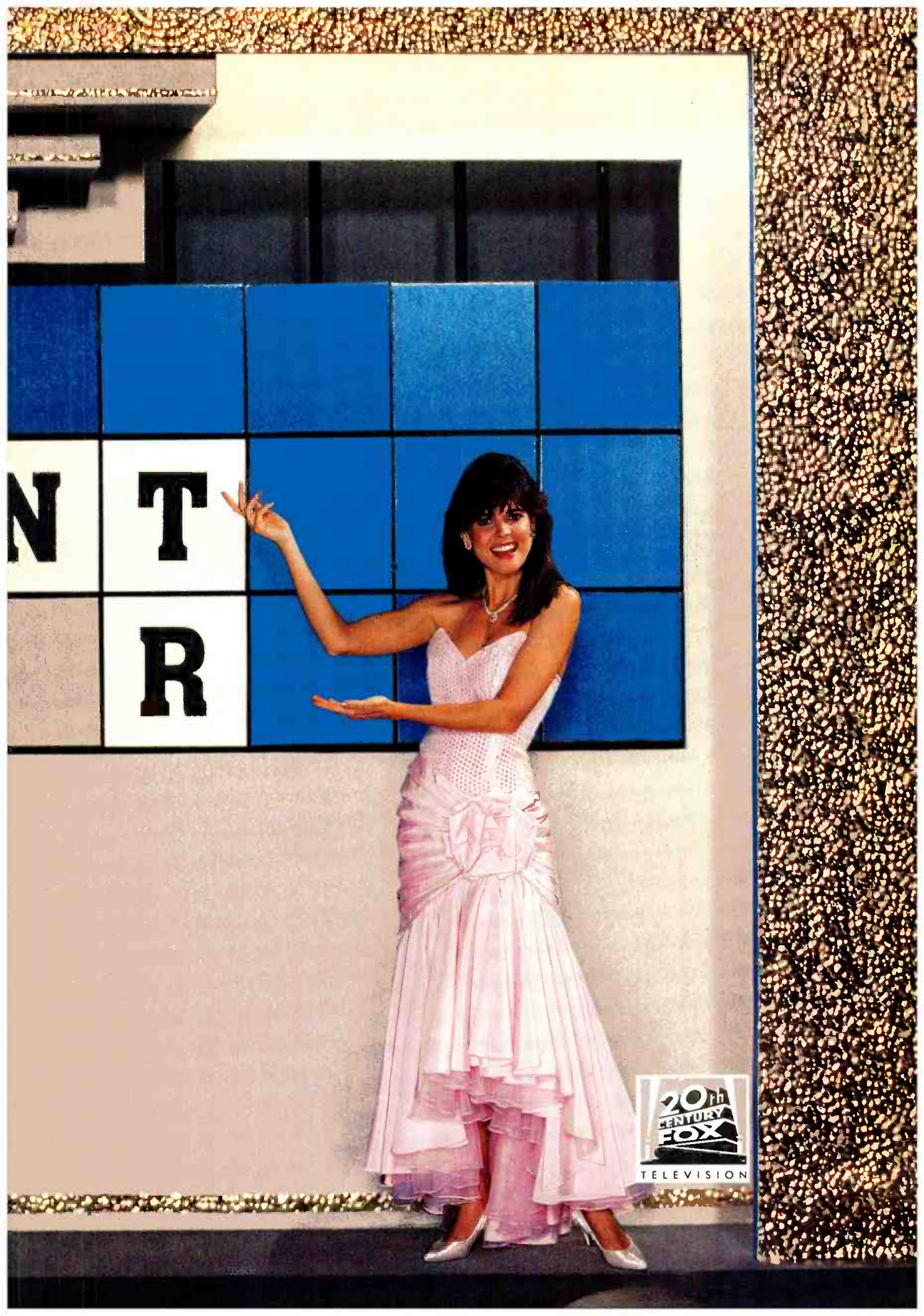
## Tops Wheel in Key Demos!

|                |                         |      | (000)  |        |        |        |
|----------------|-------------------------|------|--------|--------|--------|--------|
|                |                         |      | W18-49 | W25-54 | M18-49 | M25-54 |
| New York*      | <b>A CURRENT AFFAIR</b> | WNYW | 378    | 358    | 295    | 283    |
|                | WHEEL OF FORTUNE        | WCBS | 271    | 282    | 164    | 176    |
| Tampa          | <b>A CURRENT AFFAIR</b> | WTVT | 17     | 15     | 18     | 17     |
|                | WHEEL OF FORTUNE        | WXFL | 14     | 20     | 9      | 9      |
| Minn./St. Paul | <b>A CURRENT AFFAIR</b> | KSTP | 50     | 45     | 34     | 34     |
|                | WHEEL OF FORTUNE        | WCCO | 43     | 51     | 30     | 30     |
| Grand Rapids   | <b>A CURRENT AFFAIR</b> | WOTV | 26     | 25     | 15     | 16     |
|                | WHEEL OF FORTUNE        | WZZM | 23     | 22     | 12     | 15     |
| Norfolk*       | <b>A CURRENT AFFAIR</b> | WTKR | 41     | 42     | 32     | 24     |
|                | WHEEL OF FORTUNE        | WVEC | 35     | 32     | 18     | 19     |
| Harrisburg     | <b>A CURRENT AFFAIR</b> | WHTM | 23     | 22     | 16     | 15     |
|                | WHEEL OF FORTUNE        | WHP  | 16     | 19     | 9      | 9      |
| Roanoke        | <b>A CURRENT AFFAIR</b> | WSLS | 24     | 22     | 18     | 17     |
|                | WHEEL OF FORTUNE        | WDBJ | 20     | 21     | 14     | 14     |
| Duluth         | <b>A CURRENT AFFAIR</b> | WDIO | 10     | 9      | 10     | 8      |
|                | WHEEL OF FORTUNE        | KBJR | 7      | 9      | 3      | 4      |



**Reinventing  
the Wheel.**





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## Sniffing for antitrust

Cable industry is keeping close eye on National Association of Attorneys General, whose antitrust committee has working group looking into possible anticompetitive and unfair trade practices by cable operators. John Redpath, senior vice president, general counsel, Home Box Office, and Michael Schooler, National Cable Television Association staff attorney, attended NAAG conference in Hilton Head, S.C., where West Virginia attorney general, Charles Brown, briefed antitrust committee on reasons for and scope of working group's probe. Dan Huck, assistant attorney general of West Virginia, later said group is still in preliminary stages of work, coordinating activities of attorney general offices in participating states and reviewing complaints. "There is no hard and fast investigation."

Brown's interest in cable stems from his concerns about elimination of low-cost tier by American Television & Communications system in Charleston, W.Va. Concerns prompted suit against system last year, alleging violations of state antitrust and consumer protection laws.

## Inside track

National Association of Broadcasters President Eddie Fritts could have strong ties with next new senator from Florida. His daughter, Kimberley, is political coordinator for Congressman Connie Mack, who is seeking Republican nomination for seat of retiring Democrat Lawton Chiles and is considered party's leading contender.

## Bird bidders

Satellite operators will be busy during next month responding to CBS-TV request for quotations of prices of satellite transponders and related services for network's uses in 1990's. CBS, which issued request late last month, currently holds total of nine full-time transponder leases on AT&T Telstars 301 and 302—both due to reach end of their useful lives in 1992—and one full-time transponder lease on Westar V. Westar system buyer, Hughes Communications, plans to replace that satellite in 1992. With full-time leases of only one transponder running between \$50,000 and \$200,000 per month, investment is substantial. And with needs that could fill nearly half of any of standard 24-transponder satellites, CBS will be sought-after customer.

AT&T, GE Americom, Hughes Communications and GTE Spacenet have been talking with CBS and ABC, also

Telstar user and candidate for new capacity in early 1990's. NBC, user of co-owned GE Americom's K-2—likely operable through 1985—is not considered approachable by operators other than GE.

## Wrong premise

In launching inquiry into cable's compulsory license last year, FCC indicated that license may no longer be warranted. Having digested comments, FCC Office of Plans and Policy has prepared 100-page working draft that questions chief justification for license when it was adopted by Congress 12 years ago—that "transaction" costs of contracting for distant signal copyright would be prohibitive without it. However, it also recognizes limited license may be necessary if Congress elects to reimpose must carry. FCC sources say recommendation to Congress of what should be done with license should be ready for FCC action late summer or early fall.

## Look at future

Interest in high-definition television, recently mounting on Capitol Hill, may be spreading to general public. Noncommercial WNET(TV) New York has begun work on 30-minute documentary about HDTV. Program may be ready for airing by September. According to station spokesman, one problem in production will be demonstration of HDTV's superior resolution and aspect ratio over NTSC-transmitted, NTSC-produced program.

## Falling through?

Sources report deal between Legacy and Metropolitan Broadcasting principal, Bob Sillerman, to buy TV Stations Partners from ML Media principal, Marty Pompador, and partner, Ralph Becker ("Closed Circuit," June 13), may be dead. Major effort to sell either whole group or individual stations appears under way as sources report Pompador and Becker shopping for consultant to handle properties, with Sandler Capital leading candidate. Early indications are that if sold—either individually or in group—original asking price of \$150 million will be exceeded by as much as \$10 million.

## Music money

All-Industry Radio Music License Committee, which has been trying to pay off legal fees incurred in protracted license negotiations (see "Riding Gain," page 41),

may have found new source of funds. Don Thurston, president of Berkshire Broadcasting, North Adams, Mass., who serves as committee's interim chairman, is on verge of deal with Broadcast Financial Management Association to reprint just-released BFM book, "Radio Music License Guidelines." Committee will make book available to radio industry in exchange for contributions. Book was prepared by Jim Strawn, executive vice president, Summit Communications Group.

## Try, try again

Television stations in New York continue to experiment with checkerboard program format, despite limited success WNBC-TV (and other stations around nation) had with format in access period last season. Word is WWOR-TV (licensed to Secaucus, N.J.) will try variation of checkerboard format in prime time next fall, with *Morton Downey*, now seen at 9 p.m., moving to late night. *Evening Magazine* and *Entertainment Tonight*, now seen from 8 p.m. to 9 p.m., will leave slot and station will, sources say, program 8 p.m. to 10 p.m. movie Monday and Friday, and double episodes of one-hour shows Tuesday, Wednesday, Thursday and Saturday. WPIX-TV New York will do checkerboard this summer, starting July 11, from 10 a.m. to noon, each day showing four episodes of one old half-hour program. Move is seen largely as way of burning off excess inventory.

## Roommates

Possibility of locating Advanced Television Test Center in same building with Public Broadcasting Service headquarters in Alexandria, Va., is still alive. Charles Rhodes, who starts this week as center's chief scientist and has been authorized by ATTC board to begin site search, called it "a very kind and generous offer." Soon after formation of ATTC was announced last winter, PBS offered to aid in obtaining low-rent lease in building, to share equipment and to donate support services, such as security system and personnel.

Criteria for site include affordable rent and enough room to test 16 advanced television systems proposed to FCC's ATS committee. Some testing must be done in-house rather than by contract to maintain control, Rhodes said, but "we don't have an infinite resource of money." Four of seven ATTC sponsors, National Association of Broadcasters and three TV networks, have pledged \$700,000 each for two-year life of center with similar amounts expected to be raised by Association of Maximum Service Telecasters and Association of Independent Television Stations.

**FOR YEARS WE'VE  
BEEN TELLING YOU  
THAT FIRST-RUN  
COMEDY STRIPS  
CAN OUTPERFORM  
EXPENSIVE  
OFF-NETWORK  
SITCOMS...**

# NOW LISTEN TO GENERAL MAN PHILADELPHIA



“I’ve always believed that the performance of a sitcom strip is the result of the quality of its content and production. That’s why when Lorimar asked us to be the first station to strip ‘It’s a Living,’ we considered their offer seriously. We looked closely at the quality of the writing and acting, the show’s first-run track record, and the sensible license fee.

Believing that ‘It’s A Living’ had great potential for ratings and profits, we scheduled it at 6:30PM in the middle of our sitcom line-up.

Well, not only did ‘Living’ hold its own throughout May, it raised our 6:30PM time period rank from 5th last year to 2nd this May, beating two affiliates and passing our independent sitcom competition in share and important demos. It also finished the sweeps with the second highest share of all sitcom strips in the market.

I guess it just goes to prove that in syndication it doesn’t matter where a strip comes from, only where it has the potential to go! ”

Jim Boaz  
Vice President & General Manager  
WTXF Philadelphia



# WHAT JIM BOAZ, GER OF WTXF IN HAS TO SAY...

## Monday-Friday 6:30PM

| STATION     | PROGRAM              | HH SH     | 000's     |           |           |           | TNS/KDS    |
|-------------|----------------------|-----------|-----------|-----------|-----------|-----------|------------|
|             |                      |           | W18-49    | W25-54    | M18-49    | M25-54    |            |
| WPVI        | ABC World News       | 34        | 136       | 163       | 126       | 138       | 34         |
| <b>WTXF</b> | <b>IT'S A LIVING</b> | <b>12</b> | <b>90</b> | <b>69</b> | <b>62</b> | <b>45</b> | <b>114</b> |
| WPHL        | Facts of Life        | 11        | 71        | 58        | 38        | 24        | 122        |
| KYW         | NBC Nightly News     | 11        | 33        | 34        | 36        | 40        | 14         |
| WCAU        | CBS Evening News     | 9         | 35        | 46        | 40        | 45        | 14         |
| WGBS        | All in the Family    | 5         | 23        | 23        | 14        | 13        | 16         |

## Key Fringe/Access Sitcoms in Philadelphia

| STATION     | PROGRAM              | TIME PERIOD          | HH SHARE  |
|-------------|----------------------|----------------------|-----------|
| WTXF        | Family Ties          | 7:00PM-7:30PM        | 13        |
| WTXF        | Family Ties          | 6:00PM-6:30PM        | 13        |
| <b>WTXF</b> | <b>IT'S A LIVING</b> | <b>6:30PM-7:00PM</b> | <b>12</b> |
| WTXF        | Three's Company      | 5:30PM-6:00PM        | 12        |
| WTXF        | M*A*S*H              | 7:30PM-8:00PM        | 11        |
| WPHL        | Facts of Life        | 6:30PM-7:00PM        | 11        |
| WTXF        | Happy Days Again     | 5:00PM-5:30PM        | 10        |
| WPHL        | Diff'rent Strokes    | 6:00PM-6:30PM        | 9         |
| WPHL        | Diff'rent Strokes    | 5:30PM-6:00PM        | 9         |
| WGBS        | All in the Family    | 11:30PM-12:00AM      | 8         |
| WPHL        | Jeffersons           | 7:00PM-7:30PM        | 7         |
| WPHL        | Silver Spoons        | 7:30PM-8:00PM        | 7         |
| WGBS        | All in the Family    | 6:30PM-7:00PM        | 5         |
| WTXF        | M*A*S*H              | 11:00PM-11:30PM      | 5         |
| WGBS        | Gimme A Break        | 5:00PM-5:30PM        | 4         |
| WTXF        | Taxi                 | 10:30PM-11:00PM      | 4         |
| WGBS        | Odd Couple           | 11:00PM-11:30PM      | 4         |
| WGBS        | I Dream of Jeannie   | 5:30PM-6:00PM        | 3         |

SOURCE: ARB 5/88 (HH SH "IT'S A LIVING" airdates only)

**It's a  
Living**  
A WITT/THOMAS PRODUCTION



# 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. FCC is in midst of inquiry designed to help it determine how to use 10 new channels. Commission has indicated at least some of those channels will be reserved for national licensees. Target for implementation of plan for using spectrum is July 1, 1990.

## 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 man-

|                                    |           |
|------------------------------------|-----------|
| <b>AM-FM Allocations</b>           | <b>10</b> |
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| <b>Crossownership</b>              | <b>12</b> |
| <b>Direct Broadcast Satellites</b> | <b>14</b> |
| <b>Equal Employment</b>            | <b>14</b> |
| <b>Federal Trade Commission</b>    | <b>14</b> |
| <b>High-Definition TV</b>          | <b>14</b> |
| <b>Indecency</b>                   | <b>14</b> |
| <b>International Satellite</b>     | <b>15</b> |
| <b>Low-Power TV</b>                | <b>15</b> |
| <b>Mergers</b>                     | <b>15</b> |
| <b>Must Carry</b>                  | <b>15</b> |
| <b>Public Broadcasting</b>         | <b>18</b> |
| <b>Scrambling</b>                  | <b>18</b> |
| <b>Syndex</b>                      | <b>18</b> |
| <b>Unions</b>                      | <b>18</b> |
| <b>Wireless Cable</b>              | <b>18</b> |

ufacturers and dominance of C-Quam system in international marketplace. In filing with FCC in December 1987, Kahn Communications charged that in 1985 Motorola improperly blocked Sony from selling multisystem radios by asserting two AM stereo patents. Kahn further alleged that patents in question were improperly obtained by Motorola. Motorola dismissed Kahn's charges.

## 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 this month or in August) served as forum for discussion of cable's growing market power. Other than criticism from Hollywood and broadcast-

er witnesses, lawmakers seemed unpersuaded by arguments calling for regulation. 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. But before making move, Metzenbaum sent survey two weeks ago to cable competitors to gain input on charges that cable operators have tried to stem flow of programming to their competitors (BROADCASTING, June 20).

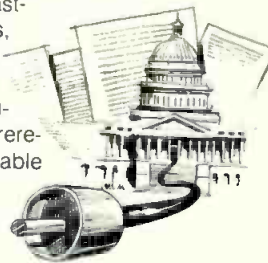
Cable and Hollywood executives are holding meetings to try to resolve differences, but whether talks will bear fruit is uncertain.

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

On June 8, children's television bill breezed through House 328 to 78. Measure is likely to receive prompt attention in Senate; chances for passage are good. National Association of Broadcasters says it won't fight bill, but has reserved right to oppose changes that might occur when Senate acts. Office of Management and Budget released statement opposing bill, although it stopped short of recommending veto.

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







IT MAY HAVE BEEN  
HOLLYWOOD'S GOLDEN ERA,  
BUT MOST OF IT WAS  
BLACK & WHITE

...UNTIL NOW!

## 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.

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. ACT June 17 also filed petition at FCC to add one other element to its investigation: allegation that advertisers (mainly toy manufacturers) are making, and nonnetwork TV stations are airing, second set of commercials that internal network policies prohibit.

### Comparative Renewal

■ FCC took first step toward reforming much-maligned comparative renewal process, launching combined rulemaking and inquiry at June 23 open meeting aimed at making it

easier for broadcasters to win comparative renewal hearings and discouraging groups from using process to "extort" money from broadcasters.

The FCC proposed limiting payments broadcasters can make to challengers in settlements of comparative renewal proceedings and to groups in exchange for withdrawal of petitions to deny renewals. In addition, it proposed requiring fuller ownership and financial disclosure information from competing applicants, clarifying standards that broadcasters must meet to win "renewal expectancies" and reconsidering some criteria used in comparative hearings, particularly diversity of ownership.

FCC stopped short of proposing two-step renewal process, by which FCC would first decide whether to renew license before considering competing applicants. FCC maintains that implementing such process may be within its statutory power, but has opted not to, apparently for fear of usurping congressional prerogative.

Talk of reform comes as renewal hiatus caused by lengthening of renewal periods

comes to end and thousands of radio and television stations file for renewal over next few years. At moment, most prominent comparative renewal case involves CBS's WBBM-TV Chicago, whose license has been challenged by Brenda Minor, Chicago attorney. Many communications attorneys believe case underscores vulnerability of broadcasters with good track records to costly and time-consuming challenges. FCC has also ordered comparative renewal for Viacom's KMOV-TV St. Louis and is preparing orders affecting several other television stations.

### Compulsory License

FCC is conducting inquiry into cable compulsory license, and may have "front burner" item ready for action in late summer or early fall. Views of FCC Chairman Dennis Patrick as 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' effort 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 two weeks ago (BROADCASTING, June 20). National 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 Telecommunications and Information Administration, in report on cable television regulation, has recommended that telephone companies be allowed to serve as transporters of others' programming in telcos' own service areas (BROADCASTING, June 20). They should be allowed to provide "video dial tone" to anyone with program to offer, though not programming of their own, in NTIA's view. At present, FCC regulations under Cable Act, as well as modified final judgment issued by U.S. Judge Harold Greene in his supervision of breakup of AT&T, now are seen as barriers to such crossownership. 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



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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 cross-ownership prohibitions, seven Bell operating companies would still be prevented from entering cable business by Judge Harold Greene's modified final judgment in consent decree that led to breakup of AT&T. National Telecommunications and Information Administration has petitioned FCC to preempt Greene's regulation of BOC's, arguing that Greene is hampering BOC's entry into information services, including cable. President's Cabinet-level Economic Policy Council is considering legislation that would deregulate BOC's.

**Duopoly/one-to-a-market.** FCC officials, speaking at NAB convention (April 9-12), said record in duopoly and one-to-a-market rule-making supports some relaxation of rules. But officials indicated that opposition from Hill to any FCC initiative involving liberalization of broadcast ownership rules makes any action on rules unlikely at this time.

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

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. In wake of court decision, Murdoch could seek further waiver to allow him to keep WFTX-TV Boston and *Boston Herald* in lieu of selling one or other. But, instead, he has asked to keep both by placing station in irrevocable trust (BROADCASTING, June 20, 1988).

### Direct Broadcast Satellites

■ April 8 round of applications at FCC brings current total to nine U.S. firms holding or seeking DBS construction permits—four new applicants, three requests for construction permit modifications and one request for four-year extension.

One applicant, Advanced Communications, and interested party, Washington-based Wireless Cable Association, filed petitions June 17 to deny construction permit to another applicant, Tempo Satellite. Petitions argued that Tempo's parent company, Tele-Communications Inc., has "monopoly power" and that "horizontal concentration of ownership within cable" means firms like TCI "can use their leverage over cable program suppliers to impede development of competitive technologies." National Association for Better

Broadcasting and Telecommunications Research and Action Center, in filing prepared by Media Access Project, also filed to deny Tempo, citing 1985 jury decision that TCI violated antitrust laws. National Black Media Coalition also reportedly filed equal employment opportunity-related petitions to deny construction permits to several applicants.

**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 powerful, 16-channel Astra bird, owned by Luxembourg interests and scheduled for Arianespace launch next November.

### 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.

### 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 (Iowa), chairman of House commerce subcom-

mittee, 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

■ On Capitol Hill, HDTV was focus of two House subcommittee hearings in June, on held by telecommunications and other by science, research and technology. At telecommunications hearing, chief executives of three major TV networks emphasized need for broadcasters to have sufficient spectrum to allow terrestrial HDTV transmission and called for single HDTV transmission standard for a TV media. Another HDTV hearing has been scheduled by telecommunications subcommittee for Aug. 3.

Blue ribbon committee of FCC's Advanced Television Systems Committee has approved final version of its first interim report and has submitted it to FCC. Report outlines plans for devising future terrestrial transmission system and concludes that commission should set for HDTV broadcasting standard, either at once or through evolutionary EDTV system as first step. FCC will use report in making future spectrum policy decisions. Later this summer commission is expected to release second inquiry on advanced TV with questions based on issues raised in report.

Charles Rhodes of Philips Labs has been named chief scientist 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. ATTC board is still searching for executive director to handle administrative aspects of center's management. Rhodes has been charged with finding suitable site for ATTC's headquarters. Center will provide facilities 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, by 2-1 vote, took action at meeting last Thursday against Media Central's kzkc-TV Kan-





as City, Mo., for station's May 1987 prime time broadcast of "Private Lessons," declaring film indecent" and imposing \$2,000 fine. It was first time television had been fined for indecency. Media Central has said it will not pay fine, and will take matter to court.

More important than penalty imposed on station is FCC explanation of what was indecent about film. That explanation, which will be part of FCC's notice to Media Central, is intended to set guidelines for other broadcasters to follow in determining what is indecent and what is not.

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 *Pacific* Supreme Court decision. At same time, FCC sent warning letters to three radio stations. At open meeting last November, FCC reaffirmed indecency policy, but, in doing so, created midnight-6 a.m. safe harbor during which "indecent" programing 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.

Meanwhile, oral arguments were presented in U.S. Court of Appeals in Washington in May 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 *Pacific* case.

## International Satellite

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 employee or employees paying Intelsat officials for inside request-for-proposals information. Hughes is building \$785-million satellite series for Intelsat.

Pan American Satellite Corp. saw its first satellite, PAS 1, go into orbit June 15 aboard Arianespace 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.

## Low-Power TV

■ FCC's nine-day "window" for LPTV applications closed June 24, but not before between 1,500 and 1,800 applications were received.

It was second such filing window for LPTV in as many years. Window in June 1987 attracted 1,600 applications. FCC granted permits to bulk of them, and is now conducting series of lotteries to select tentative permittees for mutually exclusive ones. FCC will follow same process in processing latest batch.

## Mergers

■ Formal tally from Centel shareholder meeting last Tuesday, June 28, will be reported July 8 at earliest, but management was claiming victory on both votes. First vote concerned proposal, supported by management of Chicago-based telco and MSO, to eliminate cumulative voting for directors. Second vote, electing three directors, pitted incumbent slate against that proposed by cellular operator, Metro Mobile, and investor, Asher Edelman, who had urged sale of company's assets. ¶ Leveraged buyout tender offer has begun for Infinity Broadcasting at \$30 per Class A share. Class B shares of radio group owner are all owned by three most senior executives, who formed WCK Acquisition to accomplish buyout. Some of 5.8 million Class A shares are held by other management, who would receive combination of cash and stock in WCK Acquisition. WCK has already obtained bank and bridge loans and offer has been approved by Infinity board. Class-action shareholder suits seeking to block LBO have been filed in Delaware Court of Chancery. ¶ Preliminary bids for stock of RCA Cablesystems Holding Co. (U.S. subsidiary of Rogers Cablesystems International) were received June 7 by Morgan Stanley & Co.. Due diligence began two weeks ago with final bids on systems serving roughly 500,000 subscribers expected sometime in July. ¶ Talks are under way to sell majority of radio stations comprising Metropolitan Broadcasting to Robert F.X.

Sillerman and Legacy Broadcasting, of which he is co-owner. Plans also call for remaining Metropolitan stations to be sold to Carl Brazell Jr., current president of Metropolitan. ¶ Cablevision Industries announced intent to acquire most of systems comprising Wometco Cable Co. for roughly \$725 million, consisting of assuming more than \$700 million in Wometco's debt and preferred stock obligations and issuing stock for difference. Seller, Robert M. Bass Group, will first spin off 140,000-subscriber Atlanta cable system, before transferring Wometco stock and cable systems serving 311,000 basic subscribers to Liberty, N.Y.-based Cablevision Industries in what is proposed as tax-free transaction. Definitive agreement has yet to be signed on purchase, which is expected to close by December. ¶ Warner Communications Inc. has definitive agreement to acquire Lorimar Telepictures in tax-free stock-swap of roughly 2.4 Lorimar shares for each common share of Warner. Clause permits Lorimar to cancel agreement if, during ten-day-period preceeding closing average price of Warner stock falls below \$36.14 per share, or Lorimar receives higher offer. If Lorimar accepts third-party offer Warner has option to purchase 18.5% of newly issued Lorimar stock at \$15 per share. Merger is still subject to approval by Lorimar shareholders, two of whom filed suit charging that directors failed to consider other offers and obtain best price for shares. Since deal was signed, Lorimar has said it would disband distribution arm for theatrical films which would henceforth be distributed by Warner to pay cable and theatrical outlets. Warner would also distribute Lorimar film library to home video. ¶ MSO's United Cable (UCT) and United Artists Communications Inc. (UACI) signed definitive agreement March 8 to merge into new company, United Artists Entertainment Co. (UAE). Agreement ends TCI's standstill agreement with UCT and allows former MSO to expand UCT ownership beyond then-existing 23%. TCI owns roughly two-thirds of UACI and would own at least 52% of newly formed UAE. ¶ On April 23, joint venture of Tele-Communications and Comcast agreed to purchase SCI Holdings, fourth largest MSO serving 1,480,000 subscribers. Consideration includes assumption of debt, expected to be \$2 billion at time of closing. SCI stock and warrants will be purchased from KKR for \$1.55 billion, subject to adjustment, with buyers obtaining access to \$800 million in SCI cash and marketable securities, plus ability to draw on \$500 million bank revolving credit. Consent solicitation of SCI debt holders has yet to be filed with Securities and Exchange Commission. Seller Kohlberg Kravis Roberts & Co. is keeping SCI's broadcast television interests. SCI made Hart-Scott-Rodino filing several weeks ago; transaction is expected to close this fall.

## 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



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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

■ Senate Commerce Committee unanimously approved for full Senate vote 1991-1993 CPB reauthorization bill, S. 2114, Tuesday, June 28. Amendments to that bill would shift 80% of CPB national program funding directly to public stations; 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. System support cap would begin in FY 1989; all other measures would go into effect in FY 1990.

Calling open support of amendments by PBS, NAPTS and NPR "a breach of faith," CPB has questioned stations' will to reaggregate enough funds for national programming and has called for withdrawal of proposed amendments.

House Telecommunications Subcommittee was scheduled to mark up different version of 1991-1993 authorization late last week.

Meanwhile, Senate Appropriations Subcommittee, acting without final version of 1991-1993 CPB reauthorization, last Tuesday marked up 1991 CPB appropriation of \$245 million, with additional \$57.5 million earmarked for replacement of satellite interconnection system.

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.

One week before Senate amendments surfaced, CPB board 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 Ledwig, resolutions may prove moot.

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

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

■ House Telecommunications Subcommittee was slated to vote last week (see "Top of the Week") on home satellite bill (H.R.1885), and, based on comments made during subcommittee hearing on H.R. 1885 last month (BROADCASTING, June 20), chances for passage are considered good although bill was expected to undergo series of amendments. Whether legislation will move out of parent Energy and Commerce Committee remains unclear.

There is also legislation pending in Senate to regulate home satellite marketplace which could hit floor as early as this week. Both House and Senate bills would mandate that cable programmers permit any qualified third party to distribute their services to backyard dish (TVRO) owners, according to Roy Neel, aide to Senator Al Gore (D-Tenn.), S. 889's chief sponsor. But Gore has encountered opposition trying to gain time agreement to bring up bill and is looking to 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 system 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 systems with 1,000 or fewer subscribers are exempt.

## Unions

As the writers strike enters its 18th week, no word on new talks between producers and Writers Guild of America. Two weeks ago Writers Guild of America membership rejected, by a ratio of 3 to 1, so-called "final offer" c Alliance of Motion Picture and Television Producers. In that proposed agreement, producers took guild up on its compromise resolution tying residuals for one-hour shows in domestic syndication to total billings for those programs. However, in return, WGA wanted hike in foreign residuals that producers were unwilling to give. After last week's vote, few in industry were optimistic that settlement would be forthcoming. Last week, NBC announced contingency plan to produce new original programs without writers (see "Top of the 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. It also alleged three cable programming services affiliated with Cablevision—SportsChannel New York, American Movie Classics and Bravo—have refused to deal with Microband in effort to weaken Microband's ability to compete.



# Datebook

indicates new listing

## This week

**July 6**—*New York Television Academy* drop-in luncheon. Speaker: John Hart, anchor, *Monitor News-World*, nightly half hour premiering in September. Coacabana, 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 Programming Conference*. Hyatt Regency Downtown, Lexington, Ky. Information: (904) 32-8396.

**July 10**—Deadline for applications for 1988 Radio Broadcasters' Award. "designed to acknowledge the role radio plays in educating teens and adolescents on equality 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) 434-1000

**July 10-15**—*National Association of Broadcasters TV*

management development seminar. University of Notre Dame, South Bend, Ind. Information: Carolyn Wilkins, (202) 429-5366.

## Also in July

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

**July 12**—*Southern California Cable Association* meeting and seminar, "Political Advertising on Cable" and "Cable Operator Theft of Service." Pacifica hotel, Culver City, Calif. Information: (213) 463-2186.

**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**—*Society of Cable Television Engineers*, *Chattahoochee chapter*, meeting. "Power Supplies and System Powering." Holiday Inn Airport South, College Park, Ga.

**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 Directors* general membership meeting. Speaker: Jim Mooney, president, National Cable Television Association. Chasen's, Los Angeles. Information: (213) 652-0222

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

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

**July 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, Ame-

## Errata



**Tom DeMaeyer** (l), president, VCA Teletronics Inc., and **Zbigniew Rybczynski**, president, ZBIG Vision Limited, both New York, were not identified in above picture, which accompanied June 27 story on HDTV production co-venture formed by VCA and ZBIG on page 69.

□

**Harvey Speck**, attorney advisor, FCC's Mass Media Bureau, was misidentified in June 27 story on fining of KZKC-TV Kansas City, Mo., for airing indecent programming.

□

**Gene Steinberg** joins K1TN(TV) Minneapolis, not K1TV-TV there as reported in "Fates & Fortunes" June 13.

□

**Terrance Conway** joins WBZ(AM) Boston from KYW(AM) Philadelphia, not WBZ-TV and KYW-TV as reported in "Fates & Fortunes" June 20.

# Unda USA



The national Catholic association of broadcasters and communicators

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**Mr. Patrick J. DiSalvatore  
Executive Director**



lia Island, Fla.

**July 20-24—Florida Association of Broadcasters** annual convention. Tarpon Springs, 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—Idaho State Broadcasters and Idaho Cable Association** panel discussion featuring James Quello, FCC commissioner; Peter Tortorici, CBS, and J.C. Sparkman, TCI. Trail Creek Lodge, Sun Valley, Idaho. Information: (208) 345-3072.

**July 24-26—California Broadcasters Association** 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 programming, at beginning of network press tours for television critics (July 25-Aug. 11). Registry hotel, Universal City, Calif. Information: (213) 653-3900.

**July 25—Joint North American National Broadcasters Association/European Broadcasting Union** steering committee for third radio news and current affairs conference. Washington Sheraton hotel, Washington.

**July 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 27-29—National Cable Forum**, cable program

networks presentation at *Television Critics Association*. Registry hotel, Los Angeles. Information: Jim Boyle. (202) 775-3629.

**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—Deadline for entries for first Prawn Awards**, to "honor those people who apply their creative genius to the art form of radio," sponsored by *Northern California Broadcasters Association*. Information: (415) 362-2606.

**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.

**Aug. 24-28—13th annual National Association of Black Journalists newsmakers convention**. Adam 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 art 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 Parkroy 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) 425-5356.

**Sept. 9-11—Radio Advertising Bureau** radio sale 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.

# Major Meetings

**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 Television Engineers** 130th technical conference and

equipment exhibit. Jacob K. Javits Convention Center, New York. Future conference: Oct. 22-27, 1989, Los Angeles Convention Center.

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

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

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

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

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

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

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

**Feb. 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 Televisions**, 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.





TV GUIDE  
TELEVISION GUIDE  
CABLE TV GUIDE  
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## From the trenches

EDITOR: I'd like to give one of BROADCASTING magazine's famous "standing ovations in print" to FCC Commissioner Jim Quello for his courageous remarks at the recent Broadcasting/Cable Interface II conference. His thoughtful comments on the excesses of the free marketplace ideology and some of BROADCASTING's editorials were right on the mark.

Taken to its limits, the marketplace model would do away with the public interest standard. That standard is one that many of us broadcasters accept as being in our best interest as well as the public's. It allows us to take credit at license renewal time for the various public service programming and community campaigns we bring to our much-needed regulation as must-carry rules.

Various BROADCASTING editorials have criticized what your magazine perceives as broadcasters' lack of devotion to the First Amendment—whether it be for children's television, must carry or the fairness doctrine. We do not have the luxury of operating our businesses from the lofty heights of the editorial offices. However, down here in the trenches I can assure you our principles are intact.

The public interest is not defined just by BROADCASTING magazine. We live and breathe it every day as we talk to our local audiences, as we talk to our elected members of Congress and as we talk to officials at the FCC. We must maintain a balance.

We believe it is possible to combine practical considerations with the altruistic—or as Commissioner Quello put it, "Meld the business interest of the licensees with societal responsibilities"—and still come up with a system of broadcasting that is unsurpassed by any other in the world.—*Ted L. Snider, president, Snider Corp., Little Rock, Ark.*

## Public interest perspective

EDITOR: Your attack on Preston Padden's recent remarks to the Federal Communications Bar Association (BROADCASTING, June 27) ignored the central tenet of INTV's well-articulated position—that some reasonable form of social contract between broadcaster and public served is not only consistent with existing law, but to the genuine advantage of all parties.

Mr. Padden's remarks reflect his board, which is independent both by definition and by design. His directors are experienced practitioners with long-term stakes both in American freedom and in their considerable investments in the American broadcast industry. Independent broadcasters work daily in the marketplace and understand it well.

When they say that "carefully crafted and limited quantified renewal standards could

prove to be far less intrusive on free speech rights than the existing statutory scheme and its accompanying mish-mash of subjective analysis and after-the-fact second guessing," attention must be paid, and when they add: "Whatever the precise formulation, some qualified restatement of the public interest standard seems most likely to achieve our goal of securing greater license stability," it is clear that careful thought has been given both to the words and to the ideas they reflect, as well as to the public policy process itself.

And, on a less theoretical level, when broadcasters generally are moving toward a position which sees clearly that "the public interest standard, and our obligation to provide a program service attuned to the needs of the community, provide substantial public policy bases upon which we can stand in asserting our need for assured access to consumers," it seems to me that it may be somewhat ill-advised for your always spirited and professional "defense" of your rigid ideological position to "rest." Instead, I hope you can look at the position so many others are taking as not only logical and reasonable, but as just as traditionally based and ideologically sound as your own.

Preston Padden may have been speaking at the direction of his independent board, but he also spoke for a substantial and growing number of broadcasters.

While your coverage of his speech was exemplary, your increasingly isolated editorial position merits rigorous review.—*Joel Chaseman, chairman, Post-Newsweek Stations Inc., Washington.*

## Fee foe

EDITOR: I am writing about the new FCC spectrum fees. I believe they are outrageous. I know I have a hard time paying them. Minority groups will be left out by them. How many minority groups can afford to gamble \$6,000 on a hearing, not knowing the results of it? And yet the commission wants minority groups and women to apply for broadcast stations. How can they with these outrageous fees?—*Pete Hons, manager, Mainline Communications, Portage, Pa.*

**Editor's note:** All parties to a comparative hearing for a broadcast license must pay a \$6,000 processing fee.

## Writer's reaction

EDITOR: Trade papers come and go, but BROADCASTING continues to set the standard for our industry. The reaction to my May 23 "Monday Memo" was staggering. Thank you for printing my thoughts.—*Robert Mounty, president, Mounty Communications Co., New York.*

# The Fifth Estate Broadcasting TELEVISION

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# Monday Memo

A commentary on television advertising from Michael Smythe, Television Bureau of Advertising, Chicago

## Television is the key to baby boomers' buying

Several months ago the *Chicago Tribune* business section ran an article with the headline, "This Ad Will Give Readers An Earful." The story referred to the Brown-Foreman Beverage Co. which placed a Christmas ad for Canadian Mist liquor in *People* magazine. When the reader opened the *People* page, a hidden microchip filled the air with "Deck the Halls." Production and placement of this small-time musical came to about \$1 million. According to the *Tribune* report, only the *People* magazines sold on newsstands carried the ad. That is approximately 60% of the weekly's 2.9-million circulation.

Earlier this year, *The Kansas City Star* found a place on the business page to headline: "New Uses For Low Power Radio: Talking Billboards..." A billboard in Kansas City reads, "Tune in Now, 1460 AM, Kriezel's Has a Gift For You." The "gift" is a 20-second radio message about the jewelry store. The aggressive billboard company is smart. A six-month contract was signed for the board. Billboards and magazines, older, slower media, are trying to rejuvenate themselves to reach the new consumer, the television generation.

It's amazing that the world's most exciting advertising medium, television, still has to justify its existence to some advertisers, especially local retailers. For decades a picture has been sent through the air, repositioned electronically in living rooms, dining areas, bedrooms and even bathrooms. The picture is moving, in color, full-screened and now in stereo. With all that for advertisers, including seven hours-plus daily viewing in each household, we still have companies trying to reach customers with talking billboards and singing magazines.

Attempting to entice clients by punching pushbuttons on a radio while you are in rush hour traffic, doing it before you are out of the limited one-mile range of the billboard and/or listening to magazine Christmas music while reading about Joan Collins certainly is not worth the investment. Without other media hyping these new methods, the events probably would go unnoticed by the public.

What this really means is that advertisers will spend a lot of time and money to get noticed. Gimmick advertising may not work but it sure can get new money from clients. The Television Bureau of Advertising has been asking businesses recently to redirect their thinking about local advertising. The reason? The all-adult baby boom generation. National advertisers, knowing these 78 million or so boomers come from different stock, have already made significant changes. This is the first all-television gen-



Michael R. Smythe, vice president/Midwest, has been with the Television Bureau of Advertising in Chicago since January 1982. Before joining TVB, he was employed by WROL-TV and WTVG(TV), both Toledo, Ohio, in sales positions and as news and sports anchor.

eration. They grew up with the medium and rely on it for entertainment and information.

TVB's presentation makes several valid selling statements that should be incorporated in sales situations to local advertisers:

- Television has trained the baby boomers to a short attention span. It has dampened their patience with other media, making the marriage of pictures, words and music the most effective and powerful means of communications available to advertisers.

- Demographics have become divorced from psychographics, and household income no longer dictates tastes, aspirations or even life styles. Advertisers that understand psychographics know that television is the only real way to separate customers who fall into the same demographics.

- Baby boomers see no inherent contradiction in buying top-of-the-line and paying top dollar for it when they feel that quality or image is of crucial importance. They also buy off-price, discount and generic when no frills offers the basic product or service. These values are now being addressed nationally on television by mass merchandisers. They must be addressed locally and television does it best.

- Local advertisers must remember first that they are selling to the television generation: visually sophisticated, musically attuned, nonlinear in response, impatient, spoiled and image-oriented. Reaching deep? Catalyzing interest? You'll never do it with print alone...no matter how good the print. You can't talk to a customer who is not listening...in a language that he or she thinks of as old, worn out and boring.

As television heads into the next decade, sales will be responsible for redirecting the thinking of retail advertisers toward better use of the world's most powerful advertising medium. Businesses are out there searching

for our help. They need us to find the right methods of using television effectively. We, as television sales executives, must not allow advertisers to grab on to the best new gimmick advertising that comes along. Television has never been a gimmick. Talking billboards and singing magazines are.

Let's not forget that while national and local retailers are accommodating themselves to baby boomer lifestyles, these same boomers are making industrial and manufacturing decisions and distributing media dollars. Television's problem is very simple. It is the medium upon which the boomers spend their time, but when those same boomers are allocating business-to-business or industrial/manufacturing advertising dollars, television is shortchanged. Estimates for total business-to-business advertising are hovering near the \$10-billion range. That is no small figure when it is lined up with total television advertising estimates for 1988 at \$25.6 billion. Although it's true that television receives some business-to-business advertising, the category accounts for less than 10% of TV revenue.

Television, the medium that reaches everyone, certainly can target. TVB can document business-to-business advertisers effectively using television, and the potential is overwhelming.

Many of the thousands of industrial and manufacturing companies make significant sales within the home ADI. Even if the company is regional, national or international, local television can play an important role. Sales personnel can open more doors when television is used. The company name is pre-sold, and even the most elusive people are reached by the medium.

TV sales departments must change the mindset of thousands of business baby boomers who have yet to use television effectively.

The key to success for the television industry is sales development. A recent statement by media gurus that the industry is maturing is not even close to being accurate. Sales management must find the time to nurture clients who, for various unfounded reasons, do not have plans to use the medium. Resources for development are readily available, but only proper management can make it successful. Old thinking that development is fine, but "did you make your month?" must be put aside. The mandate for sales for the next decade must be tied closely to new business development.

Real estate companies know that success comes from three key words: "location, location, location."

Auto dealers changed that to "selection, selection, selection."

Television sales success will only come from "development, development, development."

June 1988

This announcement appears as a matter of record only

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# Broadcasting Jul 4

Vol. 115 No. 1



## Fifth Estate sets up camp in Atlanta

**Radio, television and cable contingents from networks, stations and overseas are busy preparing for coverage of Democratic party convention**

Some 5,400 delegates and alternates to the Democratic national convention in Atlanta will descend on the Omni Coliseum (better known to fans in Atlanta as a place to watch basketball and listen to rock music) in two weeks to ratify the party's selection of Michael Dukakis as its presidential nominee, endorse his choice for vice president, adopt a platform on which the candidates will run in the fall and, convention schedulers hope, finish their business on each of the four nights by 11 p.m. NYT.

It is a sign of the times that getting off at 1 p.m. is a matter of no small importance. A generation ago, in 1968, the networks were on the air hour after hour during the Democratic national convention in Chicago, covering not only events in the hall but the anti-Vietnam-war riots in the streets outside. Those days, chaos was a term of art meaning, well, chaos. If used in Atlanta, it will mean a semi-tough case of gridlock on the floor of the small (11,000-seat) arena. And the networks and affiliates have advised convention planners that if convention business has not been wrapped up by 11 o'clock, affiliates will fall away, to plug in their

local, and lucrative, news programs, as many did in 1984. First things first. (On one night four years ago, the convention droned on to 1:50 a.m. NYT).

"We have been given that guidance by the networks since February," said Ruth Berry, press secretary to the Democratic National Convention Committee in Atlanta. "If it looks like a night will run long, we'll start early." That means before 8 p.m.

For as the process used to nominate a party's presidential candidate has changed, with virtually all of the responsibility for that selection shifting from the national convention to the primaries that precede it, the parties have tried to accommodate the needs of television. This year all convention business is scheduled for prime time, 8-11 p.m.

But even that is too much for the big three. Except for CBS's plan to open its coverage on the final night—Thursday—at 8 p.m., all three are tentatively scheduled to cover events from 9 to 11 p.m. on each of the four nights. Spokesmen for all three say their news operations will remain "flexible," prepared to adjust as events require. But gavel-to-gavel coverage—once a matter of routine commitment for the networks—is being left to the upstarts of the electronic news business, C-SPAN and Cable News Network.

"We expect heat and gnats, but no drama," says Lane Venardos, executive pro-

ducer of special events for CBS News.

The reduction in coverage, combined with the labor-saving devices now available to network news organizations, as well as the downsizing of the news divisions that followed the emergence of new ownership at the three networks have a consequence of their own. The forces that ABC, CBS and NBC send to Atlanta will have what more than one network news executive called "a streamlined" look. ("We used to reward people with a trip to a convention," said one network news executive. No more.) ABC will be represented by some 300, CBS by fewer than 400 and NBC by 323 (though with a number of local hires), considerably fewer—in NBC's case, about 50% fewer—than the crews dispatched to the conventions four years ago. With CNN, operating literally in its backyard, able to throw 275 bodies into whatever action there is, the force gap between CNN and the other major news operations has narrowed considerably.

Still, again as the network news executives say, the viewers at home probably will not notice any difference. Peter Jennings and David Brinkley, for ABC; Dan Rather, for CBS; Tom Brokaw, for NBC, and Bernard Shaw and Mary Alice Williams, for CNN, will, as usual, anchor their respective network's coverage from multistory anchor booths overlooking the floor where correspondents will be buttonholing delegates



and party officials, just as in 1984 and previous convention years. With one more sign-of-the-times exception: NBC will operate with three floor reporters instead of the customary four. Its three will be Chris Wallace, Ken Bode and Lisa Myers, with Connie Chung at the podium. ABC's four on the floor will be Brit Hume, Sam Donaldson, Lynn Sherr and Jeff Greenfield (better known as a *Nightline* correspondent), with James Wooten the podium correspondent. Bill Plante, Bob Schieffer, Ed Bradley and Lesley Stahl are CBS's. Diane Sawyer will be at the podium for CBS.

What's more, producing even as little as two hours of convention coverage a night is a major undertaking. Each network, for instance, will occupy 25,000 square feet of space in the cavernous Georgia World Congress Center, across the street from Omni, where most of the media's work space will be located. And each anchor trails a long tail of support and equipment. ABC, for instance, will move in 10 trailers, some of them serving as control rooms, and four portable satellite trucks. It will set up 16 fixed cameras—four of them in anchor booths, eight in the convention hall and four in areas around the center, and its producers will be able to call on the services of 12 ENG crews available for covering various headquarters locations. Then there are the four miles of camera cable and 20 miles of video and audio cable. No mean tail, that.

But the networks are not the entire story of Atlanta. For if they are a diminished presence, the media in general, from the U.S. and around the world, are not. At last count, 15,000 media types, including 6,000 technicians, were expected in Atlanta, 1,000 more than showed up for the Democratic convention in San Francisco, four years ago. And in addition to those serving the networks, 4,060 will be representing 252 radio stations and 333 television outlets. Many of the stations—over 300 in the case of television and 113 in the case of radio—



CBS's Rather and Schieffer

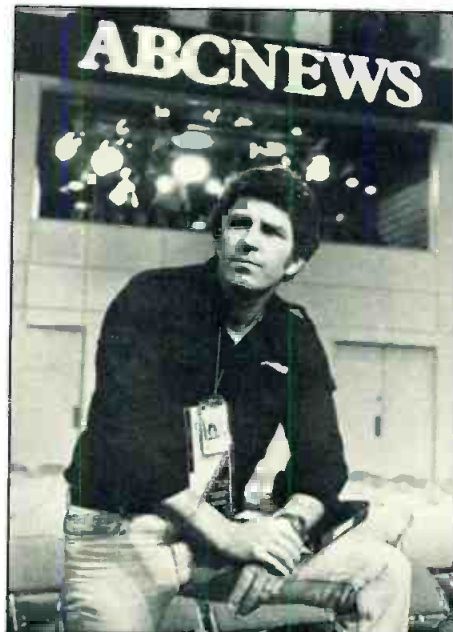
will function through groups and networks, from the American Family Broadcasting TV to Washington Independent News TV. Even the Democratic National Committee will offer competition; its Convention Satellite News Service will provide satellite-delivered coverage to any station that wants it (see box, page 27).

The four major news operations are, in effect, making it possible for affiliates to take the play away from them, at least to a degree. ABC, CBS, NBC and CNN are each providing work space, editing and communications equipment, stand-up and skybox positions, and uplink facilities for the anchors, correspondents and crews of at least 20 affiliates—up to 40 in the case of ABC. The readiness, even eagerness of the networks to provide such help is another sign of the times. "We're spending money to help the affiliates do better," says CBS's Venardos. "It makes them stronger; it also gives them another reason to need us."

What will those local broadcasters cover? Ever since satellite technology in 1980 made it feasible for stations to send their own people to conventions, the local anchors, correspondents and crews covering the conventions for the most part focused on the local angle, and used the coverage as a handy showcase for themselves. Their coverage of the conventions this year should be no different. WMUR-TV Manchester, N.H., which made a name for itself in covering the primaries, not to mention the Moscow summit, will be represented in Atlanta by a producer, anchor, political reporter and photographer. (The station is also sponsoring a cocktail party on the second night of the convention.) Not surprisingly, the area around the Omni has become known as the Ku farm; 43 Ku-band satellite trucks will be parked there to relay signals to home base, whether in Iowa or in Australia. All told, close to 60 Ku- and C-band trucks will be in service during the convention.

C-SPAN's coverage, if anyone's, is unique. It does not depend on drama or local angles. It will do interviews and call-in shows in the hours before the convention sessions start. But when the gavel comes down, C-SPAN, with five of its own cameras (it is not taking the network feed being provided by ABC), is there, covering the podium and hall. When the gavel comes

down ending the session, C-SPAN leaves. Is that simple—and, to the political junkie among its viewers, that compelling. The public service cable network, now available to 38 million subscribers in the U.S.—and during the conventions this summer, to more than 30 million viewers in Europe—begins its coverage a week before the convention opens, with features on Atlanta and, according to present plans, a walk through the

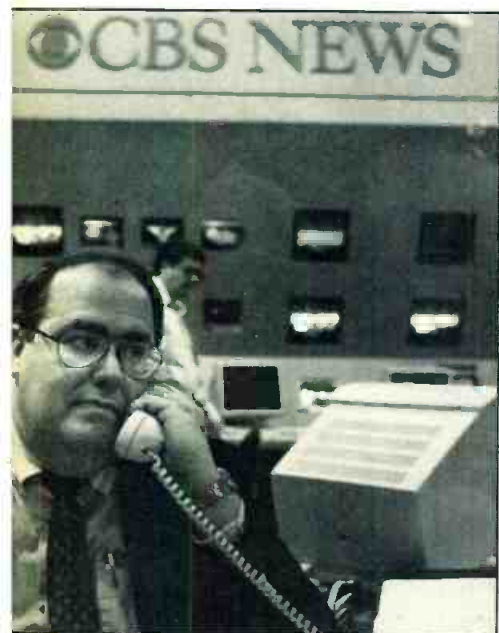


ABC's Gralnick

Omni. "We want viewers to know what's involved," says Mike Michaelson, executive vice president in charge of convention coverage.

Things are not so simple for the commercial networks—and not only because the convention organizers as of last week have yet to publish a detailed schedule. "I can say yet what we'll do on any given night," said ABC News's Jeff Gralnick, vice president and executive producer of special broadcasts.

As for Bob Furnad, vice president and executive producer in charge of political coverage for CNN, he does not see much more than four days of viewing the process and candidates through the eyes of the delegates. "There may be a floor fight over tax and defense spending," those issues dear to



CBS's Venardos



the heart of Jesse Jackson, he said, but he does not sound hopeful. The Jackson speech, not yet scheduled but expected to be on Tuesday night, is certain to be a high point of the convention. But like most others, Furnad sees no chance of a big surprise at the convention. Dukakis's choice of a running mate, the only remaining major unknown, is expected to become known before the start of the first session. "Still," Furnad said, ever the optimist, "with so many people, stories pop up." In 1984 at the Republican convention, he recalled, CNN had fun with its disclosure the party leaders were attempting to manage the news by picking the guests the networks would interview.

CNN will go beyond basic gavel-to-gavel coverage, inserting special reports from the convention floor on an hourly basis. Indeed, CNN plans to offer those special reports on a virtual round-the-clock basis, beginning at 6 a.m. and continuing through 1:30 a.m., with the network's overnight schedule featuring highlights of the day's session. The network's regularly scheduled programs, including *Sonya Live*, the two-hour, noon talk show that normally originates in Los Angeles, will instead originate from the CNN anchor booth.

With all that time and talent, CNN could have used the material that would have been provided by a brokered convention that for a time seemed a possibility for the Democrats. Things just did not work out.

ABC, CBS and NBC would also have welcomed the anticipation of an exciting convention. Besides the two hours or more of convention coverage each night—they will not automatically abandon coverage at 11 p.m., if a convention session has not concluded and is seen as generating news—they will originate virtually all of their weekend, morning and evening news shows (ABC's *Nightline* was not on the list last week) in Atlanta, most of them out of the networks' anchor booths.

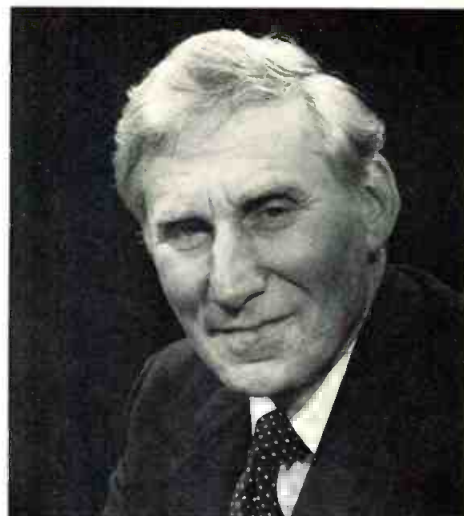
But the networks do not express regrets, under the circumstances, about their reduced role. "The networks are no longer the only source," says Tim Russert, vice president of NBC News for news programs. "C-SPAN and CNN can provide gavel-to-gavel coverage, and the locals have the technology to cover conventions. The networks don't have the obligation to be the producer of record." Then he said, "If this were a brokered convention, on the other hand, we'd be there. But you can't manufacture news."

Still, the network news executives continue to see their role as an important one, even if limited to that of providing what some call "a civics lesson." "This is clearly an important part of the political process," said CBS's Venardos. "It is part of our duty to let the people know and understand and appreciate what the people running for the highest office stand for, and if what they say in the public venues of the convention match the realities of the world outside the convention hall."

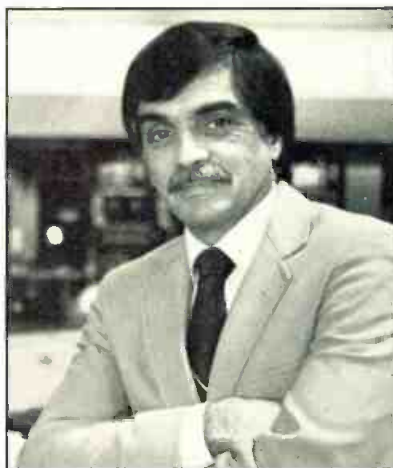
So given the changing cast of media characters at political conventions and the



NBC's Angotti



C-SPAN's Michaelson



CNN's Furnad

changing dynamics of conventions themselves, what is the networks' role to be in covering them?

NBC, for one, hopes to use satellite technology to carve a new niche for itself in convention coverage. The aim, as Joe Angotti, executive producer of NBC News's election-year coverage, describes the plan, is to "break down the walls of the convention to allow people directly affected by developments in the Omni to speak to the delegates and political leaders there." Brokaw, for instance, might interview New York Governor Mario Cuomo on the drug issue, then a delegate who had worked on a plank dealing with that problem. Then, finally, a police officer perhaps 1,000 miles from Atlanta whose job is to enforce the

## Information access

The Democrats are going high tech to get their message to the journalists who will cover their convention in Atlanta. They are setting up a combined telephone, computer, satellite and print communications system that Democratic National Committee Chairman Paul G. Kirk Jr. says "is believed to be the most sophisticated ever developed for a national political convention."

The most interesting marriage of politics and technology is the Convention Satellite News Service, a venture in which the DNC is cooperating with the House and Senate campaign committees, the Democratic governors and other party groups to deliver news of the convention directly to television stations around the country at no charge to the stations. It will broadcast 46 hours of live interviews with key Democratic leaders and officeholders, taped reports of various events and live programming from the convention hall. The video coverage will be provided by Smith-Hemion of Burbank, Calif. CSNS will begin operating on July 16, with time booked on Westar IV. For information, contact Paul Byers at (202) 863-8000.

The communications system includes these other elements:

Working with the electronic information system, DIALCOM Inc., and the independent news service, Presidential Campaign Hotline, the DNC will provide hourly updates to computer-equipped reporters and editors. The DNC will issue throughout each of the four days a set of briefing memos, speech texts, schedule changes, news releases and other information under the heading "Partyline." For additional information, call Dialcom at 1-800-435-7342 or Hotline at 703-442-0819.

The party's communications staff will produce the electronic "Partyline" and deliver hard copies of releases, speech texts and other documents to reporters in the convention complex. Telephone: 880-3600.

Through Bell South technology, short summaries of schedule changes and convention information will be available to reporters anywhere in Atlanta. Dialing 880-1988 will provide access to the information.



drug laws, would appear on the screen. And he would be encouraged to bring his real-life experience to bear in discussing the issue with Cuomo and the delegate. "We've done this sort of thing in the past, but only hazily, to fill a gap," says Angotti. "This year, we're trying for more structure."

ABC News's Gralnick, for his part, is thinking beyond civics lessons or the development of a new niche. He is thinking about the stories just below the surface waiting to be mined. These are the questions he wants explored: What will the ultimate relationship between Dukakis and Jackson be? Is the party as unified as it appears? If so, it would be a first, at least since 1976. If the party is unified, is it in a position to move past the convention to the fall campaign and recapture the White House? Says Gralnick: "That's the news story."

Then there is the more cosmic outlook of ABC News senior vice president, Richard Wald. He does not have a specific scheme in mind for setting the networks—ABC in particular—apart from the herd. But he is convinced they must retain the "special" character he says they now have if they are to remain a major force in convention coverage. But he also suggests events may dictate a lesser role for the networks.

"Networks have the knowledge and political sophistication to make coverage interesting and valuable that stations can't buy," he said. "You have a Jennings who is very intelligent and a Brinkley who is the best on conventions. They bring a specialness to the coverage. But if conventions were to become rote, rolling along according to a schedule, and the audience is served by alternate services, and there is no special expertise we can bring to it, well, then, we'll cover it as a special event. We'll provide a wrap-up at 11:30 p.m."

No method of covering conventions—as the departure from gavel-to-gavel coverage demonstrates—is, Wald said, immutable. Indeed, given another radical change in the selection of a party's presidential nominee, he says: "I can see a return to gavel-to-gavel coverage," though not, he added, with what now seem to the networks as the overstuffed legions that traveled to conventions in the

fat years.

## Radio readies itself in Atlanta

The first wave of network radio news executives will be arriving at the Omni this week to set the groundwork for what is expected to be a flurry of live broadcast activity surrounding the Democratic convention.

The CBS Radio Network will have live origination of *The CBS World News Round-up*, *The World Tonight*, *Correspondent's Notebook* and *The Osgood File*, all of which are daily broadcasts, from Atlanta, Monday through Thursday of convention week. And CBS will feed two-minute special reports twice hourly from 7 p.m. through 11 p.m. NYT during that period.

CBS News correspondents Bill Lynch and Christopher Glenn have been tapped as the principal anchors for CBS Radio Network's convention coverage. CBS correspondents Ron Ellis and Chris Stanley will anchor Democratic convention coverage for RadioRadio, CBS's youth-oriented network, including three live, 60-second hourly reports during convention evenings from 8:23 p.m. through 10:23 p.m. NYT. Three 60-second reports will be bulk fed to affiliates at 5:20 a.m. NYT each day.

CBS Radio also plans continuous coverage over its long-form satellite channel of special convention events such as addresses, including keynote and acceptance speeches, news conferences and roll-call voting.

Tony Brunton, director of special events for the CBS Radio Network, will be the executive producer of its convention coverage. His counterpart for RadioRadio will be its news director, Larry Cooper.

Mutual Broadcasting will originate its two long-form daily programs from the Omni, *America in the Morning* with Jim Bohannon and *The Larry King Show*, throughout the week. (King's broadcasts will air live from the CNN studios in Atlanta.) Bohannon, along with Peter Maer, Mutual White House correspondent, will anchor special Democratic convention updates—six in morning drive and two per hour from 5:15 p.m. to either 11:15 p.m. NYT or to the conclusion of convention activities.

Anchoring special reports for the NBC Radio Network will be NBC News correspondent Gary Nunn. NBC will transmit two-and-a-half-minute hourly updates in morning drive and throughout the evening July 18-21. On Friday, July 22, the reports will only be fed during the morning drive-time period.

Overseeing political convention coverage for both Mutual and the NBC Radio Network is Ron Nessen, vice president of news for Mutual. (Mutual and the NBC Radio Networks are separate divisions of Westwood One.) As with other major news events, Mutual and NBC will pool some of their newsgathering resources and personnel. For example, correspondents' reports from the convention floor will be fed to both networks.

Additionally, correspondent Bob Witten will anchor continuous coverage of key convention events over the respective special



AP's Kalbfeld

events satellite channels of Mutual and the NBC Radio Network.

"Mutual and NBC will be sharing two sky boxes at the convention," said Nessen. According to Nessen, the boxes will be divided into three booths: one for NBC, one for Mutual and one for continuous coverage for both networks.

The ABC Radio Networks will offer affiliates of its six full-service networks "two minute hourly convention status reports from 4:30 p.m. through the end of each evening's session," said Dick Rosenbaum, general manager of news for ABC Radio and executive producer of ABC's political convention coverage.

ABC will transmit anchored coverage of key events in addition to a continuous "gavel-to-gavel" audio feed from the Omni over its long-form satellite channel. Rosenbaum also said all hourly ABC Information Network newscasts will originate, in their entirety, from the convention, beginning at 6 a.m. and running through 8 p.m. NYT Monday through Thursday of convention week.

Principal anchors for ABC's political convention broadcasts will be ABC News special correspondent Robert Trout, who, according to ABC, has covered every political convention since 1936, and ABC News correspondent Bob Walker.

Associated Press Network News will distribute 90-second special reports over its main satellite channel at 20 and 40 minute past the hour each evening of the convention. AP Hotline, the network's newly launched second satellite channel, will feature anchored coverage of major convention activities as well as a raw audio feed, according to Brad Kalbfeld, deputy director and managing editor of news for AP.

(Installation of reception equipment at AP earth stations around the country for AP's second satellite channel, via Spacenet III-R has just begun. The installation will take about a year to complete. As of the Democratic convention, it is expected that some 220 out of just over 1,000 AP Network News affiliates will have access to the second channel.)

Anchoring AP's Democratic convention coverage will be correspondents Marl Smith, Bob Moon and Wally Hinds.



Mutual's Nessen



The United Stations, which encompasses the United Stations Radio Network One and the United Stations Radio Network Two, will feed affiliates of both services 60-second convention updates within 16 daily news call packages (United's actuality service), said John McConnell, vice president of news for United. "Each news call will begin with two, 60-second convention reports," McConnell said.

And like the preceding networks, United will also offer continuous coverage of special convention events, both anchored and unanchored. "Based on feedback from affiliates, we feel wall-to-wall coverage [five continuous hours per convention night] is

unnecessary," said McConnell. The primary anchor for United Stations' convention coverage will be correspondent Nick Young.

United Press International Radio Network will offer stations live 45-second convention capsules each hour at 55 minutes past the hour, from 7:55 p.m. through 11:55 p.m. NYT on convention nights. "We predict that this will be one of the most popular aspects to our convention coverage," said Mike Freedman, managing editor/broadcast, UPI Radio Network, who also serves as executive producer of UPI Radio's convention coverage. Freedman concurred with McConnell: "We have found that the shorter the coverage, the better it is for stations to

integrate it into their programming."

Also, the network plans to air four-minute special reports from 7:25 p.m. through 11:25 p.m. each night. UPI Radio, which has one main satellite channel for program distribution, will also offer live coverage of the major addresses "delivered from the podium," Freedman said. Handling UPI Radio's coverage will be Pye Chamberlayne, Jack Anderson and Barbara Porter.

National Public Radio will air live coverage from the Omni starting at 9 p.m. NYT and running until the conclusion of each evening's session. The live broadcasts will be anchored by NPR chief political correspondent Linda Wertheimer. □

## NBC's Tartikoff unveils plan B

Programming chief says that if strike extends beyond July 14, network will piece together new lineup from variety of sources

About that new prime time schedule NBC announced in May for next fall: Forget it if the writers' strike lasts much longer. Last week, at a press conference in Burbank, Calif., the West Coast home of NBC, the network's entertainment president, Brandon Tartikoff, outlined plans to develop up to eight new series—a mix of comedies, action/adventure, possibly a variety program and possibly one or more programs from NBC News.

Tartikoff said that on July 14, if the strike has not been settled, "we will start triggering these [new] shows." Ten days after that, he said, the network would be in a position to announce "a fully revised NBC schedule." The July 14 date was selected because for each week after that the strike continues, NBC's new fall schedule will be delayed an additional week.

NBC is already in the best position of the three networks for the strike-plagued fall season, because it will have original programming in the form of the summer Olympic games from Seoul, South Korea (Sept. 17-Oct. 2), followed by the World Series. Immediately after the baseball games, the network is scheduled to broadcast a live Geraldo Rivera special, which should also draw a large audience if Rivera's past prime time specials are an indication. In January, NBC will carry the Super Bowl.

NBC is also in far better shape than the others, with returning series that will be back on time, because their producers have signed independent agreements with the Writers Guild of America. Those shows include Carsey-Werner Productions' *The '80s Show* and its spin-off, *A Different World*, Carson Productions' *Amen*, Alien Productions' *ALF* and Michael Landon's *Highway to Heaven*. None of the series scheduled to start the fall 1988 season for NBC are produced by companies that have signed separate agreements with the guild. NBC has one—Carsey-Werner's *Roseanne*.

NBC will also be able to use next season



Tartikoff meets the press in Los Angeles

several "writer proof" programs, including *Unsolved Mysteries*, which is returning next fall as a weekly series (the program has appeared in the form of periodic specials over the past three years). Also, the reality-comedy program, *Funny People*, from George Schlatter, scheduled for this summer, may return in the fall if it proves popular, Tartikoff said. NBC News is also working on at least one and perhaps more substitute shows for the fall. (News writers are not represented by the WGA.)

The network is also exploring two other avenues for potential new prime time shows. One is the purchase of existing British or Canadian scripts for adaptation to American versions of the shows. Several very big network hits of the past were developed that way, including *All in the Family* (CBS), *Three's Company* (ABC) and *Sanford and Son* (NBC).

One show scheduled to debut on NBC next season is an adaptation from a British comedy to which Paramount secured the rights—*Dear John*, with Judd Hirsch. "We

are looking for other *Dear Johns* among British packagers, both from Thames and we've had conversations with the BBC," said Tartikoff.

NBC program executives have also begun culling the archives of the Hollywood program community, dating as far back as 20 years, for pilots with between eight and 13 completed backup scripts, which for some reason never made it to air.

Tartikoff made a point of noting that NBC would not, "in support of AMPTP [Alliance of Motion Picture and Television artists]...buy new shows created from whole cloth by those who have signed or are about to sign [independent WGA] agreements."

Hopefully, said Tartikoff, there won't be a need to put the network's contingency plans into effect. "I hope this strike is over" by July 14, "and this has been a complete waste of your time," he said. "My suspicion is it won't be." In any event, the development exercise will not be a waste of the network's time, even if the strike ends, he added, because of the likelihood that some program





Striking writers in Los Angeles

nuggets for the future will be uncovered.

But why reveal the network's strategy so openly? Tartikoff provided several reasons. One is a message to advertisers that reads, "We will deliver circulation come the fall. Come hell or high water, there will be original programming on NBC." To affiliates, the message is: "You need not preempt the network for original shows." He stressed the network is making every effort to make next season's schedule as original as possible, estimating that 90% of it, and 18 of 22 hours, would consist of original programming, should the strike continue.

Tartikoff also urged ABC and CBS to make every effort to come up with original programs for next fall. "I believe survival [of network television] is what's at stake," he said. "And I think therefore that all of us must march together and hopefully survive not only this strike but our stake in the future."

Meanwhile at ABC and CBS, programming executives refused to take calls about their plans for fall substitute programming. Executives at both networks have issued broad statements about plans for more movies, mini-series and reruns making up the balance of their strike fallback plans. Between

them, there are also four news magazine programs expected back with fresh episodes in September.

Tartikoff's press conference was fed live to NBC affiliates around the country. Affiliate sources at the other two networks expressed impatience with the absence of word from CBS and ABC on details of their plans, after being promised at affiliate meetings three weeks and four weeks ago, respectively, that plans would be announced within a week or two of those meetings. "The time is now to come up with these plans," said one affiliate.

NBC affiliates were impressed with Tartikoff's aggressive pursuit of program alternatives last week. Some, however, questioned the appeal of shows based on scripts that were shelved as much as 20 years ago. "If they didn't work then, what makes him think they'll work now?" questioned one affiliate. When asked at the press conference about that, Tartikoff responded: "Obviously some scripts hold up today better than others." The idea, he said, is to take a script that, "with a change of a character's name or a piece of terrific casting could overcome whatever difficulties those shows had at the time they were put on the air."

Commenting on the plan last week, WGA spokeswoman said NBC's script revival plan was flawed because whatever productions are attempted will lack the constant rewriting that programs, particularly comedies, go through right up to show. "You need writers to create successful original programming," she said. Perhaps, but to the necessity of rewriters, Tartikoff responded, "I think they are wrong." He noted that the three new comedies NBC picked for next season, *Dear John*, *Baby Boom* and *Empty Nest*, were based on pilots with rewrites. "I think performance will transcend the lack of ability to rewrite scripts," he said.

With the strike going into its 18th week, no new talks have been scheduled between the writers and producers. So far, the WC has signed agreements with 110 smaller production companies, and the indications are will sign additional agreements, but not with any more producers doing shows for network prime time. The studios have virtually shut down production, with more than 20,000 production personnel laid off. Another 200,000 engaged in support services are losing millions each week as the strike continues.

## Fin-syn phoenix out of the ashes

**ABC-TV, CBS-TV and NBC-TV working up new plan to present to Hollywood based on Wright proposal for liberation of half of prime time from prohibition against networks' show ownership**

The three television networks are jointly discussing a new proposal to revise the current financial interest and syndication rule. BROADCASTING has learned. Although the talks, which have been going on for at least several weeks, have not yet resulted in a formal proposal to the Hollywood studios, it is believed such an initiative may rekindle formal negotiations between the two sides which last took place over four years ago.

## Prime time for Donahue

Multimedia Entertainment told network affiliates that *Donahue* is now available to move into prime time this fall. *Donahue* currently airs in morning and daytime slots. Other syndicators said they are making no such sales efforts, although they said the standoff between the Writers Guild and the Association of Motion Picture and Television Producers has opened a new sales opportunity.

Tom Shannon, vice president of sales, Multimedia, said last Friday that of the 208 stations that carry *Donahue*, about 20 have called Multimedia saying they are interested in running the program in prime time. He said: "The response has been favorable" from stations nervous about the effect of the writers' strike on the fall season. Stations that move *Donahue* into prime time will have to negotiate a higher license fee to carry it there.

Multimedia will only offer one run of *Donahue* per day: Stations that move it to prime time will give it up in the afternoon (as a news lead-in) or the morning, the time period in which the

show now runs. Dick Kurlander, vice president of programming at Petry, cautioned against moving a successful syndicated program like *Donahue* around, especially if it is "entrenched" in the critical news lead-in time period, since there is nothing comparable to replace it. *Donahue* and its daytime and afternoon competitors in syndication (*The Oprah Winfrey Show* and *Geraldo!*) receive good ratings in the time periods in which they now run. King World and Paramount/Teletrib, the respective companies that offer *The Oprah Winfrey Show* and *Geraldo!*, said they were not making sales efforts similar to Multimedia.

Kurlander said stations premiering *The Cosby Show* in syndication this fall, many of which will use that show as a news lead-in, would also be "foolish" to move it into prime time. In syndication, moving a show from one time period to the next does not allow the show to develop a track record, he said. Viacom's *Cosby* package allows stations to carry the show wherever they choose.



since that time the television networks have all changed ownership, and the business of network programming has changed as well.

Sidney Scheinberg, president and chief operating officer, MCA, said, "There has been communication with the studios' ad hoc committee and everybody understands what they [the networks] are talking about."

The new initiative has taken as its starting point a proposal recently suggested by NBC President Robert Wright that calls for half of the 22 hours of weekly prime time programming to remain under the current rules, which prohibit the domestic syndication of that programming by the networks and, additionally, prohibit the networks participating financially in that syndication. The other 11 hours, Wright has said, should be open to "whatever kind of joint venturing agreement [with the networks] individual producers and studios might care to make."

The three-network proposal would be an experiment testing the impact of network participation in the billion-dollar domestic syndication market. Keeping half of prime time under the current rules would, in addition to being more palatable to the studios, also provide a control for the experiment. The networks are hopeful such a side-by-side comparison would vindicate their view that the rules are not needed to protect the studios and stations.

Unlike the current initiative, the television networks did not have a unified approach in 1983, when the rules were last seriously discussed. Since then, however, the controlling interest at all three parent companies has changed hands.

Leadership has also changed, to a certain extent, at the studios. Some of those involved in the discussions of four years ago, such as Francis Vincent of Coca-Cola Entertainment, Arthur Barron of Gulf + Western and Merv Adelson of Lorimar, have either left those companies or are less likely to take an active role in future negotiations. Also, a new White House administration may be less disposed to intervene in favor of the current rules, as President Reagan did, reportedly at the behest of MCA Chairman Lew Wasserman.

Business conditions have changed for both sides as well. The television networks have continued to experience audience losses, while revenue from foreign syndication, in which the television networks are allowed to participate, has grown.

Most studios have reduced the carrying value of their network programming libraries due to a soft domestic syndication marketplace. Compounding the problem, two years ago the studios lost their investment tax credit, thereby effectively increasing the cost of producing such programming.

Thus the system of deficit production, where the studios provided network programming at a loss in the hopes that costs and profits would be recouped in domestic syndication, is proving less effective than in prior years.

The networks, meanwhile, concerned about maintaining a supply of quality programming to stem their loss of audience share, stand ready to invest more money given the right incentives. The fact that their consent

decrees with the Justice Department expire within the next two years may further spur the two sides to come together.

Getting together is only the first step in changing the rules. Talks in 1983 between CBS and the studios foundered, it was reported at the time, on the problem of how to define financial interest. While the new network initiative may avoid that problem by

allowing a variety of arrangements on half the programming, other questions remain. Among potential stumbling blocks this time around are whether the rules should include syndication to cable; whether a cap should be maintained on the networks' own production of shows, and whether any proposal that may come out of the talks should have a sunset.

## Turner takes TNT to Madison Avenue

**He says new cable channel, by 1992, will rely heavily on original programming; TBS sells more stock to investing MSO's**

Ted Turner kicked off Turner Network Television's advertising sales efforts at a luncheon in New York last week with the promise that original first-run programming will become the hallmark of the service. TNT's formal introduction to the advertising community was highlighted by the well-wishing of Vice President George Bush; news that Manhattan Cable, which serves Madison Avenue, signed to take the service, and a variety of programming revelations. Turner was also in the news last week with the announcement that he had created three million more shares of stock and sold them to the MSO's that own stakes in Turner.

"There is nothing like new products," said Turner, who referred to TNT as the consummation of his desire to program a fourth network. The cable magnate predicted long life for the new venture because of its dual revenue stream (subscriber fees and advertising revenues). "We'll have the luxury of going for the highest common denominator in quality programming, he said. TNT will spend more than \$250 million over the next three years, and eventually 80% of the service's revenue will go into programming.

The new channel will have access to 2,000 theatrical films from TBS's MGM library. In addition, Turner announced a

number of projects tentatively slated for TNT including *The Story of Billy the Kid*, by Gore Vidal; *The Story of Michelangelo* (the tentative title of a four-hour mini-series coproduced with RAI and Consolidated); *The Story of Captain Cook*, a six-hour mini-series; a sequel to "American in Paris," and a sequel to "The Time Machine."

Guests at last Thursday's luncheon added to the flurry of headlines with news of their own.

Donald Trump, the New York real estate tycoon, told the audience at the Waldorf-Astoria hotel that he has agreed to let TBS film his life story. Trump said an earlier association with TBS—a recent appearance on *Larry King Live*—provided good exposure for his book, "The Art of the Deal." The film of Trump's life will have a budget of \$3 million, and Trump will get final approval of the script and veto power over the actors who play him and his wife, Ivana. Money generated by the film will be donated to charity.

The vice president, who was at the Waldorf raising money for the Republican National Committee, wished Turner well on the start-up of TNT. Bush added that he has "great respect" for Turner's "vision."

Gerry Hogan, president of Turner Entertainment Networks (TNT and superstation WTBS-TV Atlanta), said that in its first year, TNT's schedule will include one "major event" every month, expanding to one every two weeks by the second year. By 1992,



L to r: Barbara and George Bush, Turner and Trump

TNT is scheduled to include more than 200 evenings of special programming. Sports will initially not be included on the new channel; Turner said, however, that TBS could play a role in the bidding on the next Major League Baseball contract. There are no plans to assimilate news into the schedule (outside of documentaries).

The first half of "Gone with the Wind" will inaugurate TNT on Oct. 3, with the second half airing the following night. On Oct. 5, TNT will continue the theme with *Making of a Legend: Gone With The Wind*.

The TBS sales force will package TNT with the other three TBS networks (BROADCASTING, June 27), Turner told the advertising executives. Each hour of TNT will include six minutes of advertising time for national sale and four minutes for local sale. Turner asserted that the local advertising time provided to systems carrying TNT would help strengthen cable's role as an advertising medium.

The TBS sales force will use a subscriber count of seven million homes, with any extra audience picked up in the next few months coming at no charge to advertisers. TNT is hoping to reach 17 million homes within 90 days of its debut.

Jack Gault, executive vice president of Manhattan Cable, praised Turner's new channel, adding that it was "no small coincidence" his system's 230,000 subscribers would be getting the service when it debuts Oct. 3, since they already receive the other three TBS networks. Sammons Communications, which serves 840,000 subscribers, also signed to carry TNT last week.

Bill Croasdale, senior vice president at Backer Spielvogel Bates, applauded Turner's commitment to programming, saying that the entire cable industry can no longer program off-network repeats. "That's not first-run for me. That's off-network. One of these days the cable industry is going to have to go out and take risks on programming. Only then will they be true competitors."

Other advertising executives said after the luncheon that they had yet to fully understand the new channel's mission on the dial, but that they were favorably impressed by Turner's commitment.

Said one: "You have to consider his track record" in putting new channels on the air. In Turner's case, that track record gives good reason for wanting to "get in on the ground floor" with TNT.

A full assessment of just what Turner's programming commitment is, he said, will come when the projects mentioned move from handshake commitments (as Turner described them at the luncheon) to more detailed deals that can be judged.

Said another: "Ted will make coverage," given his connections in the industry. But, he added, from the sound of it, he did not think TNT would be competitive with broadcast networks at first.

Turner's cable connections were evident last week, with the announcement that three million newly issued Class B shares, priced at \$15 per share, would be sold to the various MSOs who purchased 35%. The sale lowers Turner's stake in the company's voting stock from 67.7% to 65.9%. □

## Cable wrestles with possible Pactel entry into business

**UA-Pactel bid for Rogers  
U.S. cable systems presents  
cable industry with dilemma**

Some time later this month, executives at Rogers Cablesystems will make a decision that could usher in a new era in the cable television business. One of the billion-dollar-plus bids they are considering for the Rogers U.S. cable operations is a joint one from United Artists (majority owned by Tele-Communications Inc.) and Pacific Telesis. Should they be chosen, it would be the first time a regional Bell operating company gained ownership of a cable system in the U.S.

There are hurdles for Pactel to clear, including the grant of a waiver from the modified final judgment by Judge Harold Greene. And even though a cable company is providing a vehicle for BOC entry into the business, there is disagreement in the industry over whether Pactel's entry will be beneficial. Some operators are concerned about allowing a BOC into the business under any circumstances. But others feel the industry

**"If the potential for cross-subsidy isn't there, I'll take my chances against anybody."**

**—Amos Hostetter, Continental Cablevision**

can't stand in the way of BOC entry, as long as cross-subsidization is prevented.

*The case for telco entry revolves around these arguments:*

- That telco entry is inevitable and better to allow it in a manageable way than to face the prospect of hostile entry.

- That telco entry is in concert with cable industry claims of not objecting to telco competition as long as it's on a "level playing field," which would occur as long as adequate cross-subsidization safeguards are in place.

- That telco entry provides a whole new class of investors willing to ante up big money for cable systems, thus increasing the value of present operators' plants.

- That the technical expertise telcos possess could be beneficial to the cable industry.

- That telcos, once they become cable operators, will position themselves alongside the cable industry on various issues, as Centel has. Centel is a major non-BOC telephone company with substantial cable holdings.

*The case against telco entry:*

- That the telco entry beyond their service area would be the first step towards

entry into their own service area, in which case cable's livelihood would be seriously threatened.

- That telcos could cross-subsidize cable operations from their regulated telephone base, whether their cable is inside or outside their primary telephone service area.

- That telco entry is not inevitable, and that there is no imminent movement or Capitol Hill to let the telcos in.

- That cable companies are just as capable as the telcos of delivering fiber to the home. Some predict it will get there sooner through cable.

The first public statement from within the cable industry—opening the door for BOC participation in cable beyond their service area—came two months ago when TC President John Malone, appearing before the House Telecommunications Subcommittee, said: "I, myself, would welcome telephone company participation in the cable business as long as the RBOCs and other telephone companies are prohibited from offering cable service in their own service areas." Malone, who worked for Bell Labs in the early 1960's, said that "allowing these giant companies to provide cable service in their telephone service areas would have serious anticompetitive consequences, some of which may not be readily apparent to any of us now." Within six weeks, the news was out that United Artists and Pactel were working together on a bid for Rogers.

Many in the industry are taking the high ground on the issue. Amos Hostetter Jr., chairman and chief executive officer of Continental Cablevision, does not oppose telco entry outside their service area. "If the potential for cross-subsidy isn't there," he said, "I'll take my chances against anybody." He added: "I don't think we are well served by trying to protect the turf for the people who are now in the business.... Their money is just as green as anybody else's."

The prospect of BOC entry is a vindication of sorts for Centel, a \$2-billion-a-year telephone company that also owns a cable company. David Bohmer, president of Centel Cable and a member of the National Cable Television Association board, said "It's a positive statement on something that we've believed in for 10 years now, that cable is a very good business to be in, and in many ways a natural business to be in as long as it's outside their service areas. We believe very strongly in the dual pipeline," said Bohmer, where no one company dominates all services into the home.

The Centel model "is something that we're fairly comfortable with," said Michael Morris, president of the California Cable Television Association, in explaining how telcos could operate within the cable industry outside their service areas. "We'll have to wait and see what's involved," he said of the Pactel bid. (CCTA has been at the forefront of the cable industry's efforts to oppose GTE's cable/fiber plans in Cerritos.



alif.)

Jerry Lindauer, senior vice president, time Cable, also expressed guarded approval of the Pactel initiative. "My gut feeling, without a lot of analysis, is as long as they come into our industry, outside obviously their Bell operating area, and on terms conditions which keep them on a level playing field with other potential operators, will not necessarily be bad for the industry."

## **Technology doesn't automatically make a market make."**

—James Gray, Warner Cable

Lindauer's concern is that a telco's financial might could force cable prices sky high, where no present cable operator could compete for systems on the block. "Somebody's got to pay when they go into other industries," said Lindauer.

But others aren't convinced that BOC anticipation, even beyond the service area, is a good idea. "I think you have to be a little ambivalent about it," said Warner Cable resident James Gray. "I can see positives and negatives. Obviously to see telephone companies take a major position in cable at this time concerns us a little bit. What does it mean? Does that mean it increases their ability to be our competitors in the same market? I don't know."

"On the other hand," Gray continued, "I think there is a positive side of it as well. I honestly believe they, to some degree, and the Congress are a bit mesmerized by technology. To them it's kind of magic that this fiber optic technology is going to bring things this world absolutely needs. There's a reality behind that—that we all know, having gone through our Qube experience [Warner's interactive cable experiment in Columbus, Ohio], that technology doesn't automatically make a market."

Comcast also is concerned. "Generally, our position is we're a little worried about it," said Comcast Cable President Robert J. Jansen. "We think Judge Greene had the right idea and the Cable Act had the right feel, and we support those directions," said Jansen. "Given the long history between the two industries and the current regulations on the books, we're certainly not going to be standing first in line to encourage those to be hanged."

Another cable executive sees Pactel's entry as "a case of the trunk of the elephant under the tent." And he questioned the numbers of the deal, which would have Pactel looking at gaining a return over a longer time—30 years or more—than the typical cable deal. Pactel's entry into the cable business "is counterproductive," the executive said, because the next stricture that could all would be telcos providing video services within their own territory. "I think one wire into the home is inappropriate in a democracy," the executive said.

One major concern to those opposing any BOC entry is the risk of cross-subsidization, even beyond a phone company's service

area. One cable executive feels that the belief that "government is capable of policing the cross-subsidy issue," even outside the telco service area, is a myth. It is "one of the great fallacies of all politics," he said.

But from Centel Cable's experience, cross-subsidizing from afar hasn't been practical. "There hasn't been that kind of synergy," Bohmer said. Cable and phone installers have gone to the same safety training site, he said, but the two companies have not, for instance, shared research costs into fiber or made bulk equipment buys.

In the case of GTE in Cerritos, Calif., the FCC is relying on its Computer III rules to prevent cross-subsidization. "We don't think that's a sufficient kind of safeguard," said Morris. But the Pactel buy "could very easily be set up in a much more satisfactory way without any difficulties," he said, along the lines of Centel's operation.

Another concern about telcos getting into the cable business is the possibility for over-

builds, and being able to sustain losses in competitive situations where the telcos' deep pockets would give them the advantage over cable companies. "I am afraid there may be some mutually advantageous leaseback arrangements" between BOC's, said Washington cable attorney Frank Lloyd. Telco entry into the cable industry may be to buy an existing system the first time, said Lloyd, but once a precedential waiver is granted—allowing a BOC to own a cable system—the potential for overbuilding occurs.

But Bohmer disagrees that the phone companies would find it in their interest to overbuild. "I don't see that taking place.... While there are similarities and ways they can capitalize on expertise that they've already developed, this still is a very different business than the business they've been in," said Bohmer.

Once BOC's make significant investments beyond their service area, Bohmer guessed that "they would very quickly reas-

## **End in sight to Florida overbuilding?**

There are growing signs that the cable overbuild situation in Florida may have hit the high water mark. Sources on both sides say talks have been taking place between Telesat Cablevision and cable operators in areas where both operate. Under discussion are possible joint ventures or operating agreements. "Everybody is talking to everybody," said one source. Telesat's corporate parent, Florida Power & Light, has retained Communications Equity Associates for "investment banking advice," an FPL official said.

A source said one version of a deal Telesat is putting on the table would call for it to sign a noncompete agreement, in exchange for a portion of equity in local systems, depending on the number of subscribers in the area. Existing cable operators would have the option to eventually buy that portion, the source said.

In St. John's county, an FPL official said, Continental and Telesat have signed a merger agreement whereby Continental will become majority partner, and Telesat a minority partner, in a joint operation there. The official said Telesat's stake is at least 20%. Continental and Telesat, although they both had county franchises, were not yet operating in the same area. The county has a small number of homes—some 15,000—but is a growing bedroom community of Jacksonville. One developer alone has plans for a 30,000-home development. Telesat has a franchise for the entire county, and has a few hundred subscribers among about 1,000 homes passed, an FPL official said. Continental, which has franchised sections in the northeastern and northwestern parts of the county, has 6,000 subscribers among 9,600 homes passed.

Telesat President Harry Cushing acknowledged talks were going on with others but said "we are not in any way getting out of the business," citing the several franchises Telesat has received in the past month. Cushing said CEAs involvement was nothing new, that CEA had worked for Telesat and other cable operators in the past. Cushing said that depending on the assets, Telesat could end up as minority or majority partner in other joint ventures.

But Thomas Alexander, a Florida cable consultant, was claiming victory last week. "The operators are winning in the trenches," he said. Not only is Telesat retreating, Alexander said operators in Florida don't fear them as they once did, knowing that they can compete with them one on one. "People are not afraid of them anymore," he said. Yet he acknowledged that "Telesat has probably done this industry a favor," because it forced operators to reevaluate their rates, customer service and programming. "From that side, it's been a good experience," he said.

In Dade county, Telesat had 1,645 subscribers among 12,959 homes passed as of March 31. Dynamic Cablevision, owned by Colony, has 50,607 subscribers among 112,830 homes passed. According to the county cable office, Telesat has completed construction in all the portions of the county for which it applied, and it has not asked permission for any further building. No deals between Colony and Telesat have yet been struck.

Cable sources have often questioned how long FPL would sustain losses through its Telesat subsidiary. Sources say they have seen figures showing Telesat has lost between \$7 million and \$8 million in the past two years.

sess their position on crossownership," to prevent telco-on-telco overbuilds. Bohmer also doesn't think leasebacks would occur. "A lot of telcos like to own and operate," he said.

The industry's first public position on the

matter could come when Judge Greene has the waiver request before him. Cable executives said it was too early last week to determine what the industry would say, if anything.

Although cable executives acknowledge

the conventional wisdom that telco entry inevitable, some don't see it that way. One Congress takes a hard look at the issue, said one cable executive, it may find "the dev you know may be better than the one you don't know or that you may create." I

## Cable comes to compromise on TVRO

**Five programmers make deal with Rural Telecommunications Co-Op to provide programming to home dish owners; move is hoped by industry to diffuse attempts to pass legislation, including H.R. 1885, passed by Telcomsubcom**

Legislation that would regulate cable's role in the home satellite marketplace appears headed for the congressional graveyard.

Despite the House Telecommunications Subcommittee's narrow passage (13 to 11) last Thursday of TVRO legislation (H.R. 1885), most observers believe the announcement a day later that five leading cable programmers had cut deals with the National Rural Telecommunications Cooperative, a noncable distributor serving dish owners, has taken the steam out of the legislation. The NRTC, a politically potent grass-roots organization, said it would no longer push for Hill action.

NRTC concluded program distribution agreements with HBO/Cinemax, The Disney Channel, Nickelodeon, Netlink USA and The Nashville Network. "With the execution of these contracts, and others the NRTC already holds, we believe the way is clear for us to serve the needs of rural satellite dish owners. This is what the market has been waiting for," said an NRTC statement. The cooperative said it is "shifting its attention from legislative efforts to concentrating on marketing this package to rural America."

Furthermore, the bill's chief sponsor, Billy Tauzin (D-La.), declared the NRTC-cable contracts a "major victory." Said a Tauzin aide: "It accomplishes what we set out to do. We sincerely hope the genie is out of the bottle and this will lead to more competition." As for further action on H.R. 1885, the aide said Tauzin has not decided how he will proceed.

The TVRO legislation (a similar measure, S.889, is pending in the Senate) would mandate that cable programmers permit any qualified third party to distribute their services to backyard dish owners, a requirement that is viewed by cable as an unnecessary government intrusion. But the NRTC arrangement should assuage congressional concerns over reports that cable has stifled competition by pressuring programmers not to sell their product to noncable distributors.

During deliberations on the House bill, several subcommittee members (including Representatives Mike Synar [D-Okla.], Dennis Eckart [D-Ohio] and Chairman Ed Markey [D-Mass.]) said their support for H.R. 1885 was conditional and they preferred to see a solution emerge from the marketplace. Markey said he had "signifi-

cant reservations" over the bill and was reserving the right to "withdraw [his backing] if necessary."

After the subcommittee's vote, Markey told reporters that members were "trying to send a signal" that they hoped to see a "speedy conclusion" to the negotiations. The chairman, however, said a settlement did not necessarily preclude any further Hill action although he was waiting to see what the parties would do. The agreements were reached that night.

It was difficult to gauge Hill reaction to the NRTC-cable agreements since both the House and Senate were recessed last Friday when the announcement was made. Lawmakers went home for the July 4 holiday. An aide to one of the bill's staunch supporters, Al Swift (D-Wash.), said NRTC's announcement only "accentuates the problem. This really underlines the problem that it took two years to come to this agreement." Moreover, Dirk Forrester, a staffer with Representative Jim Cooper (D-Tenn.), another chief sponsor, said that while cable has "picked off one of the major supporters there are still others out there who deserve fair treatment."

It also could weaken the chances for passage of the Senate bill, which its author, Senator Al Gore (D-Tenn.), promises to move next week. The Gore bill has encountered strong opposition from Senate leaders such as Daniel Inouye (D-Hawaii), and news of the NRTC-cable agreements along with the soft vote in the House subcommittee should work in cable's favor. But Gore, according to a statement from an aide, Roy Neel, intends to press forward. Said Neel: "We're pleased that these programmers have agreed to deal with the NRTC. It is obvious that without our legislative effort this would never have happened. However, one non-cable distributor does not make competition a reality. The fact that programmers had to be practically coerced into granting access to this one distributor is simply more evidence that the marketplace is not working fairly. We believe that the reason for the legislation still exists, and we intend to push for Senate action very soon."

Last week's activities capped what was being described as a "full court press" by National Cable Television Association President Jim Mooney and his government relations staff to head off legislative action. NCTA also used outside muscle (among the stable of Washington lobbyists deployed: Tom Ryan with Wunder & Diefenderfer; Jim O'Hara with Patton, Boggs & Blow, and William Oldaker with Manatt, Phelps, Rothenberg & Evans), and industry executives were hitting the Hill last week. Among them was NCTA board member Amos (Bud) Hos-

tetter, chairman of Continental Cablevision.

Mooney met with every subcommittee member in the weeks prior to the markup. He and NCTA staff were busy working the committee room and hallways last Wednesday (when the vote was initially scheduled but delayed) and on Thursday, when the subcommittee finally acted.

In a statement issued by NCTA, Mooney said the deals are "further evidence that the marketplace for satellite dish owners is working." The association's role, he continued, "has nothing to do with the contents of the various business deals, but arises simply out of the oft-expressed concerns of members of the Senate and House Commerce Committees and other members of Congress."

Not only was the subcommittee's vote on H.R. 1885 close, but cable succeeded in stripping a provision (13-11) from the bill that would expressly apply the third-party distributor provisions to other technologies mainly satellite master antenna television and wireless cable services. Many observers said lawmakers were obviously "throwing bone" to the industry. Representatives Swift, Bill Richardson (D-N.M.) and Mickey Land (D-Tex.), for example, voted to keep wireless cable out of the bill, but still endorsed the overall measure.

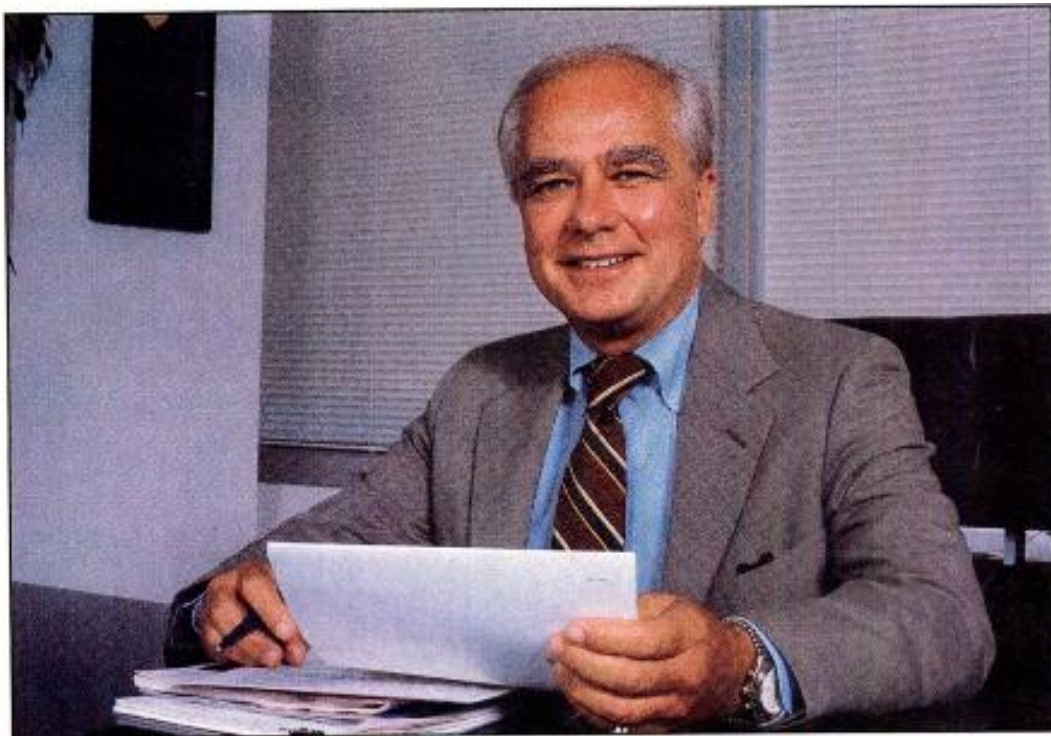
Adding to the politics was a last-minute letter from the U.S. Conference of Mayors to Markey stating its opposition to the legislation on several grounds, including the fear that it could "undercut individual cities' revenues from lost franchise fees since [third-party] distributors would not be subject to such fees."

Even as the subcommittee considered H.R. 1885, negotiations were already under way on the other side of Capitol Hill. For the past three weeks, NRTC and programmers were working toward an accommodation. The talks picked up in Washington last Wednesday afternoon when NRTC representatives, Mooney and programmers met in the office of Senator Tim Wirth (D-Colo.). The session ran until 5:30 a.m. Wirth has been pressuring both groups to cut a deal. The wrapped up negotiations Thursday evening.

"Senator Wirth's role was key, given the fact that he actually organized the meetings," said Mooney's statement. Wirth has been closely allied to the cable industry. He was the chief architect of the Cable Communications Policy Act of 1984 when he chaired the House Telecommunications Subcommittee. There are many major cable companies based in Denver, and he has strong dish constituency as well.

Wirth aide Mike Perko, who sat in on the negotiations, said he does not believe the legislation is "now necessary."





USTA's John Sodolski

## Advance man for telco entry

*That the times they are a-changin' is evident at every turn these days, and nowhere more than in the revolution of video delivery systems. First there was classic television—free, over the air and ubiquitous. Then came cable—roughhewn at first, stubbornly innovative, unsettling and now ascendant. On the fringes there exists a sort of system of direct broadcast satellites, and high-power DBS may be on the way. But just over the horizon lies a colossus that could dwarf them all: the U. S. telephone industry, now mustering its resources—and its fiber optic potential—for an assault on the telecommunications policy establishment that could position it as a new partner in the Fifth Estate. In anticipation of this initiative, BROADCASTING editors met with John Sodolski, president of the United States Telephone Association, for an 'At Large' interview that examines where things are and where they might end up in the continuing television evolution.*

This may be the first time that someone from the telephone industry has appeared in BROADCASTING. We've wanted to talk to you ever since the National Telecommunications and Information Administration report came out, seeming to signal that the movement toward possible telephone company entry into the television business was accelerating. How imminent does that seem to you?

We don't view it as "entry into the television business." There are a number of new services that undoubtedly are going to be provided

by telephone companies at some point. Among those services, presumptively, is television.

The telephone companies are in the mode of looking, sifting, winnowing, trying to ascertain what the interests of the local exchange carrier industry is in the delivery of services other than what has been classically called plain old telephone. The advent of fiber and the ability to deliver broadband services to residences make it likely that at some point local exchange carriers will be

providing more than currently is the case.

But specifically to your question about the television business, I don't know. We would like, certainly, to have our companies able to deliver video services where they're not available via cable—in rural areas, generally, where cable companies, for one reason or another, aren't built. We're precluded from doing that right now.

**Isn't there an exception to allow you to go into small markets?**

Those with fewer than 2,500 homes, I believe, but even that requires a filing by the company and some delays and it's just awkward. Although a few of our companies do it.

**Are there some among your members who want to be in the cable business today as programmers and marketers?**

There are people who don't want to be precluded from the possibility of doing that if that becomes economically feasible and desirable for the customers. You'd have to construct some scenarios in order fully to understand that, but it just seems too early to say that we want to be only common carriers for the delivery of video services—or other services, for that matter.

**Did you feel the NTIA report was deficient in that regard?**

Yes. We were somewhat disappointed. We felt that some of the underpinnings, some of the data, proceeded from inadequate premises. It wasn't as much as we would have liked, although it was certainly a step in the right direction.

**What would you have liked? In the best of all possible worlds, what would you like?**

The best of all possible worlds would be to enable telephone companies to deliver video and other services in competition with anyone else.

**Isn't the video dial tone idea, which the NTIA suggested you be enabled to provide, right down your line of business?**

Your point is well taken. Again, you have to construct a scenario. The Ajax Telephone Co., somewhere, is able to deliver video services, but for one reason or another it's unable to get a proper package put together by someone else. I think they should then be able to do that. To package—or I guess you would say program. I would say package, because I don't think they're ever going to go out and write their own software.

**The concern over what is generally referred to as telco entry proceeds from the broadcasters' bad experiences with the telephone company in the wireline days, and from cable operators fears that they will be wiped out, essentially. Is there any basis for that fear?**

I think they ought not be uncomfortable. With regard to the broadcasters' experience in the past—that's all changed, as of Jan. 1, 1984, with divestiture. There isn't the monolithic telephone company there used to be, and a lot of people simply haven't realized how different things are. I don't think the broadcasters have anything to fear in that regard.

Regarding cross-subsidies, there are so many administrative ways to get around that. The FCC's Computer One, Two and Three dealt with that, and I doubt that even if—even if—telephone companies wanted to cross-subsidize, which I suggest they don't, they could.

**Let's talk a bit about the basic telephone plant. Given that it might be advantageous to the distribution of video product to let the nation's telephone systems into the act, are they capable of doing it?**

At this moment, given the nature of the loops to most residences, no. However, fiber is going in at an accelerating rate and it will be capable, incrementally, of doing it. Certainly by the turn of the century. Probably in many places by the early 1990's.

**Is fiber a prerequisite for this access?**

Fiber is not necessarily a prerequisite. One could use coax, but why would one do it when it probably will be made obsolete by fiber, again, in the relatively near term.

Whether this capability happens by the early 1990's or by the turn of the century depends on the health of the economy, on the nature of the regulatory changes that might happen, and what incentives phone companies may or may not have to do that. But fiber is growing: even as we speak it's being installed experimentally in

many places around the country. If you want me to give you percentage of residences that may have fiber by 1992, I can't do that. Except that it will certainly be in double digits.

**We remain curious about your physical plant, and how soon it might be video-ready. For example, the existing cable plant passes more than 80% of U.S. television homes right now. If you were admitted to Congress into competition with cable tomorrow, how soon could you have such a reach?**

It would depend on the nature of the incentives to do it. I would guess certainly within 10 years, probably less. I've been in the business for almost 30 years now, and every time someone predicts when something is going to happen in the telecommunication business, it happens sooner.

With proper incentives, and if the phone companies understood and knew that they were able to compete in that business, they would bend every effort to do it quickly. They already have ubiquitous plant. It would simply be an upgrade of that plant—install fiber—they already have the rights of way, they're already houses, in residences. It would simply be a matter of upgrading, not a total rebuild.

**Will fiber go to the home absent video delivery?**

The costs of fiber are coming down and its utility is going up. It's almost economic now to put fiber into residences; the crossover point is imminent.

**How do you read the political winds on telco today?**

There are two aspects to that question. One is the situation at the FCC, where there are things the commission could do that would enable some of our companies to deliver. One of those things is to make less onerous the 2,500-homes restriction on telcos in rural areas. That would allow us to quickly bring service to areas that don't have service.

Moreover, they have a notice of inquiry under way on the crossownership question, and it would seem a reasonable thing for them to suggest that it be removed. It seems a righteous thing to do to bring service to more people at lower cost. And a rational thing to do.

The other part of the question? That involves the Congress and the Cable Act, with its crossownership restriction. We think it's simply invalid.

What are the winds? What do we think can be done? Well, anything can be done. You want me to predict something? Well, I predict that they'll lift that restriction at some point. There already is a bill on the Hill, by Congressman Howard Nielson [R-Utah]. But you're asking specifically with regard to this organization, where we are, quite frankly, is that we're still studying the issue. We have a board committee, an ad hoc committee, looking at it to try to set policy, strategic and tactical goals, in order to ascertain first what ought to be done, second, that it can be done.

**Was your association asleep at the switch when they put that crossownership prohibition into the Cable Act four years ago?**

I wouldn't characterize it as "asleep at the switch." I would characterize it as an interregnum in the telephone industry. That was right after divestiture, when there were a lot of Chicken Littles running around saying: "The sky is going to fall on the telephone business." And there was massive confusion and fear on the part of telephone companies that they were not going to be viable, given the changing circumstances. So rather than saying "asleep at the switch," I would say distracted by other things—and at that point, seemingly much more important things to the telephone business.

**Are you trying to make an alliance with Hollywood or the cities?**

Well, we're investigating all the high ground that we can find. Any alliances would certainly be helpful. But I'm not going to elaborate on that because there's a flux, there's a change, almost a kaleidoscopic change in that sort of thing. You can speculate on that as well as can. We've not made any overt approaches, nor have we had any overt approaches to us. But certainly we talk about it.

**You suggested that broadcasters need not be concerned about telco entry because the circumstances had changed. But should they be concerned just because you would represent a sea change in the**



telecommunications universe? A change that could threaten over-the-air broadcasting altogether?

I would doubt that. I mean, I would doubt that over-the-air broadcasting would be eliminated under any circumstances. However, I think about high-definition television. When I last visited the subject, it took 12 mhz of spectrum to carry HDTV, while only 6 mhz are allocated. I don't know how the broadcasters are going to handle that, if they can handle it. Or technically whether that can be compressed.

Let's assume they can't. I'm not saying they can't do it, but let's assume they can't do it. How would they then get their signal out to the largest number of households? Well, I suggest a way to do it could be through the telephone system, through fiber, where they could have instant, available penetration approaching 100% of the households and residences in the U.S. Now, is that something a broadcaster might want to do? I don't know. I'm not in that business. But I certainly would give serious thought in addition to over-the-air.

Perhaps you'll remember our interview with former FCC Commissioner Mimi Dawson [BROADCASTING, Nov. 30, 1987], who speculated that 15 years down the road it would be a fiber universe and that the over-the-air frequencies would be given back for another purpose.

Do any of you remember a publication that Electronics Industries Association did in 1969 called "The Wired Nation?" That's what I said—that it is more efficient and economical to do things via wire than it is over the air. Well, that hasn't happened. You know, I can't tell you specifically why broadcasting won't disappear except that I can't contemplate it. It's such an economic way of doing things, of getting quickly to people. If you start from the premise that communication services ought to be delivered via wire or fiber if they can be—if something is not moving—you come up with one set of conclusions. If, on the other hand, you talk about public convenience and necessity, then broadcasters early have a place.

I just can't conceive of broadcasters disappearing or suffering by telephone company competition. It would be additive, too. There are buildings in this city where television reception is not good because of shadow or because there's interference from microwave—one thing or another. If broadcasters could be assured that a signal could be gotten to those consumers of television services, I would think they'd be happy.

What about your own scenario for the telecommunications universe by the turn of the century—which is increasingly less far away?

I think we're going to see a ubiquitous telephone network that will be able to purvey services beyond those which are now provided—and I think it's more imminent than the turn of the century. But it will be an additive, building kind of thing. You won't one morning wake up and find it's all going to be there. But the telephone industry will not be the only purveyor of those services. Undoubtedly there will be competition and, in fact, that's all we want—the ability to create

those services that will be deemed desirable by the population at large. You hear about information-rich, information-poor. Well, this industry has a commitment to universal service. We'll continue to do that and we'll add services to the telephone service as the general population decides they want to use those services. It's apparent that the general population wants video service.

A number of the special video services—teletext and videotex—failed to get off the ground. Do you sense there is a market out there for such applications?

There has to be a critical mass of demand. Which one will happen first or which will be more economically viable than another is unclear. We don't know right now. We want the capability to find out which ones will go and to be able to offer them without a regulatory quagmire that keeps us from doing what we want to do and what the consumers want.

You asked earlier whether we would want to be a common carrier and I repeat that we want to be more than that. But let's again assume—because we can only assume these scenarios—that telcos were common carriers. It might well be more economic for a cable company to deliver through telco systems than build its own system.

I just wonder if you see yourself as part of—as potentially part of—the Fifth Estate, if that phrase means to you what it means to us.

I can't speak for the industry to that question. I'll give you a personal opinion. The opinion is yes.

And as we ask that question, it's in the spirit of your becoming part of the Fifth Estate as opposed to the Fifth Estate being absorbed by the telephone industry.

That's correct. I think it's a very good characterization and wish I had thought of it. I mean, I haven't thought about the Fifth Estate and the triumvirate and our joining it, but I suppose that as a general proposition -- or, again, an accurate characterization—that if we do have and will have the ability to deliver those kind of services, and if we have a wider opportunity to do that, then yes, that does make us a member of the Fifth Estate.

Will you be a First Amendment speaker?

I don't think there's any indication that any telco right now or in the foreseeable future is going to be involved in originating programming, but the packaging thereof is something that I think some of our companies might have to do for lack of someone else doing it, or might want to do as a result of demand. It gets back to your common carrier question earlier. I keep giving you the same answer, that we don't want to be precluded from doing it.

What's the distinction between packaging and origination? Why would there be a reluctance to do one and not the other? Or do you want to keep your options open? Are you willing to preclude at this point the origination option?

No. No. No. We don't want to preclude anything, because we don't know. I'm trying to be as honest with you as I can by saying right



USTA's Sodolski

Mixing the old with the new

now we detect no interest in originating programming on the part of telcos. Now, it's possible that somewhere, at some point, someone may want to. And we don't want to preclude anything. But at this point, no.

One of the areas that intrigues us in anticipating the changes that may occur has to do with the First Amendment. The Fifth Estate has never been accorded First Amendment rights, and the most commonly given reason for denial of that protection has been that the electronic spectrum is finite and may not accord entry to all who might want to be audio or video publishers. In this wired universe that, speculatively, might be arriving, would that argument be erased? Would every person in America, essentially, have the capability of becoming a programmer or originator or whatever? Will there be, arguably, infinite capacity in the system?

There may not be infinite capacity but there will be a lot of capacity.

**Might there be 200 or 300 or 400 channels coming through a typical connection?**

There certainly will be more than are available now.

**Perhaps we should put the question in a simpler fashion: Would there be First Amendment implications to the telephone companies entering the video business?**

Yes, there are, although we haven't thought much about it. It seems clear that any implications would be positive rather than negative. We're on a very rapid learning curve. It's only been in the last year, or perhaps the last two years, that we've even thought much about this.

Our fear is that Congress is determined not to let go of its control over the electronic press, no matter what conduit it takes to reach the home. There is already a far greater capacity in radio and television and cable than we started out with in the 20's and 30's, yet many on the Hill are still talking scarcity as though nothing had changed. The question is, would Congress allow a fiber optic universe to operate under the protection of the First Amendment? It's an issue that will be coming up along the way.

**But let's go on. Is the telephone industry monolithic in its approach to telco entry, or does Bell South want one thing while PacTel wants another—and Centel something else?**

I suspect there will be differences in degree of wishes and desires and even technical capabilities between and among some of our member companies, but as a practical matter, in terms of the delivery of information services, an information-rich network that could include video services, I don't think that's a matter of much dispute among or between telephone companies. Whether Bell South or U.S. West might share precisely the same view of how they want or could deliver services is kind of irrelevant to the overall societal argument that we're trying to make.

**Have you any idea as to how economical a service you might be able to offer?**

No, I don't. I couldn't begin to approximate, because we have no model on which to build. Again, we're working on the premise that there is a hunger for information services, not only in this country but everywhere in the world. And that we are beautifully positioned to provide those services over a technologically advancing network. And that these things will be additive, incremental. What the nature of that market might be in volume, by 1995, would be pure conjecture.

**Can you anticipate telephone companies competing with each other for the delivery of video services?**

It's conceivable. However, there are certain natural monopoly aspects to telephone service. When you want to call an ambulance or the fire department and you want some assurance that you're going to be able to do that, that argues for a telephone company in place. What you're really asking is how many fibers or wires might there be to the house or to the residence, and the answer is, we don't know. One, two, three? We don't yet know how the economics shake out. I could answer the question both ways, saying, no, they wouldn't, and yes, they would. With, right now, equal persuasiveness.

**We've asked a number of people in the last six months whether or not they thought the telephone companies would be a player in the**

**television industry, and there has been a high degree of unanimity the affirmative. What about you?**

I believe the answer is yes. Because it seems a righteous thing to do from a public policy point of view.

**With what degree of certainty should our readers bank on it happening?**

I think they should bank on it happening with some degree of certainty. Your next question will be when. And I don't know when but certainly before the turn of the century, and earlier if we can do anything about it.

**Is the legislative battle going to be fought in the next couple years?**

Again, looking for a timeframe, the bill that was introduced by Congressman Nielson was probably the first distant shot on the horizon. There is a quickening interest. It comes from everywhere. More and more people—public policy-makers, our industry, you industry, others—are becoming aware of what can be done, and doesn't take a long stretch of the imagination to see where things could go. What will keep those things from going to that point is the crossownership restriction, which will take a legislative battle to correct. I think it will be changed. If you're looking for my guess would say within the next five years.

**What makes you think the public wants more than it's getting? There's very little cable penetration in the District of Columbia, but someone able to receive 30 or 40 channels via cable might think that's a lot.**

You're narrowing the question just to what you're calling cable. And you also made another premise there. If where you live there is a cable system, and you could by simply calling the telephone company get 40 or 80 channels, you'd probably do it. Especially if you were able to select it by dialing. Now, what other services might you want? I don't know. That's the point I was trying to make. It's a chicken and egg situation. When the public knows what the services are, they'll probably want them. We believe they will. Will they want all the services? Perhaps not. But we have got to make sure that we understand which ones they want and are able to receive.

I don't want to get too blue sky, but I would love to be able to operate from my home. How would I do that? What would I want my little office at home to enable me to do that? At this point, I really don't know. A fax machine and a telephone and maybe a terminal? Maybe. But I might want something else, and whatever that something else is, we want to make sure the telephone companies can furnish it.

**But the American public has already shown it will pay upwards of \$1 billion for video services. Why don't you just go after that?**

I take your point. Video is nice and is a big piece of business. But it's only part of the kinds of information services that we believe will be available to and demanded by the American public in the next decade. Meter reading. Controlling one's house—that is, the heating and air conditioning, and so on—remotely, are all with us now, and will become increasingly important as time goes on. So it isn't just video we're talking about. It's video plus a bunch of other things.

You know, as sort of a closing, capping statement, I would say that you've concentrated on the political climate in your question, and that's interesting. It's certainly pervasive. But what's really driving is not just technology, which everyone realizes, but the market—the demand for services among the American people around the world. Global village, all that. And not to be overlooked—and mean this as an important factor in what's happening—is at this point we don't know, no one knows, how those services might manifest themselves, whether it's going to be videotex or entertainment television or interactive two-way one thing or another via terminals. We really don't know, but we are going to bend every effort to make sure that we can detect those market trends and satisfy them as they come down the pike.

Again, what's the timeframe? Anything beyond five years is absolute conjecture. Anything within five years is not much better. But I would guess within five years we'll have some more precise knowledge of what it is that will be furnished to customers into the next century.



## Sillerman's radio reorganization

**Moves include partnership with Westwood One in ownership of WNEW(FM) New York and interest in newly acquired stations of Carl Brazell**

Robert F.X. Sillerman, the 40-year-old New York investment banker and broadcast entrepreneur, is rapidly increasing his stake in the radio business.

Sillerman, who along with Carl Hirsch, former head of Malrite's radio division, founded Legacy Broadcasting two years ago, a radio group headquartered in Los Angeles, and who three months ago formed Sillerman Acquisition Corp. to purchase highly leveraged Metropolitan Broadcasting, a New York-based radio station operation (formerly Metromedia's radio group), for \$300 million, has unveiled a somewhat complex, even creative, three-tiered reorganization plan involving his burgeoning radio broadcast interests that will effectively allow him, through his various companies, to maintain some equity in those properties.

One major facet to that reorganization is the trading of five Metropolitan and Legacy properties to Carl Brazell, Metropolitan resident and chief executive officer, which will form the foundation for a new radio company to be headed by Brazell ("Closed Circuit," June 27). The Sillerman Group of Companies, the umbrella for all of Sillerman's operations, will maintain a non-voting equity interest in Brazell's new company, dubbed Command Communications, while Brazell retains all of the voting stock.

The proposed Sillerman restructuring also entails a partnership arrangement with Westwood One, the publicly held, Culver City, Calif.-based, network radio concern, to co-own WNEW(AM) New York and purchase a "substantial equity position" in the remaining Metropolitan stations by Legacy, which will operate those stations.

Sillerman said Brazell's company will acquire Legacy's KJOL(FM) Los Angeles and CHOW(AM)-KSYY(FM) Denver for \$95 million and Metropolitan's KRLD(AM) Dallas and the co-located Texas State Networks for \$50 million.

The financial structure for Command Communications will be managed by Sillerman-Magee. Sillerman's investment banking firm, Brazell said. "We are in the midst of negotiations for senior financing of the deal," Brazell said.

Command Communications will be based in New York. Representing Sillerman in the Metropolitan and Legacy sale to Command was Gary Stevens & Co.

According to Sillerman, the \$145-million sale of the five properties to Brazell will cut in half the \$100-million private debt load he assumed as part of the Metropolitan purchase. Sillerman also assumed \$160 million



Sillerman



Brazell

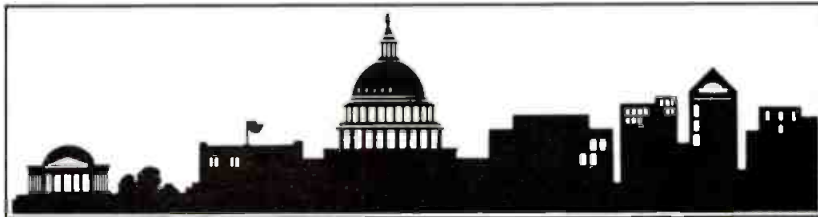
in public debt at the time.

Simultaneous with the announcement of the Brazell transaction was the signing of a letter of intent between Westwood One and Metropolitan whereby Westwood will purchase a 50% interest and operating control in Metropolitan's WNEW(AM) New York for

\$11 million cash. Westwood will sell advertising time on the station in combination with its newly acquired FM property there, WYNY.

"We will maintain WNEW's unique format [big band/MOR] while assuring distribution of Westwood One's news and appropriate

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**May down.** Network radio sales continued their sluggish second-quarter pace with billings for May off 5% from May 1987 to \$33,059,119. That's according to the Radio Network Association, which relies on data collected from the networks by the accounting firm of Ernst & Whinney. In April, sales were down 0.9% (BROADCASTING, May 30.) Year-to-date (January through May), network business is off 1.9% from the same period a year ago, to \$143,185,000.

programming services in the nation's number-one market," said Norm Pattiz, Westwood One chairman. "It gives us a guaranteed affiliation with Mutual Broadcasting and the NBC Radio Networks," he said. (Both Mutual and NBC are divisions of Westwood One.) Pattiz added that both WNEW and WYNY will move to Westwood's New York facilities at 1700 Broadway.

The final piece in Sillerman's three-way reorganization involves the acquisition by Legacy of an equity interest in Metropolitan Broadcasting. Additionally, Legacy will operate what will be Metropolitan's three remaining owned properties: WNEW-FM New York; WMMR(FM) Philadelphia, and KTWV(FM) Los Angeles. (The name Metropolitan will be retained.)

"Legacy will initially acquire 49% of the equity in Metropolitan," Sillerman said, noting that the dollar value of Legacy's

holding in Metropolitan will be determined "once the final financial structure for the Metropolitan acquisition is in place."

(Sillerman and Hirsch both hold the title of co-chairman for Legacy. Hirsch is also president and CEO of the group. Sillerman currently holds 49% of Legacy's voting stock; Hirsch holds 51%.)

All three deals are contingent upon the closing of the Sillerman/Metropolitan transaction, which is expected to take place at the end of September.

Some industry analysts note that this latest Sillerman plan may signal the beginning of what they view as an "objective" and "businesslike" approach to the division of broadcast assets among potential competitors, particularly referring to the fact that both Metropolitan and Westwood will operate FM properties in New York while co-owning an AM station there.

"We believe the [proposed] transactions are fair to the [respective] shareholders and are in accordance with the letter and spirit of the commission's rules," said Sillerman. □

## Hosking leaving CBS Radio; Widmann picked as successor

Robert Hosking, president of the CBS Radio Division and a 30-year veteran with the company, has opted to take CBS's early retirement offering and will leave at the end



Hosking



Widmann

of July, it was announced last week. Hosking will be replaced by Nancy Widmann, vice president of the CBS Owned Radio Stations.

Hosking, 56, has been president of the radio division since 1981, having joined on year earlier as executive vice president. (The division is composed of two radio networks, a syndicated programming service seven AM stations, 11 FM stations and national radio representation firm.) Before that, Hosking had been vice president of affiliate relations for the CBS Television Network since 1978. Hosking joined CBS in 1958 as a financial management trainee and soon after became an account executive for WCBS(AM) New York.

Hosking said his immediate plans include traveling with his wife and looking for teaching position at the college level. "I had to decide whether I wanted to stay in the business with my current position at CBS or to try something else, especially after 30 years. It wasn't an easy decision to make," said Hosking, adding that the deadline to accept CBS's early retirement package was last Thursday evening (June 30). "This [package] is a once-in-a-lifetime opportunity." (The CBS early retirement package which was introduced in the spring, was designed for employees 55 and older.)

Widmann has been in her current position since 1987. Prior to that, she had been vice president of the CBS-owned AM stations. Widmann joined CBS in 1972 as an account executive with CBS Radio Spot Sales (now called CBS Radio Representatives). Four years later she was named its New York manager and in 1979 Widmann became vice president and general manager of the unit. The following year she was named vice president and general manager of WCBS-FM New York, a position she held for six years.

**The trend continues.** AM radio listening continues to gradually erode, according to the just-released spring 1988 RADAR 37 report. That report shows FM's share of the total radio audience inching up from 74% in the fall book to 75%. Consequently, AM listenership has dropped from 26% to 25%. Just 10 years ago, FM's share of radio listening stood at 46%.

In other RADAR results, the share of radio listening that takes place outside the home has risen from 39% in spring 1978 to a record high 52% (24% in automobiles and 28% in a place other than home or automobile) in the new report.

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## Technically speaking

Members of the allocations and technical subgroups of the FCC's Radio Advisory Committee held an informal meeting last week at National Association of Broadcasters headquarters in Washington in the aftermath of an International Telecommunication Union conference in Rio de Janeiro, the release of comments in the current FCC proceeding on AM radio improvement and a meeting of the NAB radio board. A number of radio technical issues affecting both the AM and FM bands which will receive commission attention this summer were discussed.

Consultant Wally Johnson, a member of the U.S. delegation to the Rio meeting, called it "a very successful conference." The main accomplishment was the signing of an agreement by 20 of the 22 western hemisphere countries attending to extend the AM band by 100 khz to 1705 khz (BROADCASTING, June 13). Most of the document is made up of allotment maps. Most of the technical provisions, he said, were designed to reduce the technical parameters involved with the bandwidth expansion and reducing complications for consumer receiver manufacturers. All members, except for two South American countries, indicated that they would move current nonbroadcast services between 305 khz and 1705 khz to different positions. The international AM band expansion becomes effective on July 1, 1990.

Johnson praised the delegation's leader, FCC Commissioner Patricia Diaz Dennis. "She was very effective," he said. Along with an ability to quickly absorb the technical issues involved with the AM band expansion, he said, her knowledge of Spanish also helped the delegation gain support with the Latin American delegations.

In this country, comments on an AM band extension inquiry released by the FCC last winter (BROADCASTING, Feb. 29) will be due July 11. However, attendees at the Radio Advisory committee meeting said that the FCC staff had reacted favorably to verbal suggestions to postpone that deadline. There was a general consensus among those at the meeting that some of the more "creative" proposals in the inquiry would be challenged in their comments. Said NAB's Barry Umansky, deputy general counsel, the inquiry reads like "a layground for half-baked ideas." Among the ideas that drew fire was the proposal to relocate some of the new channels for rational licensing.

NAB's Stan Salek reported on some of the actions taken by the NAB Radio Board. The board's chief action was passage of a resolution to ask the FCC to begin rulemaking proceedings to amend the

rules for FM translators. There have recently been abuses of translator use, the board claimed, and proposed expansion of translator allocations threatens increased interference on the FM band. Along with a request to the FCC to solve those problems through new and stricter translator rules, the board formed a new FM translator subgroup of the NAB task force on radio allocations. "The subgroup will help develop NAB advocacy strategy in conjunction with the radio executive committee, radio board and NAB staff," the resolution said. Comments on aspects of a current FCC inquiry on FM translators are due July 11 and 12.

The NAB's AM improvement committee made a number of recommendations to the board, including the designation of a coordinator to be NAB's spokesman on all AM radio issues and organization of an effort to encourage the FCC to set standards on the minimum tolerated interference on the AM band by powerlines. Two other established radio positions, that opposing the expansion of FM directional antenna approval in the FM band and that supporting upgrades in power from 3 kw to 6 kw for most Class A FM stations, were reaffirmed by the radio board.

## NRBA contributions

The executive committee of the National

Radio Broadcasters Association, which merged with the National Association of Broadcasters in 1986, has voted to dissolve the NRBA's corporate structure and to disburse the remaining funds in its treasury, which come to approximately \$150,000. That decision was reached during the NAB board meeting two weeks ago in Washington (BROADCASTING, June 27), where nine of the former 12 NRBA executive committee members met to decide the matter.

"This represents the final stage in the process of unification that began two years ago," said former NRBA President Bernie Mann, who is currently president of Mann Media, High Point, N.C. Mann also sits on the NAB board, holding one of the unification seats. According to Mann, in 1986 the NRBA board asked its executive committee to oversee the association's funds for two years, which, in effect, would maintain the organization. "It was felt that a two-year period would lead to the orderly disposition and use of the funds," Mann said.

The association's funds will be divided equally (\$75,000 each) between the All-Industry Radio Music License Committee, which is now under review for possible expansion by an NAB task force headed by Group W Radio President Dick Harris, and the Abe Voron Scholarship Fund—a college scholarship fund named after the late radio broadcaster, Abe Voron,



**The 3P's.** The United Stations Radio Networks, in cooperation with the Times Mirror newspaper group, will offer its affiliates a new series of Monday-through-Friday political reports entitled *The People, Press and Politics*, beginning today (July 4). The 30-second reports, which will air through Dec. 30, will highlight the results of Times Mirror-commissioned studies of the American electorate conducted by the Gallup organization, according to John McConnell, vice president of news and sports for the networks. Each report will feature Andrew Kohut, president of the Gallup organization, and Norman Ornstein, a political scientist and resident scholar of the American Enterprise Institute. Pictured at United Stations headquarters in New York are (standing, l-r): Rich Rieman, Washington bureau manager, United Stations, and McConnell. (Seated, l-r): Anthony Hatch, director of public affairs, Times Mirror; Ornstein, and Kohut.

who was a co-founder of the NRBA.

The All-Industry committee will use the money to establish a permanent method of fund-raising and to prepare for upcoming negotiations with the American Society of Composers, Authors and Publishers and Broadcast Music Inc. The \$75,000 will be "seed money" that will help the committee establish an office in either New York or Washington to coordinate its activities, said Mann. "The [music licensing] issue affects all radio broadcasters."

## Go for the gold

Four grand award trophies, including ones for U.S. winners Mutual Broadcasting and KBCO-FM Boulder, Colo., and 46 gold medals were presented for "outstanding radio news, entertainment and informational programs, editorials, programming formats and promotion spots from around the world" during the seventh

annual International Radio Festival of New York ceremonies, at New York's Sheraton Centre hotel.

Mutual took the nod for best news program, entitled *Pain & Pride: Remembering Vietnam*, while KBCO won for best entertainment program for its spoof on radio of the future, called *Intervention Day, 2027*. The remaining gold medal winners on the programming and promotion side were Interlock Media Associates, Cambridge, Mass. (best information program), for a "historical look at the role of radio in Vietnam, named *Vietnam: Radio First Termer*, and CHUM-FM Toronto (best promotion spot) for its station promotion campaign, *Little Richard*.

The United Kingdom, Australia, New Zealand and Canada were the big overseas gold medal winners, with the Australian Broadcasting Commission capturing three awards. In the U.S., Mutual Broadcasting topped the gold medal honor

roll with four awards (including *Pain & Pride*).

Other multiple gold medal winners for programming included the United Stations Radio Networks, which won for Top Stories of 1987 in the best news analysis category and for Sports as best sports commentary/analysis program.

Other American local radio gold medal winners were KFI(AM), KFWB(AM) and KTWV(FM), all Los Angeles; WABC(AM) New York; WBZ(AM) Boston; WWRC(AM) Washington; WRKS-FM New York; WZEZ-FM Nashville; Minnesota Public Radio, and Nevada Public Radio.

## Headliner

Singer Natalie Cole will entertain at the closing dinner at the National Association of Broadcasters' Radio '88 convention on Saturday, Sept. 17. The show is being sponsored by BMI.



## Switch dates

The FCC-approved plan for implementation by cable systems of A/B switches, which would allow consumers to switch between cable and over-the-air signals, has been changed. Deadlines have been extended for the switch manufacturers to cease manufacturing of devices that do not meet new technical criteria.

The FCC set standards for the switches in an order on Nov. 19, 1987. Separation between the A and B terminals was set at 80 db (decibels) on VHF channels (54 mhz-88 mhz and 174 mhz-216 mhz) and 60 db on UHF channels (470 mhz-550 mhz). The "isolation" created by separation between the cable and off-air signals is to prevent interference between them.

In the order, the FCC set a date at which nonstandard switches no longer could be marketed. However, at the request of the Consumer Electronics Group of the Electronics Industries Association, representing American consumer electronics manufacturers, and the EIA's counterpart organization in Japan, the FCC agreed last week to instead follow the more traditional procedure of setting a deadline for ceasing manufacturing and importing of nonstandard switches.

Three dates were set. By Aug. 19, manufacturing of stand-alone mechanical switches must cease, with production of electronic stand-alone switches to end Oct. 29. Switches built into TV receivers must comply with the FCC standard by April 28, 1989. According to an FCC release, the dates reflect the commission's "recognition of the relative difficulty of revising the designs of the three types of switches."

Cable operators, which were under an order to have A/B switches available by last

Feb. 29, are under a stay of that order until the commission determines that enough switches meeting the standard are available.

## Klystrode vs. klystron

Two weeks after the first klystrode tube UHF-TV transmitter began operation on the Georgia Public Telecommunications Commission's WCES-TV on channel 20 in Wrens, Ga., the system is living up to its billing. "We're extremely pleased with its performance. It's not only meeting, but in some cases is exceeding, our initial expectations," said the commission's director of engineering, Al Korn.

The biggest selling point of klystrode transmitters over the conventional UHF-TV transmitters with klystron tubes is increased efficiency. According to the developer, manufacturer and marketer of the new transmitters, Comark Communications Inc., Colmar, Pa., a division of Varian Inc., two to three times less energy is needed to power the klystrode than is needed for a klystron. Data has been recorded hourly at WCES-TV since the new 120 kw transmitter was turned on, Korn said. "We have increased our effective radiated power by 13 times. We are drawing approximately the same power to drive it as we did to drive the old [30 kw] GE" transmitter, he said.

Comark's energy efficiency claims, the company said, are based on the assumption that klystrode transmitters will last as long as klystrons. But critics of klystrode technology have said the new systems will not be as durable. In a paper co-authored by Comark President Nat Ostroff, delivered at the technical conference of the National Association of Broadcasters convention in Las Vegas last

April, the company admitted there is limited information on the klystrode's lifespan, but that what is known so far "does not dispute the hypothesis" that they are as durable as klystron systems. Through data that is now being gathered at WCES-TV, Ostroff told BROADCASTING last week, Comark is attempting to prove that klystrodes will have similar longevity.

The SK model 120 kw Comark transmitter installed at WCES-TV was sold for about \$919,049 with total cost of installation at about \$1.25 million. A second GPTV station, WABW-TV Pelham, Ga., will begin installation of a second klystrode system in September with start-up tentatively scheduled for Oct. 1. With two other installations also to take place in the fall, Ostroff said four klystrode transmitters will be in operation by the end of October.

## Interference model

The FCC's Office of Engineering and Technology has released a publication describing a model to calculate the interference between TV channels 4 and 5 and operational fixed stations (private radio base stations as opposed to land-mobile service). The model can be used for interference calculations instead of the method described in Part 90 of the FCC rules. It is based on current field strength curve data and the susceptibility of modern TV receivers to interference. Parameters taken into account in the formula include effective radiated power and antenna height of both fixed stations and TV stations and the distance between them. The model, entitled "Potential Interference from Operational Fixed Stations in the 72-76 mhz Band to Television Channels 4 and 5," may be purchased through International Transcription Services Inc., Washington.



# Stock Index

Closing Closing  
Wed Wed  
Jun 29 Jun 22

Net Percent P/E  
Change Change Ratio (000,000)

Market  
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## BROADCASTING

|                                |     |     |     |     |   |   |     |         |     |       |
|--------------------------------|-----|-----|-----|-----|---|---|-----|---------|-----|-------|
| (CCB) Capital Cities/ABC ....  | 315 |     | 313 | 3/4 |   | 1 | 1/4 | 00.39   | 19  | 5,096 |
| (CBS) CBS .....                | 157 | 1/4 | 160 | 1/8 | - | 2 | 7/8 | - 01.79 | 8   | 3,715 |
| (CCU) Clear Channel.....       | 14  | 1/4 | 14  |     |   |   | 1/4 | 01.78   | 25  | 55    |
| (INFTA) Infinity Broadcast.    | 29  | 5/8 | 29  | 1/8 |   |   | 1/2 | 01.71   | 92  | 246   |
| (JCOR) Jacor Commun. ....      | 5   | 5/8 | 5   | 7/8 | - |   | 1/4 | -04.25  | -12 | 55    |
| (LINB) LIN .....               | 61  | 7/8 | 63  | 5/8 | - | 1 | 3/4 | -02.75  | 39  | 3,197 |
| (MALR) Malrite .....           | 8   | 1/2 | 8   | 1/4 |   |   | 1/4 | 03.03   | -18 | 115   |
| (MALRA) Malrite 'A' .....      | 8   | 1/2 | 8   | 1/2 |   |   |     | 00.00   | -12 | 116   |
| (OBCCC) Olympic Broad.....     | 3   | 1/2 | 3   | 3/4 | - |   | 1/4 | -06.66  |     | 8     |
| (OSBN) Osborn Commun....       | 7   | 1/4 | 7   | 1/4 |   |   |     | 00.00   | -6  | 36    |
| (OCOMA) Outlet Commun..        | 22  | 1/2 | 22  |     |   |   | 1/2 | 02.27   | -8  | 147   |
| (PR) Price Commun.....         | 8   | 7/8 | 9   | 1/8 | - |   | 1/4 | -02.73  | -7  | 85    |
| (SAGB) Sage Broadcasting       | 4   | 3/4 | 4   | 3/4 |   |   |     | 00.00   | -7  | 18    |
| (SCRIP) Scripps Howard .....   | 83  |     | 85  |     | - | 2 |     | -02.35  | 66  | 857   |
| (TLMD) Telemundo .....         | 9   | 1/2 | 9   | 3/4 | - |   | 1/4 | -02.56  | -1  | 72    |
| (TVXG) TVX Broadcast .....     | 2   | 3/4 | 2   | 3/4 |   |   |     | 00.00   |     | 16    |
| (UTVI) United Television ..... | 31  | 3/4 | 31  | 1/4 |   |   | 1/2 | 01.60   | 52  | 348   |

## BROADCASTING WITH OTHER MAJOR INTERESTS

|                                |     |      |       |      |     |     |        |    |        |
|--------------------------------|-----|------|-------|------|-----|-----|--------|----|--------|
| (BLC) A.H. Belo .....          | 29  | 3/4  | 30    |      | -   | 1/4 | -00.83 | 12 | 314    |
| (ASTV) Amer. Comm. & TV        |     | 3/32 |       | 3/32 |     |     | 00.00  |    | 7      |
| (AFL) American Family .....    | 13  | 3/8  | 14    |      | -   | 5/8 | -04.46 | 11 | 1,082  |
| (ACCMA) Assoc. Commun.         | 21  | 5/8  | 22    | 1/2  | -   | 7/8 | -03.88 |    | 206    |
| (BMAC) Bus. Men's Assur..      | 34  | 1/2  | 34    | 3/4  | -   | 1/4 | -00.71 | 93 | 361    |
| (CCN) Chris-Craft .....        | 21  | 3/8  | 21    | 3/4  | -   | 3/8 | -01.72 | 47 | 465    |
| (DNB) Dun & Bradstreet .....   | 49  |      | 50    | 3/8  | - 1 | 3/8 | -02.72 | 18 | 7,448  |
| (DUCO) Durham Corp.....        | 27  | 1/8  | 26    | 1/4  |     | 7/8 | 03.33  | 23 | 228    |
| (GCI) Gannett Co.....          | 31  | 1/2  | 32    | 5/8  | - 1 | 1/8 | -03.44 | 15 | 5,100  |
| (GV) GenCorp .....             | 19  | 3/4  | 19    | 1/2  |     | 1/4 | 01.28  | 1  | 626    |
| (GMXC) GMX Commun.....         |     | 3/32 |       | 3/32 |     |     | 00.00  | 1  | 626    |
| (GACC) Great Amer. Comm..      | 11  | 3/8  | 11    | 3/8  |     |     | 00.00  | 11 | 299    |
| (JP) Jefferson-Pilot .....     | 32  | 3/8  | 32    | 3/4  | -   | 3/8 | -01.14 | 14 | 1,278  |
| (KRI) Knight-Ridder .....      | 45  |      | 45    |      |     |     | 00.00  | 16 | 2,559  |
| (LEE) Lee Enterprises.....     | 28  |      | 26    | 5/8  | - 1 | 3/8 | 05.16  | 20 | 695    |
| (LC) Liberty .....             | 38  | 3/8  | 40    | 1/4  | - 1 | 7/8 | -04.65 | 14 | 356    |
| (MHP) McGraw-Hill .....        | 61  | 5/8  | 59    | 7/8  | - 1 | 3/4 | 02.92  | 18 | 2,971  |
| (MEGA) Media General .....     | 44  | 1/8  | 42    | 1/2  | - 1 | 5/8 | 03.82  | 29 | 1,244  |
| (MER) Meredith Corp.....       | 27  | 7/8  | 28    | 3/8  | -   | 1/2 | -01.76 | 11 | 535    |
| (MCG) Mich. Energy .....       | 24  | 1/8  | 24    | 1/4  | -   | 1/8 | -00.51 | 15 | 65     |
| (MMEDC) Multimedia .....       | 69  | 3/4  | 70    |      | -   | 1/4 | -00.35 | 67 | 767    |
| (NYTA) New York Times.....     | 26  | 5/8  | 28    | 1/8  | - 1 | 1/2 | -05.33 | 13 | 2,183  |
| (NWS) News Corp. Ltd.....      | 17  | 5/8  | 19    | 1/4  | - 1 | 5/8 | -08.44 | 9  | 4,696  |
| (PARC) Park Commun.....        | 28  | 1/4  | 28    | 1/2  | -   | 1/4 | -00.87 | 22 | 389    |
| (PLTZ) Pulitzer Publishing...  | 30  | 1/2  | 29    | 3/4  |     | 3/4 | 02.52  | 20 | 319    |
| (REL) Reliance Group Hold..    | 5   | 7/8  | 5     | 7/8  |     |     | 00.00  | 6  | 440    |
| (RTRS) Reuters Ltd.....        | 28  | 1/4  | 29    | 5/8  | - 1 | 3/8 | -04.64 | 19 | 23,455 |
| (SKHA) Selkirk .....           | 24  | 1/2  | 22    | 1/2  | - 2 |     | -09.75 | 19 | 182    |
| (STAUF) Stauffer Commun.       | 144 |      | 144   |      |     |     | 00.00  | 48 | 144    |
| (TMC) Times Mirror .....       | 32  | 1/4  | 33    |      | -   | 3/4 | -02.27 | 15 | 4,173  |
| (TMC) TM Communications        | 1   | 1/16 | 15/16 |      |     | 1/8 | 13.33  | 5  | 8      |
| (TPCC) TPC Commun.....         |     | 1/8  |       | 1/8  |     |     | 00.00  |    | 1      |
| (TRB) Tribune.....             | 36  | 1/4  | 38    | 1/2  | - 2 | 1/4 | -05.84 | 20 | 2,765  |
| (TBSA) Turner Bcstg. 'A' ..... | 14  | 3/4  | 15    | 3/8  | -   | 5/8 | -04.06 | -2 | 642    |
| (TBSB) Turner Bcstg. 'B' ..... | 14  | 3/4  | 14    | 7/8  | -   | 1/8 | -00.84 | -2 | 321    |
| (WPOB) Washington Post ...     | 204 |      | 209   | 3/4  | - 5 | 3/4 | -02.74 | 14 | 2,620  |

## PROGRAMMING

|                                 |    |     |    |      |   |       |         |     |        |
|---------------------------------|----|-----|----|------|---|-------|---------|-----|--------|
| (SP) Aaron Spelling Prod....    | 5  | 5/8 | 5  | 3/4  | - | 1/8   | -02.17  | 4   | 103    |
| (ALLT) All American TV.....     | 2  |     | 2  |      |   |       | 00 00   |     | 2      |
| (BRRS) Barris Indus .....       | 9  | 1/8 | 9  | 1/8  |   |       | 00 00   | -4  | 71     |
| (KO) Coca-Cola.....             | 38 | 1/2 | 38 | 3/4  | - | 1/4   | -00 64  | 15  | 14,453 |
| (CLR) Color Systems.....        | 4  | 3/8 | 5  |      | - | 5/8   | -12.50  | -2  | 23     |
| (KPE) Columbia Pic. Ent. ....   | 9  | 1/8 | 9  | 1/2  | - | 3/8   | -03 94  | 130 | 1,000  |
| (CAVN) CVN Cos.....             | 14 | 3/8 | 14 | 1/8  |   | 1/4   | 01 76   | 12  | 249    |
| (DEG) De Laurentis Ent.....     |    | 1/2 |    | 9/16 | - | 1/16  | - 11.11 |     | 5      |
| (dclp) dick clark prod.....     | 4  | 1/2 | 4  | 3/8  |   | 1/8   | 02 85   | 11  | 37     |
| (DIS) Disney .....              | 62 | 7/8 | 64 | 1/8  | - | 1 1/4 | -01 94  | 19  | 8,335  |
| (DJ) Dow Jones & Co.....        | 33 | 3/8 | 35 | 1/8  | - | 1 3/4 | -04 98  | 15  | 3,214  |
| (EM) Entertainment Mktg ....    | 3  | 3/4 | 4  | 1/4  | - | 1/2   | -11 76  | 12  | 46     |
| (FNNI) Financial News .....     | 7  | 5/8 | 7  | 3/4  | - | 1/8   | -01 61  | 34  | 91     |
| (FE) Fries Entertain.....       | 1  | 5/8 | 1  | 3/4  | - | 1/8   | -07 14  | 7   | 8      |
| (GW) Gulf + Western .....       | 45 | 3/8 | 43 | 3/8  | - | 2     | -04 61  | 7   | 2,727  |
| (QNTX) Hal Roach .....          | 3  | 5/8 | 3  | 3/4  | - | 1/8   | -03 33  | -8  | 25     |
| (HHH) Heritage Entertain.....   | 2  | 5/8 | 2  | 1/2  |   | 1/8   | 05 00   | 2   | 12     |
| (HSN) Home Shopping Net.        | 4  | 7/8 | 4  | 7/8  |   |       | 00 00   | 22  | 424    |
| (KWP) King World .....          | 18 | 1/2 | 17 | 3/4  |   | 3/4   | 04 22   | 12  | 533    |
| (LAUR) Laurel Enter.....        | 2  | 1/2 | 2  | 5/8  | - | 1/8   | -04 76  | 5   | 6      |
| (LT) Lorimar-Telepictures ..... | 13 | 1/4 | 13 | 1/4  |   |       | 00 00   | -4  | 613    |
| (MCA) MCA .....                 | 41 | 3/4 | 42 |      | - | 1/4   | -00 59  | 22  | 3,035  |
| (MGM) MGM/UA Commun. ...        | 14 | 3/8 | 16 | 3/8  | - | 2     | -12 21  | -8  | 720    |
| (NHI) Nelson Holdings .....     |    | 1/2 |    | 1/2  |   |       | 00 00   | -5  | 13     |
| (NWE) New World Enter.....      | 2  | 1/2 | 1  | 7/8  |   | 5/8   | 33 33   | 6   | 27     |

Closing Closing  
Wed Wed  
Jun 29 Jun 22

Net Percent P/E  
Change Change Ratio (000,000)

Market  
Capitali-  
zation

## PROGRAMMING

|                                    |       |     |     |     |      |        |        |      |       |
|------------------------------------|-------|-----|-----|-----|------|--------|--------|------|-------|
| O (NNET) Nostalgia Network....     | 13/16 |     | 7/8 | -   | 1/16 | -07.14 | -1     | 4    |       |
| N (OPC) Orion Pictures.....        | 15    | 1/2 | 15  | 1/2 |      | 00.00  | 13     | 267  |       |
| O (MOVE) Peregrine Entertain.      | 1     | 1/2 | 1   | 5/8 | -    | 1/8    | -07.69 | -50  | 3     |
| N (PLA) Playboy Ent.....           | 13    | 3/4 | 13  | 5/8 |      | 1/8    | 00.91  | 15   | 129   |
| O (QVCN) QVC Network .....         | 8     | 7/8 | 9   | 5/8 | -    | 3/4    | -07.79 | -18  | 89    |
| O (RVCC) Reeves Commun.....        | 5     | 1/2 | 5   | 5/8 | -    | 1/8    | -02.22 | 27   | 69    |
| O (RPICA) Republic Pic. 'A' ....   | 7     | 1/4 | 7   | 1/2 | -    | 1/4    | -03.33 | 80   | 30    |
| O (RPICB) Republic Pic. 'B' '..... | 7     | 1/4 | 7   |     |      | 1/4    | 03.57  | 51   | 5     |
| O (SMNI) Sat. Music Net.....       | 5     | 1/4 | 5   | 3/8 | -    | 1/8    | -02.32 | -131 | 47    |
| N (WCI) Warner.....                | 35    | 1/2 | 35  | 5/8 | -    | 1/8    | -00.35 | 18   | 4,478 |
| O (WWTVE) Western World TV.        |       |     |     |     | -    | 1/8    | -00.35 | 18   | 4,478 |
| O (WONE) Westwood One.....         | 12    |     | 12  | 3/8 | -    | 3/8    | -03.03 | 16   | 172   |

## SERVICE

|                                 |     |     |     |     |     |     |        |     |       |
|---------------------------------|-----|-----|-----|-----|-----|-----|--------|-----|-------|
| O (AMEA) A.M.E. Inc.....        | 9   | 1/2 | 8   | 5/8 |     | 7/8 | 10.14  | 10  | 46    |
| O (AGRP) Andrews Group .....    | 4   | 5/8 | 4   | 5/8 |     |     | 00.00  | -1  | 30    |
| O (BSIM) Burnup & Sims .....    | 14  | 1/4 | 14  | 5/8 | -   | 3/8 | -02.56 | 30  | 227   |
| N (CQ) Comsat .....             | 28  | 3/4 | 28  | 5/8 |     | 1/8 | 00.43  | -11 | 527   |
| N (FCB) Foote Cone & B. ....    | 26  | 1/4 | 26  | 3/4 | -   | 1/2 | -01.86 | 13  | 218   |
| O (GREY) Grey Advertising.....  | 115 |     | 112 | 1/2 | - 2 | 1/2 | 02.22  | 15  | 139   |
| O (IDBX) IDB Communications     | 9   | 1/2 | 8   | 1/2 |     | 1   | 11.76  | 38  | 38    |
| N (IPG) Interpublic Group ..... | 33  |     | 32  | 5/8 |     | 3/8 | 01.14  | 14  | 740   |
| O (OGLI) Ogilvy Group .....     | 27  | 1/4 | 27  |     |     | 1/4 | 00.92  | 13  | 388   |
| O (OMCM) Omnicom Group .....    | 19  | 5/8 | 19  | 1/8 |     | 1/2 | 02.61  | 13  | 482   |
| N (SAA) Saatchi & Saatchi ..... | 19  | 5/8 | 20  | 3/8 | -   | 3/4 | -03.68 | 9   | 2,859 |
| O (TLMT) Telemation .....       | 1   | 7/8 | 1   | 7/8 |     |     | 00.00  | 7   | 8     |
| A (TPO) TEMPO Enterprises....   | 8   | 1/8 | 8   | 3/8 | -   | 1/4 | -02.98 | 27  | 46    |
| A (UNV) Unitel Video .....      | 7   | 3/4 | 7   | 7/8 | -   | 1/8 | -01.58 | 11  | 16    |

## CABLE

|                                     |    |     |    |     |   |       |        |        |       |       |
|-------------------------------------|----|-----|----|-----|---|-------|--------|--------|-------|-------|
| A (ATN) Acton Corp.....             | 14 | 7/8 | 15 | 3/8 | - | 1/2   | -03.25 | 2      | 17    |       |
| O (ATCMA) American TV and Comm..... | 25 | 1/8 | 25 | 3/4 | - | 5/8   | -02.42 | 55     | 2,733 |       |
| O (CTEX) C Tec Corp.....            | 34 | 1/2 | 34 | 1/4 |   | 1/4   | 00.72  | 15     | 189   |       |
| A (CVC) Cablevision Sys. 'A' ..     | 34 |     | 33 | 3/8 |   | 5/8   | 01.87  | -11    | 715   |       |
| N (CNT) Centel Corp.....            | 45 | 7/8 | 45 | 3/8 |   | 1/2   | 01.10  | 12     | 1,995 |       |
| O (CCCOA) Century Commun.           | 18 |     | 18 | 1/4 | - | 1/4   | -01.36 | -64    | 520   |       |
| O (CMCSA) Comcast.....              | 16 | 1/8 | 15 | 3/4 |   | 3/8   | 02.38  | -73    | 720   |       |
| A (FAL) Falcon Cable Systems        | 20 | 1/2 | 20 | 1/8 |   | 3/8   | 01.86  | -64    | 131   |       |
| O (JOIN) Jones Intercable .....     | 11 | 5/8 | 11 | 3/4 | - | 1/8   | -01.06 | 36     | 148   |       |
| T (MHRQ) Maclean Hunter 'X' ..      | 11 | 7/8 | 12 |     | - | 1/8   | -01.04 | 32     | 875   |       |
| T (RCL.A) Rogers Commun. 'A' ..     | 59 |     | 58 | 1/2 |   | 19/32 | 02.19  | -91    | 739   |       |
| T (RCL.B) Rogers Commun. 'B' ..     | 55 | 1/4 | 53 |     |   | 2     | 1/4    | 04.24  | -85   | 683   |
| O (TCAT) TCA Cable TV .....         | 33 | 3/4 | 30 | 1/2 |   | 3     | 1/4    | 10.65  | 66    | 407   |
| O (TCOMA) Tele-Commun.....          | 24 |     | 24 | 1/8 | - | 1/8   | -00.51 | 48     | 3,632 |       |
| N (TL) Time Inc.....                | 96 |     | 98 | 3/8 | - | 2     | 3/8    | -02.41 | 22    | 5,610 |
| O (UACI) United Art. Commun.        | 29 | 1/4 | 31 | 1/2 | - | 2     | 1/4    | -07.14 | 243   | 1,201 |
| N (UCT) United Cable TV .....       | 33 | 7/8 | 33 | 3/4 |   | 1/8   | 00.37  | -178   | 1,262 |       |
| N (VIA) Viacom .....                | 24 | 1/4 | 24 | 1/8 |   | 1/8   | 00.51  | -3     | 1,293 |       |
| N (WU) Western Union .....          | 2  | 5/8 | 2  | 5/8 |   |       | 00.00  |        | 83    |       |

## ELECTRONICS/MANUFACTURING

|                                |        |     |        |     |     |        |        |      |        |
|--------------------------------|--------|-----|--------|-----|-----|--------|--------|------|--------|
| N (MMM) 3M.....                | 65     | 5/8 | 65     |     |     | 5/8    | 00.96  | 16   | 14,928 |
| O (AMCI) AM Communications     | 11/32  |     | 11/32  |     |     |        | 00.00  |      | 1      |
| N (ARV) Arvin Industries.....  | 21     | 7/8 | 21     | 1/2 |     | 3/8    | 01.74  | 9    | 416    |
| O (CCBL) C-Cor Electronics ... | 8      | 1/2 | 8      | 1/4 |     | 1/4    | 03.03  | 14   | 17     |
| O (CATV) Cable TV Indus.....   | 3      | 1/2 | 3      | 5/8 | -   | 1/8    | -03.44 | -23  | 10     |
| A (CEC) Cetec .....            | 10     | 7/8 | 10     | 3/4 |     | 1/8    | 01.16  | 31   | 19     |
| N (CHV) Chyron .....           | 4      | 7/8 | 4      | 1/2 |     | 3/8    | 08.33  | 17   | 49     |
| A (CXC) CMX Corp.....          | 1      |     | 15/16  |     |     | 1/16   | 06.66  | 11   | 8      |
| A (COH) Cohu.....              | 11     | 5/8 | 11     | 1/2 |     | 1/8    | 01.08  | 11   | 21     |
| N (EK) Eastman Kodak.....      | 44     | 1/2 | 45     | 7/8 | - 1 | 3/8    | -02.99 | 12   | 15,081 |
| N (GRL) Gen. Instrument .....  | 37     | 3/4 | 38     | 1/8 | -   | 3/8    | -00.98 | -27  | 1,262  |
| N (GE) General Electric .....  | 43     |     | 43     | 3/4 | -   | 3/4    | -01.71 | 18   | 39,359 |
| O (GETE) Geotek Inc.....       | 15/16  |     | 15/16  |     |     |        | 00.00  | -3   | 3      |
| N (HRS) Harris Corp.....       | 29     |     | 29     | 7/8 | -   | 7/8    | -02.92 | 12   | 1,187  |
| O (ITEL) Intel Corp.....       | 19     | 5/8 | 21     | 1/8 | - 1 | 1/2    | -07.10 | 45   | 520    |
| N (MAI) M/A Com. Inc.....      | 10     | 3/8 | 10     | 5/8 | -   | 1/4    | -02.35 | -7   | 281    |
| N (IV) Mark IV Indus.....      | 11     | 1/2 | 12     | 1/8 | -   | 5/8    | -05.15 | 7    | 124    |
| O (MCDY) Microdyne .....       | 3      | 1/2 | 3      | 5/8 | -   | 1/8    | -03.44 | -2   | 15     |
| N (MOT) Motorola .....         | 54     |     | 53     | 7/8 |     | 1/8    | 00.23  | 22   | 6,982  |
| N (OAK) Oak Industries.....    | 1      | 1/4 | 1      | 1/8 |     | 1/8    | 11.11  | 12   | 94     |
| A (PPI) Pico Products.....     | 2      | 1/2 | 2      | 5/8 | -   | 1/8    | -04.76 | -50  | 8      |
| N (SFA) Sci-Atlanta .....      | 13     | 3/4 | 13     | 7/8 | -   | 1/8    | -00.90 | 11   | 322    |
| N (SNE) Sony Corp.....         | 39     | 5/8 | 40     | 1/4 | -   | 5/8    | -01.55 | 64   | 9,162  |
| N (TEK) Tektronix .....        | 25     | 3/8 | 26     | 3/8 | - 1 |        | -03.79 | 845  | 703    |
| O (TLCR) Telecrafter .....     | 5      | 1/2 | 5      | 1/8 |     | 3/8    | 07.31  | 25   | 8      |
| N (VAR) Varian Assoc.....      | 29     | 3/8 | 29     | 1/2 | -   | 1/8    | -00.42 | -154 | 641    |
| N (WX) Westinghouse.....       | 55     |     | 56     | 1/8 | - 1 | 1/8    | -02.00 | 10   | 7,895  |
| N (ZE) Zenith .....            | 26     | 5/8 | 29     | 1/4 | - 2 | 5/8    | -08.97 | -34  | 690    |
| Standard & Poor's 400.....     | 313.20 |     | 318.50 |     |     | - 5.30 |        |      | 01.66  |

## Cable sees some cloud, some silver, in strike

**WGA strike could aid cable inroads into broadcast network viewership, but it is also crimping cable's style**

Cable networks figure to capitalize on the programming dislocations that broadcast TV networks expect to suffer as a result of the strike of the Writers Guild of America against the Association of Motion Picture and Television Producers, according to cable executives.

At the time of the last writers' strike in 1981, cable, with 20% penetration of U.S. television homes, did not carry the same weight as it does now, with 51% penetration. There are also more cable channels to drain broadcast network audiences. The



'9 to 5'

1981 strike delayed the broadcast networks' schedules by two weeks (until Oct. 5), causing the three-network shares to drop 4% (from 91.4 in the fourth quarter of 1980 to 87.5 in the fourth quarter of 1981) and three-network ratings to fall 2% (from 55.7 in the fourth quarter of 1980 to 54.8 in the fourth quarter of 1981). That decline was in keeping with the historical fall-off in network ratings and shares at that time, according to one network researcher.

Representatives from channels such as HBO, Showtime/The Movie Channel, Disney, ESPN, WTBS(TV), TNT, Home Shopping Network and Nickelodeon said those networks are suffering some of the same

difficulties as the broadcast networks when it comes to scripted programming this fall, making thoughts of capitalizing on the networks' anticipated programming deficiencies difficult. When it comes to promotion, several said the Olympics on NBC would lessen the impact of any such concerted efforts.

Gerry Hogan, president of Turner Broadcasting System's entertainment networks (superstation WTBS(TV) and Turner Network Television), said: "There are limits to what you can do" in response to a strike, but, he said, the Turner entertainment networks will "definitely give more attention" to promotion. "We'll be more aggressive and opportunistic," he said.

Hogan said the strike would not result in more spending on promotion at TBS. "We think we have an adequate promotion budget established." He said he has yet to approve a fourth-quarter promotion plan but that "so far, no major effort is planned." Hogan also said: "I haven't authorized additional expenditures" in promoting WTBS and TNT. All four of the TBS networks (WTBS, TNT, CNN and Headline News) cross-promote one another.

Reacting to the writers' strike is "not unique" said Hogan, since cable networks typically program against only 22 weeks of first-run programming on the broadcast networks and 30 weeks of repeats. Additionally, Hogan said that before heavying up on promotion, "we don't want to lose sight of the Olympics on NBC," which could overwhelm TBS promotion efforts. Baseball playoffs and the World Series are of less concern for cable networks because they are more "narrow in appeal," he said.

Nonetheless, Hogan said the strike will represent a "real opportunity for us to gain audience." Hogan said WTBS and TNT will feature "more focused" promotion to emphasize new and original programming such as *9 to 5* and *One Day at a Time* (sitcoms premiering on WTBS this fall).

Tom Epstein, Disney Channel's vice president of public affairs, said a number of final scripts for one-and-a-half-hour films were turned in before the strike. They should give the channel a full slate of five new movies through the fall and winter, he

said. "We had a number of scripts ready to go. We're in a constant state of development," he said.

Disney will be hurt in the regular series department, however, with two new series held up by the strike—NBC Production's *Good Morning Miss Bliss* and a new version of the *Mickey Mouse Club*. Unaffected will be *Danger Bay*, a joint production with the Canadian Broadcasting Corp. (produced in Toronto), and a monthly series of music concerts.

Epstein said that with the steady flow of promotion at Disney, which is not typically governed by a calendar, the only extraordinary effort to gain new audiences will be "previews" through which systems offer th



'Brothers'

channel to nonsubscribers on weekends. Epstein said, however, "That is really a marketing strategy unrelated to the strike." During Disney's last such sneak preview weekend, between 20 million and 25 million households received the channel.

At Showtime/The Movie Channel, Fred Schneier, executive vice president of programming, said "1%" of the channel's schedule would be affected by the strike. With *Brothers*, the Paramount-produced half-hour sitcom, the most important production now held up. "The summertime is an extremely valuable time. We always do extremely well in the summer," he said, adding, "The strike is going to cause the summer to be expanded into the fall."

Schneier said Showtime/TMC will be "using all the marketing and promotion tools we have to make a wider public aware" of its schedule. "There is a whole orchestra, but we are the only ones playing; we are going to be heard," he said. Showtime/TMC has a new marketing campaign introduced for months ago that will be augmented by a national consumer campaign soon. "We think we will get a lot more space in the daily newspapers and magazines simply because we represent a larger portion of th

**Tops in daytime.** CBS led the award winners at this year's daytime Emmy's. The presentations, made by the National Academy of Television Arts & Sciences and the Academy of Television Arts & Sciences, were presented in two separate ceremonies: a week ago Sunday, June 26, in North Hollywood, Calif., and last Wednesday, June 29, in New York. The latter ceremony was carried in a two-hour telecast by CBS. Of the awards presented, CBS won 19; NBC, 10, and ABC and PBS eight apiece. Two awards went to syndicated shows. The New York ceremonies were hosted by Phil Donahue, who was also on the receiving end as winner of best talk/service show host. Also participating were NATAS Chairman Robert Wussler and ATAS President Doug Duitsman.



coming shows."

Showtime/TMC's campaign will attempt to capitalize on its strategy of buying theatrical movies on an exclusive basis. Eleven of the top 20 movies available to pay cable this year will run on Showtime/TMC.

"We pay a lot of attention to the weekends," Schneier said. "Every Friday night is the longest and strongest comedy night" and Saturdays will feature an exclusive movie at 8 p.m. In October, the channel will carry a benefit for AIDS research (taped at Washington's Kennedy Center) starring Dionne Warwick, Elton John, Barry Manilow and others. And a series of "White Hot Week-

ends" runs Aug. 19-21 with movies such as "Crocodile Dundee," "Robocop," "Bachelor Party," a Showtime *Coast to Coast* concert featuring Paul Simon and the premiere of *Gotham*, a made-for-Showtime/TMC suspense thriller starring Tommy Lee Jones and Virginia Madsen.

Jared Hechtkopf, president of the Home Shopping Club and senior vice president of marketing for Home Shopping Network, said HSN has "redoubled" its promotion efforts for the fall. "Scheduled program segments" featuring new product presentations will be part of a new programming direction at the channel. "We're moving into some new

product categories" such as fashion, he said. But Hechtkopf said such new efforts at HSN will not involve an increase in spending on promotion or programming. "We already have strong in-house programming and marketing departments" that had been planning the additions to the HSN schedule prior to the strike.

Robert J. Shuman, president of the Learning Channel, said TLC will not respond to the strike with new programming. Rather, it is hoped that a multimillion-dollar promotion campaign planned before the strike began will capitalize on the broadcast networks' bad fortunes. □

## Planning for NATPE under way

Programming marketplace to feature panels by other trade associations

Next year's NATPE International convention in Houston will feature a number of panel sessions to be developed by other major trade organizations, including the National Association of Broadcasters, National Multiple Television Association, Association of Independent Television Stations, Community Broadcasters Association, Oregon Public Broadcasting, Broadcast Financial Management Association, Association of Broadcast Promotion and Marketing Executives and Radio-Television News Directors Association.

Not all of the groups have settled on the topics of the sessions they will put together, said Phil Corvo, NATPE executive director. He said the RTNDA-sponsored session will address how stations may best utilize their talent—sometimes the only on-air talent available locally—in various forms of locally produced programming, including public affairs, talk and even entertainment.

Oregon Public Broadcasters Association will assemble a panel that will discuss selling syndication programs to public broadcasting. The NAB panel will update programmers on Washington affairs. The BPME panel will address how stations should "handle the local press." The BFM session will focus on cost accounting.

One of the NATPE-sponsored sessions at the convention is expected to be a good draw, according to Corvo, who will look into the "flash and trash" of tabloid television. The session will not identify programs by name, but examples of the kind of show the panel's organizers have in mind are *A Current Affair* and *The Morn- n Downey Jr. Show*. The session will answer the question, among others, said Corvo, of whether "it's the appropriate way to go." Another NATPE-sponsored session will discuss the question of "where to find our next hit."

In other convention news, Corvo reported that 80% of the available NATPE exhibit space (the show will again be in Houston, Jan. 24-27) has already been sold for next year. Corvo said the NATPE board has voted to absorb the costs of a modest increase in floor space next year. Exhibitors will be charged \$6 per square foot, as they were last year. Also, Corvo, reported, the annual Iris

Awards, usually handed out on one evening during the convention, will be moved to a daytime luncheon, on the last day of the show.

The exhibition hours are being rearranged to reserve for international buyers, who sometimes get lost in the NATPE shuffle, exclusive hours on the floor with program sellers on the second day of the show. On Wednesday (Jan. 25), international hours

are scheduled from 9:30 to 11:30 a.m. Corvo said those hours are seen as an "experiment" that may become a regular part of the agenda if exhibitors and international buyers deem it a success.

Several international sessions are planned for next year's NATPE show, including one session on Latin American programming that will be conducted in both English and Spanish. □

## Syndication Marketplace

LBS has announced two more live prime time barter specials for next season—*UFO Cover-Up?* (Oct. 14) and *Manhunt...Live* (Dec. 7). The first addresses the question of whether the U.S. government has suppressed evidence concerning the existence of unidentified flying objects. The *Manhunt* special will focus on what LBS describes as the "most massive murder investigation in U.S. history," involving a serial killer whose victims "number more than those of Jack the Ripper, Ted Bundy, Son of Sam and the Boston Strangler combined."

All American Television said last week that WNYW-TV New York has cleared *Liddy*, giving that show 67% U.S. coverage on about 60 stations. KHJ-TV Los Angeles will also carry the program, but no word yet on a Chicago clearance.

A *Current Affair*, the syndicated tabloid television show from 20th Century Fox, has now cleared 90 stations covering 72% of the country, Fox said last week. Recent clearances include WPHL-TV Philadelphia and WKYC-TV Cleveland.

Columbia Night at the Movies, Columbia Pictures Television's barter movie network said last week it would present "Band of the Hand," a theatrical film from *Miami Vice* producer Michael Mann during a third-quarter window from July 7 to Aug. 3. So far, said, CPT, the film has cleared 132 markets in 88% of the country. Since its debut last October, CPT said, the barter movie network has averaged a 10.1 rating nationally.

Fox O&O WNYW-TV New York is set to launch a new morning news show, *Good Day New York*, on Aug. 1 from 7 to 9 a.m. The program is seen as a potential candidate for national syndication if it does well locally. WNYW said last week it hired Dick Oliver to become field anchor for the show. Oliver was chief political correspondent for WCBW-TV New York.

Buena Vista Television is taking WABC-TV New York's morning talk show, *Live with Regis and Kathy Lee*, to national syndication this fall.

Access Entertainment said last week it has struck a deal with Turner Entertainment to redistribute a series of animated Popeye cartoons for the 1988-89 season. Access said the series has already been cleared in 60% of the country, including the top three markets—WWOR-TV New York, KCOP-TV Los Angeles and WPWR-TV Chicago.

## NBC takes the week in ratings

| Nielsen | Net     |                       | AGB | Nielsen | Net |        | AGB                          |     |         |
|---------|---------|-----------------------|-----|---------|-----|--------|------------------------------|-----|---------|
| 1.      | 21.2/37 | C NBA Finals, game 7  | 1.  | 20.7/35 | 35. | 9.7/22 | N Big Five                   | 34. | 9.7/22  |
| 2.      | 17.1/31 | N Night Court         | 3.  | 16.9/30 | 36. | 9.5/19 | C CBS Friday Movie           | 38. | 9.6/20  |
| 3.      | 16.9/36 | C 60 Minutes          | 3.  | 17.2/38 | 37. | 9.4/16 | A Moonlighting               | 45. | 8.9/15  |
| 4.      | 16.8/29 | N NBC Sunday Movie    | 6.  | 16.8/30 | 38. | 9.4/10 | A ABC Thursday Movie         | 29. | 10.1/19 |
| 5.      | 16.7/33 | N Cosby Show          | 1.  | 17.6/36 | 39. | 9.3/16 | A Atlantic Records Spec.     | 52. | 8.0/14  |
| 6.      | 16.7/31 | N Cheers              | 5.  | 17.0/31 | 40. | 9.3/17 | N My Two Dads                | 31. | 10.0/19 |
| 7.      | 16.3/31 | C Murder, She Wrote   | 11. | 15.4/30 | 41. | 9.1/18 | N Family Ties                | 33. | 9.8/20  |
| 8.      | 16.2/32 | N Different World     | 8.  | 16.3/31 | 42. | 8.9/19 | A Mr. Belvedere              | 36. | 9.6/20  |
| 9.      | 16.2/28 | N NBC Tuesday Movie   | 9.  | 15.8/27 | 43. | 8.8/16 | C CBS Special Movie          | 42. | 9.0/17  |
| 10.     | 15.5/34 | C Golden Girls        | 5.  | 16.6/35 | 44. | 8.8/20 | N Best of TV Bloopers        | 43. | 8.9/20  |
| 11.     | 15.4/27 | C CBS Sunday Movie    | 7.  | 14.7/28 | 45. | 8.7/18 | A I Married Dora             | 44. | 8.9/18  |
| 12.     | 15.1/33 | N Hunter              | 15. | 14.1/29 | 46. | 8.6/16 | A Monday Night Baseball      | 49. | 8.3/15  |
| 13.     | 14.0/26 | N L.A. Law            | 18. | 12.8/24 | 47. | 8.6/19 | A Full House                 | 40. | 9.1/20  |
| 14.     | 13.9/27 | A Who's the Boss?     | 17. | 13.0/25 | 48. | 8.2/17 | A Sonny Spoon, Detective     | 48. | 8.4/17  |
| 15.     | 13.5/28 | N Alf                 | 12. | 15.2/30 | 49. | 8.0/15 | A Slap Maxwell               | 54. | 7.8/15  |
| 16.     | 13.4/26 | A Head of the Class   | 19. | 12.6/24 | 50. | 8.0/13 | A Thirtysomething            | 56. | 7.3/13  |
| 17.     | 13.4/28 | N Amen                | 20. | 12.5/26 | 51. | 7.9/15 | C CBS Summer Playhouse       | 55. | 7.5/14  |
| 18.     | 13.3/27 | A Growing Pains       | 16. | 13.9/28 | 52. | 7.8/18 | A Perfect Strangers, Friday  | 46. | 8.7/20  |
| 19.     | 13.2/24 | N NBC Monday Movie    | 14. | 14.3/26 | 53. | 7.8/16 | C C. Kuralt: Try to Remember | 53. | 7.9/16  |
| 20.     | 13.1/24 | A Perfect Strangers   | 21. | 12.5/23 | 54. | 7.6/18 | C Survival Anglia: Snakes    | 51. | 8.1/18  |
| 21.     | 13.1/24 | N Hogan Family        | 13. | 14.8/27 | 55. | 7.5/17 | C Beauty and the Beast       | 58. | 7.1/16  |
| 22.     | 12.4/23 | C Newhart             | 22. | 11.7/21 | 56. | 7.3/14 | N Bronx Zoo                  | 50. | 8.1/16  |
| 23.     | 11.6/22 | C Wiseguy             | 25. | 11.1/22 | 57. | 6.8/13 | N Days, Nights of M. Dodd    | 59. | 7.0/13  |
| 24.     | 11.4/23 | A 20/20               | 23. | 11.6/23 | 58. | 6.8/13 | N Highway to Heaven          | 47. | 8.4/16  |
| 25.     | 11.4/22 | C Equalizer           | 24. | 11.3/21 | 59. | 6.4/14 | A Ohara                      | 61. | 6.3/13  |
| 26.     | 11.1/20 | C Eisenhower & Lutz   | 32. | 10.0/18 | 60. | 6.4/12 | A Macgyver                   | 65. | 5.7/11  |
| 27.     | 10.9/21 | N Matlock             | 26. | 10.7/20 | 61. | 6.2/13 | A Sledge Hammer!             | 64. | 5.9/12  |
| 28.     | 10.8/20 | A Hooperman           | 28. | 10.2/19 | 62. | 6.2/13 | C Tour of Duty               | 57. | 7.2/15  |
| 29.     | 10.5/21 | C Jake and the Fatman | 27. | 10.2/20 | 63. | 6.2/13 | N Our House                  | 63. | 6.1/14  |
| 30.     | 10.2/20 | A Spenser: For Hire   | 39. | 9.4/18  | 64. | 5.9/13 | A Disney Sunday Movie        | 66. | 5.1/11  |
| 31.     | 10.1/20 | N Miami Vice          | 41. | 9.1/18  | 65. | 5.8/13 | C West 57th                  | 60. | 6.9/15  |
| 32.     | 10.0/20 | C Blue Skies          | 37. | 9.6/18  | 66. | 5.5/13 | A Probe                      | 62. | 6.2/14  |
| 33.     | 9.9/24  | N Facts of Life       | 30. | 10.1/23 | 67. | 5.3/11 | A Hotel                      | 67. | 5.0/11  |
| 34.     | 9.8/18  | C Cagney & Lacey      | 35. | 9.7/18  |     |        |                              |     |         |

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## The Media

### The uneasy gestation of TV Marti

**Plan for service to Cuba has numerous backers in Congress and administration, but NAB has allies on Hill too, and vows to fight**

TV Marti is one of those ideas that its backers say "can't miss." If you liked Radio Marti, they say in effect, you'll love the TV version. After all, as Senator Ernest Hollings (D-S.C.), one of the project's principal backers in Congress, put it: "Everyone knows the effectiveness of television." The apparent appeal greased the way for a \$7.5-million appropriation for start-up money for TV Marti to slide through the appropriations subcommittee Hollings heads and then through the full committee (BROADCASTING, June 20, 27). Approval by the full Senate seems certain, and there are no signs of opposition in the House, which has yet to consider the matter.

And yet, TV Marti and the six hours of programming contemplated for it—from family entertainment at 6 p.m. through drama, news, variety and music to public affairs from 11:30 p.m. to midnight—may not be a

sure thing, even if the administration is behind it and Vice President Bush's office is working with the Department of Defense to find a site for the station, which is to operate from a tethered balloon at least 10,000 feet above Cudjoe Key, Fla. Certainly, the National Association of Broadcasters hopes it is not a sure thing. The NAB has expressed concern that the station will cause interference to American stations and that even if it does not, Cuba may turn its stations loose to cause interference. NAB also argues that a TV Marti could be jammed easily.

Such concerns are brushed off by some backers of the project. They say they have heard them all before, in connection with the trade association's opposition to Radio Marti. It went on the air three years ago, broadcasting news, public affairs and entertainment programs to Cuba, apparently attracting and holding an appreciative audience without causing Fidel Castro to retaliate in kind. It did cause him to abort an agreement with the U.S. providing for the emigration to the U.S. of Cuban refugees. But that's another story. Besides, the agree-

ment has since been reinstated. NAB, one of TV Marti's backers said, is "crying woe again."

But NAB is not backing off. Two weeks ago its joint boards adopted a resolution calling on Congress to write protective legislation against interference to American stations into TV Marti legislation, as well as authorization for the provision of compensation to radio or television stations harmed by Cuban "retaliation"—and threatening to "take appropriate steps to defeat" the legislation if it did not contain those provisions. They are not in the legislation passed by the Senate Appropriations Committee. And the NAB is taking the steps it has promised.

On the same day the joint boards adopted the resolution, Senator Claiborne Pell (I-R.I.), chairman of the Senate Foreign Relations Committee, placed a statement in the *Congressional Record* raising questions about the TV Marti project, both as to its merits and the manner in which the proposal was moving through Congress. The statement not only noted NAB's objections, said a U.S. government-owned television



ation broadcasting to Cuba could have an diverse impact on U.S.-Cuban relations; it ited the possibility of a breakdown in talks between the two countries on the removal of Cuban troops from Angola. And it was critical of the manner in which backers of TV Marti are bypassing the normal authorization process; it said the project "deserves the same in-depth consideration as the Congress devoted to the Radio Marti program." Congress devoted several months and extensive hearings in both houses to that project in 1982 and 1983.

NAB's executive vice president for government relations, James C. May, attached a copy of the statement to a letter he sent to every member of the Senate on Tuesday. The letter stated NAB's objections to the proposal, and expressed the hope "the Senate will reconsider the wisdom of TV Marti. At a minimum," it added, the Senate should incorporate in the legislation the protection against interference and the authorization for compensation called for in the joint board's resolution.

NAB's determination to oppose the TV Marti proposal was evident as early as June 10. On that date, the NAB had filed a Freedom of Information Act request with the U.S. Information Agency for information regarding the TV Marti project. (USIA would become the parent organization for TV Marti, as it is for Radio Marti.) The request, which NAB made public last week, specified all studies, documents, memoranda and records of meetings regarding the project that are in USIA's possession. The NAB is seeking not only materials involving USIA; it is also interested in those involving the Advisory Board for Radio Broadcasting to Cuba (Radio Marti), which originally proposed the TV Marti project; Black, Manafort, Stone & Kelly, an Alexandria, Va., public relations company, one of whose employees, Stuart Sweet, has lobbied for the project; and Rumbaut & Associates, a communications consulting firm based in Miami Beach that is also believed to have played a role in advancing the project.

The request, signed by Henry L. Bauermann, executive vice president for legal affairs and general counsel, and by Steven A. Bookshester, associate general counsel, is aimed at developing ammunition for the promised assault on the TV Marti legislation. Last week, an NAB engineer, Ralphustus, wrote a memorandum that also appears designed to provide ammunition for that assault. The memorandum, written to Michael C. Rau, vice president, Science & Technology, contains an analysis of the four engineering feasibility studies for which the Radio Marti advisory board contracted in pursuing the TV Marti idea. And while the executive summary accompanying the feasibility and background studies does not indicate the outside consulting firms had found serious problems with the proposal, the studies themselves indicate otherwise.

Justus contends that the studies—by Jules Cohen & Associates, A.D. Ring & Associates, Cohen & Dippell and Hammett & Edison—confirm the NAB's concerns. All agree it would be a simple matter to jam the broadcasts from the proposed station. And none of the consultants could find a VHF channel that would pose no interference

problems, either to stations in Cuba or the U.S., or both. (TV Marti would be restricted to VHF since there are few UHF receivers in Cuba.) As Cohen & Dippell say: "There is no VHF channel that can be used in a nondirectional operation without causing interference to U.S. and Cuban stations." All of the consultants suggest one or more VHF channels as candidates for a TV Marti, but note that all would require the station to be directionalized to protect co-channel stations in Florida.

The consultants were not unanimous in their recommendation as to the method for transmitting a television signal. Jules Cohen and Cohen & Dippell favored the tethered balloon, but Ring and Hammett & Edison preferred transmission from an aircraft.

Cuba, meanwhile, intentionally or not, appears to be demonstrating there are grounds for NAB's concerns. Stations on 1040 khz and 1160 khz that normally go off the air in the early evening broadcast well beyond their normal sign off on the four nights following the Senate Appropriations Committee action, on June 16, with power of more than 150 kw. On the nights of June 18 and 19, the stations, which were simulcasting, did not sign off until several hours after midnight. FCC staffers who monitored the broadcasts were not sure they were intended as a warning; they noted that the same two stations had stayed on past their normal signoff a year earlier, when they were promoting a music festival. The broadcasts during the four nights also promoted a music festival.

But then, one or both of the Cuban stations were on the air beyond normal sign-off on three subsequent nights, according to FCC monitors. On June 23, the station on 1160 khz—Radio Taino (or Tourist)—was on the air until midnight. On June 28, the two stations operated until about 9 p.m. Then, on June 29, Radio Taino broadcast until 11:01 p.m. with a signal that, because of atmospheric conditions, was easily audible in Washington.

So the future of the TV Marti project may

not be as certain as it once seemed. In Pell, the anti-TV Marti forces have a powerful ally. What's more, as even backers are careful to note, the \$7.5-million appropriation—about \$18 million less than would be required in total capital costs—is approved, the project would still have to clear a review by a number of federal agencies the legislation would call on to assist the USIA in implementing the proposal. Those agencies, which would review the technical, legal, policy and regulatory matters involved, include the FCC, the State Department and the National Telecommunications and Information Administration. Officials of the agencies have had at least one meeting, in the White House, under the chairmanship of John Negroponte, the President's deputy national security adviser. And there is said to be an undercurrent of skepticism regarding the project in a number of the agencies.

Indeed, USIA Director Charles Z. Wick was quoted by NAB President Eddie Fritts at a dinner at the State Department attended by the joint boards as saying that he is "not impressed by the idea." Later, a spokesman for Wick said Fritts had "misunderstood" the director. The spokesman, Joseph O'Connell, reported Wick saying that the "idea of a TV Marti is a good one but that it is a very complex one." Wick was said to have noted that the government agencies are "looking into the technical and cost aspects." One element that Wick is believed to have difficulty accepting is that the \$7.5 million would come from funds earmarked for the Voice of America modernization project, a project for which he has fought long and hard.

But the TV Marti idea is politically potent. Recognizing that, and anticipating the questions with which the interagency group will be wrestling, one government official close to the action said: "I wonder if the group will finish before the election. If I didn't like the answers I was getting, I'd study the sucker until after the election. And I don't think the group will get the right answers." □

## NAB shies from crowded marketplace

**Paper asks whether more is better; too many stations, it says, may not serve public interest**

Hoping to discourage overcrowding of the spectrum, the National Association of Broadcasters has issued a white paper calling for government attention to the issue. NAB leadership says the document is not an "attack on new technologies," nor is it "an effort to ask policymakers for a complete halt to any new allocations." Rather, it is intended to "advise" policymakers... "to look at the economic and technical harm which could accrue in an overly congested marketplace."

Entitled, "Is More Necessarily Better?", the paper concludes that creating more broadcast outlets does not always serve the public's best interest. More stations, NAB argues, do not necessarily promote diversity and can cause interference problems. Rather, the paper says, an effective broadcast system "requires some policy coordination

as well as the healthy influences of marketplace forces."

Taking a "pure" marketplace approach to broadcast regulation has proved ineffective in the past, the paper notes. It says the FCC was established to respond to "chaos" on the airwaves that occurred before the Communications Act of 1934 was passed and that "a pure marketplace approach was replaced by a system of licensing and allocations designed to maximize the benefits of the broadcast spectrum to the public."

Furthermore, NAB says, diversity cannot always be measured by the number of stations on the air. "The introduction of more and more new stations in any market will cause a drop in audience and accompanying revenues for existing stations." With a decrease in revenues, broadcasters are often forced to cut back staff and local programming. "Faced with challenges from the increasing number of stations and the shrinking share of advertising revenues, a television station could be less inclined to

offer diverse programming," the paper maintains.

Broadcasting is not like other industries, states the NAB. Nor is "survival of the fittest" the best approach for broadcast regulation. Stations are not all equal. "There are different classes with different power limits and different hours of operation," which makes it difficult for broadcasters to compete, the paper points out.

The expansion of the AM band has already caused interference problems, says NAB. "If the airways get cluttered with new stations and interference levels are increased, the public will not be able to fully enjoy the quality broadcast signal it deserves."

Broadcasters, the paper claims, "are not afraid of competition, but are afraid of a marketplace so congested with stations that, for technical economic reasons, no one can compete effectively. The obvious result will be a diminution of overall service to the community." □

## TVB members want association to increase local sales

Membership of the Television Bureau of Advertising (TVB) wants the New York-based trade organization to concentrate most of its efforts on promoting local sales. That wish was made known in a just-completed survey of member and non-member stations by Butterfield Communications Group, which was commissioned by TVB.

The general managers and general sales managers commenting were pessimistic on the outlook for national sales, said the Butterfield survey: "They view national sales as linked to an uncertain general economy and also view national as highly competitive at virtually every level where dollar decisions are made. National spot continues to lose

## Veronis, Suhler & Associates, Five-Year Forecast

|                                       | 1987<br>(000,000) | 1992<br>(000,000) | % increase<br>1987-1992 |
|---------------------------------------|-------------------|-------------------|-------------------------|
| Network TV advertising                | \$8,830           | \$13,250          | 8.5%                    |
| Spot TV advertising                   | \$6,830           | \$11,850          | 11.7%                   |
| Local TV advertising                  | \$6,900           | \$13,200          | 13.9%                   |
| Total TV advertising                  | \$22,560          | \$38,300          | 11.2%                   |
| Pay cable subscriptions               | \$3,600           | \$4,300           | 3.6%                    |
| Basic cable subscriptions             | \$5,600           | \$9,200           | 10.4%                   |
| National cable advertising            | \$ 865            | \$1,900           | 17.0%                   |
| Local cable advertising               | \$ 215            | \$ 550            | 20.7%                   |
| Total cable TV                        | \$10,290          | \$15,950          | 9.2%                    |
| TV network program buying             | \$3,610           | \$5,190           | 7.5%                    |
| TV station program buying             | \$1,500           | \$2,370           | 9.6%                    |
| Cable program buying                  | \$2,300           | \$3,850           | 10.9%                   |
| Total television program expenditures | \$7,410           | \$11,410          | 9.0%                    |
| Network radio advertising             | \$405             | \$650             | 9.9%                    |
| Spot radio advertising                | \$1,320           | \$2,000           | 8.7%                    |
| Local radio advertising               | \$5,515           | \$9,000           | 10.3%                   |
| Total radio advertising               | \$7,240           | \$11,650          | 10.0%                   |

ground to promotion, barter, print and cable—a trend that broadcasters do not see as immediately reversible." Those responding said the chief difficulties facing national sales are computerization of buying and planning (61% said it had a negative effect, 23% positive), mergers of agencies and advertisers (70% and 3%) and increased use of barter (92% and 3%); those not indicating a positive or negative effect said they did not know.

Smaller stations, in particular, said TVB should focus on local sales and "market specific" support services. Among the support services particularly desired were "market-specific materials and orientation" and "more direct sales calls" by TVB field representatives.

Many of those responding to the survey also indicated a desire for help in training station sales forces. A third area of service

expected from TVB was "effective research and support materials." Here the organization scored well, with over 80% of respondents indicating that materials which TVB currently provided were either "mostly" or "somewhat" useful. Materials were said to be particularly useful if they were market specific, condensed and concise, current and adaptable to varying levels of sophistication.

Where TVB scored less well was in its feedback to membership, which a majority of GM's and GSM's described as "unsatisfactory": "They want to be asked more often where they are going and what assistance they need from the bureau to get there." Those responding also said they wanted to see TVB serve as a "... spokesman/advocate on other broadcast issues such as computerized buying, clutter, electronic invoicing, etc." □

## Satellite Footprints

**Soviet markets.** For \$22 per minute, U.S. and other radio broadcasters will now be able to feed 14 khz stereo audio from the Soviet Union, according to IDB Communications, which has announced a five-year deal with a profit-making arm of the Soviet Ministry of Posts and Telecommunications to maintain a C-band satellite earth station at Bear Lake outside Moscow. The agreement, said IDB, calls for a 50-50 profit split. "Right away, the U.S. media will most likely be the main users of this new service," said IDB director of telecommunications services, Bill Wisniewski, although businesses seeking voice, data, compressed video and telephone services "are also showing a great deal of interest in the permanent link." Although the services will not be fully operational until the end of July, occasional-use U.S. radio customers are already using the Moscow link and full-time radio user leases are being negotiated, IDB President Jeffrey Sudikoff told BROADCASTING last week.

On July 3, in a separate undertaking, IDB will transmit a 90-minute digital audio feed of recording artist Bruce Springsteen's Stockholm concert "for distribution to radio stations around the world," including an 11:30 a.m. NYT live broadcast in the U.S.

**Dialing in the dishes.** In answer to TVRO market criticism that PBS clear feeds are not all on one clear channel or concurrent with PBS's regular national schedule, PBS has produced the first issue of a monthly clear feed schedule to be distributed locally via public TV

stations. PBS had already been providing clear feed schedules through home dish publications. PBS senior vice president of policy and planning, Michael Hobbs, told the House Telecommunications Subcommittee that, because reception of stereo audio and a new narrator audio service for the visually impaired is dependent on the Videocipher II descrambler, PBS wishes to continue offering those "enhanced and expanded" services via VC-II encoding. A copy of the July schedule can be obtained by sending a stamped, self-addressed envelope to PBS Satellite Scheduling, 1320 Braddock Place, Alexandria, Va., 22314.

**Made in the U.S.A.** Following approval by the Australian government earlier this month, Hughes Aircraft has been named to build two satellites to replace Australia's Aussat 1 and Aussat 2 birds, due to reach the end of their operational lives in December 1992 and June 1993, respectively. The agreement, to be signed by the end of this week, according to Hughes, "could be valued as high as \$500 million."

The first launch, said Hughes, is expected in late 1991. According to Aussat Pty. Ltd., each of the HS 601 birds is designed for a 15-year useful life and will carry 15 50-watt Ku-band transponders for Australian broadcasting services and telecommunications, one 150-watt, L-band transponder for mobile satellite services and "an experimental Ka-band beacon."



## House bill calls for labeling of colorized films

### Material alterations must be noted; measure could snag in Senate

The House last week passed an Interior Department appropriations bill that includes provisions for the labeling of motion pictures that have been materially altered or colorized.

The bill states that material alteration shall include fundamental changes in the film such as colorization, substitution of characters' bodies and faces, significant changes in theme, plot and character. Insertion of commercials or PSA's, or common practices of time compression or panning are not considered material alterations and thus would not be subject to any labeling requirements. And there is no mention in the bill whether a broadcaster cutting several seconds from a film to fit a time slot would violate the "material alterations" clause.

The bill is prospective in nature. Films colorized before the enactment date would not be affected.

The amendments on colorization and film alterations represent a compromise between congressmen pushing for a tougher measure and Motion Picture Association of America President Jack Valenti.

The new version of the bill is a "very great improvement over what the Appropriations Committee adopted," said Bert Carp, vice president for government affairs for Turner Broadcasting System, "and we expect to see additional improvements as it moves forward."

Although the bill passed the House, it could run into trouble in the Senate. A companion measure there relating to funding for the Interior Department contains nothing on colorization or film alterations. The issue will likely be resolved in conference committee, but MPAA said it would not oppose the present compromise in that venue.

The National Association of Broadcasters, although conceding some progress was

made, said: "We're still not pleased with the procedures" in the bill. NAB said it was "opposed to the disclosure requirement" and added that "serious copyright questions" also remain with the bill.

The revised language would not mandate a title change if a film is colorized, a requirement under the earlier version (BROADCASTING, June 20). The bill also reduces the number of parties who could file suit over alterations in films to one—the government through the U.S. Patent Office; the right of private individuals to bring suit has been stripped from the bill.

A 13-member National Film Preservation Board would be created, comprising the presidents of the MPAA, NAB, Academy of Motion Picture Arts and Sciences, Screen Actors Guild, the Directors Guild, Writers Guild, National Society of Film Critics, Society for Cinema Studies, American Film Institute, University Film and Video Association, Association of Motion Picture and Television Producers, and the chairman of the film departments at UCLA and New York University. The board could select 25 films each year (the number was unlimited in the earlier version) to be included in a National Film Registry.

If any of those films were altered or colorized, labels would have to appear with the showing of the film. Films edited would have to exhibit the label: "Materially edited version of original work; certain creative contributors did not participate in this version of the film." Colorized films would be required to include the statement: "Colorized version of original work; certain creative contributors did not participate." The penalty would be a fine of \$10,000.

The board would determine how much editing of a film to fit a time slot would constitute a material alteration. How that would work in practice, was unclear last week.

The number of members of the film board has increased over an earlier legislative ver-

sion, which had called for a nine-member board. Three of the four additions are in the camp opposing curbs on colorization or editing, but they may not be enough to prevent the board from making future alterations in the labeling requirements in the bill. A two-thirds vote of the board would be required to make changes, and one source said the MPAA-NAB-TBS faction may not have enough votes to stop further labeling changes from occurring in the future.

In addition to the MPAA's push to compromise on the measure, there were conciliatory tones from Turner Broadcasting System last week. TBS Chairman Ted Turner sent a letter to House Rules Committee Chairman Claude Pepper (D-Fla.) on the eve of the committee vote outlining voluntary guidelines he said TBS would follow: labeling colorized movies on videocassette, to continue making available the black and white versions, preserving the original version of a black and white film and depositing a copy with the Library of Congress. □

## Bill would take from CPB and give to stations

### Authorization measure now goes to Senate for vote

The Senate Commerce Committee last Tuesday unanimously approved a 1991-93 Corporation for Public Broadcasting authorization bill complete with amendments that would reduce CPB's share of federal funds, beginning with FY 1990, from 25% to 5%—the difference being redirected to public radio and TV stations (BROADCASTING, June 27).

The House Telecommunications Subcommittee, chaired by Congressman Ed Markey (D-Mass.), marked up a different version of the bill last Thursday. Both versions include identical authorization figures (\$304 million in 1991; \$354 million in 1992 and \$404 million in 1993), plus \$200 million over the three years to finance replacement of public broadcasting's satellite system.

But amendments in the Senate bill would shift 80% of CPB's national programming money and authority to the stations, cap CPB's operating and system support budgets and place restrictions on the kind of programs CPB can fund. The simpler Markey bill contains only one amendment redefining independent producers as not including those answering to public broadcasting stations or series executive producers. Given that, by law, independent producers already must receive "substantial" program funding,

**Sixth Report upheld.** In decision that indicates continuing validity of FCC's Sixth Report and Order, adopted in 1952, U.S. Court of Appeals in Washington has affirmed FCC decision to assign VHF ch. 8 to Morehead City, N.C. WITN-TV, which operates on ch. 7 in Washington, N.C., had objected on ground that assignment would result in "net loss" of "interference-free" television service. WITN-TV's position was supported on appeal by Roy H. Park Broadcasting Inc., whose WNCN-TV operates on ch. 9 in Greenville, N.C. But three-member panel of appeals court held that commission had "properly adhered" to 36-year-old Sixth Report, which established table of assignments for television. In that report, commission announced that co-channel and adjacent-channel separation requirements would constitute sole protection against inter-station interference. Judge Ruth B. Ginsburg, writing for unanimous panel, said distance-separation rules "represent a balance between the need to make efficient use of the frequency spectrum and the goal of minimizing objectionable interference." And "in accord" with commission, Ginsburg added, "we discern nothing in the present case that would mandate reassessment of the regime settled on in 1952." Judges Spottswood Robinson III and David Sentelle joined in opinion.

CPB has said the redefinition will force another cutting of the CPB Program Fund pie by discounting funds given to independents through such series as *Frontline*.

Congressman Bill Richardson (D-N.M.) also introduced a House amendment to establish a CPB-appointed programing review board. To comprise nonpublic broadcasting members reflecting "radical, ethnic, geographic and cultural diversity," the board would report to Congress annually on all programing "in respect to serving the... needs of minority and diverse audiences."

CPB President Donald Ledwig called the review board proposal "a useful model for dealing with many issues of concern."

If each bill is adopted by each house, how the two bills might come together in House-Senate conference could remain a mystery until late in the summer, according to a Washington source.

Witnesses representing minorities and independent producers, the Senate bill's sponsor, Daniel Inouye (D-Hawaii) told a packed hearing room last Tuesday, have made clear in hearings earlier this year that "CPB's programing decisions are not sufficiently isolated from political influence. Congress," he said, "has directed the stations, not CPB, to decide how to spend its money and what to put on the air." Saying that CPB "can... have an influence" on programing decisions, Inouye said, however, that "the direction of public broadcasting must be guided by the principle of localism. The first responsibility of public broadcasting is to the community." And with lean funding, he said, the stations "are finding it increasingly difficult to finance their programing and development activities."

The principle of localism extends even to airing reruns of *The Lawrence Welk Show*. Inouye said, responding to a comment by Senator John J. Rockefeller (D-W.Va.) that many public stations air *Welk*, a commercially produced program. Appearing at the markup to answer members' questions, Senate Communications Subcommittee aide, Antoinette Cook, said "the root of the problem of airing syndicated shows" on public TV lies in "serious cutbacks in funding" and a subsequent cutback in public TV production and acquisition earlier this decade. With increasing funds in more recent years, she said, the syndicated programs are disappearing from public station lineups.

Although committee member Albert Gore (D-Tenn.) expressed his support for what he called "a good bill," he said that giving "more control to the stations is not without risk" in the area of national programing, and "will require continued close scrutiny." Rockefeller also asked that he be included in writing language about the need for stations to support national programing, which he called "worth preserving."

"I don't believe the bill is a reprimand to CPB," said Senator Lloyd Bentsen (D-Tex.). Expressing confidence in "the stations' commitment to national programing," Bentsen said, however, "I'm concerned with increasing minorities in this country. I would like to see more educational and children's programing," aimed particularly at teaching English as a second language, he said. Those issues are a high priority in the bill,

**All's fair.** The New York State Court of Appeals has ruled that a former Metromedia shareholder could not seek damages from two investment banking firms that in 1984 issued an opinion that a \$1.1-billion consideration for the broadcasting company was fair. Subsequent to a management-led leveraged buyout, parts of the company were sold off for \$4.5 billion. The court ruled that under the terms of a class action suit settled prior to the LBO (which resulted in the LBO group paying an additional 69 cents per share), Bear Stearns & Co. and Shearson Lehman Hutton Inc. were released from further liability. In unrelated news, Metromedia Chairman John Kluge, who led the management buyout, announced an intention to start a new \$1-billion buyout fund to make investments in a wide range of industries. Kluge said that he and Metromedia executive VP, Stuart Subotnick, would run the fund along with a former head of Paine Webber's investment banking division, John F. Perkowski.

said Inouye, apparently referring to the criteria for CPB-funded programs.

PBS and National Public Radio issued statements within hours calling the unanimous committee vote a "vote of confidence" in the stations. "It also affirms public radio's proved track record over the last two years," said NPR President Doug Bennet, referring to the fact that, during that time, public radio stations have administered a majority of national program funds turned over to them voluntarily by CPB.

"There is no guarantee that television program funds going to the stations will be reaggregated at the same level of program support," said Ledwig, in response to the vote. The lack of a guarantee, he said, poses "a dangerous threat to the long-term identity of public television in an increasingly competitive environment." And referring to the bill's requirements that CPB spend "only \$8 million out of a \$232-million appropriation" in fiscal 1990 on educational children's programing, minority programing and programs by independent producers, Ledwig called the reauthorization "a Christmas tree bill with no money to pay for the items under the tree." □

## Westmoreland judge casts critical eye on landmark libel case

**He says requirement of proving 'actual malice' is impediment to both sides, suggests 'no fault' alternative**

The federal judge who presided at the celebrated trial in which General William Westmoreland was suing CBS for \$125 million is one of a small but growing number of critics of *Times v. Sullivan*, the 1964 landmark Supreme Court decision that the media regard as their greatest defense against suits they say could cripple the press and, in the process, eviscerate the First Amendment. The judge feels there is a better way, both for the press and those who feel the press has damaged them.

Judge Pierre N. Leval was on the bench in the New York City courtroom for the more than four months the Westmoreland trial lasted, from the end of 1984 to the beginning of 1985. And about a week before the suit was expected to go to the jury, in Febru-

ary, he saw Westmoreland dismiss his suit a settlement in which the former U.S. commander in Vietnam got no more than statement in which CBS said it had not intended to assert that Westmoreland "was unpatriotic or disloyal in performing duties as he saw them." The suit had grown out of the CBS documentary, *The Uncounted Enemy: A Vietnam Deception*, 1982, which alleged that Westmoreland had engaged in a conspiracy to report enemy troop strength figures he knew were low.

It was against that background that Leval wrote an article for the April issue of *Harvard Law Review*, which was excerpted for the current issue of the *RTNDA Communicator*, that called, in effect, for a no-monon-fault libel suit.

The *Sullivan* doctrine that disturbs Leval requires public-figure plaintiffs, like Westmoreland, to prove not only that the statement at issue is false but that the press defendant published the statement with "malice," that it knew the statement was false or published it with reckless disregard of whether it was false or not. The "actual malice" standard, Leval notes, "was predictably difficult to satisfy." He cites a study that concluded that, after appearing only 10% of public-figure plaintiffs were victorious. And although said to be "a boon to press defendants," he adds, the ruling imposes "significant costs on them," and only financial costs. He notes that the doctrine has created a system that exposes press defendants' "integrity to attack" and "forces them to reveal their investigative and editorial processes (often to their embarrassment)."

Leval says those problems grow out of the fact the *Sullivan* ruling is designed to protect "free debate from the stifling threat of outsized money awards." So his solution envisages the recognition of "a no-damage libel suit, free of *Sullivan's* actual malice requirement." Leval contends that such suit "would improve the efficiency of the cause of action, and reduce its costs and burdens for both defendants and plaintiffs. He also believes it could be brought "with the current legal framework without the need for legislation."

Such a suit would benefit the "plaintiff who sues only for a judgment declaring the falsity of the libel and forgoes any claim for a monetary award," Leval says. For the plaintiff would be more likely to succeed securing "restoration of a falsely damaged reputation" if exempt from the obligation to prove malice on the part of the defendant. As for the press defendant in such a trial,



eval says it would be protected "from the risk of money liability as well as from the enormous pain, burden and cost that litigation of the *Sullivan* issue imposes on it." Among other things, public-figure plaintiffs have the right to examine the editorial decisions leading to the material that led to the suit.

Leval argues that the underlying question is not whether litigation is uncomfortable or expensive for the press, but whether *Sullivan* was intended to protect the press not only from damages but also from a suit seeking "only a finding of falsity." Such a finding, he says, "redresses injury without

the chilling effect of damage awards." Leval also says it is wrong to focus on the possibility that "truculent, unreasonable plaintiffs might bring frivolous suits," while overlooking "the plight of the reasonable plaintiff who has been harmed by a false defamatory report and asks no money but only a correction—which the press is generally unwilling to give."

Leval acknowledges that he may be wrong in the belief that a public-figure libel plaintiff has the right to eliminate the *Sullivan* issues by giving up his claim for money damages. But if he is, he has another suggestion for avoiding what he says are the

burdens of that ruling. He says the plaintiff and press defendant could settle their differences, either through agreement or by arbitration. If a plaintiff is willing to give up claims of damages and the defendant, the *Sullivan* protection, Leval says, the solution might be the publication in the defendant's newspaper of a statement by the plaintiff. "This is an issue on which editors and owners may disagree," Leval says. "If the owner can save substantial litigation expenses and avoid the risk of millions in liability merely by promising the plaintiff 12 column inches on the commentary page, she may override the objections of her editor in chief." □

## Cablecastings

### Unitied front

Cable advertising buys in Connecticut are being made easier with the formation of the Greater Hartford Interconnect, which will serve that ADI and work in tandem with the Connecticut Cable Network, a rep company that has served the rest of the state for the past several years.

The Hartford Interconnect will be operated and managed by United Cable, which serves 150,000 of the 200,000 cable subscribers in the area. Comcast and News Mirror make up the remaining portion. Alan Davidson, general manager of United's ad sales division, said the interconnect was formed "to make it easier for Hartford advertisers to make regional buys. We haven't made it very easy for agencies and advertisers to buy the whole state," he said, until now.

Davidson said the three cable companies will create a revenue sharing formula, akin to the national rep agreements made in the broadcast business, but United stands to take the biggest slice because it has the most subscribers and will be the managing partner of the interconnect.

CCN is based in Seymour, Conn., and reaches over 600,000 subscribers in the state, giving the two entities over 800,000 subscribers. Dick Stein, general manager of CCN, said the company concentrates on regional advertisers, leaving the national and local advertising to other entities. He estimated that CCN will take in about \$500,000 in billings this year.

As in other areas of the country, cable advertising interest has been spurred by a NFL package on ESPN. Stein said one advantage cable provides is the localized reach of a regional account. "I can give a call tag and change it from system to system," he said. Typical broadcast spots usually end with: "See your local dealer for details." Providing a dealer's name, address and telephone number at the end of the spot "is a positive selling feature," said Stein.

CCN and the Hartford Interconnect plan

to simplify billing and trafficking procedures to make purchases easier. In addition, the two will participate in joint marketing efforts. Already scheduled is a political advertising workshop on Aug. 8, in advance of the fall campaign season, to inform candidates of the advantages of cable's targeted buys within the state.

### Campaign success

The results of a National Cable Month subscriber drive by Richebourg Marketing were even better than anticipated ("Closed Circuit," June 13). RM President Margaret Richebourg said results from 4.3 million of the 7.5 million homes in the campaign show a response rate of 7.3%, or the

addition of 313,000 subscribers.

The results were bolstered by a promotion by Tele-Communications Inc. to its 2.6 million homes—two pay services for the price of one (\$11.95) plus free basic cable installation. Without TCI, Richebourg said the response rate was 4.6%, still stellar numbers for an acquisition campaign, she said. That 4.6% average among 1.7 million subscribers works out to 78,000 subscribers. The TCI numbers would indicate that among its 2.6 million homes pitched, it picked up 235,000 subscribers.

Richebourg coordinated marketing efforts for 45 MSO's representing over 600 systems. Four regional cooperatives—The Southern California Cable TV Marketing Council, South Florida Co-op, Metro



'Faerie' princess. Showtime President Tony Cox presents actress and producer Shelley Duvall with a crystal frog, commemorating her first *Faerie Tale Theater* production, "The Frog Prince," which appeared on Showtime six years ago. Duvall received the honor at a fund-raising reception in Washington by Kidsnet, a clearinghouse for educational children's radio and television programming. Companies contributing to the fund raiser included ABC, CBS, NBC, Henson Productions, HBO, Nickelodeon, Showtime, The Disney Channel, National Academy of Cable Programming and Think Entertainment, the last a partnership of four cable operators: Newhouse Broadcasting, United Cable, United Artists and Tele-Communications Inc.

# Changing Hands

**KMLE-FM Phoenix** □ Sold by Ostrander-Wilson Stations to Shamrock Broadcasting for \$8 million. **Seller** is owned by Rick Ostrander and George Wilson, who also own KASA(AM) Phoenix and KBLE(AM) Seattle. **Buyer** is Burbank, Calif.-based group of five AM's, nine FM's and three TV's owned by Roy Disney and family. It is headed by William Clark, president. KMLE-FM is on 107.9 mhz with 100 kw and antenna 1,000 feet above average terrain. **Brokers:** Blackburn & Co. and Americom.

**WBLZ(FM) Cincinnati** □ Sold by Panache Broadcasting L.P. to Dalton Broadcasting for \$7.8 million. **Seller** is principally owned by Charles D. Schwartz. It also owns WWDB(FM) Philadelphia and WTUX(AM)-WTLC(FM) Indianapolis. **Buyer** is owned by William Dalton and his wife, Susan, former owners of wxTR(FM) Washington. WBLZ is on 103.5 mhz with 19.33 kw

and antenna 790 feet above average terrain. **Broker:** Media Venture Partners.

**WGMB(FM) Georgetown, S.C.** □ Sold by Ocean Communications Inc. to Bresnan-Haffler Media Group for \$2.5 million. **Seller** is owned by Howard Wilcox, who has no other broadcast interests. **Buyer** is principally owned by Gerry Bresnan. It also owns WZLD(AM) Columbia, S.C., and WBUD(AM)-WXXW(FM) Trenton, N.J. WGMB is on 97.7 mhz with 3 kw and antenna 180 feet above average terrain. It holds CP for 50 kw. **Broker:** Stan Raymond & Associates.

**WTSL-AM-FM Hanover, N.H.** □ Sold by Sound Citizen Communications Corp. to CM Communications Corp. for \$2 million. **Seller** is owned by James M. Canto, who has no other broadcast interests. **Buyer** is owned by Darrel Clark and Phillip W. Mans. Clark is stations' general

manager. Mans is Lebanon, N.H.-based businessman with no other broadcast interest. WTSL is on 1400 khz full time with 1 kw. WTSL-F is on 92.3 mhz with 3 kw and antenna 326 feet above average terrain.

**WGAM(AM)-WRSI(FM) Greenfield, Mass.** □ Sold by Green Valley Broadcasting Co. to Howar Communications Inc. for \$1,535,000. **Seller** is owned by Edward Skutnik, who has no other broadcast interests. **Buyer** is owned by Robert Howard, who also owns WBEC-AM-FM Pittsfield, Mass. WGAM is daytimer on 1520 khz with 10 kw. WRSI is on 95.3 mhz with 320 w and antenna 780 feet above average terrain. **Broker:** Chapman Associates.

**WEXY(AM) Wilton Manor, Fla.** □ Sold by Celebrities Inc. to JLG Broadcasting Inc. for \$1,250,000. **Seller** is owned by James S. Beattie, who has no other broadcast interest. **Buyer** is owned by Gary L. Portmess and family, former owners of WHAG(AM)-WOCM(FM) Hagerstown, MD. WEXY is on 1520 khz with kw day and 250 w night.

**WXXG(AM)-WSWG(FM) Greenwood, Miss.** Sold by Edmonds Broadcasting Co. of Mississippi to Mississippi Network Inc. for \$700,000. **Seller** is owned by Hugh Edmonds, who has

Washington Cable Marketing Council and St. Louis Co-op—also participated in the campaign.

## Stardust start-up

Stardust Theater, a pay movie service that will be marketed to the TVRO universe, makes its debut today (July 4) with some

3,000 pre-paid subscribers to the service. Stardust is owned by Paul Klein, who also owns the R-rated service, The Tuxedo Network

Stardust's market is the 400,000 homes with a satellite dish and Videocipher II descrambler. The service will be uplinked on Galaxy 2, transponder 2, and its owner says it is the first general audience movie

service to be marketed only to the TVRO industry.

The service costs \$65 per year and will feature movies plus an occasional special. Colette Connor, vice president, advertising and promotion, said most of the Hollywood studios are supplying product to Stardust, including MCA, 20th Century Fox, Orion, MGM and Cannon. Paramount and Disney, however, are not.

Stardust premieres at noon (ET) on July 4 with "Born American." That evening the featured films are "The Fly," "Harry and the Hendersons" and "Predator." Other July movies include "Bachelor Party," "Back to School," "The Bounty," "Dragnet," "Howard the Duck," "Legal Eagles," "Radio Days" and "Secrets of My Success." Premiering

# STARDUST

in August will be "Aliens," "Revenge of the Nerds II," "No Way Out" and "Jaws the Revenge." The one special scheduled is *Bill Cosby, Himself*.

Connor acknowledged the piracy problems present in the TVRO descrambler marketplace, which could make selling the service difficult. But the price of the service is so inexpensive, she said—at a little more than \$5 per month—that stealing the signal wouldn't be worth the effort.

Connor said the company needed about 40,000 subscribers to break even. The cost is low compared to that of other pay cable movie services because, she said, Stardust cut out the cable operator middleman.

The service will run from noon to 8 a.m. the following day, 20 hours a day. Connor said Stardust will unscramble a coming attractions hour between 6 and 7 p.m. each night to market the service. Stardust

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other broadcast interests. **Buyer** is owned by Stephen C. Davenport and Harris B. Henry and family. It owns Jackson, Miss.-based radio network. WKXG is daytimer on 1540 khz with 1 kw. WSWG(FM) is on 99.1 mhz with 100 kw d antenna 220 feet above average terrain.

**so(FM) Spencer, Ind.** □ Sold by Spencer Communications Inc. to RCR Communications Inc. for \$475,000. **Seller** is owned by Leonard White, who has no other broadcast interests. **Buyer** is owned by Ronald L. Gates, Charles C. Davies and Russell Algood. Gates and Davies were formerly general manager and sales manager at WSWB(FM) Bloomington, Ind. Algood is local car dealer. WLSO is on 92.7 mhz with 1 kw and antenna 480 feet above average terrain.

**HR(AM) Austin, Minn.** □ Sold by Positive Broadcasting Corp. to S&D Broadcasting for \$7,500. **Seller** is owned by Michael J. Parry, who has no other broadcast interests. **Buyer** is owned by Darrell Solberg, Steven Potter, Perry Edwards, and James W. Hall. Solberg is les trainer based in Cedar Rapids, Iowa. Potter is general manager of KLIZ(AM) Brainerd, Minn. Edwards is general manager of WMT(AM) Cedar Rapids. Hall is Cedar Rapids attorney.

being marketed through direct mail, satellite dish dealers and satellite TV applications. There will also be some cross promotion on The Tuxedo Network.

## ight facts

though boxing fans might have been disappointed by the length of last Monday's heavyweight championship fight, Philly Finkel wasn't. Finkel, the man responsible for selling the Tyson-Spinks fight at various venues, said last week that editions of pay-per-view making a larger contribution to boxing revenue, were informed. He said the 91-second fight went out to 500,000-600,000 of the five million addressable homes with access to pay per view through six MSOs (a 10%-12% pay rate). The PPV subscribers paid approximately \$35 each for total PPV venue of between \$17.5 million and \$21 million. Exact figures were not available. Cablevision's Long Island system achieved record 34% buy rate among its 75,000 addressable homes. A Cablevision spokeswoman said that an average 25% buy-rate was achieved by the other system. Cablevision sold the fight to in the New York area (Cablevision was one of six MSOs to whom Finkel subcontracted pay-per-view and closed circuit rights).

At Warner's Brooklyn-Queens cable, Nick Aurelio, president, said that 21% of 1,000 addressable homes purchased the fight.

While pay-per-view met expectations, the closed circuit portion of the fight disappointed some. Finkel said that while ticket sales at arenas such as Madison Square Garden and the Meadowlands are good, arenas outside large metropolitan areas were hurt by PPV. HBO, which purchased the delayed broadcast rights to the fight for \$3 million, changed the four one-and-a-half-hour slots that originally set aside in its schedule to

KGHR is on 970 khz with 5 kw day and 500 w night.

**KNDY-AM-FM Marysville, Kan.** □ Sold by Apollo Broadcasting Corp. to Dierking Communications Inc. for \$325,000. **Seller** is owned by Herbert R. Hoeflicker, who has no other broadcast interests. **Buyer** is owned by Bruce Dierking, stations' commercial manager, who has no other broadcast interests. KNDY is daytimer on 1570 khz with 250 w. KNDY-FM is on 103.1 mhz with 3 kw and antenna 289 feet.

**CABLE**  
**System serving Waterloo and Ottumwa, both Iowa** □ Sold by McDonald Group to WestMarc Communications (formerly Western Tele-Communications Inc.) for estimated \$70-\$80 million. **Seller** is Birmingham, Ala.-based MSO serving 125,000 subscribers in seven states owned by Allan and William McDonald. **Buyer** is Denver-based MSO serving 560,000 subscribers headed by Jeffrey Marcus. It is principally owned by Tele-Communications Inc. System passes 50,000 homes with 44,000 subscribers. **Broker: Communications Equity Associates.**

For other proposed and approved sales see "For the Record," page 56.

55-minute slots on July 2 (10 p.m.), July 4 (11 p.m.) and July 6 (1:30 and 11 p.m.). The program will now feature various features on the fight, including a run-down of famous heavyweight first round knockouts. Tyson will appear on the HBO rebroadcast.

## Million airs

Washington, D.C.-based Home Team Sports, the sports cable channel serving the mid-Atlantic region, said last week that it now serves one million subscribers. HTS, launched April 4, 1984, by Group W Satellite Communications, is seen in the District of Columbia, Maryland, Virginia and parts of Delaware, North Carolina, Pennsylvania, and West Virginia. HTS coverage includes Baltimore Orioles Baseball, Washington Capitals hockey, Washington Bullets basketball and college sports including more than 60 basketball games every year. HTS is celebrating its million mark over three weeks (June 27-July 17) with promotional activities including on-air promos featuring snapshots of viewers, a mail-in contest giving 15 viewers the use of a Lincoln Town Car for a year and other prizes including Capitals and Bullets New York getaways and an "HTS Day" July 17 at the Orioles' Memorial Stadium (the Birds play the Minnesota Twins) with free HTS/Orioles caps.

## Klan suit

The Kansas City chapter of the American Civil Liberties Union plans to file suit, on behalf of the Ku Klux Klan, against the city for its decision to eliminate the public access channel requirement for the local cable system. The city took the action (BROADCASTING, June 27) after local Klan representatives sought access on the system.

The ACLU said it sees the issue as one of prior restraint. The city, it said, drew a direct

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correlation between the Klan petition and the elimination of the channel. The ACLU plans to file suit within the next several weeks.

Elsewhere, Storer Cable's Altamonte Springs, Fla., cable system has turned down a request by a local sheriff's candidate and Ku Klux Klan member to carry a locally produced program about the Klan on the cable system. The system has no public access channel, but does carry a government access channel that carries local government meetings and a community bulletin board. The candidate had requested time on the cable system, but Storer returned the videotape, saying it had no public access channel and could not air the tape. Storer said systems under 36 channels are not required to have public access channels.

## Sports talk

Representatives of 14 major regional sports networks met in New York two weeks ago and agreed to share the costs of two programming projects that they believe will elevate the stature of each network. The group agreed to assign two projects to committees—one to create an association with a sports league for a weekly highlight show and the other to hold discussions with a sports association to gain access to a major event.

The former would be patterned after *This Week in Baseball* or *This week in the NFL*,

said Marty Brooks, vice president, programming, for the Madison Square Garden Network. The event the group envisioned, said Brooks, could be a major golf tournament that does not appear now on national television. In both cases, Brooks said, the group intends to contract with a top-quality sports production firm to handle the program production.

Although the group has met before and has shared some programming—most recently many participated in carrying an Olympics men's basketball trials game—this is the first time the parties have committed to a major funding effort, said Brooks. "To get that commitment was encouraging," he said. As envisioned, each sports network would contribute \$50,000 or more to a given project. By pooling the resources, the group could generate upwards of \$500,000 to pay for a program or an event.

Those present at the meeting were representatives from the five SportsChannel services, MSG, Home Sports Entertainment, the Sunshine Network, Pro Am Sports Service, New England Sports Network, Prime Ticket, Home Team Sports and the Z Channel. Those services combined reach 13 million homes, although the existence of some services in the same markets means some duplication in that number.

The group hasn't worked out all the details of its plans. In several markets, two regional sports services exist. Whether

everyone gets access to that shared programming, and whether carrying both services dilutes their value, are questions that haven't been answered, said Brooks. "It may be that things will be done on a first come, first served basis," he said. There also is the matter of assigning costs. Some of the services are full-fledged pay services; others are advertiser-supported on a basic tier. One possibility, said Brooks, is to prorate any formula on a subscriber-count basis.

Brooks sees the activity as "a major step forward" for the regional sports services. Putting up what is, to them, major dollars was something that "was only alluded to in the past," he said.

The group will be prime candidates to carry the National Hockey League this fall, which awarded its television franchise to SportsChannel. That entity has regional sports services in New York, Chicago, Philadelphia, New England and Florida, but needs to line up outlets across the country through other sports services, MSOs or local systems, for its NHL package.

## Indie opportunity

On Oct. 23, The Learning Channel will debut the seventh edition of *The Independents*, its series of films and videos produced by independent producers. *Spirit of Place* will feature reflections on the importance of a sense of place in America; TV critic Ron Powers will host the series from his hometown (and Mark Twain's), Hannibal, Mo.

Produced in association with Twin Cities Public Television (KTCA-TV Minneapolis), *Spirit of Place* will consist of 29 film and video works. TLC President Robert J. Schuman said the series will continue the charter of *The Independents*—offering independent producers a national audience. Schuman said that selection of the film and video projects (funded by the John D. and Catherine T. MacArthur Foundation and the National Endowment of the Arts) for *Spirit of Place* often centered on a theme of "what makes America great." The opening segment features a work on the songs of Alaska's Minutemen and a look at a Vietnamese community in New Orleans.

Executive producer of the series is John Schott (executive producer of the Twin Cities Public Television program *Alive From Off Center*). Helen DeMichiel is producer.

## Ups and downs

The Vision Interfaith Satellite Network won one and lost one last week. VISN announced that Tele-Communications Inc. through its extensive cable holdings, plans to carry VISN in 10.2 million homes. That gives the service more than 15 million homes committed to the service, which will launch this fall. But the United States Catholic Conference of Bishops voted at conference last week against joining VISN and instead will enter contract negotiations to supply programming to the Eternal Word Television Network, a Catholic-oriented cable service run by Mother Angelica and based in Birmingham, Ala. It is seen in 9

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**On the block.** Viacom Cable is looking for a buyer for its Long Island, N.Y., cable system, and chances are it won't have to look far. The parent company disclosed in a filing at the Securities and Exchange Commission that it was in negotiations to sell the 130,000-subscriber system as part of efforts to reduce its debt load. The company also said it continues to hold discussions about selling a minority position in Showtime/The Movie Channel.

One of the likely buyers for the Long Island system would be Cablevision Systems. (It's an unkept secret in the cable industry that Cablevision Chairman Chuck Dolan has had his eye on that system.) Cablevision's systems are concentrated both in the suburbs of New York (Fairfield county, Conn., and Nassau and Suffolk counties, N.Y., surrounding the Viacom system) and in the Bronx. Cablevision also has a 24-hour regional news service, News 12, on Long Island, which would be strengthened if Cablevision owned the Viacom system. The system is valued at upwards of \$300 million. Last Thursday Viacom said Cablevision was only one of several parties that had expressed interest in the system. Waller Capital is handling the sale.

Cablevision also programs several regional sports services, through the SportsChannel services of its subsidiary, Rainbow Programming Services. Viacom, along with several other Bay Area cable operators, have begun talks to create a sports network for the San Francisco area, a situation where Rainbow could lend some expertise.

Although the Long Island system represents over 10% of Viacom Cable's subscribers, there was no indication that any other parts of the cable division were up for sale. The sale of the Long Island operation, said one source, is debt-driven, with the expectation that the money would be used to pay down the parent company's corporate debt.

to be \$25,000 per year. The set-up, which corrects a co-channel interference problem particularly noticeable in the summer, will be operational by fall.

## Hot topics in Florida

The National Association of Telecommunications Officers and Advisors' eighth annual convention will be held Sept. 25-28 at the Doral Hotel in Miami Beach. The theme of the conference is "Hot Topics in Telecommunications." Among those hot topics are overbuilds, the First Amendment, cable regulation and telco entry. Speakers include William Finneran, chairman of the New York State Commission on Cable Television, keynoting a Monday, Sept. 26, general session; Shelley Duvall, actress, producer and chairman of Think Entertainment, speaking at that night's award banquet, and Tom Alexander, president, Alexander & Associates, and Harry Cushing, president of Telesat Cablevision, at an overbuild panel on Tuesday. Representatives from across several industries are being invited for a closing general session on Wednesday on "Shaping the Future Local Video (& Information) Marketplace."

Also in prominence at the show will be Tele-Communications Inc. It said "senior operating personnel and executives" will be present at small round-table discussions throughout the show, which will be by invitation only. It will also sponsor a reception on Tuesday night, Sept. 27.

million homes.

A spokesman for the bishops said the group, which had not taken an official role in EWTV before, choose to go that direction because the service is up and running and is Catholic-oriented. VISN has a wide base of religious groups participating in producing ecumenical programming.

Rev. Daniel Matthews, chairman of the National Interfaith Cable Coalition, said the vote "does not prevent other Catholic groups from participating in VISN, and I expect that they will take advantage of this excellent opportunity to present Catholic faith and values." VISN will include several Catholic dramatic series in the program schedule, he said.

TCI has long been a backer of VISN, and prime cable organizer in the venture. In addition to TCI (which includes agreements with United Artists, United Cable, Heritage and Daniels), the National Cable Television Cooperative and Jones Intercable have also signed to carry VISN. Post-Newsweek is also expected to sign to carry the service.

VISN will begin cablecasting on Sept. 19.

## Faking stock

According to Data Broadcasting Corp., it has signed agreements with 487 cable systems representing 10 million basic subscribers for its financial information service. DBC transmits stock quotations and financial information for personal computers in the vertical blanking interval of the signal of its parent company, the Financial News Network.

## Signal upgrade

Noncommercial WGBH-TV Boston and two cable operators on Cape Cod, Mass., plan to spend more than \$100,000 to build a microwave transmission link that will

deliver a better signal to cable subscribers on the cape. WGBH-TV will build the link to Cape Cod Cablevision's receiving dish in Dennis, Mass. Continental Cablevision will build a microwave link from that site to its system on the tip of the cape. The systems serve more than 50,000 subscribers. Three parties will also share the cost of operating and maintaining the equipment, expected

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# For the Record

As compiled by BROADCASTING June 23 through June 29 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; MP—modification permit; 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

■ WSUZ(AM) Palatka, FL (BAL880606; 800 khz; 1 kw-D)—Seeks assignment of license from WSUZ Inc. to Stevens Communications Corp. for \$220,000. Seller is owned

by W. Don Sports, who also owns WCLA-AM-FM Claxton, GA. Buyer is owned by Lyle R. Evans and Wayne Sten who also own KIID(TV) Huron, SD, WWRS-AM-TV Maunabo and KFKQ(FM) New Holstein, both Wisconsin, and WAPR(AM) Avon Park, FL. Filed June 6.

■ WEXY(AM) Wilton Manor, FL (BAL880601E; 1520 khz; 1 kw-D; 250 w-N)—Seeks assignment of license from Celebrities Inc. to JLG Broadcasting Inc. for \$1,250,000. Seller is owned by James S. Beattie, who has no other broadcast interests. Buyer is owned by Gary Portness and family, former owners of WHAG(AM) WQCM(FM) Hagerstown, MD. Filed June 1.

■ WLSO(FM) Spencer, IN (BAL880527HN; 92.7 mhz; 1 kw; HAAT: 480 ft.)—Seeks assignment of license from Spencer Communications Inc. to RCR Communication Inc. for \$475,000. Seller is owned by Leonard White, who has no other broadcast interests. Buyer is owned by Ronald L. Gates, Charles C. Davies and Russell Algood. Gates and Davies were formerly general manager and sales manager of WBWB(FM) Bloomington, IN. Algood is local car dealer. Filed May 27.

■ KNDY-AM-FM Marysville, KS (AM: BAL880601E; 1570 khz; 250 w-D; FM: BAL880601EC; 103.1 mhz; kw; HAAT: 289 ft.)—Seeks assignment of license from Apollo Broadcasting Corp. to Dierking Communication Inc. for \$325,000. Seller is owned by Herbert R. Hoeffel. It has no other broadcast interests. Buyer is owned by Bruce Dierking, station's commercial manager. It has no other broadcast interests. Filed June 1.

■ WJFU(AM) Zeeland, MI (AM: BTC880602EA; 64 khz; 250 w-D)—Seeks assignment of license from Charles E. Rich to Darrell Spann for \$70,263. Seller has no other broadcast interests. Buyer has no other broadcast interest. Filed June 2.

■ KMGK(FM) Anoka, MN (BAL880608GH; 107 mhz; 57 kw; HAAT: 400 ft.)—Seeks assignment of license from Sunbelt Communications to Trumper Communication Inc. for \$8,750,000. Seller, owned by C.T. Robinson and William Moyes, recently sold KIXI(AM)-KMGK(FM) Seattle (Changing Hands, May 23). It also owns Transtar Radio Network. Buyer is owned by Jeffrey E. Trumper, who also owns WSOY-AM-FM Decatur, Ill.; WLAP-AM-FM Lexington, Ky., and KKCW(FM) Portland, Ore. Filed June 1.

■ KGHR(AM) Austin, MN (BAL880603EA; 970 khz; kw-D; 500 w-N)—Seeks assignment of license from Positive Broadcasting Corp. to S&D Broadcasting for \$387,500. Seller is owned by Michael J. Parry, who has no other broadcast interests. Buyer is owned by Darrell Solberg, Steven Potter, Larry Edwards, and James W. Hall. Solberg sales trainer based in Cedar Rapids, Potter is general manager of KLIZ(AM) Brainerd, Minn., Edwards is general manager of WMT(AM) Cedar Falls, Iowa, and Hall is Cedar Rapids attorney. Filed June 1.

■ WKXG(AM)-WSWG(FM) Greenwood, MS (AM: BAL880601HS; 1540 khz; FM: BAL880601HT; 99 mhz; 100 kw; HAAT: 220 ft.)—Seeks assignment of license from Edmonds Broadcasting Co. of Mississippi to Mississippi Network Inc. for \$700,000. Seller is owned by Hug Edmonds, who has no other broadcast interests. Buyer is owned by Stephen C. Davenport and Harris B. Henley and family. It owns Jackson, Miss.-based radio network. Filed June.

■ KRDF-FM Spearman, TX (BAL880603HY; 98 mhz; 3 kw; HAAT: 220 ft.)—Seeks assignment of license from Cardiff Liquidation Ltd. to Spearhead Broadcast Inc. for \$75,000. Seller is owned by V.L. Patterson. Buyer is owned by George L. Young, Clara Wise, Dwayne L. Smith and Stanley M. Searle. It has no other broadcast interests. Filed June 3.

■ KYOC(FM) Yoakum, TX (BAL880603HZ; 102 mhz; 3 kw; HAAT: 300 ft.)—Seeks assignment of license from Coastal Broadcasting Inc. to Tom E. Donnelly for \$147,500. Seller is owned by Jim T. Payne, who has no other broadcast interests. Buyer owns KRJH(AM) Hallettsville, TX. Filed June 3.

■ WODY(AM) Bassett, VA (BAL880603ED; 900 khz; 500 w-U)—Seeks assignment of license from S&T Media Inc. to WODY Inc. for \$175,000. Seller is principal owned by Stewart W. Edwards. Buyer is owned by E.E. Arnold Terry and Sara A. Terry. Filed June 3.

## Actions

■ WHOD-AM-FM Jackson, AL (AM: BAL880502GU



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0 kHz; 1 kw-D; 250 w-N; FM: BALH880502GV; 104.9 kHz; 1.7 kw; HAAT: 383 ft.)—Granted assignment of license from Vogel-Ellington Corp. to Radio Station WHOD for \$260,000. Seller is principally owned by William R. Zel, who has no other broadcast interests. Buyer is principally owned by Bennie E. Hewett, who also owns BA(AM) Gainesville, Ga. Granted June 14.

WWBA(FM) St. Petersburg, FL (BALH880428GK; 92.1 kHz; 100 kw; HAAT: 620 ft.)—Granted assignment of license from Metropolitan Broadcasting Corp. to Cox Enterprises Inc. for \$17.1 million. Seller is New York-based owner of two AM's and live FM's headed by Carl Brazell. It recently announced merger with Sillerman Acquisition Corp. (BROADCASTING, April 11), and will have no other broadcast interests. Buyer is Atlanta-based group of AM's, five FM's and eight TV's headed by James C. Medy, chairman, and principally owned by Ann Cox and Barbara Cox Anthony. Broadcasting division headed by Stanley G. Mouse. Action June 15.

WTIF(AM) Tifton, GA (BTC880425GE; 1340 kHz; 1 U)—Granted assignment of license from Clifton G. Ore and William Brown to David G. Handy for \$10,000. Sellers have no other broadcast interests. Buyer is former vice president for radio at WSPA-AM-FM-TV Spartanburg, S.C. He has no other broadcast interests. Action June 10.

KFTX(FM) Fort Dodge, IA (BALH880415HU; 92.1 kHz; 3 kw; HAAT: 300 ft.)—Granted assignment of license from Webster Broadcasters Inc. to Dodge Broadcasting Inc. for \$400,000. Seller is owned by Ron Hamilton and John Reley. Hamilton also owns KCFI(AM) Cedar Falls, Iowa. Reley has no other broadcast interests. Buyer is owned by Sorenson, who owns Sioux Falls, S.D.-based group of AM's and five FM's, and Raymond Lamb, owner of RK(AM)-KGKC(FM) Brookings, S.D. Action June 13.

WQBK-AM-FM Rensselaer, NY (AM: 1300 kHz; 5 kw-FM; 103.9 mhz; 3 kw; HAAT: 300 ft.)—Granted assignment of license from WQBK Inc. to Albany Broadcasting Co. for \$2.9 million. Seller is owned by Richard Berkson, who has no other broadcast interests. Buyer is owned by eph H. Weiss, Charles M. Golden and Jeffrey Chodorow. Weiss and Golden have interest in WBCB(AM) Levittown. Chodorow is investor from Philadelphia with no other broadcast interests. Action June 17.

WQIN(AM) Lykens, PA (BAL880502EB; 1290 kHz; 1 D)—Granted assignment of license from Robert E. Bernicoff, trustee in bankruptcy for WQIN Ltd. Partnership, to WQIN Broadcasting Inc. for \$325,000. Seller has other broadcast interests. Buyer is owned by Uzal H. Ortiz, Nadine F. Oswald and Joseph J. Neary. It also owns WBT(AM) Shenandoah, Pa. Action June 14.

KWMC(AM) Del Rio, TX (BAL880329EE; 1490 kHz; 5 kw-U)—Granted assignment of license from Val Verde Broadcasting Inc. to Faz Broadcasting Inc. for \$375,000. Seller is owned by Don Funkhouser and his wife, Jeanne, who have no other broadcast interests. Buyer is owned by rtha G. Faz and her brother, Carlos G. Faz, local investors with no other broadcast interests. Action June 14.

## New Stations

Selma, AL (BPH880602MV)—Selma Broadcasting LP seeks 105.3 mhz; 50 kw H&V; 150 m. Address: 608 Hwy 80 at Selma, AL 36701. Principal is owned by Randolph W. Williams, Danny W. Crenshaw, Fred D. Williams III, Hee E. Towns, Thomas E. Towns and Nannie S. Brown. It has no other broadcast interests. Filed June 2.

Fort Bragg, CA (BPH880602NH)—KB Broadcasting seeks 96.7 mhz. Address: P.O. Box 77766, Stockton, CA 95207. Principal is owned by Keith B. Bussman, who has other broadcast interests. Filed June 2.

Soledad, CA (BPH880602NL)—Monterey County Broadcasters Inc. seeks 105.3 mhz; 1.54 kw H&V; 164 m. Address: 4610 Briarwood Drive, Sacramento, CA 95821. Principal is owned by Carl J. Auel, Robert A. Jones and rael L. Clapp. It also owns KKMC(AM) Gonzales, CA. It owns WRPQ(AM) Baraboo, WI, and has interest in ZHP(AM) Champlain, NY; WLVI(AM) Royal Palm Beach, FL; WWRJ(AM) Hollywood, SC; KFRP(AM) Okla. City, OK; WGOR(AM) Christmas, FL, and KTCO(AM) Fort Worth, TX. Auel owns WGOL(AM) Bethel Park, PA. Filed June 2.

Hogansville, GA (BPH880601MX)—Christopher N. Kenton seeks 97.5 mhz; 3 kw H&V; 100 m. Address: 100 Oxford Place, Athens, GA 30606. Principal has no other broadcast interests. Filed June 1.

Hogansville, GA (BPH880602NB)—TFB & Associates seeks 97.5 mhz; 3 kw H&V; 100 m. Address: 934 Woodbourne Drive, Atlanta 30310. Principal is owned by

Keith E. Terrell. It has no other broadcast interests. Filed June 2.

■ Lake Charles, LA (BPH880602)—Sabine Broadcast Corp. seeks 105.3 mhz; 50 kw H&V; 150 m. Address: C/O 1800 Arizona St., #110A, Sulphur, LA 70663. Principal is owned by Cynthia K. Victorian, Edward C. Motoyer and John A. Henning. It has no other broadcast interests. Filed June 2.

■ Lake Charles, LA (BPH880602MU)—Trinity Communications Inc. seeks 105.3 mhz; 50 kw H&V; 148 m. Address: 728 Esplanade St., Lake Charles, LA 70605. Principal is nonprofit corporation headed by Edward J. Prendergast, Brian Prendergast and Winfield E. Little. It has no other broadcast interests. Filed June 2.

■ Monroe, LA (BPH880601MW)—Charles G. Morgan seeks 105.3 mhz; 50 kw H&V; 138 m. Address: 2103 Redwood Drive, Monroe, LA 71201. Principal also owns KMB(AM) West Monroe, LA. Filed June 1.

■ Monroe, LA (BPH880602MZ)—Valerie G. Downing seeks 105.3 mhz; 50 kw H&V; 150 m. Address: 8278 Keel Ave., Baton Rouge, LA 70820. Principal has no other broadcast interests. Filed June 2.

■ Monroe, LA (BPH880602NI)—Jobe Broadcasting Group L.P. seeks 105.3 mhz; 50 kw H&V; 150 m. Address: 126-A Jennifer Lane, Monroe, LA 71203. Principal is owned by Kriss Fairbairn. It has no other broadcast interests. Filed June 2.

■ Jackson, MN (BPH880601MY)—Jackson Broadcasting Co. seeks 105.3 mhz; 3 kw H&V; 94 m. Address: 1509 North Hwy. Jackson, MN 56143. Principal is owned by Douglas V. Johnson, who has no other broadcast interests. Filed June 1.

■ Columbia, MO (BPH880531MZ)—Nidem Media Inc. seeks 93.9 mhz; 3 kw H&V; 100 m. Address: 2165 E. Raynall, Springfield, MO 65804. Principal is owned by Richard L. Nichols, who has no other broadcast interests. Filed May 31.

■ East Prairie, MO (880602)—B and B Broadcasting Inc. seeks 105.3 mhz; 3 kw H&V; 100 m. Address: 809 Barnes Ave., Portageville, MO 63873. Principal is owned by Raymond E. Taylor, Kenneth Bridger, Bill Anderson and David A. Dolan. Filed June 2.

■ Asbury Park, NJ (BPED880606MY)—Evangelical Cru-

sades of Fishers of Men Inc. seeks 88.1 mhz; 0.1 kw H&V; 30 m. Address: 1488 New York Ave., Brooklyn, NY 11210. Principal is nonprofit corporation headed by Rev. Philus Nicolas, Jean A. Rejouis, Ismene Aurelius and Marc Marcus. It has no other broadcast interests. Filed June 6.

■ Hoosick Falls, NY (BPH880602MY)—J&B Broadcasting seeks 93.5 mhz; 1.9 kw H&V; 50 m. Address: 19 Boas Lane, Wilton, CT 06897. Principal is owned by Dennis Jackson and John Bulmer. Jackson has interest in WREF(AM) Ridgefield, CT, and WNYJ(FM) Rotterdam, NY. Filed June 2.

■ Hoosick Falls, NY (BPH880601MZ)—Brian Andrew Larson seeks 97.5 mhz; 1.8 kw H&V; 131 m. Address: Rd #1, Valley Falls, NY 12185. Principal has no other broadcast interests. Filed June 1.

■ Wilmington, NC (BPH880602NF)—Beatriz Laura Garcia Suarez de McComas seeks 105.3 mhz; 3 kw H&V; 100 m. Address: 2495 Greenwell Ct., Wilmington, NC 28403. Principal has no other broadcast interests. Filed June 2.

■ Wilmington, NC (BPED880602ML)—Augusta Radio Fellowship Institute Inc. seeks 105.3 mhz; 3 kw H&V; 100 m. Address: 3213 Huxley Dr., Augusta, GA 30909. Principal is nonprofit corporation headed by Clarence T. Barinowski, Sylvia M. Barinowski and K. Nichols. It has no other broadcast interests. Filed June 2.

■ Greenfield, OH (BPH880602MW)—Hometown Broadcasting of Greenfield Inc. seeks 97.5 mhz; 3 kw H&V; 100 m. Address: P.O. Box 685, Greenup, KY 41144. Principal is owned by Robert L. Scheibly, Phillip B. Leslie, John R. McGinnis and James G. Hedrick. It also owns WTCF(FM) Lancaster and WLGC-AM-FM Greenup, both Kentucky. Filed June 2.

■ Greenfield, OH (BPH880601NA)—Danny M. Watson seeks 97.5 mhz; 2.75 kw H&V; 93 m. Address: 2300 E. Kemper Rd., Cincinnati 45241. Principal has no other broadcast interests. Filed June 1.

■ Bixby, OK (BPH880601MQ)—Eastwood Baptist Church seeks 105.3 mhz; 3 kw H&V; 100 m. Address: 949 S. 91st East Ave., Tulsa, OK 74112. Principal is nonprofit corporation headed by Ruffin Snow, Gerald Bowden, Louis Bloch, Wayne Yeckley and Dick Freeman. It has no other broadcast interests. Filed June 1.

■ Eugene, OR (BPED880531MT)—University of Oregon

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Foundation seeks 88.1 mhz; 0.5 kw; 222 m. Address: 206 Johnson Hall, Eugene, OR 97403. Principal nonprofit corporation headed by Donna P. Woolley, Hale G. Thompson, Ronald E. Blind, Thomas E. Wrightson, Charles Pressman and Clifton C. Cole. Filed May 31.

■ **Walterboro, SC (BPH88060IND)**—Terry Lamar O'Quinn seeks 105.3 mhz; 3 kw H&V; 100 m. Address: P.O. Box 215, Walterboro, SC 29488. Principal has no other broadcast interests. Filed June 1.

■ **Walterboro, SC (BPED880602MM)**—Augusta Radio Fellowship Institute Inc. seeks 105.3 mhz; 3 kw H&V; 100 m. Address: 3213 Huxley Dr., Augusta, GA 30909. Principal is nonprofit corporation headed by Clarence T. Barinowski, Sylvia M. Barinowski and K. Nichols. It has no other broadcast interests. Filed June 2.

■ **Roanoke, VA (BPH880602NA)**—Roanoke Valley Broadcasters L.P. seeks 105.3 mhz. Address: 24 W. Burwell St., Salem, VA 24153. Principal is owned by Katherine A. Anderson Elam. It has no other broadcast interests. Filed June 2.

■ **Mannington, WV (BPH880531MY)**—Sandy S. Garlitz seeks 102.7 mhz; 3 kw H&V; 100 m. Address: P.O. Box 967, Kingwood, WV 26537. Principal owns WKMM(AM) Kingwood, WV. Filed May 31.

## Actions

■ **Marion, KY (870313NX)**—Returned app. of Crittenden County Broadcasting Inc. for 102.7 mhz; 3 kw; 328 m. Address: P.O. Box 68, Marion, KY 42064. Principal is owned by George Patmor, Samuel L. Crawley, D.W. Crawley, James B. Crawley and Janie C. Crawley. It also owns WMJL(AM) Marion, KY. Action June 14.

■ **Middle Island, NY (BPED871102MF)**—Dismissed app. of Longwood Central School District for 88.3 mhz; 0.25 kw H&V; 34 m. Address: Yaphank Rd., Middle Island, NY 11953. Principal is educational institution headed by Barbara Weiss, Arend Behrens, John Anastasi, Carl Antos, Pamela Bethel, Nanette Essel, George E. Phelps, James Ruffin, William Marsden and Nick F. Muto. Action June 14.

■ **Shawnee, OK (BPH851025MF)**—Returned app. of Lenn R. Pruitt and George E. Owen for 95.1 mhz; 100 kw H&V; 1342 m. Address: 616 Columbia Highway, Greensburg, KY 42743. Principal also owns WKEQ(AM)-WJDJ(FM) Burnside, KY. Pruitt owns WIDS(AM) Russell Springs, KY. Action June 14.

■ **Shawnee, OK (BPH851028MH)**—Returned app. of James E. Miller for 95.1 mhz; 100 kw H&V; 1,680 m. Address: 8321 NE 33rd St., Spencer, OK 73084. Principal has no other broadcast interests. Action June 14.

■ **Grants Pass, OR (BPCT870616KK)**—Dismissed app. of Greenstone Communications for ch. 30; 2.5 KW; 28.22 m. Address: 120 Wimer St., Ashland, OR 97520. Principal has no other broadcast interests. Action April 29.

## Facilities Changes

### AM

■ **Fort Wayne, IN. WFCV, 1090 khz**—June 3-Application for CP to make changes in ant sys; TL: NW corner of Parrott & South River Rds, New Haven, IN; 41 04 41N 85 02 30W.

### TV's

■ **Paradise, CA, KBCP, ch. 46**—June 7-Mod of CP to change ERP vis.: 2520 kw; HAAT: 439 m.; ANT: Dielectric Comms./71885 - Type 28G280050 (\$300); TL: W side of Cohasset Rd approx 1.1 mi. NE of junction of Vilas Rd, 20 mi. NE of Chico, Butte Co. CA; antenna-supporting structure height: 39 57 45N 121 42 40W.

■ **High Springs, FL, WHSE, ch. 53**—June 7-Mod of CP to change ERP vis.: 1400 kw; HAAT: 129 m.; TL: overall height of existing antenna structure is 113 meters above ground.

■ **Panama City, FL, WPGX, ch. 28**—June 6-Mod of CP (BPCT820122KE) to change HAAT: 228.22 meters; antenna-supporting structure height: 30 23 42N 85 32 02W.

■ **South Bend, IN, WNIT-TV, ch. 34**—June 13-Mod of CP to change ERP vis.: 691.8 kw; HAAT: 807.5 meters. TL: 16965 Johnson Rd, Mishawaka, St. Joseph, IN; 41 36 59N 86 11 43W.

■ **Syracuse, NY, WSNR-TV, ch. 43**—June 14-Mod of CP (BPCT870324KK) to change ERP vis.: 22 kw; HAAT: 93 m.; ANT: Bogner LPS3(C).

## Actions

### AM's

■ **Big Bear Lake, CA, KBBV, 1050 khz**—June 15-Application (BP851018AE) granted for CP to increase day pwr to

500 watts & change TL: Hwy 18 (N Shore Dr) at Baldwin L., Big Bear City, CA; 34 16 23N 116 49 55W.

■ **San Mateo, CA, KOFY, 1050 khz**—June 15-Application (BMP870820AH) granted for Mod of CP (BPH860912AM) to increase night pwr to 1 kw; change night TL: at Hayward Landing, N of Winston St., Hayward, CA & make changes in ant sys: 37 39 02N 122 09 08W.

### FM's

■ **Osceola, AR, KWLN, 98.1 mhz**—June 13-Application (BMPH8805181B) granted for Mod of CP (BPH850621IP as mod) to change TL: 0.35 mi. W of Frenchmans Bayou, just off Hwy 61, Mississippi Co. AR & change center of radiation: 35 28 01N 90 11 27W.

■ **San Diego, CA, KKLQ-FM, 106.5 mhz**—June 17-Application (BMPH8611061B) granted for Mod of CP (BPH831017A m.) to make changes: TL: Cowles Mtn. San Diego, CA; ERP: 7.4 kw H&V; HAAT: 1074' H&V; 32 48 45N 117 01 52W.

■ **Georgetown, DE, WSEA-FM, 93.5 mhz**—June 17-Application (BPH8804081A) granted for CP to make changes: TL: Rt 26, 4 km SW of Dagsboro (at Rt 113), Sussex Co. DE; HAAT: 148 m. H&V; ERP: 11.2 kw H&V; change to Class B1 (Per Docket #87-230): 38 31 24N 75 17 55W.

■ **Coeur D'Alene, ID, KCDA, 103.1 mhz**—June 14-Application (BPH8805061C) returned for CP to make changes: ERP: 2.5 kw H&V; HAAT: 569.5 m. H&V; TL: Sec. 22, Blossom Mtn., 3.6 mi. S of Post Falls, ID; change to Class C2 (Per DA 88-600).

■ **Little Falls, MN, KFML, 94.1 mhz**—June 13-Application (BMPH8712161F) granted for Mod of CP (BPH860926MB) to change TL: County Rd 261, 1 mi. NNE of Little Falls, Morrison Co. MN; 46 00 16N 94 19 42W.

■ **Jefferson City, MO, KTTY, 106.9 mhz**—June 15-Application (BPH8702201C) granted for CP to change TL: approx 2 km W of intersect of State Rtes "T" & 179, near Centertown, MO; change HAAT: 305 m. H&V & make changes in ant sys: 38 38 43N 92 20 10W.

■ **Millersburg, OH, WKLM, 95.3 mhz**—June 17-Application (BMPH8711051G) granted for Mod of CP (BPH850529MC) to change TL: on Twp Rd 110, 1.1 km N of County Rd 19, Clark, Holmes Co. OH; 40 29 07N 81 50 40W.

■ **Childress, TX, KSRW, 95.9 mhz**—June 17-Application (BPH871208ME) granted for CP to make changes; FREQ: 96.1 MHz; ERP: 50 kw H&V; HAAT: 145 m. H&V; change antenna supporting structure: change Class & modify licensed main facility.

■ **Tyler, TX, KGLY, 91.3 mhz**—June 16-Application (BMPED8805231A) granted for Mod of CP (BPED860924MA) to make changes; ERP: 12 kw H&V & change HAAT: 141 m. H&V.

■ **Grand Coulee, WA, KEYG-FM, 98.5 mhz**—June 16-Application (BPH8703101A) dismissed for CP to make changes: TL: Hwy 2, just inside Lincoln County, Grand Coulee, WA; change ERP: 100 kw H&V; HAAT: 599 m. H&V; 47 58 25N 118 57 02W.

■ **Toppenish, WA, KZHR, 92.7 mhz**—June 15-Application (BPH870227OG) granted for CP to change FREQ: 92.9 MHz. #225; change TL: E end of Ahtanum Ridge, near Yakima, WA; change ERP: 21.4 kw H&V; HAAT: 750' H&V & make changes in ant sys: 46 31 57N 120 29 09W.

### TV

■ **Naples, FL, WEVU, ch. 26**—June 10-Application (BPCT860702KG) granted for CP to change ERP vis.: 5000 kw; AUR: 500 kw; HAAT: 1205 ft; TL: 5.5 mi. SW of Corkscrew near Corkscrew, FL; 26 25 11N 81 37 28W.

## Actions

### Commission Actions

■ **Subscription Television decision upheld by court (NABB v. FCC, No. 87-1198, decided June 17, 1988)**—Federal appellate court has upheld the FCC's decision that subscription video services, including subscription television and subscription direct broadcast satellite services are not broadcasting services within the meaning of the Communications Act and an existing licensee's change from conventional broadcasting to subscription operation would not be considered a "major" change under the Act or FCC rules.

■ **Ensign, KS.** Granted application to transfer control of

Southwest Kansas Television Co. Inc., licensee KTVG(TV) Ensign, from Sidney T. Warner, Executive Estate of Leigh Warner. Deceased, to NUVO TV Inc. MO&O [FCC 88-184] adopted May 19 by Commission.

■ **Ex parte communications**—Effective immediately upon publication in Federal Register. Commission has amended Subpart H, Part I of its rules and regulations concerning ex parte communications and presentations in FCC proceedings. (By Order [FCC 88-192] adopted June 8 by Commission).

■ **Green Valley, AZ.** Remanded to Review Board mail involving mutually exclusive applications of Alden Communications Corp. and Sungilt Corporation, Inc., for a TV station at Green Valley. (MM Dockets 83-720-721, MO&O [FCC 88-195] adopted June 8 by Commission).

■ **Yankton, S.D.** Granted request by William Turner Trustee in Bankruptcy, and stayed, pending further order proceeding involving show cause order for revocation license and/or transfer of control of KQHU-FM Yankton (MM Docket 87-272, by Order [FCC 88-197] adopted June 10 by Commission).

■ **Commission upholds staff action concerning WCU, FM Grand Rapids, MI.** (Report MM-1182, Mass Media Action) Upheld denial of request by Pathfinder Communications Corp. to modify license of WCUZ-FM Grand Rapids by relocating its transmitter site and for waiver of Commission's short-spacing rule. Action by Commission June 20 MO&O (FCC 88-203).

■ **Record reopened in Christiansted, VI.** FM Proceeding Application of Sugarbird Communications reinstated—MM docket 87-269 (Report DC-1184, Action in Docket Case) Reopened record in this proceeding and reinstated Sugarbird's application for limited purpose of including Sugarbird in settlement agreement with St. Croix Wireless Co., winning applicant. Action by Commission June 20 by MO&O (FCC 88-204).

■ **Implementation plan for use of cable TV input selector switches modified**—Gen. docket 87-107 FCC has revised its implementation plan for input selector switches which are used to alternate between over-the-air television service and cable television service. The original plan was adopted November 19, 1987. Action by the Commission June 21 the MO&O (FCC 88-208).

■ **FCC institutes further inquiry into renewal process**—An elimination of abuses in process—BC docket 81-742 (Report DC-1186, Action in Docket Case) FCC has issued second further notice of inquiry regarding comparative renewal process, together with a notice of proposed rulemaking to eliminate abuses of the renewal process. It proposes measures designed to curb abuses of renewal process. It also proposed to clarify standards for determining when incumbent licensee is entitled to renewal expectancy and refine or modify certain other comparative factors used comparative renewal hearings. Action by Commission June 23 by Second Further Notice of Inquiry and Notice Proposed Rulemaking (FCC88-212).

■ **KZKC(TV) Kansas City, MO.** apparently liable for \$2,000 fine for indecent broadcast (Report MM-328, Mass Media Action) FCC today imposed \$2,000 fine on Kansas City TV station for its prime time broadcast of movie "Private Lesson," which violated restriction on broadcast indecent material. Action by Commission June 23 by Lett (FCC 88-213).

### General Counsel Action

■ **Las Vegas and Paradise, NV (Martin Internat Inc., et al.)** FM proceeding. Approved settlement agreement in dismissed applications of Gary E. Willson and Fremo Broadcasting Corporation; granted application of Martin Internat Inc. for new FM station at Las Vegas; and terminated proceedings. (By Order, June 16) (MM Docket 8363).

### Review Board Actions

■ **San Bernardino, CA (Religious Broadcasting Network et al.)** TV proceeding. Affirmed decision by ALJ granting application of Channel 30, Inc. for new UHF television station on Channel 30 at San Bernardino, and denying applications of Religious Broadcasting Network, Solar Broadcasting Limited, A&R Broadcasting Company, Limited Partnership, Buenavision Broadcasters, SSP Broadcasting, Limited Partnership, Good News Broadcasting Network, Sandino Telecasters, Inland Empire Television Television 30, Inc., San Bernardino Broadcasting, Limited Partnership, and All Nations Christian Broadcasting, Inc. (By Decision, FCC 88R-38, June 17) (MM Dockets 83-91 et al.).



Marco, FL.—Denied joint petition for extraordinary review and joint request for stay by Rebecca Radio of Marco, Emerald Sea Broadcasting, Affirmative Broadcasting Corp., Weasce Communications, Inc., Marco Minority Associates, Susan G. and William R. Gaston and Marco Skywave, in proceeding involving their mutually exclusive applications for new FM station on Channel 224A (92.7 Mhz) at reo. (MM Docket 87-244, by MO&O [FCC 88R-36] pted June 17 by Review Board).

Battle Creek, MI. Approved settlement agreement and nted application of Margaret Miller for new TV station at the Creek. (MM Docket 85-394, by MO&O [FCC 88R-adopted June 9 by Review Board]).

Arecibo, PR. Designated for hearing four competing lications for new TV station on Channel 60 at Arecibo. (MM Docket 88-289, by Order [DA 88-861] adopted y 31 by Chief, Video Services Division, Mass Media eau).

Appomattox, VA (Elaine C. Eicher, et al.) FM proceed-. Approved settlement agreement among Maranatha adcasting Company, Inc., Elaine C. Eicher, James A. inds and Home Town Broadcasting Inc. and dismissed lication of Maranatha Broadcasting. (By Order, June 9) M Docket 87138).

## Aff Actions

Louisburg, NC. Designated for hearing four mutually lusive applications for new FM station on Channel 273A 2.5 Mhz). (MM Docket 88-297, by Order [DA 88-884] pted June 7 by Chief, Audio Services Division, Mass dia Bureau).

Rocky Mountain, NC. Designated for hearing six mutu- exclusive applications for new FM station on Channel A (98.5 Mhz). (MM Docket 88-299, by Order [DA 88- q] adopted June 9 by Chief, Audio Services Division).

Odessa, TX. Designated for hearing five mutually ex- ive applications for new FM station on Channel 241C2 .1 Mhz). (MM Docket 88-298, by Order [DA 88-883] pted June 8 by Chief, Audio Services Division).

## J Actions

*Chief ALJ Thomas B. Fitzpatrick on dates shown:*

Anchorage, AK (Eclipse Broadcasting Group Inc., et TV proceeding. Designated ALJ John M. Frysiak to side in proceeding. Scheduled prehearing conference for g. 15 and hearing for Sept. 22. (By Order, June 16 MM cket 88-288).

Kings Beach, CA (Eric R. Hilding, et al.) FM Proceed-. Designated Deputy Chief ALJ James F. Tierney to side in proceeding. Scheduled prehearing conference for g. 4 and hearing for Sept. 19. (By Order, June 10 MM cket 88-274).

Crawford, GA (Alfred A. Johnson, et al.) FM Proceed-. Designated Deputy Chief ALJ James F. Tierney to side in proceeding. Scheduled prehearing conference for g. 22 and hearing for Sept. 23. (By Order, June 23 MM cket 88-294).

Delphi, IN (Wabash Valley Community Radio Corpora- , et al.) FM proceeding. Granted request by Carroll anty broadcasting Company and dismissed its application h prejudice. (By Order, June 21 MM Docket 88-246).

New Haven, IN (Allen County Broadcasting Limited thership, et al.) FM proceeding. Designated ALJ Joseph mer to preside in proceeding. Scheduled prehearing ifference for Aug. 23 and hearing for Sept. 26. (By Order, e 23 MM Docket 88-295).

Poughkeepsie, NY (Laqueth Fleming and Gloria Flem- , et al.) FM proceeding. Designated ALJ Edward J. hlmann to preside in proceeding. Scheduled prehearing ifference for Aug. 15 and hearing Sept. 20. (By Order, e 15 MM Docket 88-277).

Tobyhanna, PA (Tiab Broadcasting Corporation and ort Broadcasting System, Inc.) FM proceeding. Desig- ed Chief ALJ Thomas B. Fitzpatrick to preside in pro- ding. Scheduled prehearing conference for Sept. 20 and ring for Nov. 30. (By Order, June 16 MM Docket 88- b).

Arecibo, PR (Jose A. Ortiz Lozada, et al.) TV Proceed-. Designated ALJ Joseph P. Gonzalez to preside in eeding. Scheduled prehearing conference for Aug. 22 l hearing for Sept. 23. (By Order, June 23 MM Docket 289).

Guayama, PR (Ebenezer Broadcasting Group Inc. and nisterio Radial Cristo Viene Pronto Inc.) TV proceeding. signed ALJ Walter C. Miller to preside in proceeding. eduled prehearing conference for Sept. 20 and hearing

for Dec. 7. (By Order, June 16 MM Docket 88-291).

■ Murrells Inlet, SC (Palmetto Broadcasting Inc. of Mur- rells Inlet, et al.) FM proceeding. Designated ALJ Edward J. Kuhlmann to preside in proceeding. Scheduled prehear- ing conference for Aug. 23 and hearing for Sept. 26. (By Order, June 23 MM Docket 88-296).

■ Bryan, TX (Silent Minority Group Inc., et al.) TV proceeding. Designated ALJ Edward Luton to preside in proceeding. Scheduled prehearing conference for Aug. 16 and hearing for Sept. 21. (By Order, June 16 MM Docket 88-290).

■ Tyler, TX (FPS Broadcasting Group, et al.) FM Proceed-. Designated ALJ Joseph Stirmer to preside in pro- ceeding. Scheduled prehearing conference for Aug. 15 and hearing for Sept. 20. (By Order, June 15 MM Docket 88-280).

■ Narrows, VA (Worth M. Miller and Megan H. McWil- liams) FM proceeding. Approved settlement agreement and dismissed with prejudice application of Worth M. Miller; conditionally granted unended application of Megan H. McWilliams for new commercial FM station on Channel 267A (101.3 Mhz) at Narrows; and terminated proceeding. (By MO&O, June 16 MM Docket 88-226).

■ Martinsburg, WV (Hefty Communications Ltd., et al.) TV proceeding. Designated ALJ Joseph Chachkin to preside in proceeding. Scheduled prehearing conference for Aug. 17 and hearing for Sept. 21. (By Order, June 16 MM Docket 88-292).

*By deputy chief ALJ James F. Tierney on date shown:*

■ South Padre Island, TX (Spanish Aural Services Com- pany, et al.) FM proceeding. Granted request by Spanish Aural Services Company and dismissed with prejudice ap- plication of Betty Howell for failure to prosecute; approved settlement agreement between R&C Minority Telecommu- nicate Inc. and Spanish Aural Services and dismissed with prejudice application of R&C Minority Telecommunicate; granted application of Spanish Aural Services for new FM station on Channel 224A (92.7 Mhz) at South Padre Island; and terminated proceeding. (By MO&O, June 17 MM Docket 88-212).

*By ALJ Joseph Chachkin on dates shown:*

■ Enfield, CT (DBC Woodside Associates Limited Part- nership, et al.) FM proceeding. Granted request for sum- mary decision by DBC Woodside Associates Limited Part- nership and resolved air hazard issue in its favor; and, granted request for partial summary decision by Laura B. Goldenberg and resolved air hazard issue in her favor. (By Order, June 20 MM Docket 87-461).

■ Kirksville, MO (Jay Daugherty, David Frantze, Douglas Linder, Stephen Martin, Roger Potter and Northern Missouri Christian Broadcasting Inc.) FM proceeding. Approved settlement agreement and dismissed application of Jay Daugherty, David Frantze, Douglas Linder, Stephen Martin, Roger Potter; application of Northern Missouri Christian Broadcasting is retained in hearing status pending resolution of designated air hazard issue. (By MO&O, June 9 MM Docket 88-182).

■ Lyndon, VT (MarKey Broadcasting Company Inc. and Vermont Broadcast Associates Inc.) FM proceeding. Ap- proved settlement agreement and dismissed with prejudice application of MarKey Broadcasting Company; granted application of Vermont Broadcast Associates for new FM station on Channel 252A (98.3 Mhz) at Lyndon; and termi- nated proceeding. (By MO&O, June 17 MM Docket 88-230).

*By ALJ Edward J. Kuhlmann on date shown:*

■ Vicksburg, MS (Leonard James Giacone, et al.) FM proceeding. Granted request by Leonard James Giacone and dismissed with prejudice applications of Clearwater Com- pany, Julie N. Frew and Vicksburg FM Group Limited Partnership for failure to prosecute; granted Giacone's re- quest and designated an issue against H & I Broadcas- ting Ltd. to determine whether H & I failed to report material facts about media interest of J. Boyd Ingram and his family and, if it has, whether that failure to report exhibits lack of honesty on part of H & I, and whether H & I should, accordingly, be found unqualified. (By MO&O, June 13 MM Docket 88-116).

*By ALJ Edward Luton on dates shown:*

■ Salinas, CA (Salinas Broadcasting L.P. California Limit- ed Partnership, et al.) FM proceeding. Granted motion for summary decision by California Community Television Net- work and resolved air hazard issue in its favor. (By Order, June 21 MM Docket 87-338).

■ Eureka, IL (AGH Communications Inc. and Woodford County Radio Inc.) FM proceeding. Approved settlement agreement and dismissed with prejudice application of AGH Communications; granted application of Woodford County Radio for new FM Station on Channel 253A (98.5 Mhz) at Eureka; and terminated proceeding. (By MO&O, June 15 MM Docket 88-204).

■ Las Vegas (Nevada Number One Radio Co., et al.) FM proceeding. Granted request by Walter-Wilson Broadcas- ters, Limited Partnership, and dismissed its application with prejudice. (By Order, June 15 MM Docket 87-462).

■ New York (RKO General [WOR and WRKS-FM]) et al., AM Renewal Proceeding. Unless there is appeal and subject to comparisons with applications of RKO General Inc. for renewal of its licenses for WOR and WRKS-FM, NY, if and when such comparative renewal proceedings are needed, then application of Women Owning Radio Inc. for AM station WOR is granted, and application of S/G Commu- nications for WRKS-FM is granted; and, applications of Magna Media Corporation, Freedom Broadcasting Corpora- tion, People Broadcasting Corporation, South Jersey Radio, Inc., S/G Communications (for WOR), and Cozzin Com- munications Corporation are denied. (By Partial ID, FCC 88D-18, June 21 MM Dockets 84-1122, et al.).

*By ALJ Walter C. Miller on dates shown:*

■ Des Moines, IA (White Eagle, Limited Partnership, et al.) FM proceeding. By separate orders, granted request by Heart of Iowa Broadcasting and dismissed its application with prejudice; dismissed with prejudice applications of White Eagle Limited Partnership and Johnson Des Moines Broadcasting Limited for failure to prosecute. (By Order and by MO&O, June 14 MM Docket 88-238).

*By ALJ Richard L. Sippel on dates shown:*

■ Oro Valley, AZ (Pueblo Radio Broadcasting Service, et al.) FM proceeding. Granted request by Classic Media Inc. and dismissed with prejudice application of William N. Freeman for failure to prosecute. (By Order, June 14 MM Docket 88-137).

■ Rayne, LA (Rayne Broadcasting Company Inc., et al.) FM proceeding. By separate orders, granted request by Cart Broadcasting Company Inc. and added an issue against Rayne Broadcasting Company to determine whether Rayne is financially qualified to be Commission licensee; granted request by Rayne Broadcasting and added an issue against Cart Broadcasting to determine whether Cart was financially qualified to receive permit at time that it filed its application in this proceeding, and to determine whether Cart ever became financially qualified to receive Commission permit under its application in this case. (By MO&Os, June 10 and June 14 MM Docket 87-560).

■ Kittery, ME (Edward P. Ockenden, et al.) FM Proceed- ing. By separate orders: 1) dismissed with prejudice applica- tion of James A. Moyer for failure to prosecute; 2) granted request by Edward P. Ockenden to amend his application by substituting Outreach Communications, Limited Partner- ship, as his successor; approved settlement agreements and dismissed with prejudice applications of Michael M. Colby and Joy Thomas, Limited Partnership, G. C. Associates of Kittery, L.P., Kittery Associates, and Steiner Commu- nications; granted application of Outreach Communications, Limited Partnership, for new FM station on Channel 287A (105.3 Mhz) at Kittery; and terminated proceeding. (By MO&O, June 23 MM Docket 87-549).

■ Eric, PA (Mercyhurst College, et al.) ED-FM Proceed- ing. Approved settlement agreement between Mercyhurst College and Bayfront NATO Inc. and dismissed with prej- udice application of Bayfront NATO Inc. Applications of Mercyhurst College and Family Stations Inc. are retained in hearing status. (By MO&O, June 23 MM Docket 86-482).

■ Bridgewater, VA (Dean-Thomas Communications, et al.) FM proceeding. Granted request by College Town Radio Limited Partnership and dismissed with prejudice applica- tions of Mountain Tower and Bridgewater Broadcasters for failure to prosecute. (By Order, June 13 MM Docket 88-113).

■ Ruckersville, VA (Edward L. Modlin Jr., et al.) FM proceeding. Dismissed with prejudice applications of Hartke Communications Corp. and Genesis Commu- nications Inc. and Judith L. Randolph for failure to prosecute. (By Order, June 13 MM Docket 88-18).

## Allocations

■ Agana, Guam—effective Aug. 12, amended FM table by allotting Channel 270C2 (101.9 mhz) to Agana; filing window, Aug. 15-Aug. 30. (MM Docket 87-276, by R&O

[DA 88-934] adopted May 17 by deputy chief. Policy and Rules Division. Mass Media Bureau.)

■ Angola and Lagrange, IN, and Brooklyn, MI—On request of Lake Cities Broadcasting Corp., licensee of WLKI-FM, Channel 261A (100.1 mhz), Angola, substitution of Channel 287B1 (105.3 mhz) for Channel 261A and modification of its license accordingly; proposed substituting Channel 262A (100.3 mhz) for Channel 288A (105.5 mhz) at Lagrange and Channel 225A (92.9 mhz) for Channel 287A at Brooklyn. (MM Docket 88-284, May 25, DA 88-945); comments Aug. 19, replies Sept. 6.

■ Chandler, IN—On request of Brent R. Wookey, proposed amending FM table by allotting Channel 228A (93.5 mhz) to Chandler as its first local FM service; comments

Aug. 15, replies Aug. 30. (MM Docket 88-268, by NPRM [DA 88-921] adopted May 13 by deputy chief. Policy and Rules Division. Mass Media Bureau.)

■ Grundy Center, IA—On request of Stoner Broadcasting System Inc., licensee of KHAK-FM, Channel 251 (98.1 mhz), Cedar Rapids, IA, proposed amending FM table by substituting Channel 241A (96.1 mhz) for Channel 249A (97.7 mhz) at Grundy Center and modification of license of Grundy Broadcasting Co. for station KGCI(FM) to specify new Class A frequency; (Change would eliminate short-spacing problem between KHAK-FM and KGCI(FM)); ordered KGCI to show cause why its license should not be modified to specify new frequency; comments Aug. 15, replies Aug. 30. (MM Docket 88266 by NPRM and Order to

Show Cause [DA 88-918] adopted May 11 by deputy chief. Policy and Rules Division.)

■ Vidalia, LA—At request of John H. Pembroke, amended FM table by allotting Channel 284A (104.7 mhz) Vidalia as its first local FM service. Comments are due Aug. 15, replies Aug. 30. (MM Docket 88-267 by NPRM [88919] adopted May 12 by deputy chief. Policy and Rules Division. Mass Media Bureau.)

■ West Monroe, LA—On request of Bill Dunnay Channel 247A (97.3 mhz.) (MM Docket 88-285, May DA 88-932); comments Aug. 19, replies Sept. 6.

■ Frankfort and Stephenson, MI—On request of Fo Communications Inc., licensee of WBNZ(FM), Frankfort proposed amending FM table by substituting Channel 257C2 (99.3 mhz) for Channel 257A at Frankfort modification of station's license accordingly; proposed substitution of Channel 261A (100.1 mhz) for Channel 257; Stephenson; comments Aug. 15, replies Aug. 30. (MM Docket 88-269, by NPRM [DA 88-922] adopted May 11 by deputy chief. Policy and Rules Division.)

■ Traverse City, MI—Effective Aug. 12, amended table by substituting Channel 298A (107.5 mhz) for Channel 221A (92.1 mhz); modified license of WCCW-FM specify operation on new channel. (MM Docket 87-529 R&O [DA 88-930] adopted May 20 by deputy chief. Policy and Rules Division.)

■ Paynesville, MN—Effective Aug. 12, amended table by allotting Channel 255C2 (98.9 mhz) to Paynesville as its first FM broadcast service. Window open from Aug. 15 to Aug. 30. (MM Docket 88-13 by R&O [DA 88-930] adopted May 17 by deputy chief. Policy and Rules Division.)

■ Greenwood, MS—At request of Itawamba Co. Broadcasting Company Inc., proposed amending FM table by substituting Channel 230A (93.9 mhz) for Channel 27 (101.9 mhz) at Greenwood. Comments due Aug. 19, replies Sept. 6. (MM Docket 88-282 by NPRM [DA 88-930] adopted May 17 by deputy chief. Policy and Rules Division.)

■ Ocean Springs, MS—Effective Aug. 12, amended table by allotting Channel 223A (92.5 mhz) to Ocean Springs as its second local service. Window open from Aug. 15 to Sept. 14. (MM Docket 87-521 by R&O [DA 88-930] adopted June 10 by Deputy chief. Policy and Rules Division.)

■ Port Gibson, MS—On request of Evan Doss Jr., Channel 263A (100.5.) (MM Docket 88-283, May 17, DA 88-944); comments Aug. 19, replies Sept. 6.

■ Senatobia, MS. Dismissed request by Christian Int'l Inc. to allot Channel 229A (93.7 mhz) to Senatobia. (MM Docket 87-328 by R&O [DA 88-927] adopted May 4 by deputy chief. Policy and Rules Division.)

■ West Plains, MO—Effective Aug. 12, amended table by substituting Channel 273C2 (102.5 mhz) for Channel 272A (102.3 mhz) at West Plains and modifying license of KKDYFM to specify operation on higher class channel (MM Docket 87-458 by R&O [DA 88-936] adopted May 17 by Deputy chief, Policy and Rules Division.)

■ Brownsville and Newport, OR—Effective Aug. 8, subject to conditions, amended FM table by substituting Channel 274C1 (102.7 mhz) in lieu of Channel 273C1 (102 mhz) at Newport and modifying license of KYQT(FM) specify operation on Channel 274C1; and, amended table by allotting Channel 272A (102.3 mhz) to Brownsville as its first local FM service. Filing window for Brownsville channel opens Aug. 9, closes Sept. 8. (MM Docket 87-458 by R&O [DA 88-920] adopted May 17 by deputy chief. Policy and Rules Division.)

■ Hardeeville, SC, and Pooler, GA—Effective Aug. 8, amended FM table by substituting channel 266C2 (10 mhz) for channel 266A at Hardeeville, and modify license of WWDW to specify operation on higher power channel. (MM docket 87-445 by has R&O [DA 88-930] adopted May 13 by deputy chief. Policy and Rules Division. Mass Media Bureau.)

■ Alamo, TN—Effective Aug. 8, amended FM table allotting Channel 226A (93.1 mhz) to Alamo as its first local FM service. Filing window opens Aug. 9, closes Sept. 8. (MM Docket 87-356 by R&O [DA 88-924] adopted May 17 by deputy chief. Policy and Rules Division. Mass Media Bureau.)

■ Henderson, TN—On request of Chester County Broadcasting Co., Channel 299A (107.7 mhz.) (MM Docket 88-286, May 25, DA 88-931) comments Aug. 19, replies Sept. 6.

■ Fannville, VA—At request of James H. Dulaney, proposed amending FM table by allotting Channel 267A (100 mhz) to Fannville as its second local FM service. Comments are due Aug. 15, replies Aug. 30. (MM Docket 88-277 by NPRM [DA 88-923] adopted May 13 by deputy chief. Policy and Rules Division.)

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**We are expanding our radio and TV properties** and are requesting resumes of potential station and sales managers. The individual we select shall have experience, creativity, track record and the need to succeed. Small, medium and large markets. Send resumes to: Pollack Broadcasting Company, P.O. Box 3036, Memphis, TN 38173. Strict confidence. EOE.

**Assistant manager for programming.** Experienced programmer wanted for Philadelphia's only 24 hour jazz station-WRTI/Jazz 90, the public radio voice of Temple University. WRTI is a CPB qualified, all-jazz formatted station with a weekly cume audience of just under 200,000 (Birch Feb-/Mar 1988). A minimum of three to five years of professional, programming experience necessary, preferably in public radio and in a jazz format. A thorough working knowledge of jazz is absolutely necessary. BA required, MA preferred. We are looking for a seasoned professional who can work in a challenging, exciting atmosphere, maintaining the already high quality of our programming, while putting new ideas and processes into place. WRTI is about to be the first public station in the country to implement "The Selector," a computer-based music programming system used by over 1,000 commercial stations throughout the United States. The assistant manager for programming supervises a full-time and several paid part-time personnel as well as working with over forty student/community volunteers. Must be able to work under pressure and constant deadlines. Should have a working knowledge of computers, be able to type, operate on-air equipment and do on-air shifts as necessary, and have a valid driver's license. This is an exciting opportunity for an outstanding broadcast professional to join one of the highest rated all-jazz stations in the country. You will be joining a dynamic team of eight professionals in the country's fifth market. Women and minorities are urged to apply. Send letter of application with three professional references and resume to: Personnel, Temple University, 201 University Services Building, Broad and Oxford Streets, Philadelphia, PA 19122. Temple University is an equal opportunity employer. Applications accepted until the position is filled. Interviewing will begin on July 5, 1988.

**Sales manager:** Live on the seacoast of beautiful New England. Current sales manager or account executive. Ready to take the next step. Base salary plus override. Classic rock FM. Call 207-324-7271, or send resume to: P.O. Box 631, Sanford, ME 04073. Attn: Curtis Raymond.

**Sales manager on the way up!** Local sales manager to assist general sales manager in continuing marketing development for news/information radio station, located mid-East Coast. Unusual opportunity for experienced, assertive and charismatic individual who has capability of taking over top spot. Resume/salary requirements to Box K-5.

**WYND, a new suburban Washington, D.C.,** progressive contemporary FM, has immediate opening for a proven, experienced, mature, self-motivated, street-fighting G.S.M. Excellent compensation plan and benefits. Please sell yourself in your first letter and include resume to Rick Hayes, WYND, P.O. Box 1993, Fredericksburg, VA 22402.

**General manager:** Midwest medium-market class C needs sales-oriented leader to build station. Solid cash flow but under-performing. Community involvement, beautiful/easy format experience a plus. Group owner. Replies confidential. Opening late fall. Box K-14

**Business manager.** Highly responsible position requiring prior experience. Prepare financial statements, supervise personnel, write & implement station policy, review contracts & interface with management. Computer knowledge necessary. CBSI software helpful. Send resume & salary requirements to: Jean Field, KTMS/KHTY, P.O. Box 4458, Santa Barbara, CA 93140. EOE.

**Small newspaper group** looking for manager to develop and run radio station group in middle-sized and smaller growth markets. Must have substantial experience in multiple station management, station general management and sales. We would prefer to grow by developing cash flow rather than trading stations so bottom line orientation and revenue development skills are essential. Compensation related to performance. Resume and references to Michael Mead, Times Publishing Company, 205 W. 12, Erie, PA 16534.

### HELP WANTED SALES

**FM near Charlotte, NC,** looking for experienced AE's and local sales manager. Resume to Charles Hicks, P.O. Box 126, Concord, NC 28026.

**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.

**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.

**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.

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**American Media, Inc., chief engineer** sought for KMEN/KGGI, market leader, Riverside/San Bernardino, CA. 3 yrs. exp. and strong AM/FM transmitter background required. Join our fast growing group at the Inland Empire's CHR giant. Resumes to Gen. Mgr., PO Box 1290, San Bernardino, CA 92402. EOE. M/F.

**Radio technician.** WRKO-AM/WROR-FM in Boston has an immediate opening for a broadcast technician, preferably with 2 years' experience in a major market or equivalent. Background in electronics maintenance and remote broadcast experience, as well as an FCC general class license are required. Send resumes to: Human Resource Department, RKO Radio, WRKO-AM/WROR-FM, 3 Fenway Plaza, Boston, MA 02215. An equal opportunity employer. M/F/H/V.

**Assistant chief engineer - Top Philadelphia CHR station** seeking self motivated asst chief eng. Studio and RF experience required. FCC general. Strong company; good benefits. Resumes to: Chief Eng. WEGX-FM, Three Bala Plaza, Suite 580E, Bala Cynwyd, PA 19004.

**Chief engineer.** WNCO AM/FM/TV, Ashland, Ohio. Applicant should be experienced with maintaining studio and RF equipment for radio and TV. Resumes and references to: WNCO, P.O. Box 311, Ashland, OH 44805. Attn: Walter Stamplli. Equal opportunity employer.

**Number one-rated Philadelphia AM/FM combination** seeks assistant chief engineer to join first class department. Ideal candidate needs minimum two year's engineering experience in a top 25 market with strong background in installing and maintaining modern audio equipment, maintenance of AM and FM transmitters, computers and microprocessors, and remote broadcasts, plus a general or first class FCC license. Excellent salary and benefits. Replies in confidence to Larry Paulausky, WPEN-WMGK Radio, One Bala Plaza, 3rd Floor West, Bala Cynwyd, PA 19004. EOE/M/F.

### HELP WANTED NEWS

**News director** to cover and report local news, supervise other reporter and stringers. Great position for experienced reporter. We take news seriously! Call Kemp Miller, NOW, at 703-635-4121. EOE.

**News announcer/reporter:** Northeast Ohio radio station looking for creative and well-organized person for AM-FM station. Previous on-air experience required. Strong gathering skills are a must. Resume and air-check to News Director, P.O. Box 530, Salem, OH 44460.

**News reporter/anchor** for stations located in beautiful Napa Valley, California, 45 miles from San Francisco. Stations have strong news commitment. Conversational delivery, solid writing-reporting skills. Females urged to apply. Send tape, resume to Tom Young, KVON, 1124 Foster Rd., Napa, CA 94558.

### HELP WANTED PROGRAMING PRODUCTION & OTHERS

**Radio broadcaster** to produce programming for public radio station KKSU in agriculture, community and economic development and news. Requires B.S. degree in agriculture or communications with background in area not covered by degree program. Minimum two years broadcasting experience. Closing date for applications: July 15, 1988. Send letter of application, resume, academic transcripts, three letters of reference and audition tape to: Jack Burke, Head, Department of Extension Communications, McCain Auditorium, Kansas State University, Manhattan, KS 66506. 913-532-5851. Equal opportunity employer.

**Exciting opportunity!** Program director wanted for giant A.C. FM covering 3 states. Must be near enough for personal interview. Resume & tape to Dick Vaughan - WRV - P.O. Box 249 - Rutland, VT 05701.

**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 dominate 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. EOE.

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### SITUATIONS WANTED MANAGEMENT

**Experienced selling/programming GM** seeks buy-in or work-in opportunity in Sunbelt. Medium or small market. Looking for opportunity. References available. Current employed. Box H-126.

**Here I sit, can't use my wit, but really can't quit.** No 1 air no poet but one heck of a pro. 24 yrs country radio. 18 yrs present Southwest major mkt. 8 yrs same employer. Looking for P.D. job but will consider afternoon drive. Reply BC K-8.

**AM only:** Current VP/GM of unique radio company billion \$10K weekly in small market AM radio seeks news challenge as GM/OM in Mid-Atlantic/NE area. Box K-17.

**General manager for medium market.** I understand buying, getting, assembling and training a winning staff, and motivating that staff to perform as pros. Latest success: Lea staff in turning a losing combo, in a very depressed market into the top biller now operating profitably. Current employer has no room for advancement, so I want to bring my talents to your organization. Box K-18.

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**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.

**Professional attitude and sound,** four years small market experience. Call anytime. Bill, 308-534-1211.

**Work wanted: Announcer.** I would like to get a job in the field of broadcasting in the Milwaukee area. I don't have much experience but I am willing to learn. My friends tell me that I have a good voice due to the fact that I have talent for singing. Please call Paul at 414-384-4016 you're willing to help.

**Columbia School of Broadcasting graduate** seeking beginning level air talent position in Midwest. I would gladly mop floors! Good production and news. John Dickson 316-852-3347.

**Female currently working** for consulting firm wants to get back on air. Five years experience including news, tear player, also can double as secretary. Lisa 513-984-4974

**Versatile D.J.** with 4 years experience. Experience in news, sports, production. Smooth voice. Dave 303-276-0106.

### SITUATIONS WANTED NEWS

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**Award winning sportscaster** seeks college PBP. 16 years pro can also do news. 303-241-6452.

**ND produces news people talk about.** Targets audience. Gets the most out of beginners willing to work at being the best. Adult formats. 501-228-0267.

**Hardworking reporter/producer/anchor** with 2 years radio and television experience. Willing to relocate. Ca 305-595-0081.

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# TELEVISION

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**Senior vice president, national/international division.** Maryland Public Television (MPT) is seeking a talented professional to lead its national/international division, which is responsible for developing, producing and marketing national/international television projects. MPT produces over 150 hours of national programs for public television each year. An extensive background in major television production and international co-productions is required. Management experience in public television production and programming is essential. We are looking for someone with leadership qualities and managerial talents to establish MPT as a major producer of national/international TV programs. BA is required, MA preferred. Salary commensurate with experience. Send resume and letter to: Director, Human Resources, Maryland Public Television, Owings Mills, MD 21117, by July 31, 1988. MPT is an AA/EEO employer.

**Vice president of development.** Maryland Public Television (MPT) is looking for a dynamic individual to lead our marketing and development division. This senior management position requires demonstrated success in fundraising and marketing; specifically, experience in direct mail, telemarketing, on-air fundraising, national and local advertising, and experience dealing with major donors and foundations. Strong communication skills are a must. Management experience in development at a major public television station will be given priority. Position reports directly to the president. Salary negotiable. Send resume and letter by July 31, 1988 to: Director, Human Resources, Maryland Public Television, Owings Mills, MD 21117. MPT is an AA/EEO employer.

**Research director.** Top 20 independent TV station needs individual with experience in the areas of research and ratings analysis. Person must possess strong managerial and organizational skills. Oral and written communication skills a must. Independent TV background strongly preferred. Send resume and cover letter to: Personnel, c/o PGM-TV 53, 750 Ivory Ave., Pittsburgh, PA 15214. No liars accepted. EOE, M/F.

**Controller** - very rapidly growing Houston broadcast company with thirty five employees seeks controller with five years or more general accounting management experience including supervision and accountability for budgeting, preparation of monthly financials, receivables, payables, credit, collection, general ledger, etc. must also have experience in supervision and conversion to computerized accounting and MIS systems and creation of controlled structure in control environment. Broadcast experience preferred. Bilingual English/Spanish preferred. Salary commensurate with experience and performance. 1828 Loop Central Dr., Suite 110, Houston, TX 77081.

**Director of operations.** Responsible for management and supervision of facility scheduling, graphics design, on-air operation, and station physical facilities including uplink and remote services for southwestern television station. Bachelor's degree in related field. Equivalent education or experience accepted in lieu of degree on one-year or two-year basis. Seven years experience in broadcast or media operations including facility management, administration, budgeting, graphics/photography/production techniques, personnel supervision. General knowledge of FCC regulations desired. Salary \$29,868, negotiable depending on experience. Send resume to UNM Personnel Department, 1717 Roma NE, Albuquerque, NM 87131. Reference and ad. AA/EEO. Closing date 7-13-88.

**Local sales manager.** Aggressive, group-owned affiliate beautiful Northwest location seeks experienced leader to motivate and direct 8 person local marketing staff. Market development skills and demonstrated sales results necessary. Send resume and letter in confidence to Box K-EOE, M/F.

**General manager** to assume day to day responsibility for operations of Univision Network (Spanish language) television station in top ten United States market. Job requires rhetorical abilities in sales, marketing, production, as well as command and sensitivity to financial control and budget items. Ideal candidate will have had hands-on experience in all facets of broadcasting, will have substantial experience in both selling and managing sales, as well as station promotion, and will preferably be bilingual. CBP, 28 Loop Central Dr., Suite 110, Houston, TX 77081.

## HELP WANTED SALES

**Salespersons wanted.** Community Club Awards (CCA), broadcasting's oldest sales promotion firm (34 years), seeks experienced TV salespersons. Fulltime travel. Draw against substantial commission. Resume and picture. John Gilmore, CCA, Inc., P.O. Box 151, Westport, CT 06881. 1-203-226-3377.

**Account executive** - 25% commission. TV45, Box 445, Park City, UT 84060. 801-649-4501.

**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: WMMT, 233 East Fulton St., Ste. #222, Grand Rapids, MI 49503. No phone calls, please.

**KCRA-TV/Sacramento-Stockton** seeks regional account executive to run Stockton sales office. Must be aggressive self-starter well versed in agency and direct sales. Five years broadcast sales experience preferred and hyphenated market experience a plus. If you're interested in growth and the opportunity to sell for a top 20 NBC affiliate powerhouse, submit resume and salary requirement to: General Sales Manager, KCRA-TV, 3 Television Circle, Sacramento, CA 95814-0794. Please, no calls. 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.

**Stock footage licensing coordinator.** Growing TV sports production company seeks enthusiastic individual. Excellent sports knowledge, familiarity with television production. Administrative and organizational skills required. 2-3 years experience preferred. Send resume to: M.L.B. Productions, 1212 Avenue of the Americas, New York, NY 10036. Attn: Office Manager.

**Account executive:** 2-3 yrs. previous television sales experience. Self motivated individual to aggressively handle local list with regional territory in top 50 market. Multiple growth opportunities. Send resume to: Dick Ergenbright, Local Sales Manager, WHTM-TV, P.O. Box 5860, Harrisburg, PA 17110. EOE.

**Advertising account executive.** Television salesperson needed to work an existing account list. Heavy emphasis on agency and regional accounts. Must have 2 years minimum media experience in working with agency accounts. Applicant should be efficient with figures. Aggressive and a self motivator, with a desire to earn a high income. Send resume and qualifications to: General Sales Manager, WEHT-TV, P.O. Box 25, Evansville, IN 47701. EOE/M-F.

**Strong NBC affiliate** in Burlington, Vermont, seeks experienced, aggressive sales representative. Account list available. Send resume to: Cece Wick, WPTZ-TV, P.O. Box 5000, Colchester, VT 05446-5000.

## 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.

**Network alternative:** The Christian Science Monitor television operation is looking for talented broadcast professionals. Major market experience with state-of-the-art equipment a must. Live news experience preferred. Video tape operator, art director/paint box designer, technical director, technical operations supervisor, satellite uplink technician, satellite traffic scheduler, senior video engineer, studio camera operator. Please send resumes and tapes to: Maria Parrott, The Christian Science Publishing Society, C-44, One Norway St., Boston, MA 02115.

**The Christian Science Publishing Society—Broadcast engineering-radio, television satellite.** The broadcast engineering department of The Christian Science Publishing Society is looking for experienced broadcast maintenance engineers. Individuals must have a strong technical background in the setup, repair and maintenance of state-of-the-art equipment and systems. The following openings exist: TV maintenance supervisor, RF systems engineer, radio maintenance engineer. Send resume to: Maria Parrott, The Christian Science Publishing Society, C-44, One Norway St., Boston, MA 02115.

**Experienced maintenance engineers** needed for major, state-of-the-art sunbelt facility. Production, ENG, SNG. Competitive compensation and excellent benefits. We are looking for highly skilled people to maintain the most sophisticated facilities in the area. EOE. Box K-1.

**Assistant chief engineer.** Young New England independent station is seeking an assistant chief. Familiarity with scheduling, TV operations and RF a requirement. Maintenance background a plus. Send your resume in confidence to Box K-7. EOE.

**Mtce. engr.** Only those experienced in state of art equipment and technology need apply. Need video, audio, digital, RF experience, cmml license or SBE certificate. Contact J.D. Weigand, KFMB AM-FM-TV, PO Box 85888, San Diego, CA 92138. EOE.

**Maintenance engineers** for top 10, full power, high-band university owned, PBS affiliate. Minimum 5 years experience desired in the installation, operation, and maintenance of audio, video, microwave, satellite, high-power transmitting, and support equipment. FCC general class license required and SBE certification helpful. Submit resumes to: Al Leverick, Chief Engineer, KUHT, 4513 Cullen Boulevard, Houston, TX 77004. Please - no phone calls. Equal opportunity employer. Closing date September 1, 1988.

**Chief engineer** needed for Southwest medium market CBS affiliate. Good company benefits. Experience with VHF transmitter and studio equipment required. Computer hardware software experience desirable. Please respond with resume and starting salary requirements to Box K-11.

**Experienced maintenance engineer.** KOAA-TV, 2200 7th Ave., PO Box 195, Pueblo, CO 81002. Resume ATTN: Ken Renfrow, Chief Engineer.

**Senior editor:** Top notch public broadcasting station seeks highly skilled individual to edit national and local programs. Minimum three years computer editing experience plus demonstrated technical ability regarding theory of operation and preventative maintenance on related editing equipment required. Salary range: high teens to mid-twenties. Resume to: WXXI Personnel Dept., PO Box 21, Rochester, NY 14601. EOE.

**South Florida's number one independent television station** seeks hands on chief engineer. Only experienced engineers need apply. EOE. Contact General Manager, WBFS-TV, P.O. Box 4633, Miami, FL 33014.

**Immediate opening.** Small market UHF, state of the art, network affiliate is looking for a chief engineer. If you are an assistant engineer looking to move up send resume and desired starting salary to Box K-20.

**Chief remote engineer.** (Deadline date extended.) 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 yrs. broadcasting or related electronics experience; first class FCC radio-telephone license required. Salary \$24,810 - \$38,620 starting salary normally not to exceed \$27,840. Send resume (non-citizens must include current visa status), including salary history, by July 15, 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.

## HELP WANTED NEWS

**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, WCSC-TV, 485 East Bay St., Charleston, SC 29403. Tapes will not be returned. Absolutely no phone calls.

**Chief photographer.** Fifties market network affiliate looking for a chief photographer to help make the best photo staff in town even better. Looking for an excellent photopjournalist who can supervise editing, conduct ongoing critiques, oversee vehicle maintenance and coordinate equipment purchases. People and organizational skills a must. Send resume, references and salary requirements to Box J-83. EOE, M/F.

**Weathercasters & anchors** needed for medium to major market clients. Strong on knowledge, experience, and presentational skills. Respond in confidence with non-returnable tape & resume to: Newspeople, 20300 Civic Center Dr., Suite 320, Southfield, MI 48076.

**Assistant news director.** Fox Television, KRIV in Houston is seeking a qualified assistant news director. A minimum of five years newsroom, and three years news management experience is required. Must have strong producing skills and writing skills. Excellent communication and people skills required. Please send resume to KRIV-TV, P.O. Box 22810, Houston, TX 77227. Attn: News Director. No phone calls. EOE.

**News producer.** Fox Television, KRIV in Houston is seeking a qualified producer. Applicant must have strong writing skills, excellent news judgement and 3-5 years experience as a main newscast line producer. Excellent communication and people skills a must. A videotape representation of work will be required. Please send resume to KRIV-TV, P.O. Box 22810, Houston, TX 77227. Attn: News Director. No phone calls. EOE.

**Weekend weather person.** An equal opportunity employer has exciting opportunity for individual to work as weekend weather person in top 35 market station. AMS seal is required. Box K-3.



**Needed immediately:** News director. Applicant must have impeccable references, a broad news background, management experience, and desire to shape a department committed to being #1. Send resume to: Jim Spencer, K TEN, Box 1450, Denison, TX 75020.

**Can you report and anchor?** Affiliate in growing Midwest market needs co-anchor to compliment our male. Tape and resume to Ken Walker, KSFY, Suite 100, Sioux Falls, SD 57102.

**News writer/producer:** Experienced, creative, self-starter. Must be excellent writer, able to lead weekend news team. Minimum BA comm/journalism or equivalent. 3 years producing/news writing or related broadcast news experience. Resume, tape, writing samples, and letter of producing philosophy to Maria Albin, Asst. News Director, KXTV, 400 Broadway, Sacramento, CA 95818. EOE M/F. Applicant finalists will be required to furnish evidence of employment authorization and ID.

**Sports director.** KMPH-TV 26 is looking for an experienced sports director. At least two years as a working sports director/reporter including the reporting, writing, production and delivery of nightly sportscasts is required. Ability to work as an announcer/color commentator on telecasts of major college sports is also required. Send resume and video tape to: Personnel Department, KMPH-TV 26, 5111 E. McKinley Ave., Fresno, CA 93727. Applications will be accepted until July 23, 1988. No phone calls please. An EOE-M/F/H.

**Top 50 Midwest affiliate** seeking experienced news anchor. Must be communicator, strong journalist and possess leadership qualities. Send resume and salary requirements to Box K-12. EOE.

**Assignment editor** for small-to-medium market East Coast station. Coordinates daily coverage. Demonstrable intellectual, organizational, and phone interviewing skills required. Will consider outstanding recent grad. Send resume to Box K-22.

**Cameraperson/editor.** Cameraperson/editor sought by one of nation's best local CATV news operations. College and 1 year ENG experience preferred. Send resume with salary expectations and demo tape to: Media General Cable, 14650 Lee Road, Chantilly, VA 22021, Attn: Human Resources. EOE.

#### HELP WANTED PROGRAMING PRODUCTION & OTHERS

**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, KTVK, 3435 N. 16th St., Phoenix, AZ 85016. EOE.

**Traffic manager:** Overseas television station. Computer experience necessary, preferably Columbine. Tax free income, car and other exceptional benefits. Send resume to: Debbie Slavkin, Indo-American Entertainment, Inc., 1055 Wilshire Blvd., #1710, Los Angeles, CA 90017.

**Computer graphics artist:** NBC affiliate seeks qualified artist w/hands-on experience in news oriented computer graphics. Will operate Aurora 220 and Artstar Live Line V Colorgraphics systems. Send resume/tape to: Art Director, WPCQ-TV, P.O. Box 18665, Charlotte, NC 28215-0665. EOE.

**Network affiliate seeks creative services producer.** Creative writing skills important, need camera and lighting experience. Send tapes/resumes to Production, KLST-TV, P.O. Box 1941, San Angelo, TX 76902. EOE.

**Research director:** Minimum 5 years in media marketing & research. Main functions: To develop audience research estimates, both qualitative and quantitative, to aid and support advertiser sales, station sales, and promotion. Emphasis on local market knowledge. Charlotte, NC, office. Contact: Carol Keller at 212-302-4072.

**Electronics graphic coordinator.** Must be a creative, hands-on designer with 2-3 years of electronic graphics experience. Duties include responsibility for coordinating the activities in our state-of-the-art graphic suites, as well as maintaining the graphic look for our 5 daily newscasts and our promotional efforts. Knowledge of the Harris ICS Systems, Chyron 4100/4200, Artstar 3-D and video production techniques are helpful. For immediate consideration send your resume and tape to: Director of Personnel, WXFL-TV, 905 E. Jackson St., Tampa, FL 33602. EOE. M/F.

**Fast, creative television news graphic artist needed.** If you have good aesthetic eye, at least two years of experience on a computer graphics system (especially Cubi-Comp) and have substantially more experience in television, you may be the person we're looking for. We're a major national television news service, located on the East Coast and dedicated to excellence and station service. Our ideal candidate has an excellent understanding of production and electronic post-production techniques, including editing. You should also be technically and aesthetically flexible and able to work effectively as part of a close-knit team. You must be able to work to tight deadlines without losing your creative spark. We are an equal opportunity employer. Resumes and tapes to P.O. Box 65772, Washington, DC 20035-5772.

**Sports producers.** If you are in a professional or college sports market and have a 5 minute news piece or can produce a 5 minute sports update contact 501-224-1046 and ask for Chuck.

**Senior producer/writer.** Search reopened. Ability to write/produce TV news & entertainment promotion, commercials. Strong creative ability. Prefer 4+ years station, agency or related experience -- no beginners. Tape/resume/salary requirements to Linda Nix, WDSU-TV, 520 Royal St., New Orleans, LA 70130. No calls. EOE.

**Senior producer/writer,** asst. to marketing director. TV promo, commercials and program production experience, outstanding creative. 4+ years with station, agency, or related. 2nd in command in dept. No beginners. Tape/resume/salary requirements to Linda Nix, WDSU-TV, 520 Royal St., New Orleans, LA 70130. No calls. EOE.

**Production supervisor:** Midwest CBS affiliate in the 91st market. Will be responsible for supervision and coordination of all areas of production dept. and maintenance of on-air quality standards. A bachelors degree in communications and previous experience along with excellent people skills are considered valuable for this position. EOE. Send resume to: Box K-18.

**Associate producer:** For soon to be syndicated N.Y. talk show. Prefer at least 3 years hands-on experience producing segments for live, national or major market talk shows. Looking for aggressive booker with excellent writing and people skills. Minorities encouraged to apply. Send resume to Michale Gelman, 7 Lincoln Square, NY, NY 10023. We are an equal opportunity employer.

**Production assistant:** For soon to be syndicated N.Y. talk show. Prefer at least 2 years production experience on live TV talk show. Should possess excellent organizational, writing and people skills. Minorities encouraged to apply. Send resume to Michael Gelman, 7 Lincoln Square, NY, NY 10023. We are an equal opportunity employer.

**Videographer/editor.** PM Magazine is seeking a highly skilled and self motivated person with experience in field production techniques. Must be creative, good with people and willing to work flexible hours and schedule. Send resume, tape and salary requirement to Peggy Kokerot, WCMH-TV, P.O. Box 4, Columbus, OH 43216. No phone calls.

**WSMV Nashville:** Seeking graphic artist or art director, salary and title commensurate with experience. Looking only for advanced designer or a top notch number two who wants to move up. Electronic graphic excellence, good people/administrative skills are a must. Send tape and resume ASAP to Carolyn Lawrence, WSMV Nashville, 5700 Knob Rd., Nashville, TN 37209.

**Aggressive, award-winning PTV station** in southwest seeks executive producer. Responsible for creative and administrative management of all station program production. Reports to director of programming and in charge of contract negotiation, supervision of talent, producer/directing staff, and free-lance services. Represents station with local, regional, and national groups and organizations. BA in appropriate field. Six years experience in TV production, including minimum three years supervisory experience required. Production credits in senior role of regionally and/or nationally produced television programs preferred. Salary \$24,939, negotiable DOE. Send resume to UNM Personnel Department, 1717 Roma NE, Albuquerque, NM 87131. Reference this ad. AA/EOE. Closing date 7-25-88.

**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, KTVB, 1007 W. 32nd Ave., Anchorage, AK 99503. 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 ANNOUNCERS

**Newspaper reporter** seeking opportunity to obtain broadcasting experience. Two years reporting experience including one covering Congress. Brian 202-582-2849.

#### SITUATIONS WANTED TECHNICAL

**Chief engineer** over ten years experience desires n challenges in professional and pleasant atmosphere. Please write: P.O. Box 832, Jamestown, NY 14702-08

**CE or DE, TV.** 28 years experience, 15 as CE & supervisor. Broad knowledge, versatile, good with people, budget planning. Karl Black, 2300 Plaza Drive West, Clio, 48420. 313-686-3784.

**Director of engineering - TV.** AM, FM - group or manufacturer. 11 years station operations, 22 years equipment manufacturing experience. Experienced in all aspects of the broadcasting industry. Seeking a position with a company that desires technical excellence and professional management. Box K-13.

#### SITUATIONS WANTED NEWS

**Meteorologist,** AMS seal, 4 years TV/radio, presiding dominating market. Seeks station in tighter race, will make the difference. Ed 412-343-1572.

**Meteorologist:** 2 years on-air weathercast experience. AMS seal. Currently doing weekends for 44 market station. Seeking full-time weekday position. Write P.O. Box 127 Austin, TX 78711, for resume and tape. 512-442-1515.

**Video crew available:** Sony BetaCam SP with audio package. Can travel. 602-786-1133.

#### SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

**Pair-a-docs:** Father/daughter Ph.D.'s; hosts, feature, porters, guests, psychology/intimacy issues. Top credits/extensive TV/radio experience, 612-291-7547.

**Line producer** for major network news-talk morning program is seeking new opportunities and challenges. Will relocate. Write Box J-70.

**N.Y. freelance cameraman lighting director.** 6 years commercials, sports, documentaries. Will travel & will consider staff position. Call John 516-673-4165.

#### MISCELLANEOUS

**Be on TV.** Many needed for commercials. Casting info. 805-687-6000 Ext. TV-7833.

**Primo People** is seeking anchorman and anchorwoman with command and on-air presence, all size markets. Send tape and resume to Steve Porricelli or Fred Landau, B 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.

**State of the art music productions** are now free & available to qualified television producers. We own 1 copyrights and will share our productions. Mr. Dob 305-947-2090.

## ALLIED FIELDS

#### HELP WANTED INSTRUCTION

**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 & benefit package. (Range \$19,432-\$35,164). Appointment date is September 7, 1988. Teach courses in radio & television production and performance and public speaking. Advise and supervise television program production B.A. plus experience candidates will be considered. Must have experience preferred. Send letter of application, resume, transcript to: Director of Personnel Services, Southwest State University, Marshall, Minnesota Services, Southwest State University, Marshall, MN 56258. EE Applications reviewed July 15, 1988. Position open until filled.

**Telecommunications:** Assistant or associate professor lead development of a curriculum and instructional material in the field of telecommunications. Program to be developed in cooperation with Cycle Sat, Inc. Send letter of application and resume to Dr. Oscar T. Lenning, Executive Vice President, Waldorf College, Forest City, IA 50436.

#### HELP WANTED NEWS

**New newsletter** on journalism ethics is seeking reports and editors to write about tough calls involving an ethical dilemma that they have faced on the job. \$500 paid acceptance for articles of approximately 1000 words. For more information, contact Robin Hughes, Editor, FineLine 600 E. Main, Louisville, KY 40202. 502-584-8182.

#### HELP WANTED PROGRAMING PRODUCTION AND OTHER

**Experienced producer** for corporate communication company. Must have excellent writing skills, (scripts and proposals). Good command of all facets of editing and strong production (studio and field) background, with experience in training and marketing video communication. Send resume, references and salary history to Box J-7



## PROGRAMING

**Radio & TV Bingo.** Oldest promotion in the industry. Copyright 1962. World Wide Bingo. P.O. Box 2311, Littleton, CO 80122. 303-795-3288.

## EMPLOYMENT SERVICES

**Government jobs.** \$16,040 - \$59,230/yr. Now hiring. Your res. 805-687-6000 ext. R-7833 for current Federal list.

## EDUCATIONAL SERVICES

**On-air training:** For working/aspiring TV reporters. Polish anchoring, standups, interviewing, writing. Teleprompter. Earn 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. Chert Special Productions, Inc.

## MISCELLANEOUS

**Scanner frequency directories:** Police, fire, federal, transportation, medical, etc. Free catalog CRB, Box 56-IC, Commack, NY 11725.

## WANTED TO BUY EQUIPMENT

**Wanting 250, 500, 1,000 and 5,000 watt AM-FM transmitters.** Guarantee Radio Supply Corp., 1314 Iturbide Street, Aredito, TX 78040 Manuel Flores 512-723-3331.

**Instant cash-best prices.** We buy TV transmitters, towers, and transmission line. Bill Kitchen, Quality Media, 303-655-3767

**videotape.** Looking for large quantities. 30 minutes or longer will pay shipping. Call 301-845-8888

## FOR SALE EQUIPMENT

**AM and FM transmitter,** used excellent condition. Guaranteed Financing available. Transcom. 215-884-0888 Telex 910-240-3856.

**M transmitters\*\*Harris FM25K (1983), AEL 25KG (1977), Harris FM20H3 (1976), RCA BTF20E1 (1983) \*\*Harris M10H3 (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 C-1H1, CSI T1A (1981), Bauer 707 (1970), Collins 20V3 (1968), \*\*McMartin BA 2.5K (1981), \*\*Transcom Corp. 15-884-0888, Telex 910-240-3856.**

**OKW AM\*\*CCA AM 50,000D (1976), excellent condition-Transcom Corp. 215-884-0888, Telex 910-240-3856.**

**Overline UHF TV transmitters.** New, best price and performance. 35 Kw, 70 Kw, 140 Kw, 280 Kw, also brand new air cooled 10 Kw klystrode transmitter Bill Kitchen or Kirk Freeman, Television Technology. 303-665-8000.

**000' Kline tower.** Standing in Nebraska. Available immediately. Can move anywhere. Call Bill Kitchen, Television technology 303-665-8000

**AM antennas.** CP antennas, excellent price quick delivery, com recognized leader in antenna design Jampro Antennas, Inc 916-383-1177.

**V 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

**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 - 10kw'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 Jub Oaks Dr., Dallas, TX 75248. 214-226-8967. 214-330-3600. Ask for Rob Malany

**Part machines/carts.** Like new - factory reconditioned - 1) CTR112 Dynamax Stereo Playback 1 \$1785.00 (1) 200APS 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.

**Scientific - Atlanta** 5.5 meter Ku antenna - new - cost + \$35,000 Sell for \$9,000.00 F.O.B. NEC 5.5 meter KU 3.500 F.O.B. Call 804-474-9105, after 5 PM EDST

**ING van** 1980 Wolf Coach 42 ft. mast. 6.5 kw generator - ready for equipment. \$16,000.00. Paul at 703-631-8666.

**Radio broadcast equipment** scratch, dent, overstock, clearance, ones-of-a-kind New and/or demo with factory warranty New at used prices. Descriptive flyer available. Jennis Mackey -- 317-962-8596.

**Summer special,** Inventory reduction. New SWR 4 1/16" K-Line Coax. 20' sections. \$700/section. Immediate delivery. Call Mike at 603-529-2500.

**! Otari stereo reel reproducers** w/25 HZ sensors complete \$600.00 each. WGVN - Greenville, MS 38701. Phone. 601-334-4559.

**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 Carpet Video Inc. 301-845-8888, or call toll free, 800-238-4300

**Ampeg ACE editor** with keyboard, 5 ILC's, GPI card, monitor, and dual 8" drives \$37,500. Convergence 204 with 4 interfaces and time code reader \$8,500. 919-833-8888.

**2 - JVC KY310 3-tube cameras** each with a 1x14 zoom lens. Cost per camera new \$7,000. Each camera can be yours for \$3,000 each. Cameras in perfect condition. Contact Chuck at 501-224-1046.

**TK-29 and TK-27 film islands.** VPR-2Bs, VPR-20s, BVH-1100As, BVH-2000s, BVU-800s, HR-200s RCA TK-47s, TK-46s, TK-45s, TK-44s. Many other pieces available. Call Media Concepts for our list 919-977-3600 or FAX 919-977-7298.

**Ground radial wire.** Low prices. Various sizes. Davis RF, P.O. Box 230, Carlisle, MA 01741. 617-369-1738.

**48 sections of 3-1/8" transmission line,** 50 ohm w/hangers: (1) 12 bay RCA - FM antenna. 91.3: 55 sections of 6" transmission line w/hangers. 75 ohm, prodlen make. Call 904-223-9229.

**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.

## TELEVISION

### Help Wanted Technical



**KVCR**

**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. AA/EOE

Applications must be postmarked by  
July 13, 1988. Apply to:

Patricia Molica, Personnel Director  
KVCR-TV/FM  
633 North "E" Street  
San Bernardino, CA 92410  
714/387-4288



**SuperStation**  
**TBS**

### TELEVISION ENGINEERS

Turner Broadcasting System, the leading News, Sports and Entertainment system in satellite communications, has career opportunities for engineers with broadcast maintenance experience. These positions demand an extensive background in television engineering. Turner Broadcasting System offers an excellent benefit and compensation program. Send resumes to:

Jim Brown, Engineering  
Turner Broadcasting System, Inc.  
One CNN Center  
Box 105366  
Atlanta, Georgia 30348-5366

TBS is an equal opportunity employer.

## Help Wanted Technical Continued

### CHIEF ENGINEER

Major southeastern market UHF station owned by major broadcast company is looking for a chief engineer with management experience and knowledge of UHF transmitter. Independent station operation experience is helpful. Good benefits package. Send resume with salary requirements in confidence to: Box K-10.

### Help Wanted Programing Production & Others

### SEARCH REOPENED TWO CREATIVE POSITIONS, MARKETING NBC STATION

SENIOR PRODUCER/WRITER, ASST. TO MARKETING DIRECTOR. TV promo, commercials and program production experience, outstanding creative, 4+ years with station, agency or related. 2nd in command in dept.

SENIOR PRODUCER/WRITER. Ability to write/produce TV news & entertainment promos, commercials. Strong creative ability. Prefer 4+ years station, agency or related experience.

NO BEGINNERS FOR EITHER POSITION. Send tape/resume/salary requirements to Linda Nix, WDSU-TV, 520 Royal St., New Orleans, LA 70130.

### Help Wanted Management

#### Management

## GENERAL MANAGER

The Bay Area Interconnect has recently expanded to 1,000,000 homes and is seeking a seasoned General Manager with a proven track record to lead, manage and grow cable ad sales in the nation's 5th largest T.V. market.

Progressive and proactive individuals with a minimum of 7 years' successful business and operational experience, together with strong Ad Sales Management experience in Cable and/or Broadcast, are encouraged to apply.

Interested candidates should send resumes with salary history and requirements to: Viacom Cable, Employment Department #910BAI, P.O. Box 13, Pleasanton, CA 94566-0871. We are an Equal Opportunity Employer; Women and Minorities are encouraged to apply.

**B A Y A R E A  
INTERCONNECT**

## Help Wanted Management Continued

### BUSINESS MANAGER

Ft. Myers/Naples group owned independent is seeking a hands on business manager. Prior broadcast experience and a college degree preferred. Please send resume to: Chris Andrews, WFTX-TV, 621 Pine Island Road, Cape Coral, FL 33909. WFTX-TV is an equal opportunity employer.

## Situations Wanted Management

### FREE AGENT

Emmy Award Winning Manager/Producer/Director with network. Commercial & Fortune 500 credits... Available due to Philly's E.J. Stewart closure!!! Looking for a winning team to manage or play ball for...

Ira F. G. Raider 215-889-9565

## Help Wanted Sales Continued

### Sales Representative

Rare sales opportunity for experienced broadcaster selling products to vendors in the industry. Relocation not a necessity. Some travel involved.

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## Help Wanted Sales

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Nurad, Inc. is the leading manufacturer of microwave systems for the television broadcast industry. Our dynamic success has created an opportunity for a Microwave Sales Engineer to join our staff.

The ideal candidate will have 3-5 years experience in either microwave or broadcast sales. A BS degree or equivalent is highly desirable. This position requires approximately 40-60% travel.

We offer a competitive starting salary plus a company benefits package. All inquiries will remain confidential. For immediate consideration forward resume to: Robin Gaskill, Personnel Manager, Nurad, Inc., 2165 Druid Park Drive, Baltimore, MD 21211. An Equal Opportunity Employer.

# NURAD, Inc.

## Situations Wanted News

### HELICOPTER PILOT-REPORTER

Prefer western U.S., B.A. plus 10 years TV experience as Reporter, Photographer, Editor. Commercial Pilot - 1800 hours mountain flying, 35 yrs old. Excellent relations with emergency services. Licensed Emergency Medical Technician - volunteer firefighter 4 years. Prefer turbine, consider piston. No ship, will find affordable one to rent or buy. Bob Martin, 9660 4th NW, #29, Albuquerque, NM 87114. 505-243-2285, ext. 287.

## Situations Wanted Programing Production & Others

### EXPERIENCED DIRECTOR/PRODUCER

9 years directing experience. Have directed nationally broadcast news, sports, and entertainment programs. Also heavy postproduction emphasis. Currently directing nationally syndicated program. Seeking directing position in major market, or medium market management position. Box J-74.

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VP/Affiliate Sales  
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80906  
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### 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:

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Consulting Engineers  
Box 280068  
San Francisco, CA 94128



## Situations Wanted Management

Strong leadership. Excellent trainer. Interested in high commission structure rather than "fixed income." If you are willing to allow a manager to manage, write today. Income structure first letter, please.

Box K-4

## ALLIED FIELDS

### Employment Services

### WE PLACE ENGINEERS

CHIEFS, ASST. CHIEFS, MAINTENANCE TECHNICIANS, EDITORS, GRAPHICS  
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**PUBLIC NOTICE****Applications for Cable TV License  
Ashburnham, Massachusetts**

The Town of Ashburnham, Massachusetts will accept applications for a CATV license pursuant to the regulations established by the Massachusetts Community Antenna TV Commission. Applications may be filed at the address below until 5 pm on July 1, 1988. Applications must be filed on the Massachusetts CATV Commission FORM 100 and must be accompanied by a \$100.00 non-refundable filing fee, payable to the Town of Ashburnham. A copy of the application shall also be filed with the Massachusetts CATV Commission.

All applications received will be available for public inspection in the Town Clerk's Office during regular business hours, and for reproduction at a reasonable fee.

This is the only period during which applications may be filed.

Board of Selectmen  
Town Hall  
Veterans Memorial Drive  
Ashburnham, MA 01430

**For Sale Stations****MID-ATLANTIC AM**

Suburban fulltime, "turned around." Top ratings, acreage, growing sales. Asking \$1M.

**RON HICKMAN**  
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**POSITIVE CASH FLOW**  
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**BROADCASTING'S  
CLASSIFIED RATES**

All orders to place classified ads & all correspondence pertaining to this section should be sent to: BROADCASTING, Classified Department, 1705 DeSales St., N.W., Washington, DC 20036.

**Payable in advance.** Check, or money order only. Full & correct payment MUST accompany ALL orders. All orders must be in writing.

**Deadline** is Monday at noon Eastern Time for the following Monday's issue. Earlier deadlines apply for issues published during a week containing a legal holiday, and a special notice announcing the earlier deadline will be published above this ratecard. Orders, changes, and/or cancellations must be submitted in writing. NO TELEPHONE ORDERS, CHANGES, AND/OR CANCELLATIONS WILL BE ACCEPTED.

When placing an ad, indicate the EXACT category desired: Television, Radio or Allied Fields; Help Wanted or Situations Wanted; Management, Sales News, etc. If this information is omitted, we will determine the appropriate category according to the copy. NO make goods will be run if all information is not included. No personal ads.

**Rates:** Classified listings (non-display) Per issue: Help Wanted: \$1.00 per word, \$18.00 weekly minimum. Situations Wanted: 60¢ per word, \$9.00 weekly minimum. All other classifications: \$1.10 per word, \$18.00 weekly minimum.

**Rates:** Classified display (minimum 1 inch, upward in half inch increments), per issue: Help Wanted: \$80 per inch. Situations Wanted: \$50 per inch. All other classifications: \$100 per inch. For Sale Stations, Wanted To Buy Stations, Public Notice & Business Opportunities advertising require display space. Agency commission only on display space.

**Blind Box Service:** (In addition to basic advertising costs) Situations Wanted \$4.00 per issue. All other classifications: \$7.00 per issue. The charge for the blind box service applies to advertisers running listings and display ads. Each advertisement must have a separate box number. BROADCASTING will not forward tapes, transcripts, writing samples, or other oversized materials; such materials are returned to sender.

Replies to ads with Blind Box numbers should be addressed to: (Box number), c/o BROADCASTING, 1705 DeSales St., N.W., Washington, DC 20036.

**Word count:** Count each abbreviation, initial, single figure or group of figures or letters as one word each. Symbols such as 35mm, CDD, 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



Morse

**David Morse**, president, WQTV(TV) Boston, adds duties of general manager.

**Ray Gardella**, general manager WICC(AM) Bridgeport, Conn., joins WPIX(FM) New York in same capacity.

**Lawrence Smith**, senior VP, finance, Advanta Corp., Hortham, Pa.-based

financial services holding company, joins Comcast Corp., Bala Cynwyd, Pa., as VP, accounting and administration.

**Cliff Walton**, VP, marketing services, Carpet World, Oklahoma City, joins KMGL(FM) there as VP, general manager.

**Paul Garvin**, general sales manager, KRNT(AM)-KRNQ(FM) Des Moines, Iowa, joins KFMD(FM) Pella, Iowa, as general manager.

**Karen Holp**, general manager, KRWG(FM) Las Cruces, N.M., joins KGOU(FM) Norman, Okla., in same capacity.

**Michael Disney**, general sales manager, WCKG(FM) Elmwood Park, Ill., joins WIOD(AM)-WGTR(FM) Miami as general manager.

**Gary Mills**, controller, Cox Cable, Pensacola, Fla., joins WIOD(AM)-WGTR(FM) in same capacity.

**Dan Peltier**, general sales manager, WVRN-TV Richmond, Va., named general manager.

**Steve Crow**, station manager, KLEW-TV Lewiston, Ida., joins KEPR-TV Pasco, Wash., in same capacity.

**Marita Rivero**, general manager, noncommercial WPFW(FM) Washington, joins noncommercial WGBH(FM) Boston as manager.

**Madison Davis Lacy**, VP, general manager, noncommercial WNYC-TV New York, has re-

signed.

**Fred Fickenwirth**, account executive, KIMA-TV Yakima, Wash., joins KLEW-TV Lewiston, Ida., as station manager.

Appointments at Montgomery Community Television, Rockville, Md.-based cable system: **Cate Steele**, project manager, to production manager; **Sallie Davis** and **Bonnie Pierce**, part-time production assistants, to production coordinators; **James Bolling**, master control engineer, WWRC(AM) Washington, to assistant studio supervisor; **David Norment**, technician, Ken's TV, Washington, to facilities technician; **James Taylor**, production assistant, to access facilitator; **Wendy Ross**, programming assistant, to videotape librarian; **Kathleen Lawson**, accountant, KTVB(TV) Boise, Ida., to bookkeeper.

**Pat Argue**, grants coordinator, noncommercial WSKG(TV) Binghamton, N.Y., named development coordinator. **Bernadette Richards**, membership coordinator, WSKG(TV), named membership manager.

## Marketing



Young

**William Young**, managing director, D'Arcy Masius Benton & Bowles, San Francisco, joins Backer Spielvogel Bates, Los Angeles, as senior VP.



Busciglio

**Rick Busciglio**, director, sales development, CBN Cable Network, Virginia Beach, Va., named VP, marketing.

Appointments at J. Walter Thompson: **William Thompson Jr.**, executive VP, multinational accounts, New York, to vice chairman, client operations there; **Peter Schweitzer**, executive VP, general manager, Detroit, to vice chairman, client operations; **Charles Baletrino**, senior VP and management director, Detroit, to executive VP, general manager there.

**Paul Bernard**, senior writer, D'Arcy Masius Benton & Bowles Inc., Chicago, named VP.

**JoAnne McShanne**, senior television producer, Young & Rubicam, New York, named VP.

Appointments at Russ Reid Co., Pasadena, Calif.: **Terry Cavin**, VP, to senior VP, chief operating officer; **Gary Evans**, VP, to senior VP, creative director, television production; **Thomas Harrison**, VP, to senior VP, public relations; **Jerry McClun**, VP, to senior VP, television production, media marketing.

**John Reisenbach**, VP, national advertising sales, All American Television Inc., New York, promoted to senior VP, national advertising sales.

**Robert Petisi**, president, business development, Howard Marlboro Group, New York, named president, chief executive office. Saatchi & Saatchi Promotions there. Saatchi & Saatchi Promotions is joint venture of Saatchi & Saatchi DFS and The Howard Marlboro Group. **Thomas Cordner**, senior VP, creative director, Ogilvy & Mather, Los Angeles, joins Saatchi & Saatchi Team One Torrance, Calif., as executive VP, executive creative director.

Appointments at FCB/Leber Katz Partner New York: **Nancy Beck**, **Cynthia Perry**, **Marleen Sage** and **Angelika Thiel**, VP's, management directors, to senior VP's, management directors.

**Susan Wilcox**, account executive, KCBS-TV Los Angeles, named local sales manager. **Elena Gutierrez**, account executive, KCBS-TV, named account executive.

**Howard Kester**, president, chief administrative officer, Northern California Broadcasters Association, San Francisco, joins KDIA(AM) Oakland, Calif., as general sales manager.

**Richard E. Ferrante**, general sales manager, KFRC(AM) San Francisco, joins WSHE(FM) Fort Lauderdale, Fla., in same capacity.

**Cynthia Newlin**, VP, general sales manager, Eastman Radio, New York, joins WABC(AM) there in same capacity.

**Marlene Olsen**, local sales manager, WTHR(TV) Indianapolis, named general sales manager.

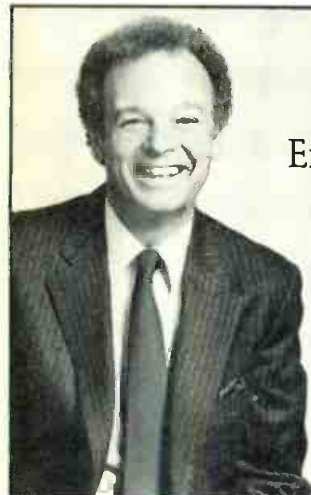
**Paul Maurer**, account representative, WGR(AM)-WRLT(FM) Buffalo, N.Y., named local sales manager. **Tim Busch**, account representative, WGR(AM)-WRLT(FM), named national sales manager.

**Tim Cadigan**, account executive, KKTU(TV) Colorado Springs, named national sales manager.

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**ennifer Wilson**, account executive, KHT(FM) Houston, named national sales manager.

**Michael Sambor**, general sales manager, ESQ-TV Palm Springs, Calif., joins ZTV(TV) Nashville as national sales manager.

**Ian Eitzel**, account executive, WCPT(AM) Alexandria, Va., and WCXR-FM Woodbridge, Va., named national sales manager.

**evin Oswald**, account executive, WHTC(AM) Holland, Mich., named sales manager.

**iene Thompson**, manager, blue team, Seltel, Chicago, named manager, rebel sales team, New York.

**im Meadows**, senior account executive, BS Spot Sales, Detroit, joins Group W Radio Sales there as VP, regional manager.

**ennis Bellavia**, international marketing manager, Western World Television, joins he Weather Channel, Atlanta, as Northeast regional manager, affiliate sales department.

**aurie Dickinson**, manager, I. Magnin, Portland, Ore., joins KINK(FM) there as retail sales manager. **Regan Carter**, account executive, YTE(FM) Portland, joins KINK(FM) in same capacity.

Appointments at W.B. Doner & Co., Detroit: **im Blett**, senior management representative, VP, account supervisor; **Claire Kelling**, account supervisor, to VP, account supervisor; **Sara Alex**, senior media buyer, J. Walter Thompson, Detroit, to senior media negotiator.

**ancy Kelber**, Northwest media buyer, Chiat/Day, San Francisco, named account coordinator. **Tim Olson**, account executive, Foster and Kleister/Metromedia, joins Chiat/Day, San Francisco as account coordinator.

**ony Sciolla**, account executive, DDB Needham Worldwide, Chicago, joins BBDO there as account supervisor.

**tan Allen**, director of marketing, Rainbow ticket-master, Dallas ticket vending company, joins Brimble/Allen Group, entertainment marketing and media buying firm, as consulting partner.

**hristine McCaughey**, director, research and marketing services, Capital Cities/ABC, New York, joins ESPN Inc. there as director, client development, advertising sales department.

**Robert Baez**, assistant revenue manager, Interrep, New York, named revenue manager. **iliva Dadia**, from Torbet Radio, New York, joins Interrep as financial controller. Interrep Radio Networks.

**effrey Burnton**, account executive, NBC, Blair Television, Chicago, to same capacity, Los Angeles. **Lori Lynn Buma**, national sales manager, WWM(TV) Kalamazoo, Mich., joins Blair Television, Chicago, as chief executive, NBC team.

**arole Galloway**, media supervisor, Stone, August & Co., Detroit, joins Hillier, Newark, Wechsler & Howard there as account executive.

**omas MacLean**, account executive, Chrisil Radio, Detroit, joins CBS Radio Representatives there in same capacity.

**renda Walz**, account executive, WBMW(FM)

Manassas, Va., joins KAMJ-AM-FM Phoenix, Ariz., in same capacity.

**Gale Brown**, VP, partner, Sandler & Brown Advertising Inc., Cleveland, joins WJW-TV there as director, marketing.

**Robert Young**, associate creative director, Cochrane Chase, Livingstone Advertising, Newport Beach, Calif., joins D'Arcy Masius Benton & Bowles, St. Louis, as art director.

## Programing

**Lawrence Lyttle**, senior VP, creative affairs, series development and current series programming, Warner Bros. Television, Burbank, Calif., adds duties of movies and mini-series department.

**Frank Stanek**, executive VP, responsible for entertainment and urban development projects, Dentsu Inc., Los Angeles, joins MCA, New York, as executive VP, MCA Enterprises International.



Rohrs

**John Rohrs Jr.**, Midwestern sales manager, Columbia Pictures Television, Burbank, Calif., named VP, syndication, Midwestern region.

**Gene Katt**, deputy director, CPB Program Fund, executive director for broadcasting and assistant to president, Corporation for Public Broadcasting, Washington, adds duties of acting director, CPB Program Fund, effective July 18.

**Sue Norris**, assistant agent, Creative Artists Agency, Los Angeles, joins Turner Network Television (TNT), Atlanta, as director, program development. **Lisa Mateas**, program director, KTLA(TV) Los Angeles, joins TNT there as director, program acquisition and scheduling.

**Lorri Palagi**, operations manager, WKSE(FM) Niagara Falls, N.Y., joins WRQX(FM) Washington as program director.

**Eric Temple**, executive producer, *Evening Magazine*, WJZ-TV Baltimore, named executive producer, programming.

**Laurie Scheer**, coordinator, story analyst, Viacom Enterprises, Los Angeles, named manager, acquisitions, first-run programming.

**Stuart Crouner**, producer, CBS-TV, *The People's Choice Awards*, named producer. *Public People/Private Lives*, Kelly Entertainment Co., Orbis Communications Inc.

**Kenneth DuBow**, director, sales, Eastern region, Buena Vista Television, Los Angeles, joins Blair Entertainment, New York, as Northeastern regional manager, television station sales.

**Lori Cohen**, manager, national accounts, Showtime/The Movie Channel, New York, named director of sales, Eastern zone, Viewer's Choice there. **Mark London**, district affiliate manager, North Central region, Showtime/The Movie Channel, New York, named director of sales, Western zone, Viewer's Choice there.

Appointments at WBZ-TV Boston: **Eric Eisen-drath**, freelance associate director, to same capacity, programming department; **Stephan Brown**, news production assistant, WNEV-TV Boston, to associate director, programming department; **David DiNisco**, broadcasting student, Emerson College, to part-time associate director, programming department.

**William Sager**, founder, The Sager Entertainment Group Inc., joins Cannon Films Inc., Los Angeles, as director, television sales.

**Karen Kanemoto**, manager, financial planning, Paramount Pictures Corp., Hollywood, named director, financial planning, television group there.

**Carol Tamborra**, senior research analyst, LBS Communications Inc., New York, named director, research services.

**Elizabeth Hallman**, director, program marketing, West, National Captioning Institute Inc., Falls Church, Va., named director, program marketing, local news.

**Maureen Whalen**, former regional counsel, Comcast Cablevision Corp. of California, Santa Ana, joins The Disney Channel, Burbank, Calif., as director, legal affairs.

**Eric Stricoff**, senior financial analyst, McGraw-Hill Broadcasting Co., New York, joins ESPN Inc., Bristol, Conn., as director, financial planning.

## News and Public Affairs

**Terry Baker**, assistant news director, WNBC-TV New York, named news director.

**Jim Roberts**, producer, WKBW-TV Buffalo, N.Y., joins WAPT(TV) Jackson, Miss., as news director.

**Joe Benton**, executive producer, Washington bureau, Conus Communications, named deputy Washington bureau chief and executive producer. **Steven Cope**, field producer, NBC News, Houston, joins Conus, Minneapolis, as managing editor in charge of newfeeds.

Appointments at ABC News *Nightline*: **George Rivera**, special documentary unit, WCBS-TV New York, to producer, Washington; **Diane Slain**, producer, WNBC-TV New York, to same capacity; **Gil Pimentel**, guest coordinator, Washington, to associate producer there; **Greg McCown**, production associate, Washington, to associate producer there; **Reid Orvedahl**, production assistant, Washington, to production associate there; **Heather Vincent**, associate producer/booker, New York, to associate producer/field producer there; **Sandy Mayer**, desk assistant, New York, to production assistant there.

**Kim Leslie**, director, operations, WMZQ-AM-FM Washington, as news director.

**Derek Hill**, anchor, WWJ(AM) Detroit, joins WMAQ(AM) Chicago in same capacity.

**Cathy Chermol**, associate producer, *Pittsburgh's Talking*, WTAE-TV Pittsburgh, adds duties as producer. *Up Close with Ann Devlin*.

**Mark Hotz**, regional account executive, Blair Entertainment, Los Angeles, joins Financial News Network, New York, as director, affiliate relations, Eastern region.

**Maribeth Cox**, producer, WBOC-TV Salisbury,

Md., joins WLKY-TV Louisville, Ky., in same capacity.

**James Casey**, producer. Beyond Sound, a deaf production company, joins Silent Network, Hollywood, as producer. *Sign on News*.

**Mike McDonald**, news director. WDAF-TV Kansas City, Mo., joins KXAS-TV Fort Worth in same capacity.

**Ernest Winborne**, producer. *City Line* and *Shake Down*. WJZ-TV Baltimore, joins WBZ-TV Boston as producer. *Coming Together*; **Namhee Han**, freelance producer. *People are Talking*, WBZ-TV, named associate producer.

**Al Carl**, weekend anchor, reporter. KIMT(TV) Mason City, Iowa, named weeknight co-anchor, reporter.

**Doug Aronson**, weekend anchor, reporter. KDLT(TV) Mitchell, S.D., joins KSPR(TV) Springfield, Mo., as weekend anchor, reporter, producer.

**Bruce Pompeani**, anchor. WTOV-TV Steubenville, Ohio, joins WDTN(TV) Dayton, Ohio, as reporter.

## Technology

**Louis Correia**, chief engineer. WGY(AM)-WGFM(FM) Schenectady, N.Y., named VP, engineering and facilities. WGY(AM)-WGFM(FM), WJYY(FM) Concord, Mass., and WFBG(AM)-WFBG(FM) Altoona, Pa.

**John Sinks**, maintenance engineer. Comsat Video Enterprises, Memphis, joins New Orleans Teleport, New Orleans, as director of engineering.

**Martin Hadfield**, director, engineering. SRO Broadcasting. Seattle-based radio group, joins RF Specialties of Washington Inc., Seattle-based broadcast equipment distributor, as manager, RF services division.

**Louis Swift**, central regional manager. Grass Valley Group, Elkhart, Ind., named national sales manager. Grass Valley, Calif.

Appointments at United Video, Tulsa, Okla.: **Phil Crowds**, customer service manager, to group manager, telecommunication services support group; **Dale Bailey**, microwave, network engineer, to manager, customer services; **Mike Parsons**, customer service technician, to supervisor, customer services.

**Fred Brown**, senior field service engineer. Harris Corp., Quincy, Ill., named radio district sales manager for Wisconsin, Minnesota, Nebraska, South Dakota, North Dakota and Northern Michigan.

**Andrew S. Foss**, traffic manager. Columbia

Pictures, Burbank, Calif., joins Cycle Sat Inc., Forest City, Iowa-based satellite courier service, as director, Western operations, Los Angeles office.

## Promotion and PR



Gretemeyer-Adams  
Reorganization of ABC, New York, publicity staff: **Janice Gretemeyer-Adams**, manager, community relations, to director, press relations; **David Horowitz**, manager, entertainment publicity, to director, program information; **Joanne Berg**, press representative, daytime, to manager, news information. **Scott Richardson**, VP, Aker Associates, Washington-based public relations firm, to publicist, *ABC World News Tonight with Peter Jennings*; **Julie Vecchione**, coordinator, news information, to publicist, *Business World*, *The Health Show* and *World News This Morning*.

**Allyson Kossow**, VP, publicity, West Coast, feature film division, Tri-Star Pictures Inc. Los Angeles, joins King World, New York, as VP, public relations.

**Maureen Smith**, promotion manager. King Features Entertainment, New York, joins LBS Communications Inc. there in same capacity.

**Steve Lakey**, manager of advertising, promotion. KVBC(TV) Las Vegas, joins WLKY-TV Louisville, Ky., as director of advertising, marketing.

**William McAndrew Jr.**, manager, news information, WNBC-TV, New York, joins GTG Entertainment, Culver City, Calif., as director, media relations.

**Patti Gorsky**, executive assistant for community relations for former Milwaukee county, Wis., Executive William F. O'Donnell, joins WITI-TV Milwaukee as community affairs director.

**Mimi Mahoney**, programing coordinator, KOAQ(FM) Denver, joins KAMJ-AM-FM Phoenix, Ariz., as promotion director.

## Allied Fields

Appointments at Arbitron Ratings: **Barbara Woods**, leader, sample planning and market definition team, to manager, radio policies and procedures department, Laurel, Md.; **Debbie Buckley**, Southeast regional manager, Atlanta, to central division manager, radio station sales, Chicago; **Jay Guyther**, Northeast regional manager, radio station sales, New York, to Southern division manager, Atlanta.

**Jim Smith**, senior sales engineer, broadcast products division, Sony Communications Products Co., Teaneck, N.J., joins Panasonic Broadcast Systems, Secaucus, N.J., as western regional manager of sales and services.

Appointments at Daniels & Associates, Den-

ver: **Judith Smith**, manager, media industry group, Royal Bank of Canada, to VP, investment banking, Katonah, N.Y.; **Bill Fitzgald**, VP, communications companies division, The First National Bank of Chicago, to VP, brokerage services; **Kevin Lewis**, assistant VP, asset management, Uniwest Service Corp./United Savings Bank of Wyoming, to VP, brokerage services.

Appointments at Radio and Television Research Council, New York: **George Feldman**, VP, director, Katz Management Services, New York, to president; **Phyllis Leibert**, manager, client services, AGB Television Research, New York, to president-elect; **Stev Singer**, VP, director of communications and information services, Young & Rubican New York, to secretary treasurer.

Appointments to board of directors, Broadcast Designers' Association, San Francisco: **Ralph Famiglietta Jr.**, director, news graphics, NBC News, New York, to president; **Dick Derhodge**, design director, TVOntario Toronto, to VP; **Jackie Goldstein**, design director, Turner Broadcasting System, Atlanta, to secretary; **Judith Rosenfeld**, design director, WCVB-TV Boston, re-elected treasurer.

**Robert Lemle**, senior VP, general counsel secretary, Cablevision Systems Corp., Woorbury, N.Y.-based MSO, elected to board of directors.

## Deaths



**Everett L. Dillard**, 82, former owner of WASH(FM) Washington, died of cancer June 28 at his home in Titusville, Fla. Dillard acquired WASH(FM) in 1944 and sold it in 1968. Dillard also owned WDON(AM) Wheaton, Md., which he acquired in 1951 and sold in 1974. During 1940's he also headed Continental FM Network. Washington-based network of 5 affiliates. In 1948-1950 and 1964-1968 he was on board of directors of National Association of Broadcasters. Dillard was past president, charter member of Association of Federal Communications Consulting Engineers. He is survived by his wife, Jean, daughter and son.

**Wilbur D. Klemick**, 61, former Voice of America recording engineer, died of cancer June 22 at his daughter's home in Lancaster, Pa. In 1950's Klemick was recording engineer for WTOP(AM) Washington and WOL(AM) Washington. He later joined Voice of America where he helped develop Radio Marti Voice of America radio station that broadcasts to Cuba. He retired in 1982. He is survived by two daughters.

**Walter H. Framer**, 80, producer of several 1950's game shows, died of heart failure June 21 in his Miami Beach home. Framer wrote for *Lone Ranger* radio show. He created and produced *Strike It Rich* and produced *The Big Payoff*, two 1950's game shows. He is survived by his wife, Evelyn, three daughter and four sons.

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## roker Cecil Richards: knowing the territory

As all broadcasters and most Wall Street analysts know, broadcast stations are valuable properties. According to this magazine's records, the dollar volume of station trading broke \$1 billion in 1979, doubled at figure four years later, almost trebled at figure the next year and broke that record in 1987 with \$7.5 billion. Those figures have made station brokers very successful and attracted new players to the brokerage business in search of a piece of the action, evidenced by the number of investment bankers and communications attorneys who have fled those not-so-low-paying vocations to sell stations on their own. Few firms have brought financial sophistication and an aggressiveness to the field, in sharp contrast to the days of three-phone-line deals. With new firms putting the pressure on, some of the older firms have had to step up on their financial credentials. Then there's the Cecil L. Richards Co. and its president and guiding spirit, Cecil Richards. Richards, "Lud" to his friends, hasn't had to play catch-up; he's been getting there all along. One of his business tenets has been a willingness to innovate. He also believes in providing the most accurate picture of a deal for everyone involved, an approach that has put him well versed in the myriad components of both selling and buying stations. "I bring maybe a little different philosophy than some of the other firms," says Richards. "It's always easier to sell in an atmosphere of knowledge. With a lack of knowledge you have superstition, and you have no basis for determining what is fair."

"The thing that we have today that we didn't have years ago that I think has been a tremendous asset is an informational infrastructure and a financial infrastructure through a variety of different sources," says Richards. "It makes deals much easier to do because everyone's dealing with the same information. All made possible by computer technology."

Like any good broker, Richards does his homework on every sale, but he takes pride in his firm's reputation of "being intimately involved over time with a certain cadre of clients—trying to counsel them on whether to sell or not, or on the other side of the table, what kind of properties to go after and how to go about it," says Richards. That cadre forms the bulk of Richard's business. The larger deals focus our attention more on the critical mass, the more the people involved have to be knowledgeable in order to have gotten the critical mass as large as it is," says Richards. "Therefore they're easier to deal with and sometimes it's easier to put a deal together."

Although a salesman for many years, Richards comes across as most unsalesman-



CECIL LUDWIG RICHARDS—President, Cecil L. Richards Inc.; b. Oct. 29, 1922, Clarksburg, W.Va.; BS, business and engineering, George Washington University, 1946; sergeant, U.S. Army, 1946-48; sales manager, WGMS(AM) Washington, 1949-52; promotion manager, WBZ-AM-TV Boston, 1952-56; regional sales director, Radio Advertising Bureau, New York, 1956-57; director of sales and research, Peters Griffin Woodward, New York, 1957-61; promotion manager, WBBM(AM) Chicago, 1961-64; Eastern sales manager, Triangle Broadcasting, Philadelphia, 1964-68; vice president, Hamilton-Landis Co., Washington, 1968-74; present position since 1974; m. Loyola Carrillo, Dec. 18, 1981; child (by previous marriage): Erika, 30.

like. A quiet man, he prides himself on being a good listener.

Richards discounts the criticism of brokerage as an "old boy network." "It's a rather vague and euphemistic description of a process that is constantly renewing itself as a result of new contacts and relationships developed over time," says Richards. "As it is, people develop a knowledge and respect for your capabilities and refer you. That's part of the so-called 'old boy network'—except it isn't 'old boy,' it's 'new boy' in many cases, when you've been referred to a new client. It's a dynamic process, it's constantly changing and moving depending on how the broker develops his relationships."

A sailor by avocation, Richards is used to riding changing winds and paying careful attention to the smallest details. He also benefits from long experience in the waters he is navigating.

His first job in radio was as a salesman for WGMS(AM) Washington, where he quickly rose to sales manager. That job led him to a local advertising agency, where he worked for a year—an experience Richards dismisses, saying only that it "didn't agree with me." In 1952, he landed a job as promotion manager for Westinghouse's WBZ-AM-TV Boston, which, he says, "is where my career really began."

Richards still recalls his astonishment at the letters the station received, thanking WBZ for staying on the air during a hurricane. "I really decided I had gotten into the right business then and there," he says.

In 1956, he was offered a job at the Radio Advertising Bureau as regional sales manager, under its then-president ("The legendary, and I emphasize the word legendary," is Richards's description) Kevin Sweeney. Traveling the country doing sales demonstrations, Richards came to the attention of, and was hired by, radio representation firm Peters Griffin Woodward as director of sales and research.

After working for PGW for four years—from 1957 to 1961—Richards found himself a corporate casualty. "In 1961, there was a big shakeup at PGW and I wound up on the wrong side of the fence," says Richards. "For the first time in my life I was on the outside looking in."

He quickly found work, again as a promotion manager, this time for CBS's WBBM(AM) Chicago. Richards was not disappointed with the new job. "WBBM was the last of the great live radio stations," he says. "It had two orchestras and a whole raft of vocalists. All the programming was produced live by the station. It was great fun."

In 1964, Richards joined Triangle Broadcasting, where he served as Eastern sales manager for the group. Again Richards traveled the country, this time as a trouble-shooter consulting with the group's stations. At Triangle he came to the attention of the late Ray Hamilton, co-founder of the Hamilton-Landis company, a pioneer media brokerage firm. In 1968, Hamilton appealed to Richards's "entrepreneurial instincts" and hired him as a vice president in the firm's Washington office.

"Within days I realized that I had found what I wanted to do in life," says Richards. "It absolutely floored me. Everything I'd ever done in the broadcasting business focused on this activity," he says. "From my earliest sales experience, to the promotional jobs, the research work at PGW—it all came into play."

He stayed with Hamilton until the firm was dissolved in 1974 and he decided to form his own company. "And there we are," laughs Richards. "I finally found a job I could hold on to."

Like the sailor he is, Richards values self-sufficiency. He established a rule that he would not hire a stable of brokers working independently. Richards feels that it is hard for a large firm to maintain the confidentiality required in a sale. But he also knows when to break rules and now has two associates working with him, Lee Hague and Bruce Houston. But that is enough rule breaking for now, and Richards is almost certain to keep the size of his company as it is. "I don't want to administrate a company," says Richards. "I want to broker."

Cable industry has suffered ultimate setback in its battle with motion picture industry over amount of **copyright fees** cable systems must pay for their programming. **Supreme Court last week denied cable industry's petition for review** of decision of U.S. Court of Appeals in Washington that had held that Copyright Office had been correct—and U.S. District Court in error—in interpreting term "gross receipts" as used in 1976 Copyright Act. Copyright Office had interpreted term as including fees for all services, including nonbroadcast, if provided on tier with broadcast signals. Interpretation is critical because fees are based on percentage of "gross receipts from subscribers...for the basic service of providing secondary transmissions of primary broadcast transmitters." NCTA and Cablevision Systems Development Co. had appealed Copyright Office's decision, and district court agreed with NCTA's view that interpretation should be limited to revenue received from retransmission of local and distant broadcast signals, regardless of tier service involved. Cable's loss in Supreme Court guarantees substantial bill for cable operators. NCTA President James Mooney said that "Hollywood's gain comes at the consumer's expense." For increased fees, he said, will put upward pressure on subscriber rates. NCTA estimates that ruling will result in doubling of copyright fees. Actually, increase could be even greater, unless systems drop distant signals in large numbers. For \$60 million was paid in 1986, and industry last year, basing payments on Copyright Office's calculations, paid estimated \$160 million.

As of Friday afternoon, July 1, some **CBS employees** still had few hours in which to opt for company's **early retirement** program. So far, divisions within broadcast group appear to be unevenly affected by plan, for which 780 employees are eligible. Among those in news division announcing acceptance were correspondent **Robert Schakne** and several employees of *60 Minutes*: Producers **Joe Wershba**, **Sanford Socolow** and **Drew Phillips**; supervisor of film and videotape editors, **Kenneth Dalglish**, and editors **Steve Price**, **Jim Woolley** and **Jim Trainor**. Senior executives previously announced included **David Fuchs**, **Robert Hoskings** and **Joseph Dembo**. CBS also confirmed on Friday that at least eight West Coast staffers in communications and information department had opted for early retirement: **Dan Bagott**, publicist; **Keenie Voight**, photo editor; **George Vescio**, publicist; **Hal Biard**, publicist; **Gladys Constantine**, administrative assistant; **Roy Guiver**, publicist; **John Howard**, publicity director, and **Skip Hawkesworth**, secretary. In a similar plan two years ago, 34% of eligible employees accepted early retirement.

**Buena Vista Television announced its first group station deal** last week for off-network **Golden Girls** on five Hearst stations—**WTAE(TV)** Pittsburgh, **WBAL(TV)** Baltimore, **KMBC(TV)** Kansas City, Mo., **WISN(TV)** Milwaukee and **WDTV(TV)** Dayton, Ohio. Program had previously cleared on **WNYW(TV)** New York, **WCAU-TV** Philadelphia and **KPIX-TV** San Francisco.

**ABC-TV captured rights to Rose Bowl from NBC** last week, bidding \$11.2 million annually in five-year deal. NBC, which most recently paid \$10 million a year for rights (it has broadcast game for last 37 years), felt it could not justify price tag after recent disappointing performances. Game should fit better with ABC's regular season Big 10-Pac 10 package.

**Electronic Industries Association** delivered letter last Thursday (June 30) to FCC Chairman Dennis Patrick, outlining group's argument **against "open architecture"** receivers capable of receiving more than one advanced TV transmission system. Signers of letter from EIA's Consumer Electronics Group, Gary J. Shapiro, VP for government and legal affairs, and Eb Tingley, VP for engineering, wrote that FCC should instead set single standard—"Open architecture is simply the failure to choose." Two possible approaches to open architecture are both unacceptable,

EIA claimed. "All-inclusive" method, with circuitry to receive all proposed systems built into sets, would be too expensive for consumers, and "noninclusive" method, with decoding circuitry removed from sets and placed in separately obtained set-top converters, would be confusing and inconvenient for consumers. Alternative EIA suggested would be to adopt standard and build "multiport receivers," similar to currently offered sets with Y/C ports. "If the U.S. were to adopt an ATV standard that featured a compatible ATV system within a present 6 mhz channel, and was extendable to HDTV with additional spectrum, then U.S. TV's with an EIA multiport would be capable of displaying the ATV standard with a plug-in adaptor when broadcast, cable, or satellite transmissions begin."

**Act III Broadcasting said it had submitted bid to acquire two stations from beleaguered Media Central Inc.**, which, in addition to current bankruptcy proceedings is also contesting FCC's fine for broadcasting indecent programming (BROADCASTING, June 27). Act III president, Bert Ellis, said it offered to buy **WBBD(TV)** Jacksonville, Miss., and **WZDX(TV)** Huntsville, Ala., as part of reorganization plan submitted to court. In rambling press release last week, Media Central president, Morton Kent, suggested that indecency fine, station bids and groups shaky financial standing were related. "The program syndicators and producers," said Kent, "are in the midst of an attempt to take over our company." Kent suggested tie-ins between former station manager of **KZKC(TV)** Kansas City, Mo., who aired movie, "Private Lessons," and program syndicator and creditors and between unfavorable article that appeared in trade magazine *Channels* and magazine's owner, Act III principal Norman Lear, along with other allegations of collusion. "Is all this coincidence?" asked Kent. "Any part played by some of the aforementioned will unveil itself in the courts. We can pay the \$2,000, but we will not. We can let the syndicators have our company, but we will not."

**FCC affirmed transfer of Spanish International Communications to Hallmark** as well as Hallmark buy of **KDTV(TV)** San Francisco for \$25 million. Grants were challenged by several Spanish-language broadcasters, but commission said challenges brought no new facts to light.

**Management of Outlet Communications last week proposed to buy shares held by partner's Wesray Capital Corp. and largest investor, Mutual Benefit Life**, at \$22.50 per share, minimum price called for under agreement signed last December ("Closed Circuit," June 27). Wesray and Mutual now have 20 days to respond to offer, with some observers predicting they will reject offer. Outlet announced last week it had received bid of \$13 million for **WATL(TV)** Atlanta, owned by affiliate company, Atlin Communications, but that board had rejected bid as inadequate. Board said same about previous bid of \$17.5 million for **WXIN(TV)** Indianapolis, made by Emmis Communications.

**House Telecommunications Subcommittee marked up last-minute amendment to public broadcasting reauthorization bill creating independent production service beginning in fiscal 1990.** To be separate from CPB, which must provide it with "adequate funds" and report annually to Congress on its activities, service is required to use funds "exclusively...to expand diversity and innovativeness of programming." CPB and independent producers had worked out \$6-million, three-year deal on their own, but CPB called deal unworkable if Senate bypasses CPB with national programming funds (see page 49).

Conference committee of **Arizona legislature has thrown out 5% state sales tax on cable service** that had been part of tax bill. Cable operators had carried messages on their system asking subscribers to call legislators and express opposition. Tax would have been added directly to subscriber's bill.



**3 is getting some heat for its lobbying initiative on House lottery advertising bill (H.R. 3146) from Nevada Broadcasters Association.** Letter from NBA President David Newman to NAB President Eddie Fritts calls passage of bill in House "a miserable failure." Newman criticized NAB for lauding bill's passage when, said, amendment was added that prohibits advertising for no gambling. Broadcasters, Newman contended, "will continue to lose advertising dollars to newspapers, magazines and boards." But Fritts, in response to charges, said Newman is rating without full knowledge. Newspapers and magazine, he argued, are not allowed to run casino advertising if they mail service, so broadcasters are not disadvantaged. Moreover, he said, legislation would not have moved with casino gambling portion in it (due to strong opposition from Southern Baptist groups) and that there is still chance it will reemerge in later version of bill. Fritts said broadcasters are still able to air no ads in way they always have and that bill provides valuable service of clarifying FCC lottery rules.

**Association of Maximum Service Telecasters has announced that its 7th annual conference on high-definition television.** Under theme, "HDTV Update: Narrowing the Choices," conference is designed to disburse latest news on advanced television transmission issues to AMST members. Conference will be held noon-5 p.m. at Four Seasons hotel, Washington, D.C. Speakers including FCC Commissioners James Quello and Patricia Diaz Dennis; Richard Wiley, Wiley & Rein, and chairman of FCC's advisory committee on advanced television services, William Henry, chairman of Advanced Television Systems Committee. Date was chosen in conjunction with HDTV equipment demonstration to be held on Capitol Hill by House Telecommunications Subcommittee, Sept. 8-9. At first AMST conference on HDTV, NAB President Eddie Fritts announced NAB's plan to form advanced TV technology center, which later developed into plan for Advanced Television Test Center (BROADCASTING, Sept. 28, 1987).

**NAB is urging U.S. support at International Telecommunication Union meeting next month for use of filters to eliminate certain types of interference between FM broadcast and aeronautical services.** NAB President Eddie Fritts has written chairman of U.S. National Committee of International Radio Consultative Committee (CCIR), Richard Shrum, to ask him to support existing U.S. position at CCIR meeting to be held in Helsinki, Aug. 1-10. In his letter, Fritts noted that aeronautical community in U.S. is reporting "departure" from long-held position. That departure, Fritts said, is "unjustified and untenable from technical and procedural viewpoints."

**Management of Centel said it held off challenge of takeover investment at annual shareholders meeting in Chicago last Tuesday, Sept. 28.** Two votes were taken at meeting of Chicago-based Centel and MSO: first, whether to adopt management-proposed elimination of cumulative voting for directors, and second, electing three directors, pitted incumbent slate against that posed by cellular operator, Metro Mobile, and investor, Asher Edelman, who had urged sale of company's assets. Formal tally of two votes will be reported July 8 at earliest. Edelman/Metro Mobile group said it believed results showed it had prevailed on cumulative voting issue, and that it was "studying its options." Centel Chairman John P. Frazee Jr. said at meeting that company intended to expand its cable operations. He also announced plans to increase company's share repurchase program, from 1.5 million to five million (Centel currently has approximately 43.5 million shares outstanding).

**Centel filing indicates that 7.1% stake in Zenith Electronics Corp has been acquired by New York-based Brookhurst Partners Limited Partnership,** which said it was not a "passive" investor and might suggest merger of Zenith or sale of its consumer electronics division. Latter division of Glenview, Ill.-based Zenith is



**PPV turn-on.** Request Chairman Jeffrey Reiss prepares to activate Request's second pay-per-view channel, Request 2, and two PPV channels (Guest Cinema) to the hotel/motel industry, all of which were launched last Friday (July 1). All four Request services were moved to GE Americom birds that day. The two cable services are on Satcom III-R, transponders 19 and 4, and Guest Cinema on Satcom IV, transponders 4 and 18. Request 1 is fed to 3.2 million addressable homes; commitments for Request 2 are 375,000 addressable homes initially. Looking on are (l-r) Craig Wilson, Request VP, sales, marketing and programing; Bruce Allen, vice president, operations, Request, and Bob Watt, president, Atlantic Satellite Communications, which is handling the uplinking for Request. Request plans to move its satellite operations headquarters from Group W Satellite Communications in Stamford, Conn., to Atlantic's Northvale, N.J., facility by the end of November.

composed of color TV, VCR and camcorder production and is one of largest producers of cable TV decoders. Zenith branch of International Brotherhood of Electrical Workers has reportedly said company is already interested in selling consumer electronics division. For its part, company issued statement on June 1, saying it is having "discussions with other firms regarding potential activities in consumer electronics." Zenith emphasized there is no assurance that any action involving another firm "will occur or will even be proposed." For year ending 1987, company said, cable products revenue increased 26%, while operating income "improved significantly." Company spokesman declined to say whether cable products operations were included in any restructuring discussions.

**Cable industry held \$1,000 per plate political fundraiser last Monday night in Denver in conjunction with Tyson-Spinks heavyweight fight.** Fundraising dinner was for Senators Chic Hecht (R-Nev.) and Pete Wilson (R-Calif.). Over 100 attended, but take was less than \$100,000 because some attendees paid cocktails-only fee of \$150. Meanwhile, National Cable Television Association hired Eleanor Winter to head fundraising efforts for CablePAC.

**Burnham Broadcasting said it had retained Shearson Lehman Hutton "to help evaluate financial alternatives"** for group owner's KHON-TV Honolulu (NBC affiliate). Peter Desnoes, managing general partner of Burnham, said company has received "unsolicited offers" for station. Chicago-based group owner bought station in 1985 for \$50 million.

**One of New York's largest television production facilities, Kaufman Astoria Studios, has retained Kidder Peabody & Co. to find "strategic partner."** Richard Intrator, vice president in investment bank's media and entertainment group, said several alternatives or combinations are being considered: "We are looking at major studios that might make this their East Coast branch; a television network that might decide to do programming here or talent that can bring production to Astoria."

## Editorials

## The road to 2001

The future is on the way again, as witness this issue's "At Large" with John Sodolski, president of the United States Telephone Association. Although it's too soon to answer in the affirmative whether the industry he represents will become a Fifth Estate player, it's clear that the question will occupy a front-rank position on the agendas of the FCC, the Congress and all the other industries that would be affected by such a development.

Again, technology is at the root of it all, in this case, the implementation of a nationwide network of optical fiber, capable of carrying a virtually infinite number of channels—of superior quality and expandable bandwidth—into the American home. It would be the next step up from the wired nation—by coaxial cable—that we know today, but would have an even greater impact on the telecommunications universe.

Theoretically, and perhaps arguably, such a fiber optics network could replace virtually all of the over-the-air broadcasting system in addition to all the nation's cable plant. (Emphasis should be placed on the *could* in that sentence; whether it *would* is something else again.) Obviously, the decision to make that possible is a gigantic one; it's more than just a matter of whether to add call waiting.

The safest bet is that some sort of telephone entry into the video universe will be permitted. Odds-givers would say that entry on a common carrier basis—with a prohibition against providing the programming those channels would carry—is more likely than is permission to be a full First Amendment player.

But however that entry is effected, it would enormously change the world of television as we know it. It would make possible almost universal access to the nation's TV homes. In a way, it would shift the burden of programming the viewer's day to the viewer himself, there being so much to choose from. For the broadcaster, now concerned that cable may deny him access to the home, it would provide a wired way around—at the same time that it would confront him with the greatest gatekeeper of all. For cable—depending on the terms of telco entry—it could present the ultimate competition.

Mr. Sodolski remarks in the course of his interview that things technological tend to happen faster than we think they will. In this case, things political will have to happen first. The issue has been joined.

## The road still not taken

With broadcasters seemingly undecided on the relative merits of holding to principle and grasping at expedience, it is as appropriate a time as any to remind cable of the value of its First Amendment position: not that the courts haven't already done so. From indecency to must carry to the questioning of the constitutionality of cities' franchise requirements, from the district court to the Supreme Court, cable has been treated as a First Amendment-covered institution deserving of the protection afforded the printed press and denied broadcasting. But it is a status that the cable establishment has not embraced, keeping it at arm's length while the franchises of existing systems could be safeguarded by its compromise.

To that end, a jury decision in St. Paul the other that day supported the city's decision to give its cable franchise holder exclusivity was a victory both for the power of cities and for entrenched cable systems whose goal is staving off competition at any price. Something of that price is suggested by the ongoing debate in Kansas City over the use or abuse of public access channels, one of the strings attached by cities to the granting of

franchises. It was a vote by the city council there that decided what editorial control, if any, the resident cable company could exercise over that part of its medium. So much for freedom.

Holding to the high road on First Amendment principle may not be the easiest route, but its alternative is a gilt-edged invitation to government regulation of content. The First Amendment should not be thrown up as a shield against any economic regulation that comes along, but neither should it be treated as a bargaining chip, expendable in the securing of exclusive franchises. FCC Chairman Dennis Patrick once said that cable operators must "line up with First Amendment speakers or be taken as owners of hardware." They are, in fact, both, and that is at the root of the dilemma. The trade-offs conceded in the Cable Act have created an environment in which cable operators must weigh the exigencies of wiring homes and conducting business against the importance of preserving their freedom as an editorial voice—exercised or potential—free of government control. The former is easily valued, its obvious measurement being the bottom line. The latter is often taken for granted, and may not be fully appreciated until it is lost, or thrown away.

## Hot air also rises

TV Marti: A balloon-borne broadcast station tethered high above the Florida keys, its signal directed toward a neighboring island country. Jules Verne on the sauce? No, Ernest Hollings. The Democratic senator from South Carolina is among a number of high-powered backers of the proposal—the Vice President's office is working with the Defense Department to find a site for the station—who helped push a \$7.5-million start-up appropriation through a full committee last week. The legislation is expected to sail through the Senate, and afterward to find little resistance in the House.

Among those less sanguine about the project are broadcasters, who must be concerned with the very real possibility of interference (aerostatic?) to their signals or Cuban retaliation in the form of jamming. Another Democratic senator, Claiborne Pell, chairman of the Foreign Relations Committee, expressed reservations with the project, pointing out that it could have an adverse impact on foreign relations, in particular talks with Cuba over its withdrawal of troops from Angola. He also felt its greased passage through the legislative process precluded the "in-depth consideration" the proposal merited. Although this page cannot comment on the effect on policy as regards Angola, its authors would agree with Pell, and with concerned broadcasters, that more time and study of the possible repercussions to U.S. broadcasters and their viewers are called for.



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