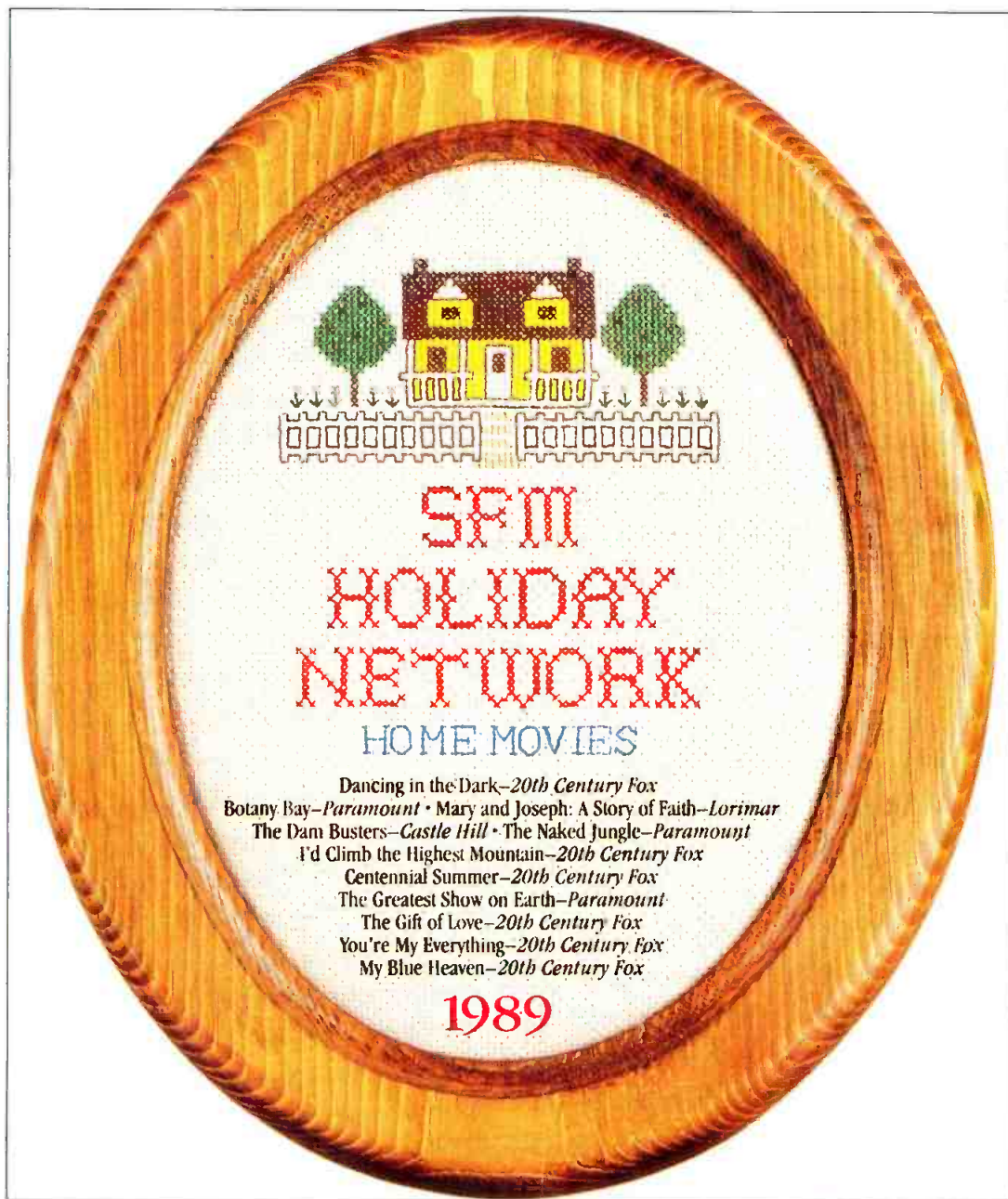


The Fifth Estate

RADIO TELEVISION CABLE SATELLITE

Broadcasting Jul 18



AL 36112

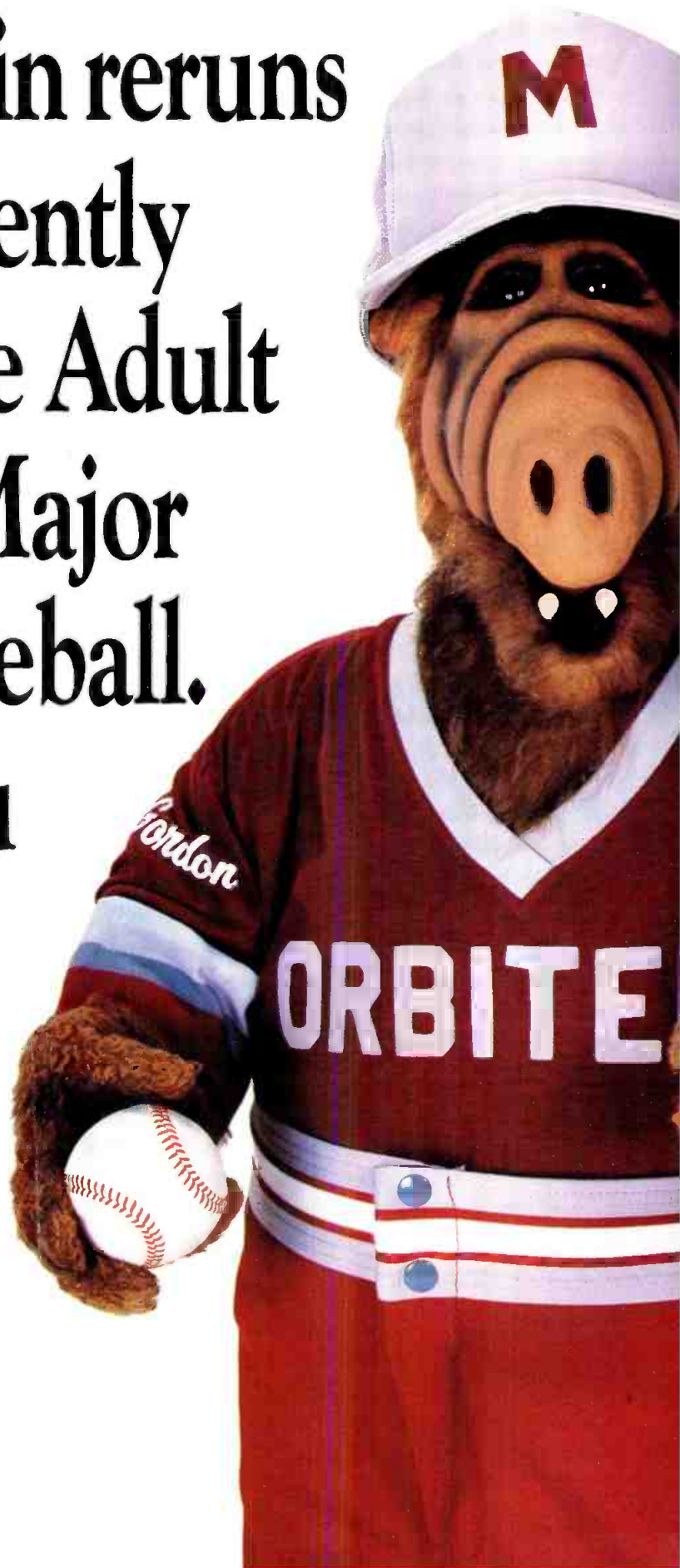
MAXMELL
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12364 12K NOV/90

36112

57th Year 1988
**New deal at the top
at CBS**
SPECIAL REPORT
Satellites

**Q: Even in reruns
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attract more Adult
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League Baseball.
How do you
do it?**



ALF: As often
as I've stepped up
to the plate, I'm bound
to be a heavy hitter.



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Why did management at KTTV, flagship station for the FOX broadcasting network in L.A., go to Midwest Communications for their new S-23?

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VP/General Manager KTTV

Steve Blue, KTTV News Director, continues:

"The *Spacelink* gives Fox News an advantage our competition can't top... Midwest was prompt with delivery and prompt with support."

Make Midwest the Source for all your mobile satellite communications needs. For more information on the S-23, contact your Midwest representative today.



KTTV VP/Director of Broadcast Operations, Steven H. Steinberg, sums it all up with this comment:

"This is the second S-23 that I have purchased from Midwest. It is not often I can say this, but in both cases, there were no problems."

M
MIDWEST
Communications Corp.

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(606) 331-8990

CBS changes...Larry Tisch names Howard Stringer to replace Gene Jankowski as president of CBS/Broadcast Group; David Burke recruited from ABC to succeed Stringer. **PAGE 27.**



CBS executives (l-r) Jankowski, Tisch and Stringer and ABC's Burke face press.

Strike situation...Major producers make plans to get back to work, one way or another; group of writers plans to resign from WGA, and Writers Guild files antitrust suit against producers and broadcast networks. **PAGE 29.**

Looking skyward...New generation of satellites must be launched in 1990's as current birds reach ends of their useful lives. In this special report, **BROADCASTING** talks to satellite operators and to broadcast and cable networks that have begun assessing their options for future. **PAGE 39.**

33/CHALLENGE SETTLED

Attorneys for CBS O&O WBBM-TV Chicago and Center City Communications, competing applicant in station's comparative renewal hearing, reach settlement agreement.

34/GOP SUMMIT IN THE SUPERDOME

As Democratic national convention gets underway, Republicans are already moving into New Orleans's Superdome for their own meeting.

32/STATE OF TV STATION SALES

Station brokers and investment bankers see opportunity for profitable sales in TV station

business, especially network affiliates. Good news, say traders, is that there are more than enough buyers to go around.

61/LIGHTS OUT

HBO Inc. says because of lack of channel capacity, company will cancel Festival, its year-old pay TV channel.

62/KING WORLD'S LATEST SPIN

Under direction of former ad man Jeffrey Grant, King World creates new division to develop original programming with creative and financial support from advertisers.

60/LEAN AND SEEN

With six-person full-time staff, including Marcy Carsey and Tom Werner, Carsey-Werner Co. produces number-one rated program in prime time, top-rated new program and new comedy picked up by ABC.



Carsey (l) and Werner

66/HILL FOCUS ON CPB

House Energy and Commerce Committee approves bill that would authorize spending levels for Corporation for Public Broadcasting during fiscal 1991, '92 and '93. But administration calls for freeze on Corporation spending.

68/SOUNDS OF MUSIC

According to just-released spring 1988 Arbitron local market reports, contemporary hit radio continues to dominate New York radio and urban contemporary holds lead in Chicago and Los Angeles.

71/ANGLE IN ATLANTA

Jesse Jackson's reaction to



Jesse Jackson

Michael Dukakis's selection of Lloyd Bentsen (D-Tex.) as his vice presidential running mate is shaping up to be dramatic media story of Democratic national convention in Atlanta this week.

72/MAKING OPPOSITION KNOWN

Meredith Broadcasting Group drops its INTV membership, saying it is unhappy with association's position on First Amendment issues.

95/ALL-STAR QUALITY

Daniel McMullen Armstrong, chief of FCC's litigation division, gets high marks from both sides of bench.

DEPARTMENTS

Business	64
Cablecastings	78
Changing Hands	73
Closed Circuit	7
Datebook	23
Editorials	98
Fates & Fortunes	92
Fifth Estater	95
For the Record	80
In Brief	96
Law & Regulation	66
Masthead	22
The Media	71
Monday Memo	25
On Radio	68
Programming	60
Riding Gain	70
Special Report	39
Stock Index	79
Telecastings	76
Where Things Stand	10

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

Sherman Hemsley.

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

He soared to fame as George Jefferson.

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

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

Amen

It's The Last Word.

Produced by
Carson Productions Group, Ltd.
Distributed by

MCA TV

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Source: NTL Seasonal averages 1986-87 and 1987-88. Performer Q.

Familiar face

Texas Senator Lloyd Bentsen, Massachusetts Governor Michael Dukakis's selection as vice presidential running mate, is name known in Fifth Estate circles. Bentsen has strong ties to Texas broadcasters, particularly NAB Radio Chairman L. Lowry Mays of Clear Channel Communications in San Antonio. Bentsen has served on Commerce Committee for past two years. Last year, as chairman of Finance Committee, he was instrumental in swaying enough votes to defeat proposed license transfer fee on sale of broadcast properties (BROADCASTING, Dec. 14, 1988). Bentsen called fee "sales tax," and objected to it on grounds that it would overstep his committee's jurisdiction (idea emerged from Commerce Committee). He is also staunch supporter of public broadcasting. But, he does not always see eye to eye with broadcasters, and is on opposite side from many of them in his support of fairness doctrine. On cable matters, Bentsen has not been as active, although he is co-sponsor of home satellite bill (S.889), which industry opposes.

Bentsen, who is up for re-election this year, appears to be favorite of Hollywood production community. According to reports filed (January 1987 through March 31, 1988) at Federal Election Commission, Bentsen led Senate incumbents in campaign contributions from entertainment industry's political action committees: he received total of \$31,300 from 10 Hollywood PAC's (BROADCASTING, May. 23).

Network confidential

CBS corporate office has requested that its depositions taken in long-running shareholders suit against company be kept confidential. Not all of requests for confidentiality come from CBS; among other interesting testimony being taken last week was that of Robert Tisch, brother of CBS Chief Executive Officer, and himself major owner of company; former CBS Chairman, Thomas H. Wyman, and Walter Cronkite. Deposition from CBS Chairman William Paley is scheduled to be taken this week. Suit, filed in November 1986, alleges string of fiduciary misjudgment, going back four years to purchase of Ziff-Davis magazines in 1984 and including company's response to Ted Turner bid and acquisition of stock by Tisch's. Scheduling hearing was held last week, with expected trial early next year, possibly preempted by defendant request for summary judgment.

ALF landing

In apparent boost to Lorimar syndication efforts for off-network sitcom *ALF*, two top-

50-market NBC affiliates have signed to carry show beginning in 1990: Gannett's dominant wxIA-TV in Atlanta and Multimedia's WLWT(TV) in Cincinnati. Stations are said to have paid close to Lorimar asking price for top 20 ranking NBC half-hour. *ALF* has been pitched in 41 markets and sold in about half.

Dish night

Cable industry is looking to fill gap left by exodus of movie theaters from inner city to suburban locales. Black Entertainment Television, 49% owned by Tele-Communications Inc. and HBO, is now considering establishing satellite delivery of film entertainment to chain of urban theaters equipped with satellite dishes. TCI would provide access to movie theaters of United Artists Communications, in which it has majority position. BET President Bob Johnson said that conversations with UACI have also included creating of new chain of movie theaters for venture. For its part, HBO is now entering satellite business through Crimson Satellite Associates, joint venture with GE.

Color him opposed

Look for Senator Dennis DeConcini (D-Ariz.) to resist proposal in House version of Interior Appropriations bill that would require labeling of colorized films when House-Senate conference is convened on legislation (see "In Brief"). Senate version of appropriations bill does not include colorization language and DeConcini, chairman of Senate Copyright Subcommittee, is expected to play key role in opposing House proposal on grounds that issue ought to be dealt with through hearing process and by Judiciary Committees because it is copyright matter.

Dotted line?

United States Information Agency is close to awarding contract to France Telecom for distribution of Worldnet via satellite to Australia, New Zealand, Japan and Pacific islands. USIA hopes to begin Pacific service Oct. 1. Awarding contract to France Telecom will have certain symmetry. French telecommunications company already holds USIA contract for distribution of Worldnet throughout Europe.

Operators of international earth stations on West Coast are keenly interested in who wins USIA contract so they can go to work in trying to land full-time uplinking subcontract from winner. Full-time and major part-time contracts are critical to operators in highly competitive international gateway market.

Private sectoring

Paul Smith, chief counsel and staff director for minority to House Energy and Commerce Committee, will join Wiley, Rein & Fielding in Washington as partner assigned to new legislative affairs specialty. He will be joined by lobbying specialist with links to Democratic side of aisle. Although law firm has long taken on lobbying assignments, this will be first effort to mount specialized unit in area. Smith is 17-year Hill veteran; last three years were spent with Commerce (he has held current post since 1987). Earlier this year he was under consideration for position at National Association of Broadcasters as government relations chief.

Noncommercial contribution

Can quality British drama work on commercial U.S. TV? Yes, believes New York independent WWOR(TV). Station has just acquired from distributor All-American TV successful public broadcasting series *Brideshead Revisited* and *Jewel in the Crown* (both from Granada Television) and will air them in full next season. *Brideshead* received its first commercial airing in U.S. last August on Chris Craft's Los Angeles independent, KCOP(TV). According to KCOP Program Director Carol Martz, show averaged 5 rating over five nights and brought in dollars from upscale advertisers not normally associated with commercial or independent TV, satisfactory enough performance for station to pick up option on *Jewel*, to air this coming September.

Doldrums

It is not unusual for things to slow to crawl during August at FCC. But this year, lazy days may stretch well into September. To accommodate staggered vacations and obligations to attend conferences overseas of commissioners and high-ranking staffers, Chairman Dennis Patrick's office has created what amounts to two-month summer hiatus by scheduling open meetings for Aug. 4 and Sept. 29.

In concert

Word is ABC Radio Network will take its advertising and promotion efforts step further by establishing concert promotion division for co-sponsoring upcoming concert tours with major advertisers. New unit will offer affiliates exclusive market-by-market promotion packages tied in to concert tour. Musical groups will be targeted primarily to ABC's youth-oriented networks.

They broke the backs of two networks with a wink & a smile.

Don't let the smiles fool you.

You're looking at TV's toughest performers. THE GOLDEN GIRLS.

They went head to head with the best ABC and CBS had to offer. Action hours, sitcoms, specials, the Olympics, the World Series... even blockbuster movies like Superman and Rocky III. They took on the toughest programming, targeted at prime demos.

Three years and 14 series later, GOLDEN GIRLS is still #1. It dominates Saturday night like no other program has in 15 years.

GOLDEN GIRLS is true breakthrough television. It's the only comedy since M*A*S*H that combines overwhelming ratings dominance in all demos with unsurpassed critical acclaim.

And because it's the only breakthrough sitcom coming to syndication for at least the next five years, GOLDEN GIRLS is the key to the next generation of syndicated sitcom success.

GOLDEN GIRLS. The toughest bunch of mothers on TV. Just ask the two networks they left in tears.

Available for Fall, 1990 or 1991.

THE GOLDEN GIRLS



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Where Things Stand

■ Solid box denotes items that have 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 A's 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.

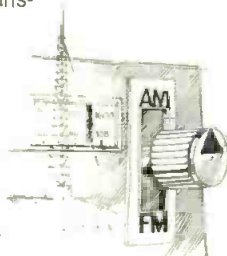
FCC launched inquiry March 24 into FM translator service, and in meantime froze applications for new translators. NAB, alleging widespread abuses in translator market, petitioned FCC for changes in rules; others pressed for expansion of service to allow for local origination.

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.



AM-FM Allocations	10
AM Stereo	10
By the Numbers	14
Antitrafficking	10
Cable Regulation	10
Children's Television	10
Crossownership	16
Direct Broadcast Satellites	14
High-Definition TV	18
Land-Mobile	18
Low-Power TV	18
Mergers	18
Must Carry	19
Public Broadcasting	19
Scrambling	22
Syndex	22

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

Antitrafficking

■ Office of Communication of United Church of Christ and Action for Children's Television in August 1986 petitioned FCC to institute rulemaking aimed at restoring version of antitrafficking rule commission had repealed in 1982. Commission staff promptly denied petition, and petitioners appealed to commission. With commission having failed to act on their appeal, petitioners last week petitioned U.S. Court of Appeals in Washington for writ of mandamus, which would compel commission action.

In another development, broadcasters last year turned back congressional efforts to crack down on perceived trafficking. Industry gained enough support to sink proposal of Senator Ernest Hollings (D-S.C.) 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 hear-

ing 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. 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 last month to cable competitors to gain input on charges that cable operators have tried to stem flow of programming to their competitors (BROADCASTING, June 20). Responses are due this week.

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 oppos-

THE NEXT "WORKHORSE."

Before you take us to task for trying to improve the BII, a design that has become the "workhorse" standard for two-channel audio machines, consider what the new MX-55 offers:

An integral autolocator; a voice editing mode that allows 2X speed playback at normal pitch; a built-in cue speaker; GSPIPO (gapless, seamless, punch-in, punch-out),* and because you told us you wanted it, *all* adjustments are available through the front panel! These, and many more improvements will help make your job easier, and the results more creative.

And for those of you who still won't forgive us, we're keeping the BII in the line. So either way, you can get exactly what you need from Otari; Technology You Can Trust. Call Otari at (415) 341-5900 for information about the new MX-55.

OTARI

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UNAUTHORIZED BIOGRAPHY:

Four penetrating 2-hour prime time events. Highly promotable, sizzling bio-specials geared to captivate audiences and deliver blockbusting numbers...numbers nobody's going to stop.

UNAUTHORIZED BIOGRAPHY:

Offers an endless list of rich portraits of the living and late legends of our time—from entertainment, politics, business, the underworld—with no holds barred. Illuminating, scrupulously documented, and not always flattering, *Unauthorized Biography* promises to be an unstoppable prime time opportunity.

UNAUTHORIZED BIOGRAPHY:

Barbara Howar is the host. Reporter, commentator, author and former correspondent for *Entertainment Tonight*, Ms. Howar brings her intelligence, humor and tough reporting style to bear as *Unauthorized Biography* unearths its startling stories.

D BIOGRAPHY:



UNAUTHORIZED BIOGRAPHY:

Mark Monsky, twelve-time Emmy award-winner for news and documentary programming, and a former news director at The NBC Television Stations Division and Metromedia, is the creator and executive producer of *Unauthorized Biography*.

UNAUTHORIZED BIOGRAPHY: Jane Fonda

Show Number One—Sixties Love Goddess... Political Radical... Feminist... Vietnam Activist. The notorious marriages... the incredibly successful actress... the video entrepreneur... and today, a major Hollywood producer. The first *Unauthorized Biography* reveals her explosive story as it's never been told before.

UNAUTHORIZED BIOGRAPHY:

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INTERNATIONAL ADVERTISING SALES
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DISTRIBUTED BY BIO TV INC. AN



ORBIS
COMMUNICATIONS
GROUP COMPANY

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 ¹	TOTAL *
Commercial AM	4,913	287	5,199
Commercial FM	4,085	565	4,650
Educational FM	1,339	297	1,636
■ Total Radio	10,337	1,149	11,485
FM translators	1,585	435	2,020
Commercial VHF TV	543	18	561
Commercial UHF TV	501	200	701
Educational VHF TV	119	6	125
Educational UHF TV	215	30	245
■ Total TV	1,963	254	1,632
VHF LPTV	106	163	269
UHF LPTV	282	1,143	1,425
■ Total LPTV	388	1,306	1,694
VHF translators	3,067	109	3,176
UHF translators	2,179	348	2,527
ITFS ²	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 ³ & 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. ¹ Construction permit. ² Instructional TV fixed service. ³ Studio-transmitter link.

ing 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 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 commer-

cials that internal network policies prohibit.

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 and 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 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. FCC is expected to call for further comment at this week's FCC meeting (July 21). No waiting for FCC, Representative Howard Nielson (R-Utah) introduced legislation to eliminate statutory ban.

Even if FCC and Congress drop crossownership prohibitions, seven Bell operating companies would still be prevented from entering cable business by Judge Harold Greene's modified final judgment in consent decree that led to breakup of AT&T. National Telecommunications and Information Administration has petitioned FCC to preempt Greene's regulation of 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 WFX(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

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Company _____
Address _____
City _____ State _____ Zip _____
Telephone _____

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The #1 kids show rates th



DUCKTALES #1 KIDS PROGRAM MAY 88



KIDS PROGRAM	HH RTG	KIDS 2-11 RTG	KIDS 6-11 RTG
DUCKTALES	4.5	12.9	13.3
DOUBLE DARE	3.7	9.8	11.5
REAL GHOSTBUSTERS	2.8	7.2	6.9
DENNIS THE MENACE	2.7	7.4	7.3
JEM	2.2	5.9	5.7
JETSONS	2.1	5.5	6.1
SMURFS	1.9	5.1	4.2
FLINTSTONES	1.9	4.4	4.1
MY LITTLE PONY	1.8	5.1	2.9
SCOOBY DOO	1.7	4.7	3.9
G.I. JOE	1.7	4.2	4.7

Source: Cassandra Tracking Report May 88

RNOON FRANCHISE!

est afternoon time period.

The numbers tell the tale:

- Nationally, DUCKTALES is the #1 animated strip, outdelivering its nearest competitor by 61% in Households, 79% in Kids 2-11, and 93% in Kids 6-11.*
- Locally, DUCKTALES increases year-ago time period deliveries in 95% of all markets. On the average, Kids 2-11 and Households are both up 100%.**
- DUCKTALES increases its lead-in in over 90% of all markets. It increases its lead-in by 33% in Household ratings, and 55% in delivery of Kids 2-11.**
- DUCKTALES is the #1 animated program in early fringe in 90% of all markets.**

DUCKTALES at 4-5 pm protects your most important kids programming franchise investment.

*Cassandra Tracking Report **NSI/ARB May 1988




**Buena Vista
Television**

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.

High-Definition TV

On Capitol Hill, HDTV was focus of two House subcommittee hearings in June, one 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 all 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 full 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.

Land-Mobile

Last fall, FCC delayed decision on petition to reallocate UHF channels in eight markets to land-mobile radio until completion of report on whether UHF channels in question will be needed for broadcasting high-definition systems. But report released in June by FCC's advisory committee on advanced television

service advised commission that more time will be needed to perform ATV systems test before spectrum needs can be determined (see "High-definition television," above).

NAB sent comments opposing FCC proposal of minimum mileage separations between new UHF television stations on channels 11 and 69 and existing mobile radio operation on adjacent channels. NAB also opposed proposal that station may try to negotiate settlement with mobile radio operator if new station cannot meet spacing requirements. LMCC agreed with mileage separations on condition that spacings be increased substantially from 10-25 miles proposed by FCC. It also agreed with private agreement provision.

Low-Power TV

FCC'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 permit: to bulk of them, and is now conducting series of lotteries to select tentative permittees from mutually exclusive ones. FCC will follow same process in processing latest batch.

Mergers

■ Formal tally from Centel shareholder meeting last month is due today, July 18, but management has already claimed 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, an investor, Asher Edelman, who had urged sale of company's assets. ¶ Leveraged buyout tender offer has begun for Infinity Broadcasting at \$30 per share. Of radio group owner 10.1 million shares, fully diluted, roughly 4 million are held by senior executives, who formed WCK Acquisition to accomplish buyout. Some of 5.8 million shares being purchased 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. Combine with assumption of debt, total value imputed to LBO is roughly \$500 million. Class-action shareholder suits seeking to block LBO have been filed in Delaware Court of Chancery. Tender offer expires July 26. ¶ Preliminary bids for stock of RCA Cable Systems Holdings Co. (U.S. subsidiary of Rogers Cable Systems International) were received June 7 by Morgan Stanley & Co. Due diligence by at least half-dozen final bidders began several weeks ago with final bids on systems serving roughly 500,000 subscribers expected July 19. ¶ Definitive agreement has been signed to sell Metropolitan Broadcasting to Robert F.X. Sillerman. Announcement on June 29 indicates which groups affiliated with Sillerman will end up with stations. Plans call for Metropolitan president and chief executive officer, Carl Bräzell Jr., to form new company, Command Cor

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munications, to purchase KJOI(FM) Los Angeles; KHOW(AM)-KSYF(FM) Denver; KRLD(AM) Dallas, and Texas State Networks for \$145 million. Financing for Command is being sought through L.F. Rothschild, and will include non-voting equity interest to be held by Sillerman, who will also co-own WNEW(AM) New York, in conjunction with Westwood One. Remainder of Metropolitan stations, WNEW-FM New York; WMMR(FM) Philadelphia, and KTWV(FM) Los Angeles, will be co-owned by Sillerman and group owner, Legacy Broadcasting, in which he is shareholder. ¶ On May 23, 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. As of last week, definitive agreement had yet to be signed. 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. Deal 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 preceding 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. Last week Chris-Craft Industries also filed lawsuit claiming that Warner's acquisition of Lorimar's TV stations, along with rest of company, would violate 1984 shareholder agreement by which Chris-Craft, group owner, became Warner's largest shareholder. Lorimar has sought to place stations in irrevocable trust, instructing trustee to sell stations. Since merger agreement was signed, Lorimar 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. Lorimar shareholder's meeting to approve merger is tentatively planned for late September. ¶ 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). UACI stockholders would exchange shares one-for-one for shares of UAE. UCT stockholders have option to receive either \$35 cash or one share of UAE with right to put that stock to Tele-Communications Inc., "...at 90% of its then value determined on a going concern basis or liquidation basis, whichever would yield the greater value." 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 JACI and would own at least 52% of newly-formed UAE. ¶ On April 23, joint venture of Tele-Communications (TCI) and Comcast agreed to purchase SCI Holdings, fourth larg-

est MSO serving 1,480,000 subscribers. Plan was amended two weeks ago with Comcast purchasing 50%; TCI purchasing 35%, and TKR Cable, 50/50 MSO venture of TCI and Knight-Ridder, purchasing remaining 15%. 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. Seller Kohlberg Kravis Roberts & Co. is keeping SCI's broadcast television interests. SCI is still awaiting comments of Securities Exchange Commission on consent solicitation of SCI debt holders. Expiration of Hart-Scott-Rodino review period expired two 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 with must-carry issue. It has queried systems and broadcasters on effect that elimination of must-carry rules has had on broadcast industry.

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

CPB board met July 11 and 12, first time since 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 current 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.

PBS presented ideas to stations for reaggregating national programming funds during annual Program Fair in San Francisco last week. Calling open support of amendments by PBS, NABTS and NPR "a breach of faith," CPB has questioned stations' will to reaggregate. Full House Energy and Commerce Committee also was scheduled to mark up different version of 1991-1993 authorization, approved in late June by Telecommunications Subcommittee. House version contains language that would create new program fund specifically for independent producers and to "expand diversity and innovativeness of programming." One independent producer said separate fund would probably reach \$6 million in production money and \$2 million in promotion money over three-year authorization. Other House amendment would direct CPB to appoint separate overall programming review board to report to Congress annually "in respect to serving the needs of minority and diverse audiences."

House-Senate conference to combine elements of both versions is expected to occur late this month. Each bill authorizes CPB \$304 million in 1991, \$345 million in 1992, \$404 million in 1993 and \$200 million over those three years for replacement of satellite interconnection system due to expire in 1991. Administration has recommended freeze at 1988 level, \$214 million.

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

If Senate amendments pass, said CPB President Donald Ledwig, recently adopted



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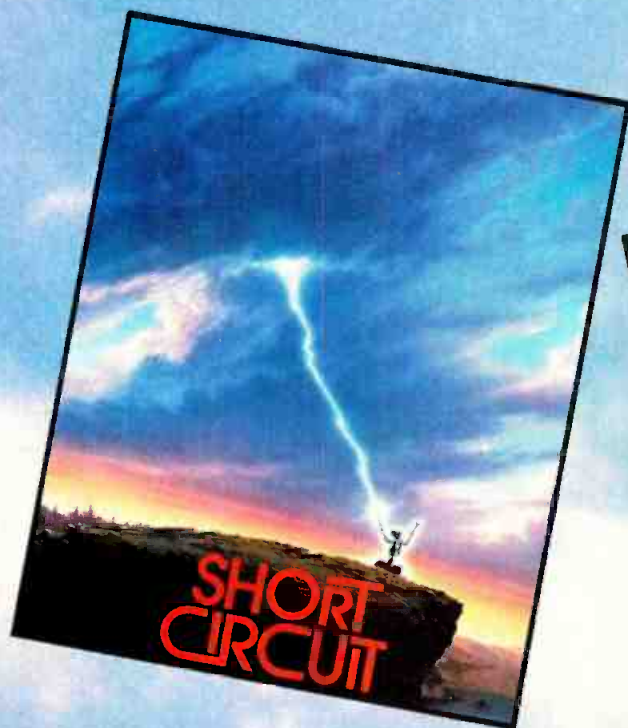
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CPB resolutions may prove moot. Package of resolutions, in future budgets, would "focus CPB's resources on limited number of higher priority issues" with "measurable" contribution to programming as single criterion for each budget decision. Board also 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."

NPR board of directors is scheduled to meet July 13-14 to address 1989 capital budget, satellite interconnection costs, program access policy and public radio expansion plans.

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. NABPS 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

■ Due to latest developments on Capitol Hill and in marketplace (BROADCASTING, July 4), prospects for passage of legislation regulating home satellite industry are considered dim. For starters, House bill (H.R.1885) passed Telecommunications Subcommittee

by narrow vote, 13-11, indicating that action in parent Energy and Commerce Committee might not be forthcoming. Moreover, momentum behind measure is believed to have slowed because of announcement that National Rural Telecommunications Cooperative (noncable distributor serving dish owners) had closed deals with five leading cable programmers, move many observers feel will persuade lawmakers that congressional intervention is unnecessary. Moreover, NRTC, which is one of legislation's chief proponents, says it is no longer going to push for Hill action.

Despite NRTC deals, Senator Al Gore (D-Tenn.) believes there is still need for legislative action and is poised to move his satellite measure next week after Democratic convention. Both House and Senate bills would mandate that cable programmers permit any qualified third party to distribute their services to backyard dish (TVRO) owners. Gore will offer measure as rider to another bill because of problems he encountered trying to gain time agreement to bring up legislation. Senate Communications Subcommittee Chairman Daniel Inouye (D-Hawaii) is legislation's chief opponent.

On other front, last week House Copyright Subcommittee passed legislation (H.R. 2848) to permit satellite distribution of broadcast signals—superstations—to backyard dish owners. However, bill's future is unclear because it has become entangled in jurisdictional dispute between copyright and House Energy and Commerce Committees (BROADCASTING, July 11). Commerce is likely to request referral once bill moves from parent Judiciary Committee which will slow down legislative process at time when there are fewer than nine weeks on congressional calendar.

Syndex

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

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

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

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

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

July 18-21—Democratic national convention. Atlanta.

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

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

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

July 20—Ohio Association of Broadcasters sports broadcast and sports sales workshop. Woody Hayes athletic facility, Ohio State University, Columbus, Ohio. Information: (614) 228-4052.

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.

Also in July

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—Washington Metropolitan Cable Club luncheon. Speaker: Sid Topol, chairman, Scientific Atlanta. Washington Marriott, 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—National Academy of Television Arts and Sciences, New York chapter, student affiliate get-together. 110 West 57th Street, third floor, New York. Information: (212) 765-2450.

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—Ohio Association of Broadcasters' "Law and the Media" conference. Fawcett Center for Tomorrow, Ohio State University, Columbus, Ohio. Information: (614) 228-4052.

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.

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

Aug. 9—*Society of Cable Television Engineers, Chattahoochee chapter*, meeting. Perimeter North Inn, Macon, Ga.

Aug. 15—Deadline for entries in Women at Work broadcast awards, sponsored by *National Commission on Working Women*. Information: Sandra Porter (202) 737-5764.

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's Mark hotel, St. Louis. Information: (703) 648-1270.

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

Aug. 28—40th annual prime time Emmy Awards telecast (by Fox Broadcasting Corp.), sponsored by *Academy of Television Arts and Sciences*. Pasadena Civic Auditorium, Pasadena, Calif. Information: (818) 763-2975.

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

September

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

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

Sept. 7-9—Eastern Show, sponsored by *Southern Cable Television Association*. Atlanta Market Center, Atlanta. Information: (404) 252-2454.

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

Sept. 8-10—*National Association of Broadcasters* TV 100-plus exchange. Dallas. Information: (202) 429-5356.

Sept. 9-11—*Radio Advertising Bureau* radio sales university. Boston. Information: (212) 254-4800.

Sept. 11-13—*National Association Of Broadcasters* TV Hundred Plus Exchange. Dallas-Fort Worth Hyatt, Dallas. Information: Carolyn Wilkins, (202) 429-5366.

Sept. 12-15—Nebraska Videodisk Symposium, sponsored by *Videodisk Design/Production Group of KUON-TV/University of Nebraska-Lincoln*. UN-Lincoln. Information: (402) 472-3611.

Sept. 13-16—*International Institute of Communications* 19th annual conference. Westin hotel, Washington. Information: Eduard Berlin, (212) 559-3419.

Sept. 14-17—Radio '88, sponsored by *National Association of Broadcasters*. Convention Center, Washington.

Sept. 16—*Society of Broadcast Engineers, Central New York chapter*, 16th annual regional convention. Sheraton Convention Center, Liverpool, N.Y. Information: (315) 437-5805.

Sept. 18-20—*Kentucky Cable Television Association* annual convention. Marriott Resort, Lexington, Ky.

Sept. 22-25—Third annual *Society of Broadcast*

Engineers national convention. Convention Center, Denver. Information: John Battison, (614) 888-3364.

Sept. 23-27—*International Broadcasting Convention*, sponsored by group of electronics engineers associations. Metropole conference and exhibition center, Grand hotel and Brighton Center, Brighton, England. Information: (01) 240-1871 (London).

Sept. 23-Oct. 1—Cinetex, international film and television conference, market, festival and industry expo, created by *American Film Institute* and presented jointly by *Interface Group of Companies* (conference producer). Las Vegas. Information: (213) 201-8800.

Sept. 25-28—*National Association of Telecommunications Officers and Advisors* eighth annual telecommunications conference. Miami. Information: Paul Berra, (314) 622-3533.

Sept. 27—Third annual fall forum luncheon sponsored by *National Academy of Cable Programming*. Sheraton Center, New York. Information: Steven Schupak, (202) 775-3611.

Sept. 27-29—Great Lakes Cable Expo. Cobo Hall, Detroit. Information: Steve Smith, (517) 351-5800.

Sept. 27-28—*Public Service Satellite Consortium* conference on telecommunications policy, "Forging a New Telecommunications Strategy: Choices for the Next Administration." National Press Club, Washington. Information: (202) 863-0890.

Sept. 25-28—*National Association of Telecommunications Officers and Advisors* meeting, "NATOA '88: Hot Topics in Telecommunications." Doral Hotel On-the-Ocean. Miami Beach, Fla. Information: Catherine Rice, (202) 626-3160.

Sept. 28-29—"Urban Markets: Directions for the 90's," seminar sponsored by *National Cable Television Association* and *National Association of Minorities in Cable*. Keynote: Amos Hostetter, chairman-CEO, Continental Cablevision. Waldorf-Astoria, New York. Information: Ann Dorman: (202) 775-3690.

Major Meetings

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. 11-16—*National Black Media Coalition* 15th anniversary conference. Adam's Mark hotel, Houston. Information: (202) 387-8155.

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 Television*, international television program market. Cannes, France.

April 29-May 2, 1989—*National Association of Broadcasters* 67th annual convention. Las Vegas Convention Center, Las Vegas. Future conventions: Atlanta, March 31-April 3, 1990; Las Vegas, April 13-16, 1991; Las Vegas, April 11-14, 1992, and Las Vegas, May 1-4 (tentative), 1993.

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

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

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

Aug. 20-23, 1989—*Cable Television Administration and Marketing Society* annual conference. Marriott, Chicago.

A religious broadcasting commentary from Stephen Winzenburg, Florida Southern College

On understanding TV evangelists

They are a billion-dollar part of the broadcasting business and yet are rarely taken seriously. They have appeared on the evening news and the front pages of newspapers more than any other media personalities of the past year. They are television evangelists—long the brunt of industry skepticism, they are often considered unsophisticated country cousins of broadcasters who hope soon to be rid of them.

These men who have become household names remain an industry oddity, paying stations large amounts of money for undesirable time slots to reach small audiences. They pump over \$250 million a year into buying TV time and spend even more on salaries and the latest equipment.

The public scrutiny caused by the PTL scandal and the recent Jimmy Swaggart confession has led to increased stereotyping of televangelists. Instead of bringing a greater understanding of the mission and method of religious broadcasters, the media exposure has reinforced the following myths.

Myth: Televangelism is bad for the broadcasting industry.

Fact: In an era of deregulation, when few stations are committed to providing religious programs as a public service, paid religious broadcasts are a moneymaking alternative to typical commercial TV fare. By selling time to TV preachers, stations fill a need felt by a minority of viewers while profiting from the unusually high CPM's televangelists are willing to pay.

Oral Roberts channeled 32% of his money last year—or \$19.5 million—to buy weekly half hours on 128 stations and three cable networks. Roberts spent \$370,000 a week to attract only 800,000 viewers nationally. Others spend similar amounts: Billy Graham paid \$20.2 million (about one-third of his budget) for TV and radio time in 1986; *The 700 Club* spent \$22 million for air time last year on 93 stations, attracting only 200,000 households, and *The PTL Club* paid \$20 million to be seen in only 118,000 homes on 62 stations.

In addition to purchasing air time, the ministries invest large amounts in broadcast equipment and personnel. Last summer, Jimmy Swaggart showed viewers pictures of his state-of-the-art \$8 million editing suite; PTL spends \$10 million annually to produce the daily shows; *700 Club* used \$22 million last year for production costs, and Robert Schuller says that over 80% of his \$40-million budget is TV-related.

A few stations, such as WCCO-TV Minneapolis, refuse to accept any paid religious programing. Superstation WWOR-TV New York dropped the lucrative televangelists last September in favor of a two-hour car-



Stephen Winzenburg is an assistant professor at Florida Southern College. He has been researching the content of religious broadcasting for eight years. His academic research on Jim Bakker was widely published after the 'PTL Club' scandal broke. He has been news director at three radio stations, managed two stations and directed a national radio syndication firm.

toon block, and Schuller claimed the move cost him 10% of his audience. The recent scandals have led other station executives to consider dropping the programs at contract renewal time, but most continue to see the broadcasts as filling a need in an otherwise wasted time period.

Myth: Most syndicated religious programs feature bible-thumping evangelicals.

Fact: Of the 56 syndicated devotional programs reported by the A.C. Nielsen Co., about half are not evangelical in format and do not feature sermons. This eclectic group ranges from music programs to children's shows to fund raisers for world hunger to Christian magazine shows.

Myth: The best-known TV preachers get the highest ratings.

Fact: The most familiar religious personalities are often among the least watched. Jerry Falwell's face is known worldwide, but his program is viewed in only 292,000 homes. Presidential candidate Pat Robertson rarely made the top-10 list of syndicated religious programs, although CBN claims his *700 Club* is the "most watched" religious TV program when cable viewers are added to Nielsen Station Index totals. Similarly, Jim Bakker never made the top 10, and today's *PTL Club* ranks 22d. With only 110,000 homes watching, even the *Sunday Catholic Mass*, airing on only 17 stations, does better than PTL.

Relatively unknown preachers such as Frederick Price and sustaining programs such as the Lutheran *Davey and Goliath* children's series score higher on a viewers-per-market basis than do any of the well-known televangelists. The only reason

Schuller and Swaggart score higher in total viewers is that they are available on three to four times as many stations as the lesser-known TV ministries.

Myth: TV preachers influence a large number of Americans.

Fact: Despite the fears of groups such as Norman Lear's "People for the American Way," television ministries reach only a small number of viewers. The February Nielsen book shows that all 56 devotional programs are seen in a total of 9 million households, down from 16 million in 1981. Those numbers reflect the total duplicated audience, meaning that one home watching five religious programs on Sunday morning will be counted as five households watching. The total unduplicated audience is closer to five million households, or seven million total viewers. Only one-third of those watch the well-known televangelists, hardly the powerful throng that both preachers and reporters claim watch the broadcasts.

Myth: TV preachers spend most of their air time asking for money.

Fact: In a content analysis I conducted last year of the seven best-known TV ministries, I found that they used only 11% of their air time for fund raising and another 11% for promotion. That 22% compares to the 21% of commercial TV time that is devoted to advertisements.

Myth: The recent scandals will cause the death of televangelism.

Fact: Despite claims that televangelists have been damaged by the media attention of the past year, most TV preachers grabbed the chance to bask in the bright lights of *Nightline* and *Larry King Live*, using their decades of on-camera experience to make themselves look good. Far from causing the death of such ministries, serious network treatment of the scandals increased national curiosity in religious television.

Some even gained from the exposure: three of the seven best-known teleministries saw an increase in donations in 1987, and a 32% decrease in contributions to *The 700 Club* is due more to Pat Robertson's absence from the show than from the PTL scandal. Ratings for most TV preachers declined initially, but since have rebounded for the top two, Schuller and Swaggart. Those directly tied to the scandal, PTL and Falwell, are seeing their audiences shift to such lesser-known TV preachers as D. James Kennedy and Kenneth Copeland. Although viewers now have a healthy skepticism regarding specific major TV ministries, they have not given up on the medium or the message.

The future is far from bleak for television religion. A small audience continues to hunger for spiritual food unavailable elsewhere on commercial TV, and local stations appreciate the money that can be made from scheduling preachers in otherwise unprofitable time periods.

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TOP OF THE WEEK



Jankowski, Tisch, Stringer and Burke

The old order changeth at CBS

Stringer succeeds Jankowski as head of Broadcast Group; ABC's Burke takes over news

Larry Tisch dropped another shoe last week. In a surprise—if not totally unexpected—move, he elevated CBS News President Howard Stringer to replace Gene Jankowski as president of the CBS/Broadcast Group (CBG), at the same time recruiting David Burke, executive vice president of ABC News, to succeed Stringer.

Tisch began a hastily called news conference last Wednesday (July 13) by saying that Jankowski had come to his office requesting that he be allowed to hand over the reins of the broadcast group to someone else. In newspaper accounts the following day, none of the headlines adopted Tisch's version of events; many instead stated or implied the widely held view that Tisch had ousted Jankowski, a move long rumored.

The literal truth may have in fact been that Jankowski initiated that particular conversation of a week ago, motivated in part by recurring rumors—not convincingly refuted by Tisch—as to Jankowski's imminent demise. Jankowski told BROADCASTING that by stepping down now from his 11-year tenure in the CBG presidency to accept a nonoperational role, he still had plenty of time to think of building a future outside of CBS.

For the time being, Jankowski, who came up through sales and finance, has accepted the newly created post of chairman of CBG, although his current contract, which expires at the end of 1990, was not renegotiated to conform to the new post. Last year the CBG president took in close to one million in cash compensation, \$475,000 of which was his minimum base salary.

There will be no operations reporting to Jankowski in the new setup. Tisch said that

possible activities for the 27-year CBS veteran include further station shopping, working with affiliates and representing the Broadcast Group before Congress.

Tisch's choice of the 46-year-old Stringer to replace Jankowski had not been taken for granted but was generally praised by those commenting. He is acknowledged as having contributed to and supported two news shows with a strong visual style, *48 Hours* and *West 57th*. That Tisch may have valued his entertainment judgment is evidenced by the fact that this spring he became, it is believed, the first CBS News president to ever attend management's screening of the network's prime time schedule.

In addition, Stringer is said to be strong in "people skills," having overseen the news division during a particularly turbulent time of budget cuts and political infighting. Still, he is relatively new to the role of an executive, since prior to the announcement,

he has held senior management posts in the news division for four years, and had been division head for less than two years. In a recent book, the Wales-born, Oxford-educated Stringer was described as having "self-effacing charm, matched by a deeply felt self-confidence..."

Stringer will need that confidence because the problems that helped undo Jankowski are still there. They include a third-place prime time finish, compounded by a relatively flat advertising marketplace; an even weaker advertising marketplace for a daytime schedule still behind in key demographics, and a TV station group with much room for further improvement.

Despite the variety of challenges he must oversee, Stringer told BROADCASTING that he wants to concentrate on the entertainment area. "I can see that it would be easy to get fragmented in this job. The station trends are moving in the right direction, and sports and broadcast operations under Neal Pilson are in great shape. The most important thing is entertainment and working with Kim [LeMasters, president of the CBS/Entertainment Division]," Stringer said.

Stringer's entertainment acumen should be enhanced by his production knowledge, honed during five years as a producer with *CBS Reports*, followed by three years as executive producer of *CBS Evening News*. His elevation comes at a time when the consent decree limiting the networks' production is soon to be lifted. Stringer said that he had already generally talked with Tisch about the subject. "One of the things I learned as head of News is that sometimes the only way to get out of trouble is to produce your way out...In fact, you could make a pretty good case that sitting around and brainstorming about this fall [because of the writers' strike] is good preparation for the kinds of things we might be doing."

Whatever political skills Stringer has may be necessary to at once fulfill his charge that CBS get out of the prime time cellar, while at the same time avoiding stepping on toes in Los Angeles. Stringer flew out there last Thursday morning to meet with LeMasters and other entertainment executives, before heading off to Atlanta for the Democratic national convention.

Over dinner last Tuesday night, Tisch, with Stringer attending, made a formal offer to ABC's Burke. If he had stayed at ABC,

the 52-year-old Burke may have faced a long wait to see if he would succeed the current head of ABC News, Roone Arledge, who is 57. Burke has held his current post since May 1986, prior to which he had been, for nine years, vice president of ABC News for planning and assistant to the president. One ABC executive said Burke already has a lot of experience running the day-to-day operations of a news division, since they have often been left to him by Arledge, who is said to be not naturally inclined toward administrative duties.

By leaving ABC News, Burke is faced with competing against *World News Tonight*,



which, during his tenure, has emerged as a formidable foe to *CBS Evening News* and which actually won the ratings race in the last quarter. Responding to several questions regarding whether he would continue the "tradition" of CBS News, Burke replied, "There is no tradition...in fact, there are several traditions." He also tried to deflate speculation of any plans he had for the News division, including whether he would try to bring with him some of his ABC News colleagues: "It's too early to say...I've only just finished telling my wife [about being chosen for the job]."

Last week's management changes overshadowed other surprises at the news conference, including the statement by Tisch that earlier that morning the CBS board had discussed the possible acquisition of a particular station, which Tisch later told

BROADCASTING was WCIX(TV) Miami (see box, below). Tisch also said the CBS Board did not discuss distributing any of its \$3.5 billion cash hoard to shareholders, nor was such a plan on the agenda for the next board meeting, to be held in September.

Reaction to the management changes was generally positive. Ben Tucker, executive vice president of Retlaw Broadcasting and chairman of the CBS affiliates advisory board, said on Wednesday morning, before he was officially informed by CBS: "Obviously we hate to see Gene go...Stringer has a real keen eye as to what needs to be on the air to attract viewers. If you run CBS News, you kind of do the whole package...a lot of your own promotion...putting a product on the air every single day. Stringer is a real fast study, very bright, very articulate." President of the affiliate relations division, Tony Malara, confirmed Tucker's assessment of affiliate reaction: "First of all, Gene Jankowski has been a great friend of the affiliate world, and they are pleased that he will still be there to talk with them. They also have a great deal of respect for Howard, who has a great deal of wit and humor and answers their questions candidly."

Despite reported weaknesses in the second quarter in both the network scatter advertising market and the TV station national spot advertising market, CBS last week posted improved results for its Broadcast Group operations. The company said that combined group revenue increased 4% to \$740 million (two years ago second-quarter revenue was \$733 million); costs edged up 3% to \$585 million, and operating profits rose 7% to \$155 million. Company net income was up from \$92 million to \$129 million, largely because corporate net interest swung \$50-plus million, largely interest earned on CBS's swelling corporate coffers.

Also helping net income was a decline in the tax rate, from 46% to 35%. In response to a question about "Black Rock," Tisch said there was "absolutely no substance" to rumors that the corporate headquarters would be sold. Tisch said that if the company were to buy any television stations, "no acquisition in the station area will have an impact on earnings for the next few years." The day of the earnings and management announcement, CBS stock closed essentially unchanged at \$157.50, down slightly from the beginning of the week. □

CBS search for affiliation may still end in ownership

One of the acquisition negotiations CBS Broadcast Group Chairman Gene Jankowski has already been conducting is in Miami, where CBS will soon lose its affiliate, WTVX(TV), purchased 19 months ago by General Electric. There are only two other VHF stations in that market available for affiliation: the current NBC affiliate, WSVN(TV), and independent station WCIX(TV).

WSVN(TV) has filed suit against CBS and there have been no recent affiliation negotiations, according to a station spokesman. Previous CBS efforts to buy WCIX have once again heated up, and two weeks ago the *Miami Herald* reported that CBS Owned Stations President Eric Ober had visited the TVX Broadcast Group station. Negotiations between CBS and TVX's investment banker, Salomon Brothers, have also recently taken place.

A CBS purchase of WCIX would give it extra incentive to improve

its affiliation situation in the ADI north of the city, West Palm Beach-Fort Pierce-Vero Beach, where its affiliate is UHF station WTVX(TV) Fort Pierce. It has recently attempted to steal away the ABC affiliate covering the ADI, WPEC(TV) West Palm Beach, which, because it is a VHF station and located further south, would be better able to make up for WCIX's signal shortfall in northern Miami.

Other options for CBS in Miami include a possible signal switch with the city's public television station, WPBT(TV) (ch. 2). It is not known whether those negotiations, pursued earlier this spring, were still being conducted. As reported elsewhere, Tisch last week said the CBS board of directors discussed the Miami TV situation at its meeting last Wednesday. CBS could announce acquisitions elsewhere instead, and has recently inquired about the CBS affiliates put up for sale by George Gillett (BROADCASTING, July 11).

Strike saga continues

**Producers plan to make shows despite strike;
WGA counters with antitrust suit against AMPTP;
meanwhile, some writers threaten to quit guild;**

As the writers' strike dragged into its fifth month, major producers went on the offensive last week, suggesting that they would resume production of television series, one way or another. While producers were making plans to get back to work, a group of disgruntled writers was making plans to resign from the guild, and hoping to take fellow members with them.

Paramount, Universal, Fox, Lorimar and New World all said they would proceed with production of some or all programs, circumventing the writers as best they could. The studios were reluctant to discuss exactly how programs would be produced without fresh scripts, but it's understood that all avenues are being explored, such as the use of nonunion talent, persuading some guild members to work anonymously and using existing scripts.

Paramount is putting nine hours of programming into production, mostly on the syndication side (see page 30), a company official said. Lorimar is calling on the executive producers of its nine network and 13 syndicated programs to start production again, "by whatever means possible," said a spokeswoman. A Fox spokesman said that company is also "looking at" gearing up for production soon.

That the guild has internal problems as well became evident last Thursday, July 14, when 21 members of the writers' coalition, a splinter group of the guild that has been dissatisfied with the progress of negotiations, petitioned the National Labor Relations Board to invalidate certain guild rules. The coalition group, also called the "union blues" faction, is seeking to resign from the guild, while retaining guild benefits, such as health and pension plans. The group's resignation from the guild is expected to become effective on July 28. The group's members expect that other members of the guild will follow their lead.

"We have not received any requests from members to resign," said Cheryl Rhoden, spokeswoman for the guild. "The guild's constitution is based on democratic principles, and can be changed at any time through certain procedures, but the coalition has made no attempt to do so," she said. It was the coalition that was in favor of approving the alliance's last contract offer, on June 23, an offer that was eventually voted down by the guild, 2,789 to 933.

Earlier in the week, the Writers Guild filed an antitrust complaint in Los Angeles district court against the Alliance of Motion Picture and Television Producers (AMPTP), producer members of the alliance, Fox Broadcasting Co. and the three networks on Tuesday, July 12.

The complaint alleges that in violation of the Sherman Antitrust Act the alliance and its producer members have conspired with ABC, NBC, CBS and Fox to "restrain trade and restrict competition by, among other things, rejecting movies and television shows produced by companies which sign a labor agreement with the WGA and by pressuring independent companies not to sign the WGA's interim agreement."

In announcing the court action, George Kirgo, president, WGA West, said, "Last week our membership voted to approve an interim contract so that our members could go back to work and take the industry with us. The response of the AMPTP, its member companies and the networks has been to frustrate that goal by, as we allege in the complaint, concertedly and openly refusing to deal with at least some of these companies and inducing and persuading others not to sign. The complaint alleges that this conduct is anti-competitive and illegal."

Maxwell Blecher, partner of Blecher & Collins, the law firm that is handling the suit for the guild, said, "the suit alleges that the defendants met and decided not to buy product from the producers who have signed or are about to sign the interim agreements. The networks have, in essence, gotten together and decided not to compete, by deciding not to buy the programs from companies that have signed the contracts. That is the point of contention. It is our feeling that the alliance has gone beyond the permissible boundaries in a labor dispute, by imposing a secondary boycott of product."

The guild is seeking, through the suit, a court declaration that the

defendants have indeed violated the federal antitrust statutes, and an injunction prohibiting further violations.

"The [guild's] suit has absolutely no basis or merit," said Herb Steinberg, spokesman for the AMPTP. "It does nothing but divert attention from the fact that the guild wants more money than any other guild. They should be directing their efforts to working out a settlement of those issues that are prolonging the strike."

The action comes on the heels of alliance and network reaction to the interim contracts ratified by guild members on July 6. All three networks responded to the interim contracts in kind, stating that the contracts would only prolong the strike, and that the remaining strike issues could have serious ramifications for the long-term



CBS's 'Smothers Brothers Comedy Hour'



NBC's 'The Hardy Boys'



ABC's 'Who's the Boss?'

health of the television industry. The networks also said that they would not enter into agreements with companies that have signed interim contracts with the guild. The interim contracts or "favored nations" contracts allow the signees to amend the contracts to reflect agreements reached by the two sides when the strike is concluded.

At least for one segment of the television industry, it's business as usual, as advertising agencies continue to negotiate for and purchase upfront network spots for the fall. The placement of interim network schedules has had little if any impact on the agencies' buying of time, because the agencies buy time according to network audience level guarantees, regardless of whether the networks offer original programming. Network CPM increases are expected for the fall, due to declining audience levels and high advertiser demand.

"It's business as usual for us, but nobody is very happy about it," said Mel Connor, senior vice president, Saatchi & Saatchi-DFS-Compton. "We're still buying according to audience projections, and we'll still get audience guarantees, but we're not happy about it because the majority of our business is network TV and we don't like to see the networks going into the fall season without the hoopla that the new shows bring," said Connor. "Usually the fall season with the new schedule brings viewers back to the networks after the summer, rekindling the viewers' interest in the networks," he said.

"For us, the strike has just delayed the negotiation process," said Richard Kostyra, executive vice president, media services, J. Walter Thompson. "We're still buying the time as normal, when they decide what is being scheduled, then we will negotiate again," he said. "We're buying according to projected audience levels," said Kostyra, "and actually, the situation is very similar to the January negotiations, when we buy time for the second half of the season, knowing that some of the shows launched in the fall will be dumped

Some syndicated programs on schedule, despite strike

While the writers' strike, now into its fifth month, continues to block most prime time network production, many new and returning first-run syndication shows have gone or will go into production on time and be ready for the start of the fall season. Several factors are at work on the syndication side, including the fact that several popular first-run formats are not script driven, such as game shows, reality programs and magazine shows. Comedies and dramas, which depend very much on scripts, are on shakier ground, but a number of producers of such programs last week said their programs would proceed on time, despite the strike.

One popular first-run program that will be delayed is Paramount's *Star Trek: The Next Generation*, a victim of the strike. But a spokeswoman said Paramount's other first-run shows would be ready on time for early fall debut, including the new companion program to *Star Trek*, *War of the Worlds*, and the new game show, *Wipe Out*. Returning programs including the late-night, weekly half-hour, *Friday the 13th*, and *Entertainment Tonight* and *Entertainment This Week*, will not be delayed by the strike, she said.

When asked how the studio was able to produce the scripted *War of the Worlds* and *Friday the 13th*, but not *Star Trek*, the spokeswoman said, "I'm not sure, but they are done." The company also has in production a two-hour, made-for-TV movie, *Brady Christmas*.

At Lorimar Telepictures, the company announced that *Fun House*, a new children's game show it will distribute next season (produced by Fun House Productions), started production last week and will debut Sept. 5. There was no word on the status of the first-run programs that Lorimar will produce in house, including the new *Family Medical Center*, *Superior Court*, *People's Court*, *Nightmare on Elm Street*, *Freddy's Nightmare* and comedies such as *She's the Sheriff*, *Mama's Family* and *It's a*

Living.

However, a Lorimar Telepictures official said last week: "We are bringing back our executive producers and telling them they are expected to produce their shows by whatever means possible." The official said that holds true for all of the company's programs, both first-run syndication and network.

At MCA, production on four first-run comedies will proceed unhampered by the strike. They are *The Munsters Today*, *My Secret Identity*, *Charles In Charge* and *Out of This World*. The company has decided not to debut any first-run product until the week of Oct. 8, to avoid the summer Olympics coverage on NBC, an MCA official said.

Program producers last week were reluctant to say exactly how it is that script-driven programs can go into production during the strike. But a source at one company acknowledged that in some cases, the talents of non-union writers are being engaged. In other cases, old scripts are being reworked, the source said.

Among the other new and returning first-run syndication programs that their distributors say will be ready for September airing are the following: *Dr. Fad* (Fox/Lorber syndication); *Jeopardy*, *Wheel of Fortune* and *Oprah Winfrey* (King World); *The Judge* and *The Great Escape* (Genesis Entertainment); *One on One* with Jim Lampley (GGP Sports); *Starting From Scratch* (Worldvision); *Divorce Court* (Blair Entertainment); *Donahue* (Multimedia); *USA Today: The Television Program* (GTG East); *Body by Jake* (Samuel Goldwyn Television); *Relatively Speaking* (Select Media); *On Trial* (Republic); *Public People*, *Private Lives* (Orbis); *Triple Threat* (Teletrib); *Geraldo* (Tribune); *Family Feud* (LBS); *Live with Regis and Kathie Lee and Win, Lose or Draw* (Buena Vista); *Star Search* (TPE); *A Current Affair* (Twentieth Century Fox), and *Superboy*, *DoubleDare* and *Finder Keepers* (Viacom).

for mid-season replacements."

Despite the halt in production due to the strike, the networks continue to fill the gaps in the fall schedule where they can. Getting the jump on Brandon Tartikoff, president, NBC Entertainment, and NBC, ABC announced on Tuesday, July 12, that they have signed an agreement with Paramount Television to produce 13 episodes of *Mission: Impossible*. The remake of the CBS series, which ran from 1966-73, will be recast and shot entirely in Australia. Production will begin in September, and the series will begin airing later in the fall. It was Tartikoff originally who said that NBC would fill the prime time void by using scripts from past series to produce new shows, a strategy Tartikoff called "American revivals." ABC also filled 18 hours of prime time space this fall by rescheduling part of the 30-hour mini-series *War and Remembrance*, to run during the November sweeps. Initially, the network had intended to air the entire 30 hours in 1989.

ABC is also reportedly examining the feasibility of stripping comedies for prime time. The series under consideration are *Growing Pains*, *Who's the Boss?*, *Perfect Strangers* and *Head of the Class*. At a June 29 press conference, Tartikoff announced "come hell or high water, there will be original programming on NBC." On Thursday, July 14, Tartikoff made at least some of NBC's plans known, announcing that the network would revive *The Hardy Boys* series. Universal will produce the new hour-long series for NBC, scheduled to air on Sundays, at 8-9 p.m. *The Hardy Boys* will replace *The Magical World of Disney*, a casualty of the strike. The network will, however, receive a number of specials from Disney, including Mickey's 60th birthday special and a remake of Disney's "Pollyanna."

NBC has also finished production on a variety show starring John Byner and Suzette Charles that will be shown in the fall. George Schlatter's *Funny People*, originally slated to premiere on July 27, has just finished taping the first episode. *True to Life*, described as a reality-based magazine format show from Don Ohlmeyer, will also be shown in the fall. NBC is also discussing the possibility of remaking the series *Dr. Kildare*, *The Outer Limits*, *Medical Center*

and *The Thin Man*, with MGM Television producing the remakes.

In a prepared statement, Tartikoff said: "My staff and I have reviewed over 200 submissions in the last few weeks, and have narrowed those choices to about a dozen active contenders for series orders. We hope this strike is settled soon, but we are prepared to announce subsequent program orders as necessary."

CBS also made an announcement last week regarding original programming for the fall, saying they would return *The Smother Brothers Comedy Hour* to the schedule. The network currently has six episodes available for broadcast. Ken Kragen Productions producer of *The Smothers Brothers*, is one of two companies (Ivay Reitman productions is the other) that received a waiver from the guild after the guild failed to properly notify them that a strike had been called. CBS will also be airing *First Impressions* for the fall. Produced by Greif/Dore Productions, the half-hour comedy is slated to debut Sept. 10.

Although CBS may be looking to the news department to develop some prime time ideas to fill the fall schedule, the network has no plans to expand the half-hour *CBS Evening News* to an hour for prime time airing, as has been reported. Sources within the network say that the idea is not even being considered.

The main issues in the strike concern residuals for product distributed in the U.S. and overseas. According to the guild, the alliance is attempting to roll back residual payments for one-hour dramas sold in the U.S., roll-backs that would amount to a \$7-million cut in writers' pay. The guild wants the residuals based on a fixed scale, regardless of the condition of the market for hours. The domestic market is currently soft for that product. The guild also wants the residuals for product sold overseas to be based on a flexible formula tied to sales. The foreign market for hours is currently booming, and the guild feels that the writers should profit along with the producers. "Despite the huge growth that has taken place in the foreign distribution marketplace, writers have been working under the same foreign residual formula for 17 years," a guild spokesman said.

Along with the residual issues, writers also wanted more creative

control, especially with regard to script revision. The two sides have apparently resolved that issue, with writers being given more control, but are standing steadfast in their demands on residuals.

During the week of April 11, the guild ratified the independent contracts for Ivan Reitman Productions and Ken Kragen Productions and began negotiations to ratify independent contracts with producers. The guild was required by the National Labor Relations Board to enter into talks with any company that was willing to bargain in good faith. Talks between the two sides broke off April 18 after only 20 minutes at the table.

During the first week of May, all three networks conceded the strike would delay the fall season. CBS had originally planned to launch the new season on Sept. 5, to get a jump on ABC and NBC. On May 26, members of the guild voted to ratify independent contracts with 73 production companies. The independent contracts signed at that time bound the signees to the terms of the contract.

even if the final settlement of the strike proved more favorable. Carson Productions was one of the 73 companies that signed such an agreement, as did Carsey-Warner, producer of *The Cosby Show*, and Alien Productions, which produces *ALF*. The list of production companies that signed independent contracts eventually grew to 128.

On June 23, after nearly three weeks of marathon negotiations between the two sides, members of the writers guild rejected by a vote of 2,789 to 933 the alliance's latest "final offer." The two sides had nearly resolved the residuals issue, agreeing on a "fixed-flexible" structure in which residuals for syndicated shows would be determined by a formula linked to the license fees billed to stations. However, when it came time to put the compromise down on paper, the two sides could not agree on the duration of the structure.

On July 7, the guild overwhelmingly ratified the new interim contracts that are the focus of their current antitrust suit. □

MGM/UA divides in two

Nearly \$400 million will be raised as part of split, with Barris's Sugarman providing 25%; present TV and movie slate will be under MGM; current debt and United Artists film library will fall under UA

MGM and United Artists are going to separate. MGM/UA said last week that henceforth there will be two companies with separate management and separately traded securities. The announcement is part of a reorganization that is both a capital infusion and a continued rejuggling of assets by Kirk Kerkorian that few understand.

Close to \$400 million will be raised, with

officer. Both Guber and Peters are associates of Sugarman and Barris and will own 25% of MGM, with an option to buy more. The majority of MGM will still be owned by Tracinda, Kerkorian's investment company. All of MGM/UA's current TV production will go over to MGM, as will the current slate of movies being produced by that studio. Barris and Tracinda will name an equal number of directors to the MGM board.

What remains of the company, including MGM/UA's debt, and the United Artists film library (MGM's was sold to Ted Turner) will stay with the United Artists half of the company. The two new separate entities will have equal ownership of the television and theatrical distribution operations. There was no word on how profits from distribution would be split between the two studios.

Of the proceeds, roughly 40% would be injected as new capital into a debt-free MGM. The remainder would be used by United Artists, mostly to retire its bank debt.

The company had been trying to expand its bank credit "facility" for at least several months as its need for capital grew with an expanding production schedule. On the theatrical side, Dennis McAlpine, a securities analyst for Oppenheimer & Co., said the company introduced 11 movies in fiscal 1987, 14 in the current fiscal year, and were planning more for next year. "Their ultimate objective was to get up to 20-plus movies a year between the two operations," Hal Vogel of Merrill Lynch agreed that the company was in need of more money: "It is clear that they were bumping up against a capital constraint."

Although one recent film, "Moonstruck," had done well at the box office, most of its theatrical slate had not. Furthermore, because the studios were just starting up, MGM/UA was just beginning to get films into the home video and foreign theatrical markets, and many of the rights to those markets had been optioned off to other companies, such as Warner.

On the television side, MGM continues to be represented on network schedules, and this season has four prime time shows: *thirtysomething*, *Knightwatch*, *Baby Boom*, and *In the Heat of the Night*. But the networks have also canceled some MGM shows, and the newer product has yet to hit

the syndication market. Meanwhile, the new shows need financing to cover deficit production.

Money is something that Barris Industries has, mostly generated from the licensing of games shows. At its fiscal year-end, May 31, the company had just over \$100 million in cash and marketable securities, much of the latter possibly still representing Sugarman's investment in Media General. The Hollywood-based investor/producer recently lost a proxy fight, part of a larger attempt to break-up Media General. Sugarman was unavailable for comment, and it was not known whether he would liquidate his posi-



25% of it coming from Barris Industries Chairman Burt Sugarman, and more than half of it coming from Kerkorian, who, as majority owner, has long determined MGM/UA's fate. The studio's current public shareholders will be asked to come up with the rest, roughly \$70 million.

As of last week, no outside observer could be found who had a good idea of what the news meant for current management, such as MGM/UA Chairman Lee Rich, or even for the future of either studio. In last Monday's press release, Stephen Silbert, the company's president, and by some accounts the architect of the announced plan, said: "In addition, we are still considering further transactions which, if they come to fruition, could result in MGM/UA's stockholders being offered the opportunity to dispose of all or part of their shares."

The mechanics of the plan as announced are that MGM/UA will offer existing shareholders the right to purchase shares of a new company, MGM, which will be headed by Peter Guber, to be named chairman and chief executive officer, and Jon Peters, who will become president and chief operating



United Artists

tion to help finance his investment in MGM.

Stock market reaction to the plan was not very positive, and in the two days following the announcement shares of MGM/UA fell \$2 to \$13, although on Thursday it rebounded to 14½. For most of the past couple of months, the stock had been trading at near \$16, a price, it is believed, was supported by speculation about a sale of the whole company to an outside party. That sale, which included such rumored buyers as N.V. Phillips or Sony, never materialized, and two weeks ago the company first gave an indication that a dismemberment of the combined studios was under consideration. A foreign buyer for United Artists is still a possibility, since plans for that studio are believed to be in transition.

David Gerber, head of MGM/UA Television Productions, said that he had talked with the new MGM investors and that they had "given me a mandate to continue what I'm doing." The confusion caused by the corporate realignment, he added, was eased because production has slowed down due to the writers' strike. □

TV station sales: the list grows longer

High debts and sluggish ad sales are forcing many stations to the block; brokers see boom growing

Whither goest the TV station trading market? The word last week that George Gillett was shopping some of his properties sent a shiver of concern down the collective backs of TV station owners, who are worried that the seemingly endless appreciation of their properties may be ending. Station brokers and investment bankers are in fact looking for a boom in TV station sales, especially network affiliates, pointing to the large number of stations currently on the block. But the good news, the traders say, is that there are more than enough buyers to go around, so those who were concerned that they missed high-profit selling opportunities to an increasingly bull trading market can remain calm.

Part of the concern centers around the moribund state of TV trading since the stock market crash. One investment banker pointed to the fact that, until the spring of this year there had been no TV sales over \$6 million since last year's sale of two Harte-Hanks TV's to Gannett for \$155 million ("Changing Hands," Dec. 7, 1987). That slowdown has kept station prices artificially high, said investment bankers, because so few quality stations come up for sale. So far this year, there have been 19 TV sales involving 23 stations, amounting to \$364,628,350. Of those sales only three occurred before March, accounting for only \$4 million (two of those sales were for about \$500,000).

With no sales at all in February, activity only began to pick up in mid-March, with three sales totaling \$26,658,350. In April there were two sales totaling \$55,500,000, and in May there were nine sales totaling \$203,250,000. Last month Broad Street Communications bought two stations from Woods Communications Group for \$74.1 million. Most surprisingly, with network affiliates being a rare commodity on the market, 16 out of those 23 stations were ABC, NBC or CBS affiliates and two were Fox affiliates.

Why the turnaround in sales? Brokers and investment bankers feel that many of the highly leveraged deals of the last five years—and the high debt service they require—are running into a slowdown in advertising revenues. Steve Rattner, a managing director with Morgan Stanley, said, "TV stations have been selling at multiples of 12 to 16 times cash flow for the last three years. That presupposes double digit increases in cash flow to meet debt service, and that can't be sustained forever." That has brought many owners to the realization that while they are still not in a state of urgency, it may soon be time to peddle or perish.

Another factor that has contributed to the anxiety is a disappointing year for sales growth. Experts point out that 1988 ad sales had not lived up to the expectations TV owners had for an election and Olympics

year. "TV ad sales, as a whole, have not seen the growth in sales that everyone expected for a quadrennial year like 1988," said broker Larry Wood of Wood & Co, Cincinnati. "It has not turned out to be a great year ad-wise," agreed Rattner. "Relative to other years, it's not nearly the same."

Rattner, for one, pointed to a more ominous prospect for the slowdown. "It's unavoidable," said Rattner. "The economies have changed and it's unlikely that property values will grow at the same rate. And there is one change that can be summed up in one word: cable." Rattner pointed to the decline in network share over the last five years. "It's a fundamental change that cuts into

TV sales this year

23 sales—\$364,628,350

Month	Number	Amount
January	3	\$4,020,000
February	0	0
March	3	\$26,658,350
April	5	\$55,500,000
May	10	\$203,250,000
June	2	\$74,100,000

network revenue," said Rattner. "It's going to be a different business in the future. The networks are just going to have to adjust to stable or declining revenue, but that doesn't mean there still won't be lots of business. It will just be a different business." That concern is at the root of much of the nervousness among station owners. Some fear inevitable decline, and many think this may be the last chance to sell before prices begin to flatten.

Greg Siebert, a managing director of Bear Stearns, agreed that many stations are coming up for sale, but was more optimistic about the reasons for the sales. "I don't see a lot of desperation out there," he said. "Many people see...an opportunity to obtain good prices and pay down debt. After five years of good times, there is a certain amount of uncertainty, but there are also a lot of buyers. It will be interesting to see if the old line broadcasters or the highly leveraged players will do most of the buying." Siebert said he expected to see many industry players back for acquisitions.

Telemundo, for instance, is selling WKAQ-TV Puerto Rico, which Siebert said was an example of a buyer prudently picking the time to sell a property that doesn't quite fit a portfolio and using the proceeds to buy down debt.

Aside from Telemundo and Gillett, several other properties are up for sale. TVX Broadcast Group recently filed a reorganization plan that may place much of the group on the block (BROADCASTING, May 30). TV Station Partners is also selling its stations (Closed Circuit, July 4), and Outlet Communications may be selling several of its properties (see story, page 64). Viacom put its WVTM-TV Hartford, Conn., up for sale this week (see "In Brief"), and Smith Broadcasting just announced the purchase of

KWCH(TV) Wichita, Kan., from the Beach-Schmidt Group for \$45 million in a deal handled by Chapman Associates. Last Friday (July 15), Adams Communications announced that it had reached agreement to sell WKEF(TV) Dayton to KT Communications, a new group, for \$71.5 million.

According to brokers, the next few months should see even more TV sales coming. Charles Giddens, broker with Media Venture Partners in Washington, expects a very large influx of properties within the next few months. "The market has been higher than a kite for a long time and people are wondering if it's at its peak, and that will draw some sales," said Giddens. "TV has been slow until recently, but it's going to get real interesting real soon. There will be a lot happening."

While this boom has been coming since mid-May, the offerings of the Gillett properties has caught the industry's eye, because the properties are so valuable. Estimates for Gillett's Detroit and San Diego properties fall at about \$400-\$450 million (with some estimates as high as \$550 million), and the asking price for WMAR(TV) Baltimore is said to be between \$280 and \$300 million. There are estimates that all the properties Gillett is offering could bring as much as \$1 billion.

Though debt repayment is the most logical reason for Gillett's sales, there are persistent reports that Gillett has higher ambitions than station group ownership. With a distinct feeling of *deja vu*, insiders report that the money is needed for a venture of a wholly different kind. They say Gillett has discussed the possibility of acquiring CBS through a proxy fight. □

FCC to approve settlement transferring KHJ-TV to Disney

Action would put end to 23-year comparative renewal case before commission decides whether RKO is fit broadcast licensee

At a closed-door meeting this Wednesday (July 20), the FCC is expected to approve a settlement in the 23-year-old comparative renewal case involving RKO General's KHJ-TV Los Angeles that will net RKO \$219 million and put the independent station in the hands of Walt Disney Co. If so, the decision will come in spite of the finding by an FCC administrative law judge a year ago that RKO was unfit to be a broadcast licensee.

Under terms of the settlement, which has been pending at the FCC since the spring of 1987, Disney will pay \$324 million for the station, with \$219 million going to RKO

and \$105 million going to Fidelity Television, the group that challenged the station's license renewal in 1965.

Frank Mullin, an attorney for Fidelity, said he was "optimistic" the FCC would approve the deal. The FCC "would not take it up just to disapprove it," he said.

The FCC is also expected to approve a similar three-way settlement of a comparative renewal proceeding involving WHBQ(AM) Memphis. The stakes in that deal are much smaller. George S. Flinn of Memphis is paying \$750,000 for the station; \$250,000 is going to RKO; the balance, to First City Communications Inc., the competing applicant.

Still uncertain is the fate of RKO's 12 other stations, all of which have attracted competing applicants over the years. RKO has reached settlements with the parties involved with WGMS-AM-FM Washington and WRKO(AM)-WROR(FM) Boston, but, for some reason, the FCC has decided not to consider them this week. Because the RKO case is an adjudicatory matter, FCC officials are being particularly tight lipped. But one official indicated that Boston was not included because the settlement agreement was filed just last week.

ALJ Edward Kuhlmann ruled last August that the RKO General was unfit to be a licensee for violations of the FCC rules, including fraudulent billing and misrepresentation.

(BROADCASTING, Aug. 17, 1987). RKO appealed the ruling to the full commission, which held an oral hearing last April (BROADCASTING, May 2).

The FCC has long favored settlements as a way of finally resolving the RKO case, but for the past year the legal question has been how the FCC could approve them in light of Judge Kuhlmann's decision.

Dan Marcus, an attorney for RKO, said the settlements are not inextricably linked to the Kuhlmann's decision. "You can approve them without resolution of RKO's qualifications," he said.

In an FCC filing in support of the KHJ-TV settlement, Fidelity and RKO argued that the deal is consistent with the statutory standards for comparative renewal settlements and in the public interest. "It would bring an end to one of the longest contested license renewal proceedings in commission history and place [KHJ-TV] in the hands of a Los Angeles-based, universally known company with a distinguished history of providing education and entertainment to the American people."

Robert Thompson, who represents Future Broadcasting, a competing applicant for RKO's KRTH-AM-FM Los Angeles, said the FCC may not be ready to rule on the Kuhlmann decision, but may have already concluded that RKO's "alleged misconduct" is not serious enough to warrant disapproving

the settlements. If that is the case, he said, it does not make sense to delay action on the settlements.

At Wednesday's open meeting, the FCC is expected to ask for additional comments on its inquiry into whether Congress should drop its ban against telephone companies owning cable systems in their telephone service areas.

The commission is also expected to initiate a proceeding to make conversion to the National Radio Systems Committee (NRSC) audio standard mandatory for all AM stations. The aim of the standard is to eliminate adjacent channel interference by limiting bandwidth of AM transmissions to 10 khz, and, thereby, encourage AM radio manufacturers to produce radios with higher fidelity. The response of most AM radios today is less than 5 khz.

The National Association of Broadcasters petitioned the FCC last year to make the audio standards mandatory and broadcasters have filed comments in support of the proposal. In the same proceeding, the FCC will consider elimination of some restrictions in present AM contour rules.

The creation of a new FM class C3 will be considered in a separate, unrelated item. C3 stations would have the same power and maximum height above average terrain as class B stations (25 kw and 328 ft.), but would be limited to the northeast U.S. □

Settlement reached in WBBM-TV Chicago challenge

Judge denies most of challenger's discovery requests; principal says career obligations forced withdrawal; CBS pays Center City's legal expenses

Last month, CBS decisively won the first major battle: last week, it won the war. Lawyers for CBS O&O WBBM-TV Chicago and Center City Communications—the competing applicant in the station's comparative renewal hearing—reached a settlement agreement effectively ending the case. CBS paid only Center City's legal expenses of \$187,500 and Center City dismissed its application. Had the challenge been successful, Center City would have won the license of a television station valued between \$500 million to \$600 million.

The settlement comes on the heels of an order by FCC Administrative Law Judge Joseph Stirmer, denying almost all of Center City's discovery requests. Those requests sought to challenge CBS President and Chief Executive Officer Laurence Tisch's ascent to the CBS presidency, contending that Tisch had assumed control without FCC consent.

Center City's attorney, Lewis Cohen of Cohen & Berfield, Washington, said that the settlement was not in response to the judge's ruling, but because of changes in the career of the challenger's general partner and 4% owner, Brenda Minor. "This had nothing to do with Judge Stirmer's ruling," said Cohen. "It was purely coincidental."

Said Minor: "My life has changed dramatically since the time of the filing. The new firm I work for has created much more

demands on my time." Minor, an attorney, joined the firm of Jones, Ware & Grenard, Chicago, shortly before the WBBM-TV challenge. Cohen also said that the settlement was "purely for legal expenses. It's a reasonable number for our out-of-pocket expenses."

CBS's attorney, Timothy Dyk of Wilmer, Cutler & Pickering, Washington, said, "I'm very pleased with the result. [FCC] Chairman [Dennis] Patrick said in a speech recently that the lawyers for WBBM-TV would be able to put their kids through college on the fees from this case and I'm happy to say it won't be so."

Said CBS Television Stations Division head, Eric Ober: "We're happy to have this matter behind us so WBBM-TV can devote more time to serving its community."

In response to its discovery motions, Center City received a stinging rebuke from Stirmer, who said, "Center City has taken a rather expansive view of what matters are involved in this proceeding and many of its requests seek documents that are irrelevant and not calculated to lead to discovery of admissible evidence under the comparative issue. In some respects, Center City's requests are nothing more than an unbridled fishing expedition."

A majority of Center City's 36 discovery motions were related to the alleged transfer of control of CBS. Stirmer allowed the first two requests for CBS by-laws and ownership reports, but dismissed the remaining 23 stating: "The presiding judge will not permit this proceeding to be used as a vehicle to launch a collateral attack on the commis-

sion's earlier determination."

Center City's next group of requests asked for all documents which related to CBS's plans for future acquisitions, all records of locally produced public affairs programs, pre-emptions of CBS programming by WBBM-TV and all requests for time from political candidates. Stirmer dismissed those as "too broad and irrelevant."

Most of the remaining requests asked for all WBBM-TV employment reports, all discrimination complaints, all documents relating to the Operation PUSH protest of WBBM-TV, all documents or memoranda referring to violations of the Communications Act and any investigations into those complaints.

Said Stirmer: "Center City is of the view that under the rubric of renewal expectancy, it is entitled to engage under discovery in a freewheeling fishing expedition into each and every aspect of WBBM-TV's operations." He concluded by saying: "Such broad, non-specific and sweeping requests are clearly improper."

Under terms of the settlement, principals from Center City are prohibited from filing any competing applications against any CBS properties for five years.

Communications lawyers saw the settlement as a clear victory for CBS. Nat Emmons, of Mullin Rhyne Emmons & Topel, Washington, who is currently involved with a comparative renewal hearing for Metroplex Communications's WHYI(FM) Fort Lauderdale, Fla. (which is being challenged by another Lew Cohen client) said the settlement agreement was "definitely a very substantial victory for CBS." He added: "The

judge's decision [to throw out most of Center City's discovery motions] undercut the basis for the challenge, leaving the challenger with nothing to go on."

Although CBS paid Center City's legal expenses, Emmons said that such an agreement was not unusual. "I suppose CBS felt it was worth the money to get rid of the nuisance value," said Emmons, adding that, "prosecuting the case through a hearing would probably have greatly exceeded the cost of settlement."

The decision in the WBBM case has already had a definite effect on the Metroplex case. Emmons said that last week the presiding judge in that case, ALJ Thomas Fitzpatrick, called and said he would like the attorneys to meet and discuss the possibility of striking a similar agreement. Emmons said the lawyers will meet on Wednesday (July 20).

Emmons explained that he expected

Judge Stirmer's decision to have far-reaching effects on the comparative renewal process. "Judge Fitzpatrick granted a similar discovery ruling in the Metroplex case," said Emmons. "The question centers on whether a challenger should be granted discovery to find out if a licensee has violated FCC rules without a showing of violations. Lawyers have always had to make a threshold, prima facie showing of violation." Emmons said the CBS case is only the second time a judge has had to make such a decision, with the Metroplex case being the first. "The judges made different decisions on similar cases," said Emmons, "and either interpretation is valid. The rules are unclear, and the FCC will have to make a determination."

Critics of the comparative renewal process, while heartened by the settlement, were skeptical about any change it would cause in the comparative renewal process. "I

think the facts are a little too specific to this case to say it will have a broad effect on comparative renewals," said David Tillotson of Arent Fox Kintner Plotkin & Kahr, Washington. "I think the commission need to get back to the good old days where expenses were not reimbursable," he said. "A challenger should be willing to take risk. After all, they are going after a very valuable property and stand to gain if they win. Comparative renewals should be treated as any other capital venture," he said, adding: "The current process invites extortion."

The commission may be in agreement. It has recently launched a combined inquiry and rulemaking into the comparative renewal process (BROADCASTING, July 27). All the commissioners "agree that comparative renewal is in substantial need of reform," said Chairman Patrick at the time. Comments are currently being sought on the reforms. □

Republicans prime for grand ole party in New Orleans

As Democrats convene in Atlanta, opposition begins planning for party summit in Superdome

The opening gavel of the first session of the Democratic national convention in Atlanta has yet to fall. But Republican forces are already moving into the Superdome in New Orleans to make it ready for the four-day convention beginning on Aug. 15. And while the media will descend on New Orleans, as they have on Atlanta, the Republicans will take care of those unable to attend through its "RNC Network": It will offer satellite feeds of convention proceedings, gavel to gavel, to radio and television stations and cable television systems around the country, at no cost. And the Republicans will provide simultaneous translation of those proceedings into Spanish. Closed captioning for the hearing impaired will also be available.

The service is an example of how the technology available to the parties in promoting their conventions waxes as their excitement quotient wanes.

The Democrats are offering a similar service during their convention—46 hours of live interviews with key Democratic leaders and office holders, taped reports of various events and live coverage of convention proceedings (BROADCASTING, July 4). But the RNC Network, which will operate out of a mobile unit and cover the six convention sessions—two during the day (Monday and Tuesday) and four in prime time—with 10 cameras, will offer no editorial comment or judgment. "This permits the stations and systems to pick and choose what they will use," said Mark Goode, who is program producer for the convention. The coverage, he said, "will be completely objective." The RNC Network will be available on Westar IV, transponder 10x, downlink frequency 4100, channel 20; audio channels: English—6.8 mhz, Spanish—6.2 mhz.

Goode, who heads MGE, a Washington

production firm, will also oversee the operation of a service providing feeds through audio and video distribution amplifiers for organizations with an on-site presence at the Superdome. The service, a repeat of one offered at the 1984 convention in Dallas, will also be offered at no cost. For information regarding the satellite and on-site services, call Kim Anschultz at (202) 466-2616 or Lisa Britton at (504) 762-1600.



Like the Democrats, the Republicans will not be able to entice television viewers with the prospect of an exciting convention. Vice President George Bush stands unopposed for the nomination. And Bush's choice of a vice presidential running mate is likely to be known before Republicans head for New Orleans. Indeed, considering the Jesse Jackson problem the Democrats confront, the prospects of excitement in the Superdome seem even dimmer than in the Omni Coliseum. But the RNC convention planners will offer President Reagan as a speaker on the first night of the convention. And while the Democrats appear determined to emphasize political business over show business, Goode indicated the Republicans are not afraid of having some fun.

Goode said there would be some "surprises." And while he declined to elaborate, he said, "We'll have a couple of things to liven things up a couple of nights. You can't take all the fun out." Of course, he said, the Republicans will try to hold such frivolity

"to a minimum, and concentrate on substance, and get our message across, and let the country know what the Republican party and candidate stand for. On the other hand, little lively fun helps to keep people's attention. You can't have an endless parade of speeches without let up."

The convention planners, in breaking away from "an endless parade of speeches," may present broadcasters with a problem similar to that with which the Republican confronted them in Dallas in 1984, when it ran an 18-minute film on President Reagan. It was lovingly done and packed an emotional wallop. But was it news? CBS and ABC decided against carrying it in their coverage; NBC executives felt it lacked news value, too, but carried it anyway. Roger Ailes, who handled advertising for Bush during his campaign for the nomination, is producing a biographical film on the Vice President. It is expected to be part of the convention schedule, as well as to be cannibalized for commercials to run in the fall campaign.

One advantage the Republicans will have over the Democrats will be in the comfort index. The Democrats will be lucky to find 11,000 seats in the Omni, a basketball arena. The Superdome can accommodate upwards of 70,000 for a football game, but the Republicans will screen off a large section and make do with about 30,000 seats. Six large screens distributed through the hall and fed by three projectors will make it easy for the 4,554 delegates and alternates as well as guests, media types and all of the other bodies that show up at conventions to follow events on the podium.

But there is one constraint the Republicans will share with the Democrats. Good said the organizers have been made aware that network affiliates will start drifting away from the networks' convention coverage at 11 p.m. NYT time and switching to their local news. Said Goode: "We'll try to keep the sessions on time." □

The Fundamentals

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A movie poster for the television series "Friday the 13th: The Series". The background is a dark, starry night sky with a bright blue lightning bolt in the upper left. A large, grey, rectangular stone marker, resembling a tombstone, is positioned in the lower-left foreground. The words "FRIDAY THE 13TH" are carved in large, bold, black letters into the stone. To the right of the stone, a bright red and orange comet streaks across the sky, leaving a trail of light. The overall mood is mysterious and ominous.

FRIDAY THE 13TH

THE
SERIES

Source: NSS Pocketpiece May '88.
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IT'S LIKE DYING AND GOING TO HEAVEN.

With FRIDAY THE 13TH ranked #2 among all weekly syndicated shows and STAR TREK: THE NEXT GENERATION still #1 in virtually all key demos, some might say our ratings are to die for. Then again, others might call them pure heaven. Well at Paramount, we agree. We think they're both.





PHOTO BY WALLY McNAMEE

Unconventional Television

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DOMESTIC SATELLITES

Dawning of a new generation



Vast majority of birds now in orbit will reach end of life in mid-1990's; operators and programmers have begun to design their replacements

It's crunch time for the television networks—broadcast and cable—and the operators of domestic communications satellites. “The next generation of satellite decisions are being made right now,” said GE Americom President Kevin Sharer.

Over the next 18 months or so, dozens of networks will evaluate countless technical and economic variables and choose satellites for the distribution of their programming to television stations or cable systems. Those decisions will determine the shape of satellite communication into the next century.

At this point, the broadcast networks are out ahead of their cable counterparts. The Public Broadcasting Service and National Public Radio, which became the first broadcast networks to make the move to satellite in the late 1970's, have already received detailed bids from satellite carriers for replacement systems, and expect to make some decision by the end of the year. CBS asked for bids last month, and ABC is talking to satellite carriers. They anticipate signing contracts within a year.

The activity is being precipitated by the

aging of the current generation of satellites. Assuming lifespans of no more than 10 years, 23 of 28 satellites will reach the ends of their useful lives by the end 1995, taking 390 C-band transponders and 90 Ku-band transponders out of commission. By the end of 1993, nine birds—those carrying the vast majority of network and cable programming on 216 C-band transponders—will be out of commission.

Programmers venturing out into the market will find that it has changed. Satellite capacity will be more expensive. The costs of building, insuring and launching satellites have risen sharply over the past few years. What's more, satellite carriers are insisting on upfront commitments before they build and launch satellites. They are no longer willing to put up satellites on speculation as they have in the past. Speculation based on serious misjudgments about demand particularly from the telephone industry have caused all the carriers some degree of financial pain.

It now costs half a billion dollars to build three satellites and put two of them in orbit. The unwillingness of carriers to bear the risk alone is borne out by the fact that despite the unquestionable demand from the television industry, only one satellite, GE Americom's and Home Box Office's Satcom K-3, is now under construction. GE Americom and Hughes

Communications each have a C-band satellite on the ground, but both were ordered years ago. And, according to sources, even they will not be launched before they have customers.

While selling cable programmers capacity on the next generation of C-band satellites for distribution to cable systems, GE Americom and Hughes are also trying to convince their customers to become part of their still amorphous plans to create a Ku-band satellite broadcasting service in the United States. Such a service will reach homes equipped with dishes no larger than one meter in diameter.

Although most of the broadcast and cable networks are committed to C-band for the next generation, there will still be a growing role for Ku-band satellites. They have proved their value in bringing back remote feeds on short notice for news and sports, and they have helped spawn a multitude of private satellite business networks for data, voice and video.

The market activity in the coming years will change the face of the satellite communications business in the U.S. Indeed, a shakeout that some believe could reduce the number of carrier to just two or three is already underway.

Television programmers, which gobbled up transponders at the rate of one per television channel, have turned out to be the domestic



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CBS-TV, ABC-TV and PBS will make decisions by mid-1989; Cap Cities may fly network, ESPN and other cable service together; possible partnerships with operators

CBS and ABC will decide by mid-1989 where to take their satellite business through the end of the century, spokesmen for both networks said last week. After issuing a formal request for price quotations in late June, CBS expects responses from satellite operators within six weeks. ABC is conducting the same kind of inquiry in a less formal fashion. Both are among the largest individual satellite customers. CBS currently utilizes 10 C-band and one Ku-band transponders (nine C-band on Telstars 301 and 302; one C-band on Westar V and one Ku-band on GTE Spacenet's GStar II). ABC now uses seven C-band transponders (on Telstars 301 and 302) and three Ku-band transponders (on GTE's GStar and Spacenet birds).

Telecommunications directors at both networks said that, though they expect no radical changes in the amount or type of capacity they use, some expansion of capacity in both C-band and Ku-band is likely. Both also said that renewal with their current carriers is anything but automatic.

ABC's and CBS's efforts are driven by the fact that the satellites they currently use for distribution—AT&T's Telstar 301 and Telstar 302—are due to reach the ends of their useful lives between 1993 and 1995. The life of a satellite is determined principally by the amount of station-keeping fuel it has left. Once the fuel is gone, the satellite operator can no longer keep the satellite at a "fixed" position on the horizon, making it unusable for conventional satellite communications.

NBC, which leases eight Ku-band and two C-band transponders on co-owned GE's Satcom K-1 and F-1 birds, will need replacement capacity two years later than the other networks.

(Both CBS and ABC said that, despite their participation in an affiliate distribution 'fiber trial' to be conducted by Bellcore next summer, network needs for satellite capacity are assured through the end of the century. Fiber has made inroads into satellite's point-to-point traffic market. But David White, CBS's telecommunications director, and Brent Stranathan, telecommunications director for ABC, said that fiber's current inability to handle multiple feeds—distribution of several regular distribution feeds for airing and for taping, seven or eight regional sports feeds, several regional advertising feeds and incoming news and sports events feeds—make fiber infeasible in the near future.)

Despite the current environment of converging power among fewer satellite operators, the networks want to maximize their options. "We'd like to believe competition fosters lower prices," said Stranathan, con-

firmed that the network has had "sit-down meetings with all of the operators, on the executive and working levels."

Because of higher construction and launch costs, and because of a history of satellite capacity oversupply, operators are vowing an end to launches on speculation. Said GTE Spacenet president, Jerry Whalen: "We won't be launching capacity that is



White



Savatiel

not identified for particular users," a position echoed by other operators. "It would be nice to go back to the old days," said Stranathan, when programmers could shop for capacity already in orbit. But "the reality is that there will need to be more precommitments."

"A whole array of financial arrangements, including partnerships, is possible. No carrier will be interested in a third or half of the life-of-the-bird commitment. We're probably saying we want to protect ourselves until the year 2000." That situation is not without advantages. In addition to more lowest-bid potential, Stranathan said, "this time we'll be more involved in the design and economics."

ABC's parent company, Capital Cities/ABC, is "looking at eventually aggregating all our services [cable and broadcast] on one [satellite] system," including ESPN. "GE

and Hughes are probably in a better position, having a leg up in cable," he said. "Certainly AT&T will be considered. The fact they've been good to us helps. We're happy, but economics and technical features will determine the outcome of the process."

Stranathan said ABC may order several transponders beyond what it needs for distribution so that it will have occasional tin available for bringing in special event news and sports programming. "There is a chance that the cost of carrying unused tin on a full-time transponder will be balanced by the need to have it in hand in a tight market."

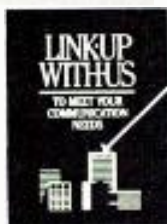
CBS's White concurred. Extra leases may have to be looked at, he said, not only because of their potential cost, but because the operators might not even launch enough capacity, over and above precommitted transponders, to go around. White disagreed, however, with the idea that precommitment will mean long-term contracts only, arguing that "life-of-the-bird is no longer as limiting a condition," because the new birds will last 12 to 16 years, too long a commitment to make, he said. "We don't want to contract ourselves out of the next technology."

PBS and NPR use four C-band transponders on Western Union's Westar IV satellite due to go out of service in 1991. Having received proposals earlier this year from GE, GTE Spacenet, Western Union and Hughes (Hughes resubmitted a combined proposal last month after finalizing a deal with Western Union), PBS staff will narrow its picks to two or three by late September, said PBS satellite replacement office director, Jackie Weiss. With PBS board approval of final options—"Hypothetically, we might go to one operator to discuss six C-bands, or to another to discuss four C's plus Ku," Weiss said—the last four months will be used to rush toward making "an agreement in principle very early in 1989."

"I would think we'd need more C-band to expand services like National Newsweek, although Ku appears to be preferred for expanded services to schools and state organizations" that are finding it feasible to install the smaller Ku-band dishes on rooftops. Although she said that the prospect of being locked out of satellite advances launched later in the 1990's "is an issue for us, we likely will go with a long-term contract" next year. "That is not to say we won't negotiate options—for example a band jump or the options to add capacity at some specified time."

Current providers usually have a solid leg up in re-signing a current customer. They are known quantities with service track records and an intimate knowledge of the customer's needs. And it is costly for customers to re-point hundreds or thousands of satellite receiving dishes on the ground at a new bird. AT&T holds the advantage with the two networks. Assuming it closes on its purchase of Western Union's satellite facilities, Hughes has the inside track with PBS and NPR.

But an advantage is not a guarantee. ABC and CBS, said Hughes president, Steve Petrucci, "have no a priori reason to stick with



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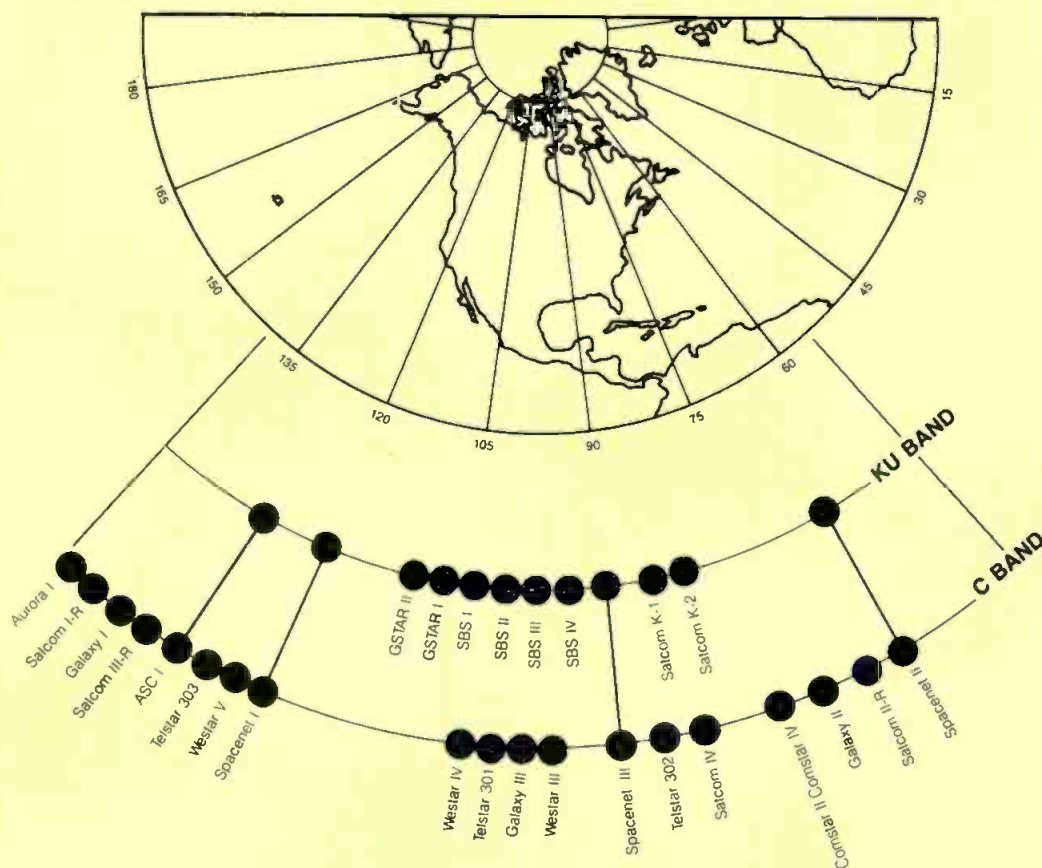
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Carrier Satellite	C-band trans.	Ku-band trans.	Launch date	Orbital slot	Carrier Satellite	C-band trans.	Ku-band trans.	Launch date	Orbital slot
Alascom					GTE Spacenet				
Aurora I*	24	--	Jan. 1982	143	Spacenet I	18	6	May 1984	120
AT&T					Spacenet II	18	6	Nov. 1984	69
Telstar 301	24	--	July 1983	96	Spacenet III	18	6	March 1988	87
Telstar 302	24	--	Sept. 1984	85	GStar I	--	16	May 1985	103
Telstar 303	24	--	June 1985	125	GStar II	--	16	March 1986	105
Comsat					Hughes Communications				
Comstar II	24	--	July 1976	76	Galaxy I	24	--	June 1983	134
Comstar IV	24	--	Feb. 1981	76	Galaxy II	24	--	Sept. 1983	74
SBS I**	--	10	Nov. 1980	99	Galaxy III	24	--	Sept. 1984	93.5
SBS II**	--	10	Sept. 1981	97	IBM				
Contel ASC					SBS IV	10	--	Aug. 1984	91
ASC I	18	6	Aug. 1985	128	MCI				
GE Americom					SBS III	--	10	Nov. 1982	95
Satcom I-R	24	--	April 1983	139	Western Union***				
Satcom II-R	24	--	Sept. 1983	72	Westar III	24	--	Aug. 1979	91
Satcom III-R	24	--	Nov. 1981	131	Westar IV	24	--	Feb. 1982	99
Satcom IV	24	--	Jan. 1982	82	Westar V	24	--	June 1982	122.5
Satcom K-1	--	16	Jan. 1986	85					
Satcom K-2	--	16	Nov. 1985	81					

* Aurora I, originally Satcom V, is owned by Alascom but operated by GE Americom.

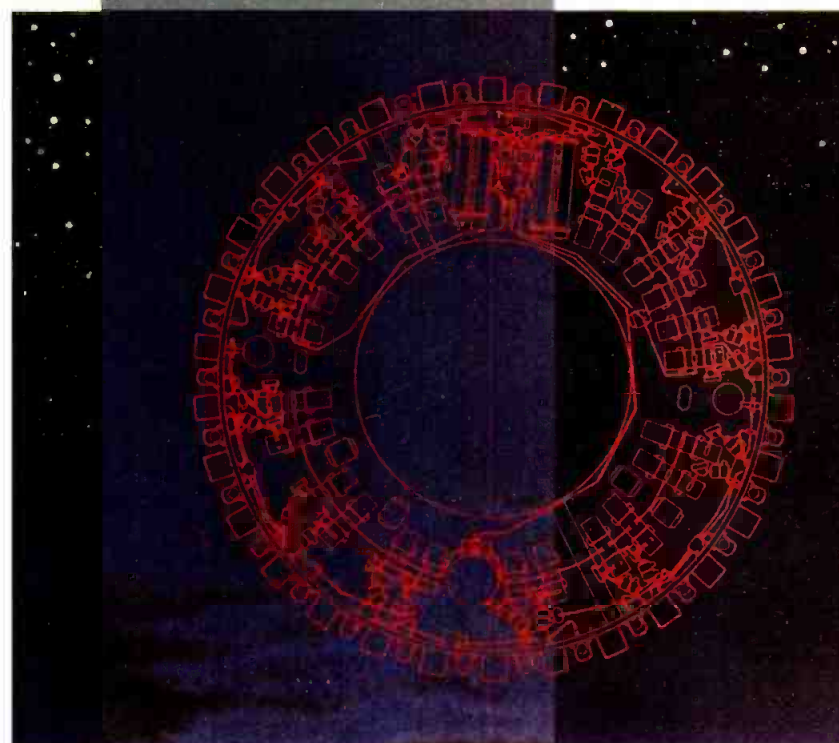
** The sale of SBS I and SBS II to Comsat was approved by FCC this month; they and Comstar birds have run out of fuel and gone into 'north-south drift,' but are being kept in use by Comsat's tracking antenna system. Comstar birds are co-located in same orbital slot. Although each satellite has 24 transponders, only 24 can be used at one time.

*** Western Union awaits FCC approval of Westar system sale to Hughes Communications.



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their present supplier. If AT&T has a satellite up there, I'm sure they would be a prime candidate to get that business, but at the moment AT&T doesn't have license... for a follow-on nor for a hybrid they applied for last year. The other factor about AT&T," he said, "is that the networks are their prime and perhaps only—stretching a point slightly—business, and it's questionable whether that's enough business to warrant a satellite operating company.

"We have enough capacity to offer to the first comer whatever he might want," Petrucci said. "If we were to gain the contracts of the networks, one or both, then that simply might alter the mix that eventually ends up in our satellite family. It just means we wouldn't go after something else. When you're full, you're full."

"Certainly we would value ABC and CBS very dearly," said Karl Savatiel, AT&T director of satellite communications, "and we'll fight like hell to keep them." Highest on the networks' priority list are quality C-band feeds and "security provisions, to eliminate saboteurs... like Captain Midnight" who try to interrupt programming with "maverick video," he said.

But also on the list, as evidenced by the networks' emerging affiliate news services, is the need for Ku-band capacity (see story, page 59). Currently without Ku-band capacity, AT&T seeks to make up that deficit in its proposed launches of Telstar 300 series replacements, Telstar 401 and 402, two hybrid birds that will carry 24 C-band and 24 Ku-band transponders each, said Savatiel. Although 10 applications have been filed for only half a dozen assigned hybrid slots (see chart below), Savatiel said FCC preference for granting Ku-band capacity to those who currently have none will be in AT&T's favor.

AT&T believes the hybrid satellites are just what the networks need. The networks' distribution feeds will remain on C-band, he said, because "it has given them high-quality service, and the reliability is excellent," he said. But having C-band and Ku-band transponders on the same bird will give the networks unparalleled operating flexibility, allowing them to uplink in one band and downlink in the other. It will also allow stations to receive news feeds and the network feed at the same time through one dish. "It gets difficult to coordinate feeds" on a day like Super Tuesday in the presiden-

tial primaries, said Savatiel, "when you have to transverse across the entire arc. When you want [news backhaul] capacity you want it now."

GTE will also compete for that business. After the launch of GStar III in September said GTE president, Jerry Whalen, his firm "will have, I believe, approaching 40% of the Ku-band capacity in the U.S.," due to the emerging business data and video market and to what he described as a "growing Ku-band application" at the networks. "We are the leading provider of satellite news gathering services in the U.S., which is to the broadcast affiliates and private stations around the country, and we have every expectation of continuing to grow that business area."

Landing at least one network contract will help in landing contracts from resale carriers like Wold Communications, which distribute syndicated programming and provide sports and other special event 'backhaul' transmissions to television stations (see story, page 57). Having capacity alongside the networks assures that a lot of television stations will be looking at the satellite, according to Savatiel. Resellers now comprise "about a third" of Telstar traffic, he said.

Hughes and GE Americom seek to maintain cable satellite dominance, but cable will have options

Although public TV and radio and CBS are the only major programmers to have issued formal requests for prices and information on the next generation of satellites, cable programmers have also begun to query satellite operators. Cable program services currently occupy 124 C-band transponders—five times the number occupied by CBS, ABC, NBC and Fox Broadcasting—primarily on four satellites due to reach end of life between 1992 and 1995.

How much pressure any given cable programmer feels to make satellite plans depend on what satellite or satellites it is using now. The four cable birds expire at different times: GE Americom's Satcom III-R, 1991-92, and Satcom IV, 1992, and Hughes's Galaxy I, 1993-94, and Galaxy III, 1994-95.

GE Americom and Hughes are vying to retain their current shares of the cable market, and, perhaps, increase it in the upcoming round of negotiations. And AT&T believes the pie can be split at least three ways.

Hughes has tried to position itself to serve the cable industry throughout the 1990s with the acquisition of Western Union's satellite operation, now subject to FCC approval. The key to the deal is the already constructed Westar VI. According to Steve Petrucci, president of Hughes Communications, once launched, Westar VI will be available to provide service to cable programmers while the next generation of satellites is being built and launched. In addition to Westar VI, he said, Hughes "fully plans" to launch replacements for Galaxy I, Galaxy III, Westar IV, Westar V and possibly Galaxy II, assuming, of course, it gets precommitments for them.

Cable programmers currently lease few

The world of would-be satellites

These are the 21 fixed satellite applications now on file with the FCC.

Carrier Satellite	C-band transponders	Ku-band transponders	Launch date	Orbital slot	Total cost
Alascom Aurora I-R	24	--	--	142	--
AT&T Telstar 401 Telstar 402	24 24	24 24	1992 1993	101 93	\$489 million
Contel-ASC Contelsat I Contelsat II ground spare	24 24 24	16 16 16	1993 1993 --	101 128 --	\$456 million
GE Americom GE -- GE --	24 --	16 16	1991 1993	101 99	\$542 million
GTE Spacenet Spacenet I-R Spacenet II-R GStar I-R GStar III	24 24 24 --	22 22 22 16	1993 1993 1993 (Nov) 1988	120 69 103 124	\$546 million
Hughes Communications Galaxy I-R Galaxy II-R Galaxy III-R Galaxy K-C Galaxy K-D *Galaxy V	24 24 24 -- -- 24	-- -- -- 24 24 --	1992-93 1992-93 -- -- -- 1994	134 72 94 101 89 101	\$412 million \$544 million
National Exchange Inc. Spotnet I Spotnet II ground spare	16 16	8 8	-- --	101 93	\$563 million

*Hughes said it has applied to launch Westar IV and V replacements and will likely withdraw Galaxy V application, if Hughes's purchase of Westars III, IV, V and VI is approved at FCC. Westar VI is already constructed and would be launched next year by Hughes to replace Westar III.

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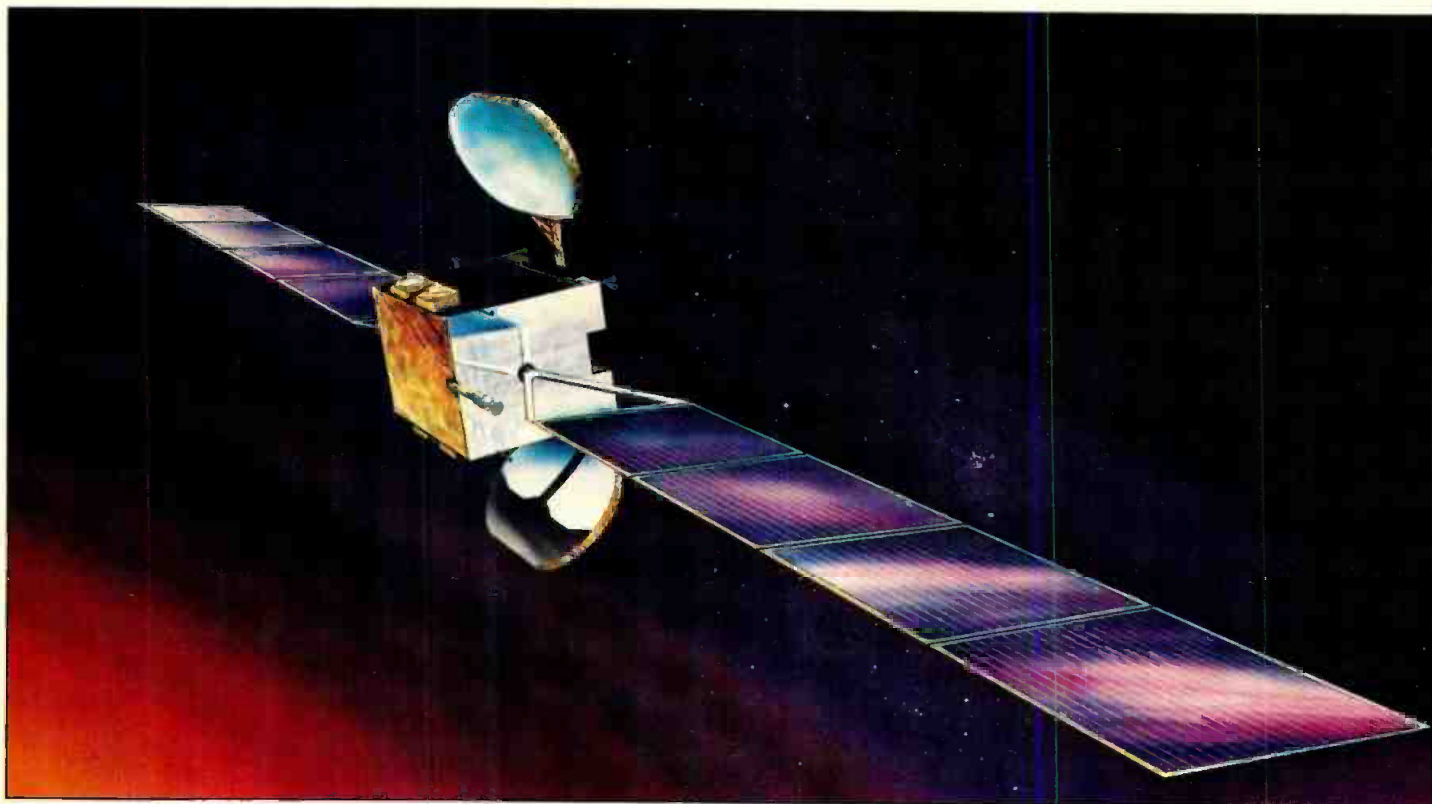


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Hughes's proposed HS 601 direct broadcast satellite

than 70 C-band transponders on the Galaxy birds. Given Hughes's commitment to operate five C-band Galaxy system satellites carrying 120 transponders by 1995, some 46 more customers will have to be found.

Pointing to phenomena like the proliferation of home shopping services, which at one time increased demand by 10 or 11 transponders, Petrucci said there will be some growth in the number of cable networks to drive the satellite market. He predicted a "one to five percent increase per year" in C-band demand. AT&T's concerted, although failed, effort last year to gain Viacom as a customer speaks for AT&T's serious designs on cable programmers. Savatiel said.

AT&T's Telstar 303, where Viacom would have gone had it not received a better deal on Galaxy III, Savatiel said, is close enough in the arc to Satcom III and Galaxy I that, "with the right kind of antenna, [a cable headend] could actually receive all three" satellite feeds. Operable until 1995, Telstar 303 remains a viable cable satellite, and proposed Telstar 401 and Telstar 402, with a total of 48 C-band transponders, could pick up where Telstar 303 leaves off.

A year ago, GE Americom was trying to persuade cable programmers to shift from C-band to Ku-band distribution by leasing capacity on two 16-transponder, Ku-band satellites, Satcom K-3 and Satcom K-4. The two Ku-band birds are being built by Crimson Satellite Associates, a joint venture of GE Americom and HBO.

But the cable programmers made clear to GE Americom that they were not interested in Ku band for distribution. It was too expensive and it was incompatible with cable operators' C-band ground equipment.

GE now talks like Hughes, promising

cable programmers as much C-band capacity as they need. The cable industry will require as much C-band in the next generation as it does now, said GE Americom President Sharer. "I have worked like mad in the last year... to drive a stake in the heart of the idea that it is a Ku-band versus C-band in the cable industry. Our approach to the cable market is: We have everything to provide you what you need."

Economics dictate the replacement of C-band satellites with C-band satellites, he said. Satcom III-R's orbital slot at 131 degrees west is "a very valuable piece of real estate," he said. "There are 7,500 [cable headend] antennas looking at that place in the sky. So you have a real good street corner there, and you'd like to put as many cable transponders on that street corner as you possibly can, economically. If you put a hybrid there, and you only had 18 C-band transponders, you wouldn't be making maximum use of your street corner, unless the cable guys also used the Ku-band transponders on the satellite. That isn't impossible technically, but it's likely that C-band for only cable headend distribution is going to be the best economic choice."

Among the programmers, said Sharer, there is "loud and clear" consensus concerning a desire for higher power, regardless of bandwidth. They want "power, price and protection [back-up capacity in case of satellite failure.]" More power, he said, means "more margin for equipment that may not be tuned up just right. More power [than the first generation's 7- to 9-watt average] is just better." And protection, he said, comes either in the form of a back-transponder on the same satellite, a programmer spreading out its feeds over more than one bird or, "the most secure form of protection," an in-orbit

spare. "The HBO's and ESPN's of the world," he said, will buy all those forms.

GE's and HBO's Satcom K-3 should be ready for launching sometime next year primarily as a satellite broadcasting vehicle for cable programmers. The satellite's 60-watt transponders are powerful enough to deliver programming to three-foot dishes. "I think a programmer has recognized that they need to make decisions within the next nine months and are talking to us," said Robert Zitter, vice president, network operations, HBO. "I'm very optimistic that by time K-3 is launched, its transponders will be filled with major" cable channels, he said. HBO channels will use four of those transponders.

HBO is not abandoning C-band, however, Zitter said. "We're planning on distributing [the HBO networks] on Ku-band, and by the same token we'll continue to use C-band," Zitter said.

HBO has begun to look at the next generation of C-band birds, said Zitter, who expects that prices of C-band transponders will rise when the contracts for the next generation are written. He added that while Ku transponders are more expensive than C-band transponders, its "certainly not a significant" difference.

"We're in the same boat as the [broadcast] networks, except we have a year's reprieve," said Matthew Miller, science and technology vice president, Viacom International. Last year, Viacom shifted capacity to distribute its various cable services from the Satcoms to Galaxy III, firmly establishing it as a major cable bird. Viacom now leases 11 transponders on Galaxy I and III. As the largest single cable user, its decisions on the next generation will have a major impact on decisions by other pro-

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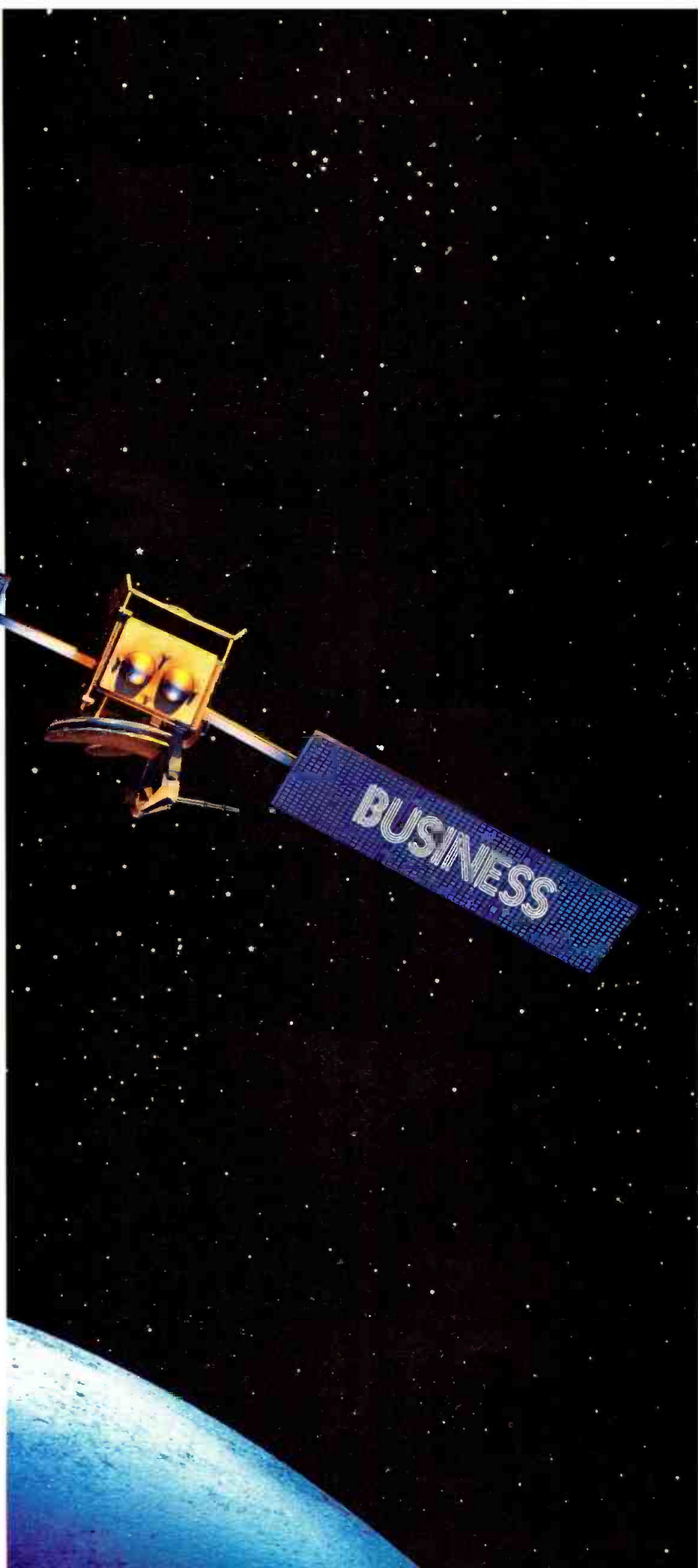
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Although Galaxy III will be operable through 1994, Viacom's leases do not go through the end of the satellite's life, said Miller. "We're talking with everybody. We talk more when it looks like there's a deal to be made" and now could be described as one of those times, he said. "We have to make decisions on replacements...on high-definition television, Ku-band [and on] whether extra power is worth the extra price. DBS or HDTV would make us think twice. We're too smart to lock ourselves out" of advances, he said. "If the structure of the business changes, we have to go along. If Crimson [the GE-HBO Ku-band cable bird venture] sold, obviously we're going to be there."

The other major cable programmers are in the same place as Viacom. "We have proposals from GE and Hughes," said Terry McGuirk, vice president of special projects at Turner Broadcasting, but "we're not through with our search. By the end of the year we hope to wrap it up."

But, for some of the others, the matter has less urgency. Eastern Microwave, the distributor of the passive superstations WWOR-TV New York, KTLA(TV) Los Angeles and WSBK(TV) Boston, has had discussions with Hughes and GE about renting time on their next cable satellites, said EM general manager, Arthur Perkins. If EM's capacity on Galaxy I were reaching life's end in 1990 "we'd certainly be looking hard" at a replacement now. But since that bird should remain operable through 1992, he said, the task of securing time on the next generation of satellites is a concern, but not a pressing one.

Michael Dumonceau, vice president of program operations at the Discovery Channel, which is also on Galaxy I, also described replacement as a back burner issue since there are three years left in the channel's contract. He said that he expects those negotiations will come up in earnest "within the next year." Dumonceau said that the three-year-old service is not presently considering a long-term contract, or one that will expand its program day from 18 to 24 hours, which might require more satellite capacity.

History shows small- to medium-sized cable programmers choose their satellites



Sharer

based on the decisions of major programmers or "anchor customers" like HBO and Viacom. Since cable operators prefer to receive their programming from as few satellites as possible, programmers seek capacity on the birds carrying the top basic and pay services.

Petrucci argues that more potential "anchor tenants" exist now than in the past. "In 1981-82," he said, "HBO might have been the only one you recognized. That's not true today at all. There are several dozen very large major cable programmers." And "if you look at it in the aggregate," said Hughes video services vice president, Jerry Farrell, "you're better off to have Viacom than to have HBO." ESPN, a "billion-dollar business," said Petrucci, currently leasing capacity on both Galaxy I and Satcom III, was the chosen example in hypothetical next-generation scenarios painted by both Hughes and GE.

Despite their long-standing competitiveness, neither Hughes nor GE Americom is interested in cornering the cable market. Said Farrell: "We don't need all of the customers, and we don't have any particular ambition to have all of the customers."

DBS: high-powered Ku-band satellites, smaller dishes and threat of cable by-pass

Hughes Communications and GE Ameri-

com—the two principal satellite operators serving the cable industry—believe there is a market for the Ku-band satellite broadcasting system capable of delivering programming to homes with small, affordable antennas. Each company is trying to enlist programmers' support in creating satellite broadcasting service built around its Ku-band satellites.

At the center of GE Americom plans are Crimson's Satcom K-3, which will be ready for launch next year, and Satcom K-4, which is still on the drawing board. Each has 16 60-watt transponders, powerful enough to reach one-meter dishes. They could be co-located in the same orbital slot to permit the broadcast of up to 32 channels into a fixed dish.

Hughes has FCC permits to build two "true" direct broadcast satellites (DBS) boasting 16 180- to 200-watt transponders. Because of the wide spacing between satellites in the DBS band, and the satellites' high-power transponders, they will be able to reach homes with one-foot dishes, said Hughes. Plans call for co-locating the satellites to permit up to 32 channels of service.

"There will be a DBS system in the 1992 time period...a true DBS business. Fact," said Hughes's president, Steve Petrucci. "That's a marketplace that can be defined. We're not the pioneers," he said. "All of the ingredients are being developed around the world, primarily in Japan and in the U.K., right now."

"We have shown that [satellite broadcasting] will work, and I believe people believe it," said GE Americom's president, Kevin Sharer. "There is a lot of intellectual interest" in DBS among cable operators, the likely retail distributors of such a system, he said. "There are not going to be two successful Ku-band, DBS businesses in the United States," said GE Americom president and CEO, Kevin Sharer. "There may be none, but there sure are not going to be two."

Both Sharer and Petrucci say they are busy trying to put the pieces of the satellite broadcasting puzzle together.

According to Sharer, the pieces include programmers joining together on the same Ku-band bird; satellite operators willing "to take a grow-with kind of a price" in leasing capacity to those programmers; an installation and retail distribution system to authorize and bill subscribers (cable operators have that in place, he said); home reception equipment retailing for no more than \$500, and a scrambling system that works. General Instrument's Videocipher II, the system used for scrambling the distribution feeds of cable networks, "doesn't work" and its price "for the home unit is a little bit high," he said.

The elements are "all on the table," Sharer said, "but nobody's put them together yet. There is a clear consensus that the market is there. [But] to find the first guy who wants to jump out is going to be a tough thing. It will be more than a risk. A lot of people will have to simultaneously cooperate, because no one company—not GE, not GM, nobody—has got the wherewithal to establish this business system overnight. The distri-

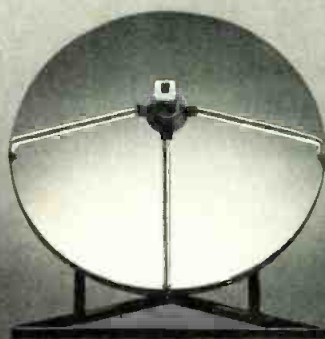
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bution start-up cost, he said, "is going to be at least one billion dollars."

For programers, said Sharer, the premium for the Satcom K-3 and Satcom K-4 capacity is 1.5 to 1.75 times the cost of C-band. Reaching markets the cable systems do not now reach—10 million to 20 million uncabled homes—via satellite broadcasting can justify the premium, he said.

Some cable operators fear satellite broadcasting as a "bypass" medium. But Sharer said such fear is unfounded. "We have a lot better understanding of the market and its nature," said Sharer, and there is "a growing awareness in the cable industry that DBS is not necessarily the enemy. It could be, but not necessarily." Cable operators are "in the video distribution business," he said, and are "a very logical retailer for DBS... If getting this uncabled [DBS] subscriber were as economically attractive... as hooking up the next home," he said, the cable operators would "pursue them with equal fervor."

Unlike Sharer, Petrucci thinks satellite

broadcasting can make a go of it with or without cable. Naming the same set of elements Sharer had named—programming, hardware, encoding and distribution—Petrucci said the infrastructure required for a Hughes DBS business "may or may not include cable." Hughes's plan is "not at all" confined to a cable-ancillary configuration, he said.

"I do not agree that [DBS cannot launch] without an HBO, or whatever you think a 'biggie' is," he said. "A movie channel is a movie channel... The plan of ours would be nice if we can use an existing infrastructure, but it is not absolutely necessary," he said.

But Hughes also believes it will be in the interest of cable operators to enter DBS, Petrucci said, adding: "We have no intention of alienating cable operators." Hughes' DBS system "is not intended to replace cable operators. It never will, not in our lifetime. It will be a way to reach the people the cable operators never would—to reach

people within cable operation districts who are not cabled today or to provide overbuild for small systems to expand to at least a 32-channel system," said Petrucci.

The key difference between the GE and Hughes satellite systems is power. The Hughes transponders are far more powerful and that translates to smaller dishes, and that, in turn, means a greater potential market. Some two million homes now enjoy a rudimentary type of satellite broadcasting by downlinking C-band distribution feeds at their homes with eight- to 10-foot dishes costing around \$2,000. According to Hughes's video services vice president, Jerry Farrell, the GE Americom approach is not much progress. By selling three-foot Ku-band dishes [which GE says is small enough] to owners of five- to 10-foot C-band dishes, he said, "incrementally, you can get a few more people, but until you can get dishes down into the one-foot size [as proposed by Hughes] that you can stick under your window sill, and which you don't have to have professionally installed," the market will not expand much.

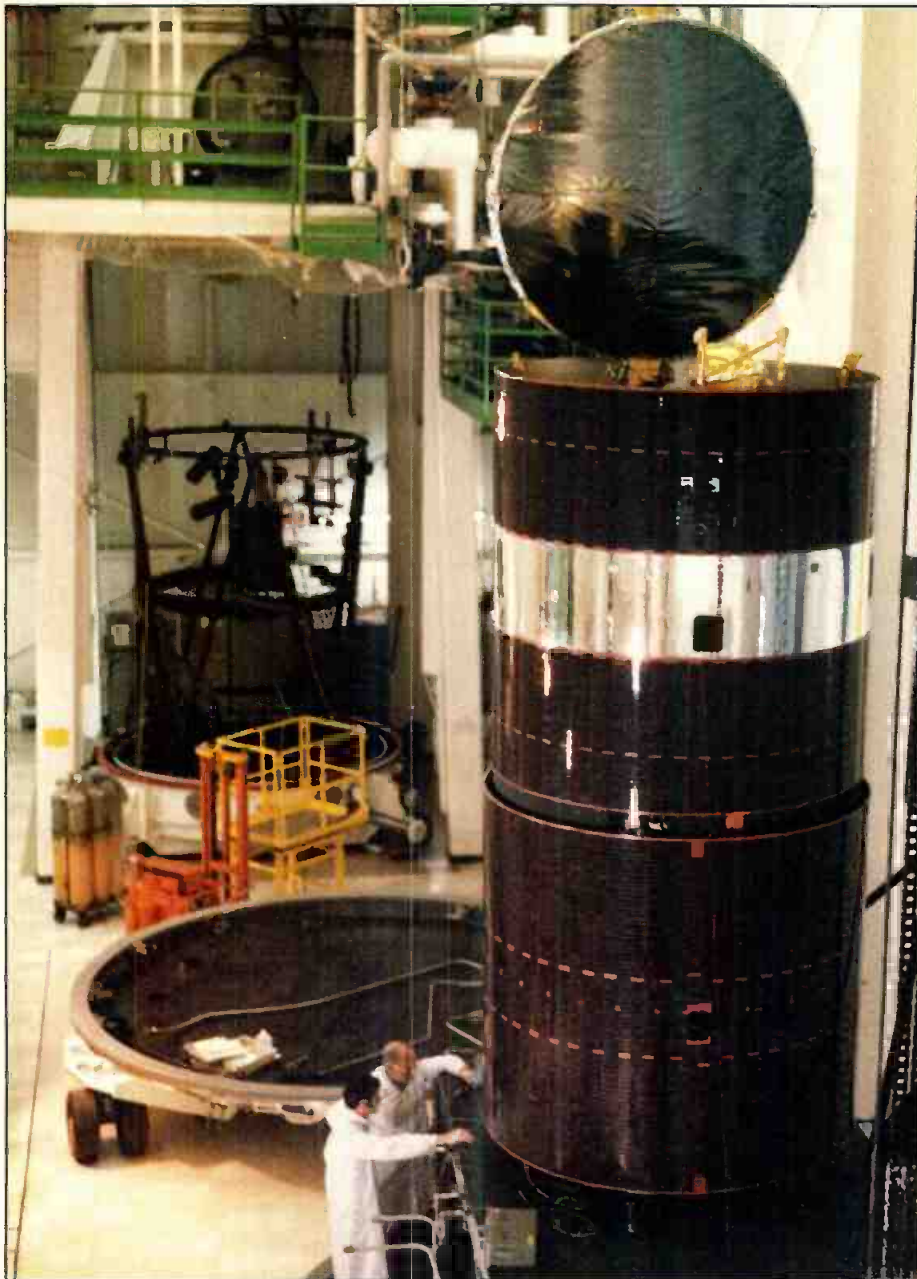
But Sharer counters that the big picture says otherwise. "Ignore economics, ignore industry structure [and] nobody can argue with... more power is better," said Sharer. But, unlike the Hughes satellite, the Crimson satellite are nonthreatening to cable operators with "legitimate concerns about bypass" of their market, he said. A 60-watt satellite is never going to be an economic winner in a cabled area, he said. The dish is too big, he said. The cable operators will look at K-3 and say, "It is technologically complementary. It really isn't competitive... with what I do," he said. Those same operators, approached by someone selling a 200-watt bird, "are probably going to think a lot harder about, 'Am I establishing a business that will one day eat my children?'"

Petrucci responds by arguing that the signals of both systems will be ubiquitous. "[GE's] satellite is equally threatening. It can't be halfway threatening."

Satellite operators note shakeout: GE and Hughes suggest AT&T and GTE could follow Westar, MCI, IBM divestitures, leaving select set of giants

Consolidation among satellite operators has become a reality this year. Western Union, IBM and MCI are selling off their satellite interests. A recent reorganization at Conte ASC (formerly American Satellite Co.) has cast doubt on its future in the business. And despite Federal Communications Commission approval earlier this month of Comsat's buy of MCI's SBS I and SBS II satellites, Comsat did not file for new domestic birds last fall—a sign that it may also be bowing out of the domestic satellite business.

The narrowing of the field among operators serving television programers has been a generation-long process. Because television stations and cable headends want to receive programming from as few satellites as possible, the first generation of satellite operation has seen programers aggregating or



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a handful of satellites. Most cable headends point their dishes only at four 'primary cable birds': GE Americom's Satcoms III and IV and Hughes's Galaxy I and III. In broadcast television, NBC affiliates look at co-owned Americom's K-2 satellite. But ABC-TV and CBS-TV, along with much syndicated programming, are aggregated on AT&T's Telstars 301 and 302.

According to GE and Hughes, their ability to replace all their current capacity is not in doubt. And the addition of Westars III, IV, V and VI to Hughes's stable of C-band birds to Hughes, if approved by the FCC next fall, will effectively double Hughes' current 72 C-band transponder inventory, albeit with Westar satellites older than the vast majority of in-orbit birds. The buy would give Hughes, first, interim capacity to offer in the early 1990's and, second, a foot in the door to maintaining FCC permits for the Westar orbital slots. But because Hughes sold much of its capacity to MCI, Contel ASC and others, GE will remain the top C-band capacity owner, at least until the next Hughes birds are launched, with 120 transponders in orbit now.

"If AT&T has a satellite up there, I'm sure they would be a prime candidate to get [current customers ABC's and CBS's] business," said Sharer, "but at the moment AT&T doesn't have licenses for a follow-on nor for a hybrid they applied for last year."

Applications for those proposed AT&T Telstar 300 series replacement birds, along with applications filed by six other opera-



Petrucci

tors, are pending at the FCC, which reportedly will act on them this fall.

AT&T, said its satellite communications director, Karl Savatiel, will remain viable in satellite operation into the next century. The three Telstar satellites, he said, will be replaced by two "monster" hybrid birds, each carrying 24 C-band and 24 Ku-band transponders. A request for proposals to build those and a third ground spare will be issued "sometime this summer. We know what we want," including a third hybrid as a ground spare, "and we'll go right for it," at an estimated cost of \$500 million.

FCC decisions on orbital slot renewals, as well as on other sales, will help define the consolidation. Hughes's business plans, no

less than AT&T's, however, are also contingent on FCC approval of each application construct and launch a satellite. As literal dozens of satellites are launched in the next ten years, satellite owners and operators want to be able to assure their customers that they will not face the expense and effort of rearranging or replacing their ground segments. The move of a major programmer from one satellite to another, or a switch from C-band to Ku-band, can mean tough choices for cable operators and TV and radio stations.

"If we, or anybody else, has had access to a slot for a considerable amount of time and is operating the business properly, the slot should be, in our opinion, no reason why it shouldn't have a renewal expectancy," said Petrucci. "These are multi-hundred-million dollar investments that we're making. That's why there are only a few of us left—the General Electrics and Ma Bell."

"AT&T has C-band capacity as well," said Sharer. "We take those guys seriously. But GTE," he noted, "tends to be a bit more focused in the business market."

Detroit-based regional cable network, P Am Sports, and Associated Press lease capacity on GTE Spacenet III, the newest domestic satellite, before its launch in March. But other programmer decisions, said GTE president, Jerry Whalen, "are not being driven as much as we'd like by the new satellite capability being available. They don't see the schedule being quite so urgent to transfer right now."

"It's not part of our strategy" for Spacenet III, said Whalen, to seek "several arrangements with cable programmers for that capacity use." But GTE is competing for the PBS, CBS and ABC distribution contracts and has recently reported ongoing discussions with Rainbow Programming Enterprises about carrying its network of five regional cable networks.

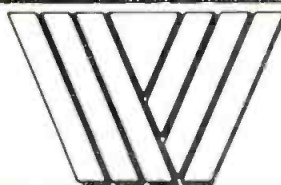
And Spacenet III is not the only GTE capacity available for program distribution. Long-term plans call for launching three satellites by 1993, carrying 72 transponders in each band. With the launch next September of GStar III, GTE's short-term edge with broadcasters may lie in Ku-band. Just two weeks ago, ABC began using all three of its new long-term lease, GTE Spacenet K-band transponders, and that same week CBS began using its first long-term GTE Ku-band lease. Both networks attribute the new leases to increasing demand for affiliate news backhaul. But business data networks and an educational programming service lead the pack of those using GTE's four in-orbit birds.

DBS is not the only potential market for Ku-band, which has proved itself indispensable for backhaul feeds from remote sites to programmers, particularly the networks.

Although DBS contingencies are part of the GE Americom-HBO-formed Crimson Satellite Associates joint venture formed two years ago, the driving idea was to draw cable programmers out of C-band and into Ku-band delivery of their product to cable headends. HBO remains alone on Satco K-1, and no programmer has signed onto the real Crimson bird, K-3, which is to be



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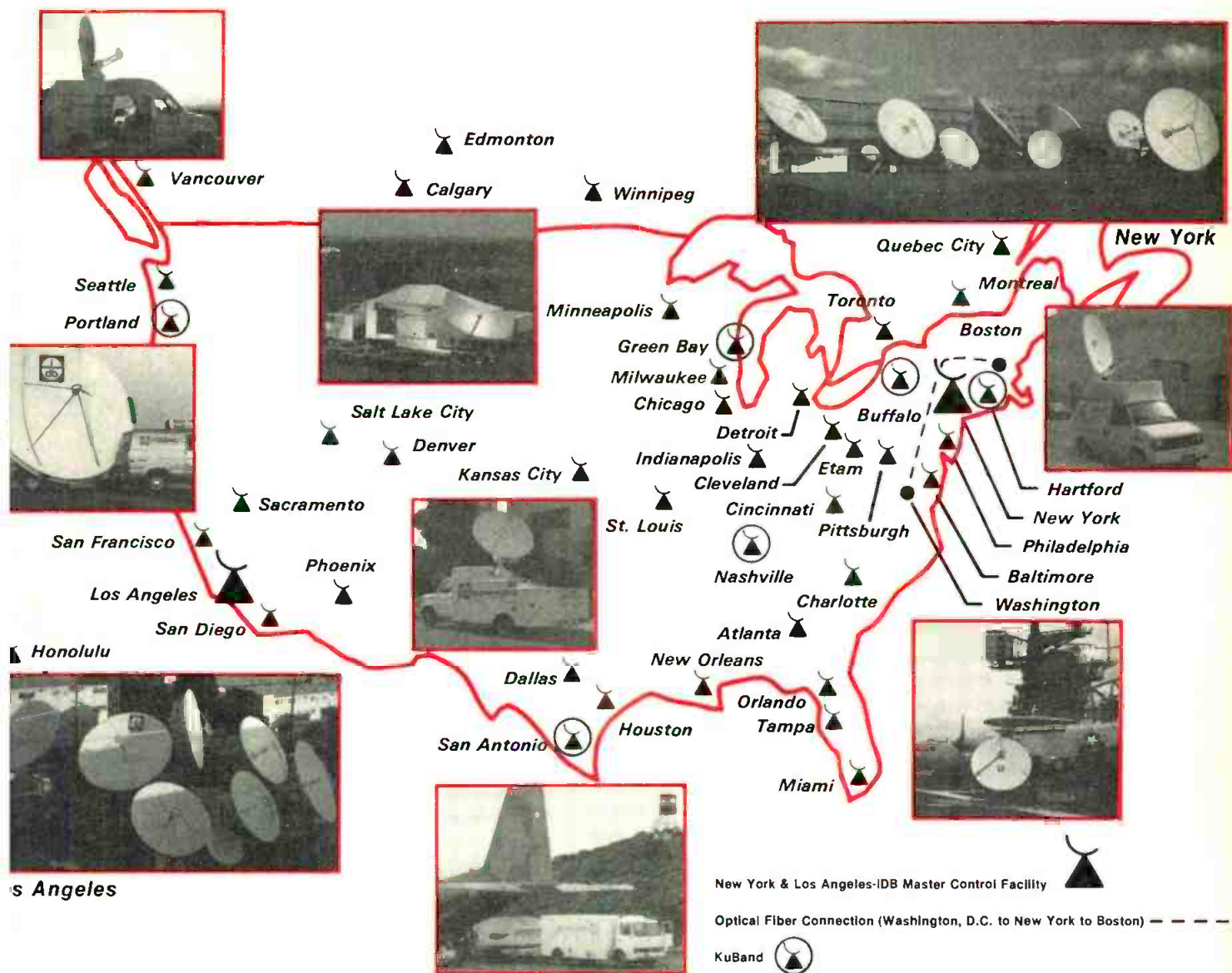


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But now that CBS, ABC, PBS and other programmers have gotten down to the business of issuing requests for price quotations and detailed next-generation proposals from the operators—setting the stage for a much larger family of cable programmers that will need replacement capacity between 1992 and 1996—theories and contingencies have begun to give way to realities.

Although the possibility exists that at least some cable programmers could move to Crimson's K-3, bringing about cable abandonment of C-band delivery in the 1990's, FCC filings "are not business plans," said one operator, and many of the proposed Ku-band transponders will probably not go into

orbit.

□

Broadcast and cable networks are breaking ground, beginning the serious, painstaking and exciting business of building a new satellite neighborhood. Gone are the days of checking the classified ads for any number of rooms to rent. The landlords have decreed there will be money down before the new homes for TV programming are built.

"I think any businessman in the satellite game will try to...find some precommitments for the capacity, a solid tenant, someone who really has a business and will really need the capacity," said GE Americom's Sharer. "Also solid in the sense that it makes the neighborhood attractive, and other people

would want to affiliate. And if you can lay off some of your risk financially, sharing the risk with that person, then you minimize your commercial risk because you've created a valuable piece of property by their tenancy—that's a good way to try to manage your risk. There's obviously always some speculation, but you want to try to balance. [And for] the guys who buy the second wave—guess what, the prices go up."

The prospective tenants have gotten the message. "Is a prudent programmer getting out there, talking to everybody and finding out everything he can about what is and will be in orbit?" asked Viacom International science and technology vice president, Matthew Miller. "You betcha."



Risky business

When the space shuttle flies again this fall, or anytime thereafter, it will no longer carry commercial satellites. Since the January 1986 shuttle disaster and the subsequent decision to reserve the shuttle for noncommercial uses, only two domestic communications satellites have been launched at all, both by French launcher, Arianespace, and both belonging to GTE Spacenet—GStar II, March 28, 1986, and Spacenet III, almost exactly two years later, on March 11, 1988. Ariane with a launch failure in 1986, suffered its own suspension of activity lasting from May of that year until September, 1987, when it launched two non-U.S. birds. Since then, Ariane has conducted four successful launches, sending seven more satellites, including Spacenet III, into orbit.

The in-orbit failure of West Germany's first direct broadcast satellite earlier this year demonstrated that a successful launch does not end the risk involved in building and operating commercial satellites (BROADCASTING, Feb. 29). But Arianespace's recent successes—as well as the imminent entry into the commercial launch business of U.S. companies Martin Marietta, General Dynamics, McDonnell Douglas, and China's Long March—have given new promise to the business plans of U.S.

satellite operators, all of which must construct and launch replacements for an entire generation of birds in the 1990's (see chart, page 46).

Use of the shuttle will be missed, however, not only for the frequency with which it deployed commercial satellites, but for the low price NASA offered. Expendable launch vehicles and a new generation of larger, more powerful and more technically advanced satellites will cost more, "\$200 million a pop," as one satellite operator put it. And the level of risk associated with each launch will determine the insurance costs. "As long as we continue to see launch successes, insurance is not only available, but the rates are coming down, and the amount of insurance [available to satellite builders] is going up," said Steve Petrucci, president, Hughes Communications. Insurance premiums "will return to what we think is along the rational level of 20%" of the launch cost by 1990, said GE Americom president, Kevin Sharer.

Predicting "a three-, four-, five-time increase" in available insurance, Petrucci noted, however, that, "Though [the launch] crisis is over, of course, all it takes is one failure now and then, and a minicrisis can erupt."

Backhaulers undeterred by rising costs

Healthy business will survive tighter market in satellite supply

Despite prospects of sagging demand and sharply rising satellite costs, the satellite transmission companies that specialize in transmitting sporting events back to television stations and cable programmers—"backhauling"—are looking to the future with confidence.

The business is expanding "somewhat," said John Tagliaferro, president of the Hughes Television Network, the dominant carrier of Major League Baseball games. But "just about every sports event of any significance is covered and has been covered for several years now by cable or broadcast outlets," he said. "It can't grow much further." The rise of some regional

networks were popping up in every part of the country, has leveled off. Most of the sports that want to be on television are already on television, according to Robert E. Wold, vice president, sales and marketing.

Wold Communications has been handling less sports backhauling because it is such a competitive business, he said. "We will provide full service for those customers willing to pay for it," he said. "We don't look for [sports backhauling] to be a major percentage of our revenues, because it is so competitive and increasingly production companies and stations...are so cost-conscious that they are in many cases unwilling to pay for the value added services that we provide." But Wold does continue to do a great deal of sports business, especially in college basketball and football.



Tagliaferro

ports networks, however, has meant some continued growth, he said. Tagliaferro estimated that there has been about 5% growth over the last two years. HTN holds contracts with most of the 26 major league baseball team TV rightsholders as well as with several National Basketball Association and National Hockey Association rightsholders.

For Bonneville Satellite Communications, Salt Lake City, business has been noticeably up in 1988—15% over 1987, said Blaine Colton, vice president, sales and marketing. "I would say that we're enjoying better business than we have at any time in the past." But the company's success is due mostly to increasing its share of the existing market rather than picking up new business coming into the market, he said.

Bonneville has just ended its seventh season of TV backhauling for stations serving several NBA and college basketball rights holders, and has also been involved in transmission of Major Indoor Soccer League games. Bonneville handles transmissions for two major league baseball teams, the Chicago Cubs for WGN-TV Chicago and the Seattle Mariners for KIRO-TV Seattle, and for rights holders to preseason games of the Pittsburgh Steelers, Miami Dolphins, Green Bay Packers, Atlanta Falcons and New England Patriots.

From the perspective of Wold Communications, Los Angeles, the boom that occurred in sports backhauling a few years ago when college basketball and regional sports



Colton

As Hughes is dominant in TV sports backhauling, IDB Communications, Culver City, Calif., dominates radio transmission with contracts with 22 of the 26 Major League Baseball rightsholders. It also does the bulk of the backhauling of radio football, basketball and hockey. On the video end, it transmits mostly one-time special events and short-term package contracts. "The amount of business we're doing is expanding, but that's a function of market share," said IDB's Peter Hartz, vice president, sales. "Whether the entire sports market is expanding in terms of additional events, I'm not certain about that."

The price of satellite transmission, said Hughes's Tagliaferro, "have been declining for several years mainly because satellite capacity has been readily available...A lot of nonvideo traffic moved off of satellite to fiber and for a while, there was quite a bit of capacity."

IDB's Hartz agreed that there is plenty of capacity, especially for sports transmissions. "You have to remember that if you're doing a backhaul, many times you can use satellites that are not the most popular satellites because you're only using it as a point-to-point transmission...You can use one that's more in left field and at a cheaper rate," he said.

"It continues to be a buyer's market because you still have quite an availability of satellite time in both K-band and C-band," Wold said. It is difficult to pin down the

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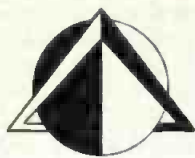


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typical cost of transmission for a sports event. "Every particular client has his own specific situation," he said. "But certainly a three-hour ball game, with everything included from a transmission standpoint, is under \$4,000. It's a fraction of where it was a few years ago."

Prices are down on the radio side, mostly as a result of the decommission of the Westar III satellite, which had transmitted most radio backhauls. After the satellite's geostationary orbit decayed in late 1987, "Western Union did not launch a replacement satellite," Hartz said. "Before it died, we transitioned off Westar III to another satellite. GE, Western Union and GTE were all competing for the radio business. That caused the price to fall." IDB shifted its lease to the Hughes Galaxy II satellite last October.

But times are changing. Capacity is now tightening and, as a result, the cost of backhauling is going up, Tagliaferro said. The

available. We will begin to see a gradual softening of the prices," he said. The increased costs will not lead to a reduction in the number of live sports events available to viewers, the carrier said.

"If you're putting on any sports television event, the transmission costs are a minor percentage of the budget," Tagliaferro said. "Rights, production and all those other related costs overwhelm the cost of transmission. Even if transmission doubled, it still could be dealt with in terms of the total cost."

Years ago, Tagliaferro said, "If you were doing a transmission from Los Angeles to New York, the cost was almost \$3,000 an hour and people still televised, even back then."

Under a contract from Major League Baseball, Hughes has set up a system for scrambling the backhauls of all games. Hughes has actively sought to expand the



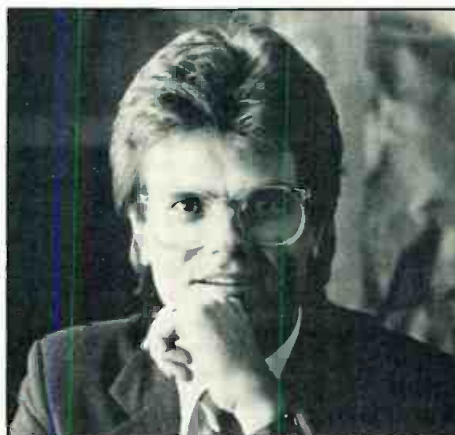
Wold

shrinking of capacity will be due mainly to increases in demand for not just sports backhaul but all forms of satellite transmission.

Wold sees increasing prices as a function of supply. "It's assumed that there will be a reduction in the number of people building and operating transmit mobile earth stations simply because the market seems to be flooded with these operators and sooner or later there's going to be a consolidation," he said. Also, "the price of bulk use of transponders has gotten so low that a lot of people have said, 'I may as well buy my own transponder, it's so inexpensive.'" This will tend to raise the price for occasional use transponder time, which many sports backhaulers use.

In the 1990's, the carrier acknowledged, "satellite operators... are going to want to know up front that they are going to be profitable... They will be unwilling to launch satellites without a majority of the capacity already purchased, if not all of it purchased," Wold said. "Therefore, nobody gets rich in the occasional use business."

Bonneville's Colton does not see a dwindling capacity as a long-term problem. The satellite industry "will right itself," he said. "Its problems have been in launch vehicles. Some of the problems that Ariane and French Guiana have had are going to get themselves fixed. There's a lot of new competitors in the launch vehicle business and there will be additional Ku-band capacity



Hartz

system for use by other sports. "We have that network in place in the summer for baseball and that same network can serve the NBA and the NHL if encryption is in their best interest," Tagliaferro said. "We are also making it available to any party that is interested in the security of its backhauls."

Colton and Wold said scrambling will bump up the price of backhauls. "The reason we know that is that our costs in buying those facilities from companies providing encrypted backhaul have increased and those costs are going to be passed on," said Colton. "Somebody is paying for that."

Wold agreed that scrambling could raise the cost of transmission. "It's an additional requirement with extensive equipment and somebody's going to pay for it. But that's like saying, if you wanted to add a fifth or sixth camera to your shoot, that might increase the cost of your production... The customer is going to end up paying for that and in the end the consumer is going to end up paying for it."

But Wold tries to keep things in perspective. In comparison to other expenses in sports event presentation, he said, transmission cost is minor and so is the added expense of scrambling. There may be "weeding out" of some marginal companies holding TV rights to some teams, he said. "Obviously people look to transmission as a way to save money when they are paying increasing rights fees," said Wold.

Television dishes out the news

Mobile uplinks are the going thing at stations, networks and carriers

Local news operations are providing video from more locations more expediently than ever via Ku-band mobile uplinks—a going concern for stations, networks and satellite transmission services.

And the stations continue to buy the trucks, in most cases, with financing help from the networks. Conus Satellite Cooperative, which has dropped its financing program, now boasts nearly 80 truck-owning members—up from 58 exactly one year ago. Members use Ku-band capacity provided by Conus parent Hubbard Broadcasting to feed news from remote sites to their stations. And each member becomes a contributor to the Conus video pool when news in its area warrants interest outside its market. Earlier this month, Conus reached agreement with GTG Entertainment, producer of *USA Today*, *The Television Show*, which will serve as a daily outlet for Conus video.

Three broadcast network affiliate programs have each reached new membership highs this year. NBC's Starcom service, has seen "absolutely phenomenal growth—way, way ahead of schedule," said Dan Gannon, Starcom manager of news operations. "In the neighborhood of 27 trucks" were being operated by affiliates at the beginning of 1988, he said. Now the number is 46. Reached last week at the Atlanta World Congress Center, site of the Democratic national convention where NBC's network, O&O's and affiliates are gathered, Gannon said the ongoing effort of creating the service "from scratch two years ago is all worth it when you see how these people are cooperating down here." In addition to planned event coverage, the stations are covering ad hoc stories that might have been missed before Starcom. When a U.S. Air Force jet crashed into a hotel in Indianapolis last year, he said, NBC affiliate WTHR(TV) there "got footage before the story had reached the wires in New York. That's the name of the game. The first word in what we do is 'new.'" ABC's ABSAT program, also begun two years ago, said affiliate news services vice president, Don Dunphy, has reached 31 participants—a total he had told BROADCASTING last February might not be reached until the end of 1988. "Some smaller-market stations are looking at the competition," he said, and deciding to join. The original total of 50 participating affiliates discussed at the outset of the program two years ago, he said, could be reached next year. ABSAT, he said, "strengthens network-affiliate relations, and it has increased newsgathering ability for both." Next fall, he said, the ABSAT News Director Committee will meet to "further establish guidelines and policies relating to coordination, [in part] so a station in Houston doesn't get 100 calls" requesting coverage—calls that should go through ABSAT.

"I wouldn't say satellite news use at the stations has peaked yet," said David White, telecommunications director at CBS—where some 30-plus affiliates are participat-



Whalen

ing in CBS' NewsNet satellite news service. "It jumped tremendously between '86 and '88, but we would not expect it to grow in leaps and bounds again," he said.

"An incredibly eventful news year," has meant the stations are getting "more savvy" at using the technology, said NewsNet coordinating producer, Nell Donovan. And the improvement is adding up to more news traffic.

CBS-TV and ABC-TV have this year taken on new full-time Ku-band GTE Spacenet transponder leases for their affiliate news service operations. ABC's second and third transponders and CBS's first became operational a little over two weeks ago, in time for the Democratic convention. ABC's telecommunications director, Brent Stranathan, said network news could justify one Ku lease, but "tying the knot with the affiliates," through ABSAT, has already driven demand to three leases overall. NBC, the only network entirely transmitted via Ku-band capacity on GE Americom's K-2 satellite, faces no need to buy extra Ku-band time. Starcom, said Gannon, has 48 Ku-band hours available daily, which has proved to be sufficient.

After the launch of GStar III in Septem-

ber, said GTE president, Jerry Whalen, his firm "will have, I believe, approaching 40% of the Ku-band capacity in the U.S.," due to the emerging business data and video market and to what he described as a "growing Ku-band application" at the networks. "We are the leading provider of satellite news gathering services in the U.S., which is to the broadcast affiliates and private stations around the country, and we have every expectation of continuing to grow that business area."

AT&T, provider of C-band programming distribution capacity to ABC and CBS, is also planning to launch its first Ku-band capacity, comprising 48 transponders, in 1993. Although it might be fair, said AT&T's satellite communications director, Karl Savatelli, to perceive a similarity between the over-proliferation of satellite capacity in the past decade with the accelerated purchases of Ku-band, mobile news gathering vehicles during the past two years. "The trucks are here to stay, and [their owners] are going to be looking for ways to make sure they get money back on their investment."

But so far the past year, ways to use the trucks have not been in short supply. A Washington superpower summit, the winter Olympics and other major sports events and a presidential campaign have kept the trucks moving, as well as a number of unplanned news events.

In addition to network help paying for the trucks, the stations also benefit in overall satellite transmission savings. According to CBS NewsNet's Aracel DeLeon, Ku-band capacity can be bought in segments as small as five minutes at \$8 an hour. C-band, on the other hand, can be purchased in segments no smaller than one-half hour at \$193. It is a great advantage, she said, to be able to spend only \$40 for a five-minute feed when, as is often the case, much less than a half hour is needed. Helping affiliates and getting more video, she added, are why the network initiated the program.

**This special report was prepared by
Harry Jessell, Peter Lambert, Randy Sukow,
Adam Glenn and Scott Barrett**

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Carsey-Werner: The little programing engine that did

With a six-person staff, production company has turned out mega-hit 'Cosby,' spin-off 'A Different World' and new 'Roseanne'

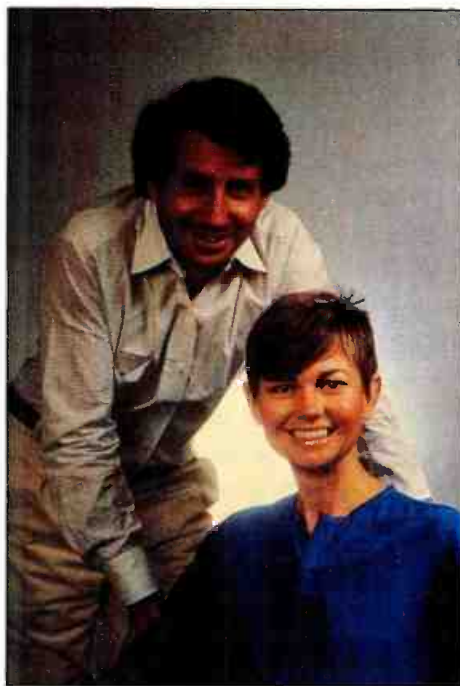
The writers' strike, now in its 20th week, has forced the delay of next fall's network prime time schedule, with the exception of five returning series and one new show. The Carsey-Werner Co., which signed an independent agreement with the Writers Guild of America last May, produces two of the five returning programs—NBC's *The Cosby Show* and *A Different World*—as well as *Roseanne*, a new comedy picked up by ABC. *Cosby* was the number-one rated prime time program for the fourth year in a row, and *A Different World*, which followed *Cosby* on Thursday nights last season, was the highest rated new program.

Not bad for an independent company with a total of six full-time staff members, comprising Carsey and Werner, company president, Caryn Mandabach; Robert Dubelko, VP, finance, and two assistants. Many companies producing shows for network prime time have that many employees waiting tables in the corporate dining room.

Both Marcy Carsey and Tom Werner believe that their company's leanness has had quite a bit to do with its success. "Logic kept us from doing a studio deal," says company founder Carsey, who left ABC-TV in 1980 for the world of independent program production. "The best way we can operate is to be lean and mean and product-centered rather than building an overhead [layers of corporate staff and facilities] so that the product has to service the overhead," said Carsey. "So many producers build their companies. They have to get another show on the air, or else the overhead is not supported. To us that's backwards."

Indeed, it is that kind of expand-for-the-sake-of-expanding mentality that both partners believe curbs creativity in television programing. Notes Tom Werner: "We have more shows on the air than certain studios and we have to laugh when we read their executive rosters, let alone producers and writers." Carsey adds that other companies "keep people on staff that have nothing to do with getting the product on the air. They are financial people, development people. We do our own development, Caryn, Tom and I; there's three of us and that ought to be [enough] to oversee three shows."

One of the keys to producing hit shows, to Carsey's way of thinking, is to assemble the whole program "package" properly from the start—particularly casting, writing, directing and crews. Obviously, top talent is not cheap. And one of the things industry executives praise Carsey and Werner highly



Werner(I) and Carsey

for is their ability to bring together talent and bring the best out of them—like actor *Cosby*, writers, such as Ed Weinberger and Michael Leeson, who wrote the initial *Cosby* script, and director Jay Sandrich, often referred to as the best in the business, who directed the first three years of the show. "If you package them correctly to begin with," Carsey says, "those shows ought to be self-sustaining."

Both, however, took substantial risks, including mortgaging both their houses to fund *Cosby* deficits in the early years of production. When they left ABC, notes Werner, their office was over a 7-11 store in a Los Angeles subdivision, and times were tough. "Marcy wasn't able to pay her gas bills," he recalls. "People now tend to forget about that. They say, oh, you guys do *The Cosby Show* so things are great. But we wouldn't be in this position if we hadn't risked what most entrepreneurs have to risk. And we wouldn't be in this position if we hadn't bet on ourselves."

Both had excellent reputations as programmers at ABC before moving to independent production. They met in 1975, when Carsey, now 43, was director of comedy development at ABC-TV. Werner, now 38, applied for and was named manager, comedy development, reporting to her. Both agree that from the start of their professional "marriage," as they call it, Carsey and Werner have worked as a team. In five years at the network, she advanced to senior vice president in charge of prime time series. He followed right behind her and succeeded her



'Cosby'



'A Different World'



'Roseanne'

as head of prime time series when she started her own production company in 1980.

During their reign at the top of ABC's prime time program unit, Carsey and Werner helped develop the key shows that would put the network on top for the first time in the late 1970's, including *Barney Miller*, *Soap*, *Taxi*, *Happy Days*, and *Mork & Mindy*.

About a year after Carsey left the network, Werner left ABC to join her in independent production. "I think I knew in my heart that I'd end up, if Marcy would have me, later on with her," Werner recalled. "But there was a part of me that really

needed to experience the same job she had. I don't think I believed that when she left I was going to be at ABC a long time. But they offered me her job and they made it appealing to me so I stayed. But I knew that could get out. I had a very short-term deal with [the network] and an option to get out very soon and I exercised that option."

From their own network experiences, the two producers believed they could produce popular, and well done, comedy programs for the networks, despite the widely held notion in the early 1980's that the genre had run its course, and was proclaimed by many to be "dead."

But despite strong confidence in their own abilities neither dreamed they would produce a hit on the order of *Cosby*. "A hit, yes," Carsey said. "Because we believed wholeheartedly in Bill." But the best way for any producer to go for a hit show, she said, is not to think "hit," but rather "follow what you believe in and don't let anyone tell you how crazy you are or how stupid it is, because they do, all the time."

Indeed, they were advised by many that *Cosby* would not work. "I can't tell you how many people," said Carsey, "told us how his will never pay off, the idea was not glitzy enough, that comedy was dead. You just have to put blinders on, and do what you have to do because you believe in the thing you're doing."

Next season will be Carsey-Werner's most challenging yet, juggling three on-air programs in prime time, with *Cosby* produced in New York (they take turns flying back and forth during weekly production) and *Roseanne* and *A Different World* produced in Los Angeles.

And next season, the producers will take advantage of the synergies between *Cosby* and its spin-off program as they try to improve the scripts and add new characters to *A Different World*. The program's star, *Cosby* TV daughter Lisa Bonet, is pregnant in real life, and her character will drop out of college to return home to the *Cosby* program for the fourth quarter of 1988. Her pregnancy will not be incorporated into the script, just as Phylicia Rashad's pregnancy two seasons ago was not written into *Cosby*. Bonet will probably rejoin her own show next January.

Carsey and Werner admit that *World* has yet to live up to the producers' expectations. "The show has had a long birthing process," says Carsey. The basic problem, to be addressed in the scripts, is that the show is about college life, a time of transition from childhood to adulthood. "Sometimes we slipped back into high school" last season, Carsey explains. "We are trying to tread a line. We can't make them too grown up because it's the transition we are writing about." In addition, some older characters will be introduced.

Meanwhile, *Cosby* is sailing into its fifth season, and NBC and the show's producers are awaiting word on whether Bill Cosby will do a sixth year. Network and producers are willing and ready.

But whatever happens to those two shows, the welcome mat at NBC for Carsey-Werner will be there for some time to come—a "long and continuing relation-

Superboy barter. In a move to expand its barter advertising sales involvement, Viacom Enterprises has announced that MTV Networks' national advertising sales division will handle the barter advertising time for Viacom's *Superboy*, a syndicated series premiering this fall.

This marks the first time that the MTV advertising sales organization will handle the barter sales for a non-MTV Networks production. MTV Networks, a Viacom subsidiary, also handles the barter sales for Nickelodeon's *Finders Keepers* and *Double Dare*, both produced under the MTV Networks banner. Douglas Greenlaw, senior vice president, advertising sales, MTV Networks, said he hopes the expansion leads to MTV Networks handling outside product, and eventually being able to "offer our clients a multi-tiered marketing vehicle."

"With firms like Teletrib handling most of our products and now working within, with MTV Networks, we have the best of both worlds. We're very pleased with the options now available to us," said Dennis Gillespie, senior vice president, marketing, Viacom Enterprises. Gillespie also said that Viacom would be looking to MTV to handle the sales for future Viacom product, but said the decision would be made on a product-by-product basis. "It was natural for us to turn to MTV originally to do the barter for *Double Dare* because the show was going to cable on Nickelodeon, and we've been very pleased with the job they've done," said Gillespie.

ship," the way Neuman sees it.

The two producers expect to be around, producing good TV for some time to come, as well. "We adore broadcasting," states Werner. "To have this opportunity... to be able to say something, as we intend every episode, is so fulfilling." How do you top *Cosby*? "Why top it?" asks Carsey. "That doesn't matter so much as just having a solid show that a core of audience watches that we're proud of."

HBO's Festival to go dark

Cable service to bow out at end of year due to lack of channel capacity, according to company

HBO Inc. said last week that the party will be over by the end of the year for its pay-television channel, Festival—its others are HBO and Cinemax. Executives at parent Time Inc. attributed the demise of the one-year-old service's schedule of family movies, classic movies and various specials to a dearth of available channel capacity on cable systems. Those limits have left cable operators demanding more in the way of financial performance from channels.

HBO said that limits to the cable programming universe were especially apparent when a renewed marketing effort behind Festival that was made in the first and second quarters of this year did not meet expectations (BROADCASTING, June 20). Some 102 cable systems offer the service to three million homes. Of that number, 30,000 homes subscribe at a price of between \$3 and \$7 per month.

Larry Carlson, HBO senior vice president with oversight of Cinemax and New Business Development, said that when "the initial return from this year's marketing began coming back it didn't show signs" of hope for growth in Festival's subscriber base. A final decision was reached "in the last week or two," he said.

When HBO launched Festival, it was called "the clean machine" because its programming was targeted at an audience that rejects pay television fare that occasionally includes sex and violence. Recent movie offerings have included "Hoosiers," "Nothing in Common" and "Trading Places."

Over the course of a month, Festival shows an average of 62 movies (with one-fourth being classics), as well as music, comedy and nature specials.

With that in mind, HBO began by marketing the service to families with children and older households that did not subscribe to a pay service. HBO changed that marketing thrust to homes that already carried a pay service this year to take advantage of individual systems' consumer marketing representatives who would be pitching the service. That offering involved discounting the service to as little as \$3 in combination with other pay channels.

Carlson said that it had been hoped the latest marketing push would increase the service's penetration growth from its current 3%-4% of homes passed to 6%-7% of homes passed. He said that a "totally mature" subscriber base for Festival was planned at between 1 million and 1.5 million homes. HBO is carried in 50% of homes passed and Cinemax in 20%-30%.

One reason for Festival's decline is the shifting fortunes in the pay television universe. In order to maintain market share, pay services have to undertake increasingly costly marketing and remarketing campaigns. Margins have grown smaller in the pay universe. When subscribers disconnect, it costs cable operators \$35 to service that call. With those economics, operators have turned to adding basic services, said Linda Frankenbach, vice president, new business development, at HBO, where advertising revenue and possible increases in basic rates can more than offset the pay channel economics. In many cases, she said, "there's no comparison."

Even as HBO was rolling out its last marketing attempt for Festival (BROADCASTING, June 20), operators were wary of its possible success. Robert Stengel, senior vice president, programming, Continental Cablevision, said last week that HBO's decision was not a surprise. "HBO deserves some credit for giving it a run," he said. And although the rationale was sound, he said, the marketplace proved otherwise. "It may well be that there are too many pay services and not enough consumers," he said, in the present available basic subscriber pool. The economics of marketing a pay service, and a niche service at that, he said, makes it a "very difficult marketing decision."

Carlson downplayed Festival's failure. "This is not a very negative thing for the company." Indeed, sources said that programming costs were not that high for Festival, given its duplication of some of the movie titles carried by HBO and Cinemax. Festival operated with a staff of 25 to 35, who will now be moved into HBO's other areas.

HBO said that Festival's failure will not result in any changes in Time Inc. earnings, since the service did not involve any real fixed costs.

HBO Inc. said that it would continue to pursue another "niche" service, despite the failure of Festival. As one executive pointed out, it was from the "ashes" of Take 2 (another HBO channel attempt that died in 1980) that Cinemax was born. There were no specifics on when another HBO "niche" channel might be born from HBO last week, but as Reilly put it, such a launch will probably be related to the growth of cable systems' channel capacities.

Frankenbach said HBO continues to look at other programming ideas, including supplying programming for pay-per-view and "assessing opportunities" in basic cable. She said HBO would consider some MSO participation in a basic service "because without MSO involvement in distribution, it is very difficult." But, she said, "the realities are we'd like to be able to launch something and manage it ourselves," because of HBO's expertise in programming and marketing. □

King World to partner with advertisers to develop programs

Programmer creates new division under former ad man Jeffrey Grant

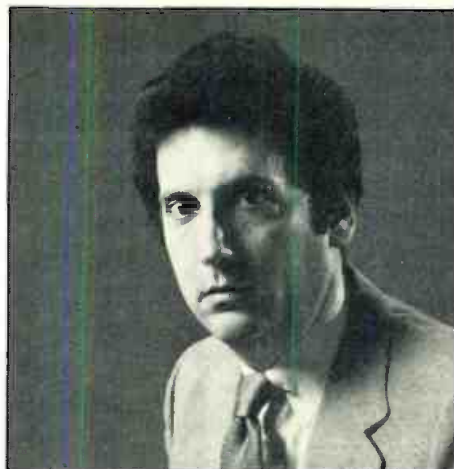
King World has formed a new division to develop original programming with creative and fiscal support from advertisers, according to the new division's president, Jeffrey Grant.

Grant, who developed similar programming earlier in the decade in his post as vice president of programming for Benton and Bowles, said that the programming could be developed not only for the commercial networks, but for syndication and cable as well.

He added that while made-for-TV movies have in the past been "the bread and butter" of advertiser-supported programming, one King World goal is to create TV series fully sponsored by advertisers.

"There is a growing appetite for client-supplied programming," said Grant. "The environment today is more hospitable" for programs in which advertisers have direct creative involvement.

King World Chairman Roger King and



Grant

President and Chief Executive Officer Michael King said in a prepared statement "We look forward to working hand-in-hand with our advertisers and believe that the efficient tenets of this new venture will result in significant television production activity."

Grant joined King World several weeks ago from his most recent post as president of Reader's Digest Entertainment/Taft Entertainment Television, which ceased operations following the sale of Taft and its reorganization under Great American Communications earlier this year.

During the early-to-mid 1980's, Grant was responsible at B&B for producing sev-

NBC's 11.5 takes week 42; ABC's 8.9 wins news

Nielsen	Net	AGB	Nielsen	Net	AGB
1. 17.1/31	N Night Court	5. 16.0/30	32. 9.1/17	A ABC Sunday Movie	30. 9.2/17
2. 17.0/33	N Different World	2. 16.8/33	33. 8.8/17	C Jake and the Fatman	37. 8.7/18
3. 16.9/31	N Cheers	3. 16.2/31	34. 8.8/22	N ALF	33. 9.0/21
4. 15.9/33	N Cosby Show	1. 17.1/34	35. 8.7/18	A Thirtysomething	48. 7.6/14
5. 15.8/34	N Golden Girls	4. 16.0/34	36. 8.7/19	C Magnum, P.I.	43. 8.2/19
6. 15.8/30	N L.A. Law	8. 14.2/27	37. 8.6/16	A Spenser: For Hire	38. 8.6/18
7. 15.5/29	N NBC Sunday Movie	6. 15.7/29	38. 8.6/15	A Slap Maxwell Story	46. 8.0/15
8. 15.0/34	C 60 Minutes	7. 15.4/35	39. 8.6/20	N Hogan Family	36. 8.8/20
9. 14.4/28	C Murder, She Wrote	10. 13.9/27	40. 8.4/18	C CBS Friday Movie	34. 8.9/19
10. 14.0/29	N Hunter	13. 12.9/27	41. 8.3/17	A A Plague in the Land	39. 8.6/18
11. 13.9/27	A Who's the Boss?	9. 14.0/28	42. 8.1/15	C Equalizer	31. 9.1/17
12. 13.8/28	A 20/20	14. 12.8/26	43. 8.1/18	N NBC Monday Movie	41. 8.5/19
13. 13.6/28	N Amen	11. 13.7/29	44. 8.0/15	A ABC Thursday Movie	40. 8.6/16
14. 12.8/24	A Perfect Strangers, Tues.	15. 12.3/24	45. 7.7/17	C Designing Women	49. 7.6/17
15. 12.7/25	A Growing Pains	17. 12.1/25	46. 7.6/17	C Newhart	45. 8.0/18
16. 12.4/24	N Matlock	20. 11.9/23	47. 7.4/14	C Cagney and Lacey	42. 8.2/16
17. 12.3/22	C CBS Tuesday Movie	12. 13.0/24	48. 7.2/14	A MacGyver	56. 6.1/12
18. 12.3/28	N 227	16. 12.2/28	49. 7.1/13	C Simon and Simon	50. 7.5/14
19. 12.2/23	N NBC Wednesday Movie	21. 11.9/23	50. 6.8/14	A Ohara	54. 6.5/14
20. 11.5/25	A Full House	19. 12.0/26	51. 6.7/16	C Blue Skies	47. 7.9/18
21. 11.1/21	A Hooperman	28. 9.9/19	52. 6.7/14	C 48 Hours	44. 8.2/16
22. 11.1/25	A Perfect Strangers, Fri.	22. 11.6/26	53. 6.5/14	C CBS Saturday Movie	52. 6.6/14
23. 11.1/20	N NBC Summer Showcase	27. 9.9/18	54. 6.5/14	N Rags to Riches	58. 6.1/14
24. 11.0/20	N J.J. Starbuck	26. 10.2/19	55. 6.4/12	C CBS Summer Playhouse	59. 5.6/11
25. 10.9/26	N Facts of Life	23. 11.0/26	56. 6.4/14	N NBC Prime Time Baseball	51. 6.9/15
26. 10.8/23	A Mr. Belvedere	18. 12.1/25	57. 6.3/15	C High Mountain Rangers	53. 6.6/15
27. 10.8/22	A I Married Dora	25. 10.3/21	58. 5.9/14	A Monday Night Baseball	57. 6.1/14
28. 9.9/18	A Moonlighting	35. 8.9/16	59. 5.6/11	A Hothouse	55. 6.1/12
29. 9.8/20	N Family Ties	24. 10.5/21	60. 5.5/12	A Disney Sunday Movie	61. 5.4/12
30. 9.7/18	C CBS Sunday Movie	29. 9.3/17	61. 5.4/13	A Supercarrier	62. 5.2/12
31. 9.7/18	C Wiseguy	32. 9.1/17	62. 4.7/11	N NBC Pre-game Show	60. 5.5/13

* Indicates premiere episode

eral CBS made-for-TV movies for General Foods Golden Showcase, including *Mild Man*, *Nurse* and *Broken Promise*, all on CBS.

Grant has also served as executive vice president and chief operating officer of the Disney Channel and prior to that was executive vice president of Telecom Entertainment.

In other news last week, King World Merchandising signed a licensing agreement with Warner-Lambert's American Chicle Group for use of certain *Little Rascal* characters to promote its "Rascals Bite Size Chewy Candies." King World owns or controls television, theatrical and merchandising rights to *The Little Rascals*.

American Chicle, which markets Trident, Dentyne, Bubblicious gums, as well as Certs, Clorets, Halls cough drops and Rol-aids, plans to use the characters for in-store promotion and display, as well as on premium items. □



later, according to King World President and Chief Executive Officer Michael King. The syndicated version would air in early fringe or access, he added.

King World successfully negotiated the first television rights to the best-selling, 55-year-old board game from Parker Brothers more than a year ago.

Although little detail is available about how the show would be formatted, King said the biggest task was adjusting the rules so that what is normally a two-to-three-hour board game could be played out in the half-hour TV show format.

Monopoly passes go. King World has signed with ABC to develop a TV game show version of Monopoly. The exclusive five-year deal would also allow the New York-based distribution company to sell a syndicated version of the program.

The network version of the show, if picked up, would be carried as a morning strip, but is not expected to reach the air before fall 1989 and probably

Syndication Marketplace

Wheel of Fortune showed a significant fall-off in female demographics during the May sweeps, based on tabulations by rep firm Petry Television. According to Petry's Dick Kurlander, since the May 1987 book, the top-rated **King World** show has had a 12% drop in ratings for women 18-49 and a 16% drop in women 25-54. In the top 100 markets, the fall-off was 16% for women 18-49 and 17% for women 25-54. *Wheel* had a total decrease of 3 share points in top 50 markets since May 1987, with a 16 rating, 31 share in the top 50 markets last May, compared to May 1987's 17.4/34. For the top 100 markets the show registered a 17.6/34, compared to last year's 19.3/38. Kurlander said the demographic figures were as follows: for women 18-49 in top 50 markets, from an 8.9 rating in May 1987 to a 7.2 in May 1988; in top 100 markets, from a 10.1 in May 1987 to 8.0 in May 1988. For women 25-54, in top 50 markets the rating went from a 10.1 in May 1987 to an 8.5 in May 1988, and in top 100 markets, from a 11.6 to a 9.5. Petry detected a less significant fall-off in King World's second place *Jeopardy*, which he said on a household basis was flat in all markets. For year-to-year, the show's ratings among women 18-49 was down 8% in the top 50 markets and 5% in the top 100 markets. For women 25-54, the ratings were down 6% in the top 50 markets and 5% in the top 100. Kurlander said the competition from syndicated shows *Win, Lose or Draw*, *Family Ties* and *Cheers* were the main cause of *Wheel*'s erosion from May 1987, while the strong showing of new entry, *A Current Affair*, was the most significant cause of erosion since the February sweeps. □

GTG Entertainment said last week it would produce a new talk show for syndication, to be launched in the fall of 1989, with host Beverly Sills, general director of the New York City Opera. The program is being developed out of the company's East Coast division, which is run by Steve Friedman. Friedman is not expected to be executive producer of the Sills program. "He'll have his hands full with *USA Today*," a company official said, referring to the syndicated television version of the paper being launched by GTG this fall. The Sills program will be targeted for daytime, the company said, with a weekly guest host who will co-host with Sills one day a week. The focus will be "entertainment-based" interviews and will be produced with a live studio audience and a live band. The show is being positioned as a lighter, breezier counterprogram to current issue-oriented heavies such as *Donahue*, and *Oprah Winfrey*. Commenting on the program, GTG president Grant Tinker said, "The kind of program [Sills] and we are planning will aim to bring back the upbeat feeling and sense of fun that Dinah Shore, Merv Griffin and Mike Douglas brought to daytime television." The show will be distributed by GTG Marketing (Bob Jacobs, president), and terms are expected to be announced shortly. □

Animated children's show, *Denver the Last Dinosaur*, was the number one syndicated program for children 6-to-11-years-old in the just-released second-quarter Nielsen peoplemeter survey, according to the show's producer **World Events Productions**. *Denver*'s two half-hour specials in the second quarter ending June 26 averaged a 9.6 rating, beating *Ducktales* (9.3) and *Double Dare* (9.0). It ranked third behind those two shows in children 2-11. The two specials were carried in prime time by the Fox Television stations, while more than 170 other stations carried them in prime access or afternoon, according to the show's developer and World Events Vice President Peter Keefe. Another 13 half-hour episodes have been cleared for next September on approximately 118 stations covering 76% of the country, Keefe said. The show is being sold with a six-minute split between national and local time, with Teletrib handling barter sales. □

Emerald Entertainment, the Chicago-based distribution company formed last month by former LBS sales vice president, Richard Grove, has gained national TV syndication rights to first-run hour program *POWW, The Powerful Women of Wrestling*. *POWW* currently airs in more than 50% of the US, including WGB-TV Chicago and WGB-TV Philadelphia. The show is sold with 6.5 minutes each for national and local advertising. □

Viacom's first-run series *Superboy* will become the first TV series to be produced at the new Disney-MGM Studios in Lake Buena Vista, Fla., following the facilities opening last month. Post-production will also be done on the site by the Florida branch of The Post Group. Production for the show, which is cleared in 116 markets covering 82% of the country, is set to begin in August. Also scheduled to be taped at the new facility is a special episode of Buena Vista's *Siskel & Ebert* called "Hollywood's Hidden Stars." □

International Broadcast Systems has sold telecast rights to the International Boxing Federation's middleweight championship fight July 28 from Caesars Palace in Las Vegas to foreign broadcasters including TF-1 in France, RTL Plus in West Germany and Odeon in Italy. The fight will be carried in the U.S. on pay cable by Showtime and will air in the UK on commercial Granada Television. IBS has also announced the sale of 34 National Basketball Association games to Australian Broadcasting Corp. to air beginning next November. □

Taping began in New York earlier this month on *Family Album USA*, a half-hour TV drama designed to teach American English. The show is being produced by Emmy Award-winning producer Alvin Cooperman with Reeves Corporate Service for Collier Macmillan.

Battle over Outlet: The independent connection

Problems with operating performance led to the current partnership rift at Outlet Communications. Both of the opposing sides are using that rift to attempt buying the other out, which indicates that the company's value has not been too seriously impaired by its performance. Thus, whatever its origination, the Outlet partnership dispute has turned into a struggle over wealth.

As of last week that dispute became public when Wesray Capital Corp. filed with the Securities and Exchange Commission to indicate that it did not regard as valid management's \$22.50 per share offer for the close to 60% held by Wesray and Mutual Benefit Life Insurance. The future of the battle includes several possible outcomes, including litigation to determine the validity of management's offer; a second management offer to buy out Wesray/Mutual at a higher price, or even a sale of Outlet to a third party or through a liquidation.

Outlet management, led by its chairman, Bruce Sundlun, was expected to make its own SEC filing late last week disputing Wesray's contentions and reaffirming its offer. Outlet management indicated it was prepared to close on the share purchase immediately following receipt of FCC short-form approval and Hart-Scott-Rodino antitrust clearance.

While Outlet itself does not own any independent TV stations, the rift was created by two independents—WATL(TV) Atlanta and WXIN(TV) Indianapolis. Those two stations, it is reliably said, were originally going to be part of Outlet when the company first considered going public following management's \$633 million leveraged buyout of the group, with Wesray/Mutual's help, from the Rockefeller Group in 1986. Just before the Outlet initial public offering, however, independent group owner Grant Broadcasting filed for bankruptcy, and it was decided to exclude WATL and WXIN from the offering.

Instead, management and Wesray/Mutual did not sell any of their ownership in the two independents, bought in 1985, which were operated as Atlin Communications. Outlet guaranteed Atlin's \$45 million bank loan and also served as the guarantor of the independents' programming commitments.

Performance of the independents has lagged behind projections, and Atlin ran through its bank loan. Outlet therefore had to fund Atlin out of its own pocket. Particularly troublesome is WATL which, according to reliable sources, has projected 1988 revenue of \$17.7 million; negative operating cash flow of \$11.3 million, and cash program commitments of \$21.7 million.

At roughly the same time, Sundlun was looking to expand Outlet and was negotiating to pay \$30 million for WASH-FM Washington, at that time said to be another turn-

around opportunity producing little or no cash flow.

Outlet's bank syndicate, led by Banker's Trust, was getting nervous and, before revising its credit agreement with Outlet, asked that Atlin shareholders—essentially management and Wesray/Mutual—put more of their own money into the two independents. One banking newsletter said that a revised credit agreement would penalize Outlet one million dollars if it had not entered into an agreement to sell the stations by June 30, and another two million dollars if Atlin still owned the stations at yearend.

Wesray was reluctant to fund the independents any more and it was at that time, in December of 1987, that the two parties amended the original shareholder's agreement to effectively allow the parties to go their own ways. The amended agreement allowed management to buy out Wesray/Mutual, before June 30, at \$22.50. Management could take more time to complete the buyout of Wesray/Mutual if it had "...a contract for the sale of the two television stations owned by Atlin Communications Inc., or for all of the stock of Atlin."

Management made such a formal offer to Wesray on June 27. At that time it had in hand a \$13 million offer for WTAL from William Schwartz and a \$17 million offer for WXIN from Emmis Broadcasting. Financing for the purchase of Wesray/Mutual's stock was in the form of a "highly confident" letter from Morgan Stanley, which Atlin had hired to sell the stations and

which also served as management's investment bankers.

The offers for the independent stations were effectively rejected as inadequate in a seven-to-five vote by Outlet's (not Atlin's) board. Wesray/Mutual has the right to appoint nine of Outlet's 14 directors; management appoints five. The \$32 million combined offer for the independents would have required Outlet to report a significant write-off on its own books.

Wesray/Mutual claims the rejection of the station sales means there was no contract for the sale, and therefore management did not qualify for an extension of the stock purchase deadline. Among other assertions made in a June 29 letter to Sundlun was that the stock purchase offer would require independent approval by the board which would not be completed before June 30.

If it were found that management's offer for Wesray/Mutual's holdings was bona fide, and the latter party rejected the offer, then the stock purchase agreement would effectively lapse. Such an event would probably disappoint at least some outside shareholders, such as Sandler Capital Associates, that have ridden the stock up from \$18 in late May to a 22¼ closing as of last Wednesday. Such investors, who put the stock's buyout value at more than \$25 per share, hope that management would buy them out along with Wesray/Mutual, or that the company might be liquidated. As of late last week observers were still waiting for the two sides to come up with the answer. □

Daytime ad sales down

Networks give presentations to change buyer attitudes

Unlike prime time, upfront advertising spending in network daytime television was, as of last week, heading toward a lower total than in the previous year. CBS Broadcast Group President Gene Jankowski said last week that total upfront daytime dollars could decline by 5%.

The continued bad news for the daypart comes despite the fact that daytime viewing held up relatively well during last year's switch to the peplemeter. CBS said that for the demographically desirable group of women 18-49, ratings dropped 5% in daytime, compared to 14% in prime time. Yet not only is total daytime spending down, but cost-per-thousands are down too, as are unit prices.

Certainly a major reason for weaker daytime sales continues to be expanded use of 15-second commercials. But the spending decline is, according to network sales executives, also due to the buyers' attitudes toward the daypart. Said Alfred A. Smith,

vice president, daytime sales, ABC Television Network: "Daytime is the only daypart where people who buy it have no ready familiarity with it."

ABC and CBS have sought to counter those attitudes with formal presentations, which they have made in the past few weeks to advertisers and agencies. NBC is in the process of producing its first daytime presentation, said Diane Seaman, vice president, sales and marketing, NBC-TV.

The CBS presentation discussed the growing number of working women, and their viewing habits. CBS said its research showed that working women, while watching less than nonworking women, still viewed "a substantial amount of daytime television." David Poltrack, CBS vice president, marketing, who narrated the presentation, said that there is a misperception that all working women have nine-to-five jobs. Also, he said, many women watch television at work, and many others tape shows.

ABC said in its taped presentation to advertisers—the sixth such presentation it has made—that 7% of women viewing *All*

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My Children watch the show while at work. The presentation added that those extra impressions, not measured by the ratings services, were free to advertisers.

Cable has not hurt network daytime television very much, according to the CBS research. The ratings difference between cable and noncable homes is less than 10%, it said, and "the shortfall is concentrated in the lower socioeconomic profile, basic cable-only homes as opposed to the upper socioeconomic pay cable homes."

Network sales executives criticized buyers for a preoccupation with working women, saying that other women viewers of daytime programming also are heavy purchasers of advertised products. CBS said it had identified a "new demographic perspective...the principal shopper...defined as the one person in each household that does most of the shopping for everyday things such as groceries and general household items." According to its research, daytime had a higher "concentration" of principal shoppers than prime or any other daypart.

Because of its ability to deliver working women and principal shoppers, the networks say that daytime is a very efficient buy. Both ABC and CBS suggested that the reach of campaigns would be greatly improved if daytime were used more often in conjunction with prime time purchases.

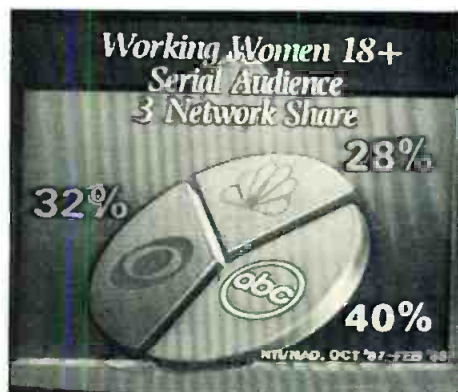
Against claims that daytime viewers were preoccupied doing other work and paid poor attention to the programming, CBS presented



Leahy; Jerry Dominus, vice president, CBS network sales; Krista Tesreau, actress on 'The Guiding Light,' and Pete Tyrrell, of Johnson & Johnson

statistics which indicated otherwise. ABC, 80% of whose daytime schedule comes from serials, said its own research indicated that serials had a higher attention score than game shows, which comprise 36% of the CBS daytime schedule and 50% of NBC's.

The CBS presentation marked a publicized effort by that network to better sell itself. In a recent speech, Thomas Leahy, president of the CBS marketing division, said the network's problem was, "...we have allowed our strength and effectiveness to be evaluated as a simple commodity and for years enjoyed the increased revenue that resulted from the competitive auction that ensued in the purchase of our air time.... We just plain forgot to discuss our value." □



Part of ABC's video presentation to woo daytime TV advertisers

Law & Regulation

Storm brewing on Hill over CPB authorization

Administration calls for freeze on CPB spending, eliminating PTFP; also, House defeats program review board proposal

Congress appears headed for a showdown with the administration over authorization legislation for the Corporation for Public Broadcasting. Last week, the House Energy and Commerce Committee approved a bill that would authorize spending levels for CPB during fiscal 1991, '92 and '93. But the Office of Management and Budget says it will recommend that President Reagan veto the measure (H.R. 4118) unless the funding levels are "substantially reduced." Similar legislation is pending in the Senate.

Under H.R. 4118, CPB could, if appropriated, receive up to \$304 million in FY 1991, \$354 million in FY 1992 and \$404 million in FY 1993. Moreover, \$200 million would be authorized over the three years to finance replacement of public broadcasting's satellite system. The bill would also set funding levels for the National Telecommunications and Information Administration's Public Telecommunications Facilities Program of \$36 million for FY 1989, \$39 million for FY 1990, and \$42 million for FY 1991. The Senate version contains the same

figures, but, unlike the House bill, it would undercut CPB's role as the distributor of federal funding to stations.

The committee adopted the bill despite efforts by Republicans (led by Michael Oxley of Ohio) to decrease the authorization amounts and to require public broadcasters to seek outside sources of income to cover the new satellite system. Both endeavors were defeated by voice votes along with an amendment by Representative Thomas Bliley (R-Va.) that would have forced public stations to create a program review board to "ensure that all programs or series of programs of a controversial nature broadcast by [the stations] are objective and balanced."

In a letter to Committee Chairman John Dingell (D-Mich.), OMB Director James C. Miller III said the increases in the authorization bill "cannot be justified as sound uses of taxpayers' money." Miller called for terminating the PTFP and for a freeze on CPB spending. "Extraordinary increases—involving, in this case, authorization levels that exceed the President's request by \$737 million, or nearly 115%—are especially objectionable," Miller's letter stated. He said the administration will support the legislation, but only if it authorizes appropriations for CPB at "responsible and prudent levels."

Oxley argued for a decrease on the basis that Congress is unlikely to appropriate the full amount authorized in the bill. "It is of proportion with reality," said Matthew Rinaldo (R-N.J.), the ranking Republican on the House Telecommunications Subcommittee. (The subcommittee adopted the measure two weeks ago.) "We should not promise the moon when the moon is not going to be delivered," added Rinaldo.

But Telecommunications Subcommittee Chairman Ed Markey (D-Mass.) said the funding requests "reflect a compromise." It is a "midpoint between the levels requested by CPB and the funding recommended by the administration." In the Senate, an appropriations subcommittee is recommending \$245 million for CPB in 1991, with an additional \$57.5 million earmarked for a new satellite system. The House appropriations bill does not include CPB because that authorization has not passed that chamber.

Perhaps even more controversial was Bliley's suggestion of a program review board. Bliley was not there and his amendment was offered by Howard Nielson (R-Utah). Nielson said the proposal is designed to have the same effect as the fairness doctrine. (Last year the FCC eliminated the doctrine after Reagan later vetoed legislation that

ould have enacted the doctrine into law.) But Representative Al Swift (D-Wash.) ok exception to Nielson's claim. He said e amendment would create a "censorship ard under the guise of fairness." Con- ess, he added, "does not want to muck ound in the content of public broadcast- g." He insisted the idea was "very differ- it" from the fairness doctrine.

Representative Don Ritter (R-Pa.) also objected to the panel because he felt it ould cause "too much micromanage- ent." Markey challenged the idea too, and id it would have a "chilling effect." Fur- ermore, the subcommittee chairman said ch a panel "poses a severe danger to the urnalistic freedom we like to encourage n] broadcasting in this country."

The bill already includes a section calling r the establishment of a board to report to ongress annually over the next three years n the "initiatives and programmatic efforts f all public broadcasting entities with re- ect to serving the television and radio eds of minority and diverse audiences." It so includes language addressing the con- rns of independent producers.

The full House will take up the measure xt, but that will not occur until Congress onvenes on July 26, following the Demo- atic convention. □

CPB vows to continue fighting reauthorization bill

Chairman urges reaggregation of funds in speech to CPB directors; board also elects new government VP, extends funding of consortium

Despite the unanimous passage of the Corporation for Public Broadcasting reauthorization bill (S. 2114) by the Senate Commerce Committee (see above), CPB chairman Howard Gutin reiterated the board's "unalterable opposition" to the bill: a board of directors meeting in Washington last week. The bill, in addition to capping internal budget percentages, would transfer 80% of CPB's current Program and dollars directly to public stations. In other actions, the board allocated \$100,000 to continue funding the U.S. Public Television International Consortium and elected Walter Threadgill vice president, government relations.

Gutin, speaking about the Senate bill in an address to the board, said, "Nowhere in the Senate Commerce Committee hearing record is there any indication of dissatisfaction with CPB's performance that would lead to these proposals," said Gutin. "In a public broadcasting system that prides itself on openness, there has been no dialogue on these proposals. We have many more questions than answers—with reaggregation of national program dollars leading the list."

CPB President Donald Ledwig added that CPB will continue to press its case in the House and Senate, calling passage of the bill a very foolish thing to do." Gutin said that

Revisiting antitrafficking rule. The U.S. Court of Appeals in Washington has been asked to compel the FCC to act on a petition for rulemaking aimed at restoring a version of the antitrafficking rule the commission repealed in 1982. The Office of Communication of the United Church of Christ and Action for Children's Television said in a petition for writ of mandamus that they had filed a rulemaking petition on Aug. 14, 1986. The staff rejected it one week later, and the petitioners on Sept. 4, 1986, applied to the commission for a review of that action. But, say the petitioners in a court pleading, "despite repeated inquiries into the matter, the FCC has failed to act on the Application for Review." The petitioners contend that elimination of the anti-trafficking rule—which they say was intended to insure that broadcast licensees "operate their stations in the public interest rather than barter them away for profit"—"was unlawful and undermined the continued operation of broadcasting in the public interest." And they say their "speculation, reasonable in the circumstances," is that the commission has delayed action "for the sole purpose of preventing petitioners from taking this matter to court." Accordingly, they say they do not expect the commission to act unless the court compels it.

the board "will continue to conduct business as we should. If they change the law, we will follow the law."

The International Consortium, which was created last year and administered by CPB's Office of International Activities, is one of CPB's efforts to find co-producers and production funds from foreign sources. Board members Marshall Turner and Archie Purvis opposed the funding allocation, saying they did not have enough information on it.

Formerly head of government affairs for Storer Communications, Threadgill is chairman of Minority Broadcast Investment Corp., a minority investment firm he formed as a wholly owned subsidiary of Storer in 1979. Threadgill bought the firm in 1986, after Storer was taken over by investment banking firm Kohlberg Kravis Roberts. Threadgill directed lobbying efforts at Storer from 1982 to 1986.

The board also passed a resolution expressing its appreciation to Ron Hull, former director of the CPB program fund. Hull is leaving CPB on July 18 to return to Nebraska as station manager of KUON(TV) Lincoln. □

FCC hears pros and cons of TV after must-carry

As expected, NAB, PBS, NAPTS decry dropping of rules, outline ill effects; NCTA disagrees, criticizes survey

The broadcasting and cable industries responded predictably to an FCC inquiry on the effect elimination of must-carry rules by the courts has had on broadcasting and cable. Comments from the National Association of Broadcasters claim that cable operators have "economic incentives to drop, to refuse to carry, to reposition or to demand compensation from local television stations" and, according to its research, have "responded to these incentives."

Meanwhile, the National Cable Television Association criticized the commission's release of the inquiry and claimed that its method of "collecting data about cable carriage of broadcast stations is flawed in a number of respects."

NAB argued that cable is a bottleneck. "Almost no cable subscribers currently have the capacity to receive local broadcast sig-

nals off-the-air.... A/B switches and outside antennas are not a reasonable substitute for cable carriage, and the installation and maintenance of such equipment would cost cable consumers hundreds of millions of dollars."

At the same time that the FCC asked for comments, it sent a survey to broadcasters on life in a post-must-carry world. NAB said the commission should be careful in analyzing responses. In its own research, the association said, stations have been reluctant to talk about their experiences. "They now have either made peace with their local cable operator or are in delicate negotiations with the operator and fear reprisals if their prior difficulties are made public."

NCTA attacked the survey because comparisons are based on the must-carry rules before the *Quincy* decision. The resulting totals will therefore include stations that both NCTA and NAB have since "determined should neither be deemed local nor otherwise considered to have a valid claim to mandatory carriage," NCTA said. The association said that it has commissioned a separate survey of cable systems' carriage practices to be conducted by Price Waterhouse. The survey results, NCTA said, will be submitted to the FCC immediately after completion.

Other comments from the broadcast industry included a joint filing by the Public Broadcasting Service and the National Association of Public Television Stations listing 74 specific instances in which it claimed that public TV stations were removed from cable systems in 1987. Also listed were 128 cases of channel shifting. "No matter how negligible the harms may seem when viewed as a nationwide statistic, allowing any public television station to survive or fail based on the profit-motivated decisions of cable operators is inconsistent with the substantial government interest underlying public television," the public broadcasters wrote.

The Community Broadcasters Association told the commission that it should not "ignore low-power television in an overall assessment of the impact of cable television on the availability of over-the-air signals." No rule before or after *Quincy* has mandated carriage of LPTV stations. But such stations "offer significant amounts of local programming...and cable carriage often becomes a critical factor in an LPTV station's survival," CBA said. □

Arbitron releases spring ratings

Urban contemporary retains lead in LA, regains it in Chicago; CHR still leader in New York

Contemporary hit radio (CHR) continued to dominate the New York radio marketplace while the urban contemporary sound placed first in both Los Angeles and Chicago, according to the just-released spring 1988 Arbitron local market reports. Arbitron data reflects metro share listening from March 31 through June 22 for persons 12 years of age and older, Monday through Sunday, 6 a.m. to midnight.

New York

In the nation's largest market, contemporary hit WHTZ-FM maintained programing dominance with a 6.0 12-plus metro share, while easy listening WPAT-AM-FM landed second at 5.6. Individually, WPAT-AM had a 1.1 while WPAT-FM stood at 4.4.

(Although WPAT-AM-FM were simulcasting 24 hours a day during the winter 1988 survey period, there was no "total line" 12-plus share listing for the outlets in the various dayparts due to what Arbitron said was a "late submission" of simulcast information to the company. WPAT-AM showed a 1.4 12-plus share last winter while WPAT-FM showed a 4.7 rating.)

Finishing third with a 4.6 was talk-formatted WOR(AM), which is tied with its co-owned FM there, urban contemporary WRKS. Both outlets recorded measurable overall share increases from the winter book—WOR climbed from a 3.9 and WRKS from a 4.0. The fourth spot was captured by soft contemporary WLTW-FM, with a 4.5, followed by oldies WCBS-FM and contemporary hit WWPR(FM), each registering a 4.2.

WOR was not the only talk station in the market posting a 12-plus increase. WABC(AM) also climbed, from 2.6 this winter to 3.5 this spring.

The market's two all-news stations, on the

other hand, fell in 12-plus metro share, according to the spring book. WINS(AM) dropped from 4.9 this winter to 4.0—tying contemporary black WBLS(FM)—while WCBS-AM slid from 3.4 to 3.1.

Buoyed by coverage of New York Mets baseball, WFAN(AM), the nation's first 24-hour all-sports station, jumped from 1.0 to 2.0. Emmis Broadcasting, owner of the station, will shortly take over the WNBC(AM) frequency in New York, switching that format from adult contemporary to sports. In the new report, WNBC finished with a 1.2 overall share—up from 1.0.

It was virtually status quo for the market's two FM rockers: WNEW scored a 3.6—up from 3.5 in the winter—while WXRK held steady at 3.5.

On the soft contemporary side, WNSR(FM) inched up from 2.8 in the previous book to 2.9, while WPIX(FM) slipped from 1.3 to 1.2 in the same period.

Los Angeles

Still holding the number-one radio position in Southern California is KPWR(FM), whose urban contemporary "dance" format, integrated with select CHR tunes, scored a 7.4, up from 7.1 in the winter report. Contemporary hit KIIS-AM-FM was second at 6.5, followed by talk KABC(AM) with a 6.2, up from 5.8 in the previous book, and soft contemporary KOST(FM) at 4.6, down from 5.3.

In the rock category, AOR KLOS-FM jumped from 3.6 in the winter to 4.3 in the new book, while progressive rocker KROQ(FM) remained at 3.4. Meanwhile, classic rocker KLSX(FM) finished at 2.7, down from 3.0.

KTWV(FM), which programs "The Wave," a mix of new age and light jazz selections, fell from 2.4 to 1.7. Thus far, the format's highest 12-plus share reading was 2.7, in the summer 1987 report. The format, which is the basis for the "Wave" format distributed nationally by the Satellite Music Network,

Dallas, made its debut in early 1987.

In the all-news race, KNX(AM) was the winner over crosstown rival KFVB(AM). KNX's 12-plus share was 2.9, while KFW finished with 2.7.

Among the stations posting 12-plus share increases from the winter book were Spanish-language KTNQ(AM), up from 3.0 to 4.1; adult contemporary KBIG(FM), 3.3 to 3.7; easy listening KJOL(FM), 3.9 to 4.2; adult contemporary KRTH-FM, 3.3 to 3.7, and Spanish-language KLVE(FM), 2.8 to 3.1.

Chicago

As it did last summer, urban contemporary WGCI-FM overtook one-time market leader MOR WGN(AM) in 12-plus metro share. WGCI has a 9.2 overall share to WGN's 9.1 finish. The two stations were tied for first place in both the winter book, 9.2, and the fall book, 8.0.

Following those stations were all-new WBBM(AM) at 5.7, down from 6.3 in the previous book; album-rocker WLUP(FM) with 5.0, up from 4.1, and easy listening WXEZ(FM) (formerly WLOO(FM)), holding steady at 4.8.

Posting one of the biggest 12-plus share increases in the new spring book was classic rocker WCKG(FM), which soared from 2.6 in the winter to 4.4. Meanwhile, top 40 rocker WYZZ(FM) slipped from 3.8 to 3.5, while progressive rocker WXRT(FM) rose from 2.2 to 2.5.

Also scoring ratings increases were among other stations, adult contemporary WKQX(FM), 2.0 to 3.0; oldies WJMK(FM), 3.1 to 3.7, and soft contemporary WLAK(FM) 3.5 to 4.1. Other results included a rating decline for new age outlet WNUA(FM), which fell from 1.8 to 1.5.

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In with the old. CBS Radio will launch a new oldies music package for affiliates this fall, called the *CBS Classic Cuts Library*. "We've gathered more than 2,000 song titles, many of them hard to find or out of print, and will begin feeding them systematically in October," said Frank Murphy, vice president of programming for the CBS Radio Networks. "The library will include the most popular recordings from 1955 to 1975," Murphy said.

The *CBS Classic Cuts Library* will be the sixth audio feed service from CBS. The current list is composed of two comedy services, *Laff Trax* and *Funny Stuff*; an album-rock service, *Hot Off The Presses*, as well as *Sportsfeed* and *Newsfeed*.

FCC gets negative response to noncommercial FM translator proposal

NAB and others claim plan could lead to avalanche of translator applications

Reaction was widely negative to an FCC proposal to allow use of microwave and satellite feeds for all noncommercial educational (NCE) FM translator stations. Comments were received last week on the proposal, which was part of a proposal released last spring by the FCC—part of a series of possible FM translator rule changes. The National Association of Broadcasters has opposed any suggestion of loosening the rules for FM translators, fearing the creation of a new "low-power FM" service. The FCC has since responded that such changes are unfounded (BROADCASTING, March 28).

In its comments on the NCE portion of the inquiry, NAB claimed that implementation of the plan "would make a bad situation even worse and would be more threatening to the fundamental principles of broadcast localism and spectrum integrity and efficiency." The FCC's stated goal of providing service to more communities is unneeded, NAB claims, as "there are fewer and fewer unserved or underserved radio markets each day." Furthermore, NAB claimed, those markets would be better served by an "actual issue-responsive programming service that meets the needs of the community and not simply rebroadcasts from a distant market."

National Public Radio suggested that rather than adopting the commission's proposed authorization of "all" NCE FM translators to accept alternative feeds, there be "limited, secondary use of certain broadcast auxiliary channels as an alternative-signal delivery method for sending signals to NCE FM translators which are located within a specified distance of the primary station." By setting specific distance limitations, the FCC may fill unserved and underserved areas and at the same time follow its established policy of promoting localism, NPR said.

The Association for Broadcast Engineering Standards, a nonprofit organization formed to aid Congress and the commission "in the formulation and maintenance of sound technical standards," wrote that the proposal would result in a huge number of applications for NCE FM translators, compared to the amount the commission processed after authorization of low-power TV service. ABES said that it is therefore "unwise...to create another frenetic, gold rush mentality...The evils to result are the destruction of a valuable service, the overloading of the commission's limited processing facilities with a resultant diversion of resources from more significant services, and the stimulation of unseemly application mills, phony applicants, phantom transmitter sites and a speculative frenzy wholly unrelated to the public interest."

NAB also questioned the use of microwave feeds. "These frequencies are already in limited supply in most parts of the country and...use of these frequencies critically reduces the availability for conventional ra-

dio stations providing local broadcast service." Salem Communications, Camarillo, Calif.-based owner of nine AM and five FM stations, wrote that microwave feeds should not be used, "particularly in large markets where most of Salem's full-service stations are located." If such authorization is eventually adopted, Salem urged that it be "on a secondary basis only, consistent with the underlying secondary nature of the translator service itself."

The Association of Maximum Service Telecasters responded to the inquiry to warn of "the serious potential for interference to channel 6 television service from a proliferation of noncommercial FM translators." The FM band (88 mhz-108 mhz) is located between TV channels 6 and 7. NCE FM translators would be placed on the lower end of that spectrum. If there is a proliferation of such applications, they "will not be subject to the minimum necessary to protect the public's interference-free reception of TV channel 6," AMST said. □

Westwood One's second quarter net income drops 75%

Westwood One, the publicly held, Culver City, Calif.-based network radio concern that owns and operates both the Mutual Broadcasting System and the NBC Radio Networks as well as the Westwood One Radio Networks, among other entities, registered a 75% drop in net income for the second quarter ending May 31, according to the company's second quarter results re-

leased last week. Net income dropped from \$2.8 million in the second quarter of 1987, or \$.23 per share on revenue of \$19.4 million, to \$693,000, or \$.05 per share on revenue of \$28.9 million.

Westwood had projected lower second quarter earnings in late May, saying it would repurchase up to one million shares of its common stock through open market purchases ("In Brief," June 6).

Westwood One President and Chief Financial Officer Bill Battison cited both a "soft national advertising marketplace" and the "protracted Writers Guild strike" disrupting normal advertising buying patterns as having a negative impact on the company's second quarter revenue.

"The softness in the national advertising marketplace occurred in a period when the company was increasing its audience base and was investing in new programs," Battison said in a prepared statement. "As a result, net income and earnings per share experienced a substantial decline." (The company's revenue base increased because of last summer's acquisition of the NBC Radio Network [BROADCASTING, July 27, 1987].)

Westwood One, which is traded on the Nasdaq national market system, fell from \$13.25 per share last Monday (July 11), the day of Westwood's second quarter statement, to \$11.63 at the close of business on Tuesday. Within the past year, Westwood's stock traded as high as \$31 per share in both August 1987 and September 1987. The Westwood stock opened at \$14.50 per share in April 1984.

As for Westwood's repurchase, Battison said the buyback "is meant to show [the financial community] support for the stock." The company has stated that it will retain the repurchased stock as treasury shares for employee incentive plans and "for other corporate purposes." □



ABC's Shadove. ABC Radio threw a party for New York's advertising community at Maxim's restaurant there, introducing television personality Shadove Stevens as the new host of *American Top 40*, the four-hour, weekly, countdown music series. Stevens is slated to replace current host, Casey Kasem, who is leaving ABC to join Westwood One in August. ABC Radio Network executives pictured with Stevens (third from left) at the event are (l-r) Tom Cuddy, vice president, entertainment programming; Lou Severine, senior vice president, sales; Aaron Daniels, president, and Phil Giordano, senior vice president.

Examining possibilities

The United Stations, the seven-year old, New York-based network radio company that operates two full-time news networks and a programing network, and StarGroup Communications, the parent company for the Transtar Radio Networks, located in Colorado Springs, and The Research Group, headquartered in Seattle, have jointly retained both Shearson Lehman Hutton & Kidder Peabody to examine future financial "options," including a possible merger or sale of the companies that would keep the two firms intact.

"We are exploring all future financial opportunities in order to position ourselves for expansion and growth," said United Stations President Nick Verbitsky. Aside from a merger or sale, other "financial options" being studied, according to Verbitsky, include an initial public offering and a partnership with a third party. "We could also remain the same," said Verbitsky, adding the combined operating profit of both companies is in excess of \$20 million. "We will look at whatever makes the most sense."

The two Wall Street investment firms are expected to issue the findings of their respective financial reports within the next two months. "The decision to do this study evolved over a period of time," Verbitsky said.

The United Stations is no stranger to Transtar, having taken over its advertising sales efforts last October (BROADCASTING, Oct. 19, 1987). That arrangement also entailed the purchase of a minority interest—said to be about 20%—in Transtar by the principals of United, who include Verbitsky and entertainer Dick Clark.

"Our companies have been working so well together that it made sense to see if there are any other synergistic possibilities available to us," said StarGroup Communications Chairman Terry Robinson.

Acquisition mode

LN Investment Capital (LNIC), a relatively new venture capital fund managed by the New York investment banking firm of Lepercq, de Neufville & Co., and Dan Forth, a former ABC and NBC radio executive, have formed the Wescom Group for the purpose of acquiring radio stations. Wescom's first acquisition is WIZD-FM Atmore, Ala., from Keymarket Communications for \$4.5 million in cash and notes (see "Changing Hands," p.73).

The station, according to Forth, who serves as Wescom's president, covers both the Mobile, Ala., and Pensacola, Fla., markets. "WIZD and its coverage area

FCC blessing. When Bob Clarke, vice president and general manager of WNNZ(AM)-WSSP(FM) Cocoa Beach, Fla., asked Jane Duncklee, vice president and general manager of WXXO(AM) Orlando and WXXU(FM) Cocoa Beach, both Florida, to marry her, her consent was not the only approval he should have been worrying about. The FCC's rules preclude cross-interests between key employees and principals at competing stations. "Our attorneys were quick to point out that our marriage would be breaking FCC rules and we needed to petition for approval," Duncklee said. "We are only the third couple to request such a waiver." To keep things legal, the couple signed a pre-nuptial agreement to keep "at arm's length" from each other's stations and not exchange any trade secrets. They married on July 3, and said that while some people frame wedding licenses, "the telegram from the FCC finally blessing the union will be given a special place" in the newlyweds' home.

mirror the type of opportunity we intend to be involved with," Forth said.

Forth is a 14-year radio broadcast executive having been associated with the Pollack Media Group, a Pacific Palisades, Calif., program consultancy, as a senior marketing advisor for the past two years. Before that, Pollack was vice president and group director for the ABC young adult radio networks and was director of affiliate relations for NBC's Source radio network.

LN Investment Capital, said a company spokesman, is a \$23 million private investment fund that is developing a "specially targeted, diversified portfolio of privately held companies." It is managed by Michael Connelly, the former chief executive officer of Sky Communications (1982-87).

Giving radio credit

The Monogram Bank and IGC/Direct Marketing Group have joined to offer a marketing and bank card promotion program, The Radio Credit Card. As part of the service, a Visa or Mastercard displaying a radio station's call letters is issued to listeners of participating stations. Those using The Radio Card will be offered special discounts at retail stores, a low interest rate, a waiver of the annual fee "for a period" and a 25-day grace period in which cardholders may pay their bill without finance charges.

Under the agreement, Monogram Bank, a subsidiary of GE Capital, and IGC, a division of the Independent Group of Companies Inc., will market The Radio Credit Card nationally in selected radio markets.

Traveling T

National Public Radio Satellite Services will introduce its new digital transmission system—the "traveling T"—during the Democratic convention in Atlanta (July 18-21). The new system will also be used to provide live transmission from the Republican convention, to be held in New Orleans, Aug. 15-18. According to NPR, the T-carrier service uses digital technology that can send multiple channels of audio programming in addition to data and telephone traffic.

With the T-carrier service, feeds from the convention sites will be transmitted via a fiber optic circuit to NPR's main origination technical center in Washington and then routed through satellite channels, phone lines or other fiber circuits to the appropriate end users, NPR said, adding that this is the first time NPR is providing audio interconnection by using the T-carrier technology from a remote special event. Among NPR's clients for the service: CBS Radio Stations News Service, Canadian Broadcasting Corp., *The Christian Science Monitor/Monitorradio* and a number of noncommercial radio stations.

Registering approval. The Ad Council has endorsed the newest Selective Service radio and TV public service announcements, an event the U.S. Selective Service System hopes will encourage stations to air the 60-second, 30-second, 20-second and 10-second TV spots and the 10-second and 30-second radio spots the federal government uses to remind 18-year-old males that they are required by law to register with the agency within 30 days after turning 18. Such registration, according to Ad Council senior vice president, William Rhatican, is a requisite to qualifying for "guaranteed student loans, most federal employment and some job training benefits."

The first PSA to be distributed with the Ad Council endorsement in July is a TV spot, "Conscious Decision," featuring a young man and his responsible and irresponsible alter egos debating what to do with a new day. The radio campaign, set for August distribution, features the Oak Ridge Boys, "for the country/gospel audience," Priscilla Weems, 16-year-old star of *Designing Women*, Marie Osmond and a Captain Midnight "nostalgic spot appealing to the older audience who may influence the young men," according to the Selective Service.

Jackson adds media spice to Atlanta convention

Jackson's conduct to be followed closely by press: how will he and his supporters affect Democratic party?

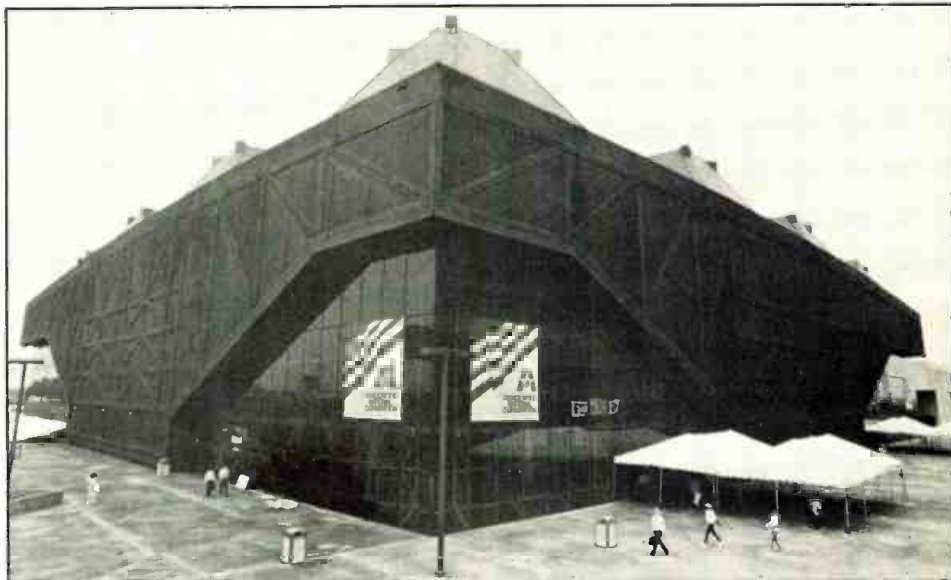
As Democrats from around the country converge on Atlanta today for the start of their national convention, the media types who will outnumber the delegates and alternates by about 3-1 (15,000 to some 5,400) had reason to believe they may have a more dramatic story than once seemed likely. The convention will almost certainly name Governor Michael Dukakis as its standard bearer, as expected. The new angle is Jesse Jackson's apparent anger over the manner in which Dukakis handled the selection of Senator Lloyd Bentsen (D-Tex.) as his vice presidential running mate.

"Jackson always was going to be a story at the convention," said David Buksbaum, CBS News vice president and director of special events. "Now he will be even more so." Hal Bruno, ABC News's political director, rejects suggestions that national conventions ever are a nonstory. "Everytime you get thousands of people debating issues affecting the country, it's a story," he said. But Bruno also said the story ABC will follow is the competence—or lack of it—that the Democrats demonstrate in organizing and conducting their convention. Some democratic conventions over the past 20 years, he said, "have been like an unruly mob." So a question ABC and other news organizations will follow is whether and to what extent Jackson and the more than 1,100 delegates who support him will affect the image of Democratic "competence."

Dukakis and Bentsen had no reason to be discouraged in that regard following their appearance before the National Association or the Advancement of Colored People convention, in Washington, on Wednesday. Many of the delegates made no secret of their disappointment that Dukakis had dropped Bentsen on Tuesday, 24 hours after Jackson said he wanted the assignment—or that Jackson learned of the selection of Bentsen from a reporter. Jackson himself, in a meeting with reporters, said he had not abandoned his own quest for the nomination—his name will be placed in nomination along with Dukakis's—and indicated his backers would stage fights over platform issues. He even hinted at a fight for the vice presidential nomination.

All of which suggests to CBS's Buksbaum that the story to be followed at the convention is how Jackson will conduct himself once the convention is concluded: "Will he support the ticket? Will he campaign?"

The organizers of the convention are caught in a dilemma. They want network coverage. Donald L. Fowler, chief executive officer of the Democratic National Con-



Atlanta convention center

vention committee, said the organizers have fashioned their plans to make the convention "effective on television. That's a major concern." He said ABC, CBS and NBC "will give" the convention sessions—each of which will last at least four hours—"a couple of hours" of prime time each night (three in the case of CBS on Thursday night). "In those hours," Fowler said, "we'll try to put on as much as we can that's good, hard politics, but attractive and informative, as well." The Democrats, then, hope to use the convention as a positive showcase for the party. They would not like the time taken up with unseemly floor fights, the kind that would be sure to hold the networks' interest.

Fowler said the speakers have been asked

to hold their remarks to a maximum of 10 minutes, and not run on for "the 30 or 40 minutes" some convention speakers have been known to consume. He also said the hope, at least, is that common themes will be woven through the speeches. In addition, the convention will show brief video clips—of no more than three minutes each—that, Fowler said, "will enhance the presentations to be made, even if the networks don't carry them." Network news executives will screen them in advance to determine whether they will air them—or use their own material, which will include taped pieces and interviews with political figures.

As described by Fowler, the convention does not seem likely to project the show business sheen that some observers thought was likely after it was learned that the Hollywood producing team of Gary Smith and Dwight Hemion had been hired to give the convention more flair than Democratic conventions have exhibited in the past. Fowler said Smith and Hemion "had helped shape the pace and timing of the appearances," to help make them effective on television. He also said there will be some entertainers, including Melba Moore, Kenneth Mack, Garrison Keillor, Natalie Cole and Sherrill Milnes. But their participation, particularly in prime time, apparently will not be substantial. The Dukakis camp had made it clear it favored a businesslike as opposed to a glitzy look. And Fowler said last week of the convention, "It won't be show business. I can promise you that."

Tuesday could provide drama, authentic, as opposed to manufactured. Differences between the Jackson and Dukakis forces could surface in the scheduled debate over the platform. The session's start depends on



Mal Goode, who will do commentary for NBN at Democratic convention

the number of minority planks to be debated. And as of last week, there were about a dozen. But with each plank expected to occupy about 50 minutes of time, convention organizers were hoping the number will be reduced substantially, to two or three, in negotiations between the Dukakis and Jackson backers. Whenever that part of the program is completed, Jackson is scheduled to address the convention—in prime time, convention planners hope. As on the other three nights, the organizers want to conclude the session at 11 p.m. NYT, in time for the network affiliates to plug in their local news shows.

Among the scores of media outlets that will cover the convention is the National Black Network, of New York, which bills itself as the "largest black news outlet" in the country, with 129 black-oriented radio stations as affiliates. NBN, which will operate with 19 reporters—four of them staffers, the remainder stringers from the Atlanta area—is offering gavel-to-gavel coverage. It will also expand its five-minute hourly newscasts to seven-and-a-half minutes, and offer two 15-minute commentaries daily. Sydney L. Small, NBN's chairman, said the network, as it has done since covering the conventions of 1976, will focus on "black participation in the convention process and issues that affect black Americans and the entire nation." And a spokeswoman, Joan Logue-Kinder, said, "Jackson will be a focal point of our coverage as he participates in the convention." As he has demonstrated in the presidential quest that began in Iowa in the winter, the coverage of Jackson in Atlanta in the summer will not be restricted to the black-oriented organizations. □

Cronkite and Seavareid back in anchor booth. Two of CBS News's most honored veterans will participate in the network's coverage of the Democratic national convention this week. Former anchor Walter Cronkite, who is still under contract to CBS and is a member of the board, and retired commentator Eric Seavareid, will join Dan Rather in the anchor booth to provide commentary and analysis. The announcement of Cronkite's role set off speculation that CBS management will succeed in its present efforts to retain Cronkite as part of the CBS team beyond November, when his present long-term contract would permit him to work for other networks.

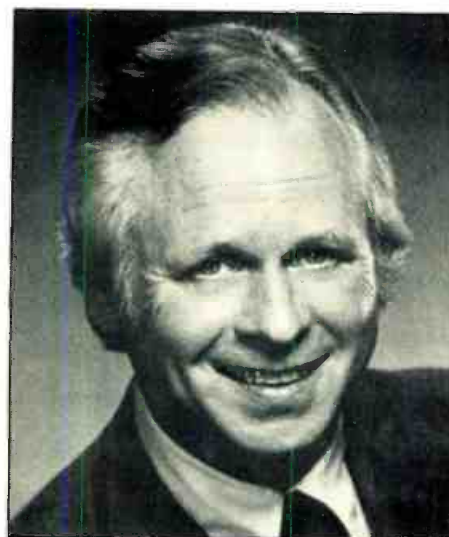
In another convention-related development involving a network last week, it was learned that Ted Koppel's efforts to engage the likely Democratic nominee, Governor Michael Dukakis, for an interview on *Nightline* appears to have broken down, at least temporarily. Dukakis's aides said he would appear, but only if the governor were face to face with Koppel on the set. However, Koppel had interviewed Vice President George Bush, the likely Republican presidential candidate, by satellite, while he was in Houston. And Koppel, a spokesperson said, was concerned that different treatment for Dukakis would be perceived as "unfair" to Bush. When interviewees are linked to Koppel by satellite, they cannot see him. That led to Bush referring to Koppel several times during the interview as "Dan," as in Dan Rather.

Meredith's First Amendment protest

Withdraws from INTV over fairness doctrine, public interest standard

Meredith Broadcasting Group last week signalled its opposition to trading away the industry's long-held opposition to the fairness doctrine. In a move that is believed to be the first among major groups, Meredith withdrew its membership from the Association of Independent Television Stations, citing its unhappiness with INTV's position on First Amendment matters.

INTV is not alone in its view that the industry is better off accepting the doctrine in exchange for legislation it is seeking. The prevailing sentiment among members of the



McReynolds

National Association of Broadcasters joined board of directors at its June meeting appeared to favor dropping the association opposition to the doctrine (BROADCASTING June 27). But NAB is holding off on issuing a formal stand on the matter until its January 1989 meeting.

Congressional leaders have made it clear that there will be no action on broadcast legislation the industry desires until the doctrine is revived. Moreover, the lawmakers say fairness is the cornerstone of the public interest standard of broadcast regulation and must be preserved. Among broadcasters' chief legislative priorities are enactment of a permanent set of mandatory cable carriage [must-carry] rules and reform of the comparative renewal process.

Meredith has been a major player in the court battle to constitutionally challenge the doctrine and it finds INTV's reluctance to support that initiative and its acceptance of a "government-imposed" public interest standard "untenable," according to Meredith President William C. McReynolds.

McReynolds told BROADCASTING last week the decision was made "reluctantly" and only after months of "growing concern." Last April, INTV's board adopted

CYPRUS COMMUNICATIONS, INC.

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\$2,700,000

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The undersigned acted as
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and arranged for the private placement of the notes.

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our public policy priorities and there was no mention of the First Amendment. Furthermore, it took no active role in resisting congressional efforts to reimpose the doctrine last year.

It was Meredith's appeal of the FCC's 1984 finding that the group's the WTVH(TV) Syracuse, N.Y., had violated the doctrine that led to the commission's decision last year to abolish it. In January 1987, a U.S. Appeals Court remanded the Meredith decision to the FCC with instructions that the commission consider the constitutionality of the doctrine. The commission answered the court last August when it ruled unanimously that fairness was unconstitutional and vacated its 1984 order. But the FCC's decision is before the court on appeal.

INTV feels it can better accomplish its legislative and regulatory goals by going in the direction of greater rather than less governmental intervention, with the broadcaster accorded a "special" status among others in the electronic press. INTV President Preston Padden, in a speech last month to the Federal Communications Bar Association, again stressed that view (BROADCASTING, June 27).

Meredith operates seven television stations of which three (WOFL-TV New Orleans, KPHO-TV Phoenix and KVVU-TV Las Vegas) are independents. Said INTV President Padden in response to Meredith's move: "We believe this action is an isolated incident that derives from Meredith's unique identification with the fairness doctrine issue. Meredith has long been a valued member of our association and we look forward to its return."

McReynolds acknowledged that Meredith has a special stake in the fairness fight. But he also said his company's differences with INTV go beyond that. "It is my view that broadcasters can adhere to a public interest standard on their own. A government-imposed standard is anathema to what we are all about."

INTV, continued McReynolds, has done "many fine things, but I am convinced it is headed in the wrong direction." He also admitted that there appears to be a "growing number of television broadcasters who seem to be wearying of the [fairness doctrine] battle," a development McReynolds finds "regrettable." □

Payoff. The Southern California Cable Television Marketing Council said it achieved a 2% increase in basic and a 2.3% increase in pay during its subscriber acquisition drive in April. The council said the drive brought in 20,923 basic subscribers and 28,773 pay units for the 50 participating systems.

Also, it said, the drive brought in more subscribers at a lower cost than a similar campaign in 1985. Richard Lyness, executive director of the council, said the campaign "generated almost twice as many leads, with a 26% reduction in cost-per-lead and a 50% improvement in response-per-spot." The cost per lead dropped from \$16.06 in 1985 to \$11.77 this year, the council said.

Changing Hands

KFAC(AM) Los Angeles □ Sold by Classic Communications of Los Angeles to Lotus Communications for \$8.7 million. **Seller** is owned by Louise Heifetz and Ed Argo, who also own co-located KFAC-FM. **Buyer** is Los Angeles-based group of nine AM's and six FM's headed by Howard A. Kalmenson. It is selling KWKW(AM) Pasadena (see below). KFAC is on 1330 khz full time with 5 kw. **Broker:** Gary Stevens & Co.

WKNE-AM-FM Keene, N.H. □ Sold by WKNE Corp. to Lightfoot Broadcasting Corp. for \$5.5 million. **Seller** is owned by E.H. Close Jr., who also owns WPNH-AM-FM Plymouth, N.H. **Buyer** is owned by Richard Lightfoot, former owner of WSUB(AM)-WQGN(FM) Groton-New London, Conn., and WAZY-AM-FM Lafayette, Ind. It has no other broadcast interests. WKNE is on 1290 khz full time with 5 kw. WKNE-FM is on 103.7 mhz with 33 kw and antenna 610 feet above average terrain. **Broker:** Blackburn & Co.

KWKW(AM) Pasadena, Calif. □ Sold by Lotus Communications to Group III Management Corp. for \$4.5 million. **Seller** is buying KFAC(AM) Los Angeles (see above). **Buyer** is owned by George Fritzinger, former owner of KFAC. KWKW is on 1300 khz with 5 kw day and 1 kw night. **Broker:** Gary Stevens & Co.

WIZD-FM Atmore, Ala. □ Sold by Keymarket Gulf Coast Inc. to Wescom Group Inc. for \$4.5 million. **Seller** is subsidiary of Keymarket

Communications, North Augusta, S.C.-based group of one AM and eight FM's headed by Kerby Confer, president. It recently sold KMJQ(FM) Houston and KMJM(FM) St. Louis to Noble Broadcast Group ('Changing Hands,' May 9). **Buyer** is owned by Daniel J. Forth, senior marketing adviser for Pollack Media Group. WIZD is on 104.1 mhz with 100 kw and antenna 1,666 feet above average terrain. **Broker:** Blackburn & Co.

KELT(FM) Harlingen, Tex. □ Sold by Tichnor Media Associates to Cornerstone Broadcasting Inc. for \$1.5 million. **Seller** is Harlingen, Tex.-based group of five AM's and three FM's owned by McHenry Tischner. **Buyer** is Dallas-based radio consultant with no other broadcast interests. KELT is on 94.5 mhz with 100 kw and antenna 730 feet above average terrain. **Broker:** Norman Fischer & Associates.

KAFF-AM-FM Flagstaff, Ariz. □ Sold by Resorts Broadcasting Inc. to Guyann Corp. for \$1,350,000. **Seller** is owned by Eric Sharp. It has no other broadcast interests. **Buyer** is owned by Guy Christian, H.K. Mangum, and A. Dean Pickett. It owns KRHS(AM)-KKLG-FM Bullhead City, Ariz. KAFF is daytimer on 930 khz with 5 kw. KAFF-FM is on 92.9 mhz with 50 kw and antenna 1,514 feet above average terrain.

Wkx Kingsland, Ga. □ Sold by Kings Bay

May 31, 1988

Sudbrink Broadcasting

has completed the sale of the assets of television station

WNAC-TV
Providence, RI

to

Price Communications Corporation

The undersigned initiated this transaction
and assisted the parties in the negotiations

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(513) 791-8730

Area Broadcasting Co. to WKBX Inc. for \$1 million. **Seller** is owned by Roy Dowdy, and his wife, Carol. It has no other broadcast interests. **Buyer** is owned by John Schneider, retired businessman with no other broadcast interests. WKBX is on 106.3 mhz with 3 kw and antenna 330 feet above average terrain. *Broker: Blackburn & Co.*

KRDG(AM)-KEWB(FM) Redding, Calif. □ Sold by Prather-Breck Broadcasting Inc. to A.L. Broadcast Corp. for \$975,000. **Seller** is owned by Jeff Prather and Robert Breck. It has no other broadcast interests. **Buyer** is owned by Gene Anderson and Dan Lahey, who also own KCMX-AM-FM Medford, Ore. KRDG is on 5 kw day 51 w night. KEWB is on 94.3 mhz with 3 kw and antenna 300 feet above average terrain. *Broker: Media Venture Partners.*

KDLR(AM)-KDVL(FM) Devils Lake, N.D. □ Sold by KDLR Inc. to Dakota Rose Broadcasting Inc. for \$900,000. **Seller** is owned by Paul R. Lange. It has no other broadcast interests. **Buyer** is owned by Dale Alwin, Evan F. Heustis and Doris Alwin. KDLR is on 1240 khz full time with 1 kw. KDVL is on 102.5 mhz with 100 kw and antenna 471 feet above average terrain.

KNWZ(AM) Palm Desert, Calif. □ Sold by Bass Broadcasting Inc. to Country Club Communications Inc. for \$846,000. **Seller** is principally owned by Keith Bass, who has no other broadcast interests. **Buyer** is owned by William S. Hart, his son, William, and Leo I. George. Washington-based businessmen with no other broadcast interests. KNWZ is daytimer on 1270 khz with 1 kw.

WKKE(FM) Williamston, N.C. □ Sold by Meca Broadcasting Inc. to Sea-Comm Inc. for

\$825,000. **Seller** is owned by Mark Engledow and Thomas Campbell, who also own WAKS-(AM)-WAZZ(FM) Fuquay-Varina, N.C. **Buyer** is owned by N. Eric Jorgenson, who also owns WFSM(FM) Wilmington, N.C. WKKE is on 103.7 mhz with 50 kw and antenna 400 feet above average terrain. It holds CP for 100 kw. *Broker: The Whittle Agency.*

WZLE(FM) Lorain, Ohio □ Sold by Lorain Christian Broadcasting Corp. to Victory Radio Inc. for \$820,000. **Seller** is headed by Norfleet R. Jones. It has no other broadcast interests. **Buyer** is owned by Vernon Baldwin, Marcella Baldwin, John W. Sloan and Vernon R. Baldwin. It also owns WCNW(AM) Fairfield, Ohio, and WXL-FM Manchester, Ky. WZLE is on 104.9 mhz with 3 kw and antenna 183 feet above average terrain.

WABZ-FM Albemarle, N.C. □ Sold by Stanley County Communications Inc. to Piedmont Crescent Communications Inc. for \$675,000. **Seller** is owned by William C. Boyce, James R. Willis and William S. Self. It also owns co-located WVVX(AM). **Buyer** is owned by Charles A. Hicks, William R. Rollins and Robert R. Hilker. Hicks and Hilker own WEGO(AM) Concord, N.C. Hilker and Rollins own WJJJ(AM) Christiansburg, and WVV(FM) Blacksburg, both Virginia. Hilker also owns WDIX(AM)-WORG(FM) Orangeburg, S.C., WSTX-AM-FM Christiansted, V.I., and has interest in WGGC(AM) Belmont, N.C. WABZ-FM is on 100.9 mhz with 3 kw and antenna 200 feet above average terrain.

WGVA(AM) Geneva, N.Y. □ Sold by Finger Lakes Broadcasting to Eastern Radio Co. for \$490,000. **Seller** is owned by Louis O. Schwartz, who has no other broadcast inter-

ests. **Buyer** is owned by Alan Steinert and Lionel Brools, who recently bought WECQ(FM) Geneva, N.Y. WGVA is on 1240 khz full time with 1 kw. *Broker: Frank Boyle & Co.*

WYBG(AM) Massena, N.Y. □ Sold by Seawar Broadcasting Inc. to Wade Communication Inc. for \$450,000. **Seller** is principally owned by Godfrey W. Herweg. It has no other broadcast interests. **Buyer** is owned by Curran E. Wade, and his wife, Dorothy. It owns Wad Advertising, based in Gouverneur, N.Y. and has no other broadcast interests. WYBG is on 1050 khz with 1 kw day and 500 w post-sunrise authority. *Broker: New England Media.*

KODI(AM)-KOOZ(FM) Great Falls, Mont. □ Sold by Lockhart Industries to Brown Broadcasting of Montana for \$400,000. **Seller** is headed by Wayne Lockhart and has no other broadcast interests. **Buyer** is owned by Kevin B. Brown New York businessman with no other broadcast interests. KODI is on 1450 khz full time with 1 kw. KOOZ is on 106.1 mhz with 100 kw and antenna 300 feet above average terrain. *Broker: Blackburn & Co.*

WCNL(AM) Newport, N.H. □ Sold by Air Borr Communications Inc. to KOOR Communications Inc. for \$250,000. **Seller** is owned by Phillip M. Lowe, who also owns co-located WCNL-FM and WHIM(AM) Providence, R.I. **Buyer** is owned by Robert L. Vinikoor, and his wife Sheila. It is satellite antenna distributor based in Lebanon, N.H. WCNL is daytimer on 1010 khz with 250 w.

For other proposed and approved sales see "For the Record," page 80.

Terry Robinson and Bill Moyes

of Sunbelt Communications
have agreed to transfer the assets

of

KIXI/KMGI

Seattle, WA

for

\$15,900,000 cash

to

John Lynch

of Noble Broadcast Group

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Keeping it confidential. A California state appeals court has ruled that a law protecting journalists from maintaining confidentiality of sources does not exempt them from giving eyewitness accounts when called to testify in court. The Second Appellate District Court in Los Angeles unanimously rejected arguments by lawyers for a reporter and a photographer for the *Los Angeles Times* that they were not required to disclose "unpublished information" about an arrest they had witnessed. The appeals court, in reversing a decision of the superior court, said the journalists have the same responsibility as any bystander if called to testify about what they had witnessed in public. Lawyers for the newspaper said an appeal to State Supreme Court is likely. The reporter and photographer had been on the scene at the arrest of a man charged with possession of brass knuckles. A published account by reporter Roxana Kopelman did not touch on whether the arresting officers had asked the suspect's permission to conduct the search that allegedly turned up the weapon. The defense contends that permission was not sought. And called to testify at the trial, the reporter and photographer declined to answer questions about material that was not in the story. Both were found in contempt of court.

Israeli denial. Israel has denied an ABC News allegation that Israeli security agents impersonated an ABC News crew in arresting an Arab youth in a town on the occupied West Bank last month. ABC News President Rooney Arledge complained to Prime Minister Yitzhak Shamir that Israeli security agents, carrying television cameras and using a car adorned with the ABC logo, had taken into custody 18-year-old Nizar Dakdouk, who was said to have thrown Molotov cocktails. Before his arrest, Israeli authorities blew up the youth's house. The security agents were said to have impersonated ABC journalists to gain safe entry to the town of Salfit. Arledge, in his telex to Shamir, said ABC News "is deeply distressed" by the alleged impersonation of ABC News personnel, and called for an immediate investigation "to ascertain who authorized such an action." He also asked Shamir to affirm that it is not Israel's policy "to pose as journalists for whatever reason." Last week, a spokesman for Shamir said the government had investigated the complaint and found no basis for it. Peter Jennings, in reporting the denial on *World News Tonight*, said ABC stands by its story.

□

Debate lineup. The Commission on Presidential Debates, a creation of Republican and Democratic National Committees, held a reception to introduce the executive producer of the four presidential and vice presidential debates it has scheduled for the fall. Edward Fohy has held key posts in the news divisions of CBS, ABC and NBC in 28 years in broadcasting, during which he won five Emmy Awards.

The commission also announced the dates and sites of the four planned debates—Annapolis, Md., Sept. 14; Wake Forest University, Winston-Salem, N.C., Sept. 25; Omaha, Oct. 11, and Pittsburgh, Oct. 27.

The League of Women Voters, which has sponsored presidential debates in 1976, 1980 and 1984, has scheduled a series of four in 1988 as well—Birmingham, Ala., Sept. 8; Minneapolis, Oct. 6; Boston, Oct. 23, and Los Angeles, Nov. 1. In each case, one of the four debates will involve vice presidential candidates. Neither the commission nor the league has commitments from the candidates; in both cases, participation of Vice President George Bush and Governor Michael Dukakis, virtually certain nominees of Republican and Democratic parties, remains a matter of negotiation.

Besides its plans for presidential and vice presidential debates, the commission will sponsor a nationwide voter education program. Among the eight organizations cooperating with the commission in the program are the National Association of Broadcasters and the National Cable Television Association.



On Monday, July 11, Paula Zahn and Forrest Sawyer debuted as the new anchor team of *ABC World News This Morning*, the hour news show preceding *Good Morning, America* from 6 a.m.-7 a.m. Sawyer is a former anchor of the *CBS Morning News* who left the network despite offers to stay. Zahn, who was named co-anchor of the broadcast in May, was responsible for ABC News' coverage of the fourth Summit meeting between Ronald Reagan and Mikhail Gorbachev in Moscow. Before that she hosted ABC's *The Health Show*.

The debut of the new team, which will also do the news breaks on *Good Morning, America*, coincides with the move of *World News This Morning* headquarters from Washington to New York. Patrick Roddy, recently named executive producer of the broadcast, said that the move of the program's headquarters will permit better news coverage, given New York's role as a news hub. ABC News President Rooney Arledge said that the move will permit some savings in the cost of production of the program. Arledge said that *World News This Morning* is a profitable part of the news division.

May, 1988

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Telecastings

Inquiry request

Action for Children's Television has filed a petition at the FCC for an inquiry into deceptive commercial advertising practices on children's TV. The object of the inquiry, said ACT President Peggy Charren, would be nonnetwork licensees airing commercials prohibited by network internal policies. The petition includes a June 10 *Wall Street Journal* story quoting HBM-Creamer senior VP, John Hurlbut, as saying: "We want a concept that is more exciting—more unusual—than the networks will allow."

Pooling public TV news talent

The John and Mary R. Markle Foundation has provided "a substantial production grant" that will help WETA-TV Washington and WGBH-TV Boston coordinate a series of six PBS election coverage specials next fall, according to WETA-TV vice president for public affairs, Ricki Green. The Markle Foundation also helped at another "critical juncture," she said, when it sponsored a two-day "election school," a planning and discussion session at Harvard University's John F. Kennedy School of Government

attended by 35 noncommercial broadcasting producers, senior executives, "professional campaign-watchers" and correspondents, including Jim Lehrer, Robert MacNeil, Bill Moyers, Roger Mudd and Judy Woodruff, all of whom will contribute to the six specials. Mobilizing "the entire public television system," the specials, described as "the cornerstone of Public Broadcasting Service's year-long coverage of the presidential election," will air Mondays at 5 p.m. NYT, beginning Oct. 3 and ending election eve, Nov. 7.

Return fire

The public affairs television series, *Firing Line*, will begin its 18th season on the Public Broadcasting Service July 8 with its format reduced from an hour to a half-hour, a new set and the addition of moderator Michael Kinsley, editor of *The New Republic*, according to the program's producer, the Southern Educational Communications Association. William F. Buckley Jr. will retain the first question and the last word. The program was first syndicated in 1966.



Home grown. In an unusual move, WBZ-TV Boston is producing and funding (with a little help from sibling company, Group W Television Sales) a 90-minute, made-for-television movie entitled *Jenny's Song*. The program will air locally on WBZ-TV in late October or early November, after which it will be offered to stations nationwide that subscribe to the *For Kids Sake* public service campaign that is syndicated by Group W Television Sales. The *For Kids Sake* package of vignettes, public service announcements and programs enters its third season in national syndication next fall.

Jenny's Song, featuring Ben Vereen and Jennifer East, is about a young girl who struggles to cope with the death of her father. It was written by Kenneth Cavander who has written a number of made-for-television movies and PBS programs. Barry Schulman, program manager at WBZ-TV, came up with the idea after concluding that there were not enough sources that children could turn to when confronted with the death of someone close to them. *Jenny's Song* is the second original program WBZ-TV has produced for the *For Kids Sake* project. In 1985, the station produced the half-hour *Tender Places*, about the pain one child suffered through his parents divorce. It did close to a 40 share in the Boston market. Schulman said *Jenny* was shot on film and cost about as much to produce as a network afternoon children's special. He said the station was funding the "lion's share" of the production costs and that Group W Television Sales was picking up the balance. The station is developing another drama, and a children's fantasy program in connection with another public service campaign, *A Time to Care*, which WBZ-TV created. That campaign will also be syndicated nationally by Group W.

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June 30, 1988

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Hambrecht & Quist Incorporated	Kidder, Peabody & Co. Incorporated	Lazard Frères & Co.	Merrill Lynch Capital Markets
Montgomery Securities	Morgan Stanley & Co. Incorporated	PaineWebber Incorporated	
Prudential-Bache Capital Funding	Robertson, Colman & Stephens		Salomon Brothers Inc
Shearson Lehman Hutton Inc.	Smith Barney, Harris Upham & Co. Incorporated		Wertheim Schroder & Co. Incorporated
Dean Witter Capital Markets	A. G. Edwards & Sons, Inc.	Gradison Financial Services	
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Nomura International Limited	J. Henry Schroder Wagg & Co. Limited	
SBCI Swiss Bank Corporation Investment banking	Union Bank of Switzerland (Securities) Limited	

Looking for an Emmy

In their first inclusion in the annual awards competition, entries from cable programming services accounted for 318 of the 5,000 programs placed in nomination for the Emmy Awards this year. Members of the Academy of Television Arts & Sciences had until Friday (July 15) to vote for the five nominees in each of the programming categories. Those final nominees will be announced July 28.

HBO had the most entries, with 146; followed by Showtime with 69; Cinemax with 29; USA Network, 20; WTBS(TV) Atlanta, 16; Arts & Entertainment Network, 13; CBN, 12; the Disney Channel, six; MTV, four, and Nickelodeon, two.

The HBO entries were all over the board, a National Academy of Cable Programming spokesman said, including nominations for "Baja Oklahoma," "Vietnam War Story," *Not Necessarily the News* and *Tanner '88*. Many of Showtime's nominations were for *It's Garry Shandling's Show* and *Brothers*. USA Network's *Alfred Hitchcock Presents* had 15 entries.

NACP Chairman Ralph Baruch said he was pleased with cable's showing. There has been disagreement between the two academies, with the NACP fearing that the lower penetration of cable in the Los Angeles area would hurt their chances of being represented adequately.

A place to learn

The Learning Channel will premiere *Spirit of Place* on Oct. 23 at 8 p.m. It is the latest 13-part series from its independents' showcase series. These one-hour installments, featuring the work of independent film producers, will be hosted by TV critic Ron Powers. The series will range from remote Alaskan villages to the deep South to the streets of New York. TLC will also premiere *Videoville* beginning July 23 at 8 p.m. These 13 half-hour animated shorts will run until Oct. 15.

Sports signing

SportsChannel Florida has signed a three-year agreement for 12 basketball and eight baseball games of Jacksonville University, the regional sports service said.

SportsChannel is in a battle with the Sunshine Network, another regional sports network, which is backed by the largest cable operators in the state. Among SportsChannel's programming are events from the University of Florida, University of Miami and the University of South Florida. It also imports Major League Baseball and has the rights to the new NBA team, the Miami Heat, and the National Hockey League.

Shopping for advice

Home Shopping Network has announced it has entered into a joint venture with American General Life Insurance Co. to offer financial planning services to its customers. HSN said the program will be tested in Dallas and Houston later this month. The insurance will work with HSN subsidiary Wealth Planning Resource Center, which has provided financial planning services to accountants in Texas.

More prime viewing

Stardust Theater, the movie service that launched July 1 and is directed at the TVRO universe, said last week it was moving up, from Sept. 1 to July 24, the date it intends to begin carrying programming 24 hours a day. By July 28, the service will expand from 10 to 12 movies daily and will eliminate the coming attractions hour from 6 to 7 p.m. At that time, those previews will be seen on Galaxy 2, transponder 10.

Stardust said the changes will put more Hollywood product in prime viewing times. The service said it signed 6,200 subscribers in its first week in business.

Shed no tiers

A hearing is scheduled for today in Norfolk County Superior Court in Dedham, Mass., involving a cable rate dispute between Cablevision Systems and the town of Braintree, Mass. Cablevision took over a franchise after purchasing Adams-Russell late last year, and is increasing rates while collapsing a tier, which the city claims violates the original franchise agreement.

Cablevision plans to eliminate a lower basic tier and charge customers \$17.95 a month for 50-plus channels of service. At the moment, 26-channel basic costs \$6.50 up from \$4.50 on July 1, and a second tier now costs \$17.95, up from \$14.50. Cablevision plans to eliminate the basic tier by Jan. 1, making bottom level cable service \$17.95.

The city claims that last December when Cablevision took over, the company said it did not contemplate a rate increase for one year. Cablevision disagreed, saying the record showed the company did not rule out a rate increase and reflected the company's intention to look at its rate structure in the ensuing year.

Hotel Box Office

HBO has announced a new marketing incentive for the hotel/motel industry: a \$ bonus, per room, for cable affiliates who sign a lodging establishment to a two-year deal that includes launching HBO this year.

Another \$2 per room would go to the cable affiliate or hotel for marketing support. That would include, HBO said, indoor, outdoor and lobby signs saying HBO is available free in the room. The incentive program will run until Labor Day.

Vote for C-SPAN

C-SPAN reported last week that survey results show 81% of the delegates to the Democratic National Convention who have access to C-SPAN watch the network. The study, conducted by the University of Maryland, encompassed interviews with 327 randomly selected delegates. Of those interviewed, 28% who watched C-SPAN said their viewing had changed their opinion on a candidate or issue. C-SPAN programming was deemed to be even handed: 75% said the network has no bias, 12% said they did not know, 6% said it has a conservative bias and 7% said it has liberal bias.

The respondents spent an average of 3.5 hours per week watching the network with the candidates debates the most popular, 85%; followed by the Iowa caucus, 62%; *Road to the White House* events, 60%, and election call-in programs, 37%.

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Stock Index

	Closing Wed Jul 13	Closing Wed Jul 6	Net Change	Percent Change	P/E Ratio	Market Capitali- zation (000,000)
BROADCASTING						
N (CCB) Capital Cities/ABC.....	316 1/2	312 7/8	3 5/8	01 15	19	5,120
N (CBS) CBS.....	157 1/2	161 1/4	- 3 3/4	-02 32	8	3,721
A (CCU) Clear Channel.....	13 3/8	14	-	5/8	-04 46	24 51
O (INFTA) Infinity Broadcast.....	29 3/4	29 3/4	-	00 00	92	247
O (JCOR) Jacor Commun.....	5 5/8	5 7/8	-	1/4	-04 25	-12 55
O (LINB) LIN.....	59 3/4	62 3/4	- 3	-04 78	38	3,087
O (MALR) Mairite.....	9	9	-	00 00	-19	122
O (MALRA) Mairite 'A'.....	8 1/2	8 1/4	1/4	03 03	-12	116
O (OBCCC) Olympic Broad.....	3 3/4	3 1/2	1/4	07 14	-	9
O (OSBN) Osborn Commun.....	7	7 1/4	-	1/4	-03 44	-6 35
O (OCOMA) Outlet Commun.....	22 3/4	21	1 3/4	08 33	-8	149
A (PR) Price Commun.....	8 7/8	8 7/8	-	00 00	-7	85
O (SAGB) Sage Broadcasting.....	4 3/4	4 3/4	-	00 00	-7	18
O (SCRIP) Scripps Howard.....	82	85	- 3	-03 52	66	846
O (TLMD) Telemundo.....	9 1/4	8 3/4	1/2	05 71	-1	70
O (TVXG) TVX Broadcast.....	2 3/4	2 1/2	1/4	10 00	-	16
O (UTVI) United Television.....	30	31 1/2	- 1 1/2	-04 76	49	328

BROADCASTING WITH OTHER MAJOR INTERESTS						
N (BLC) A.H. Belo.....	29 1/8	29 3/4	-	5/8	-02 10	11 307
O (ASTV) Amer. Comm. & TV.....	3/32	3/32	-	00 00	-	7
N (AFL) American Family.....	13 1/4	12 3/4	1/2	03 92	11	1,072
O (ACCOM) Assoc. Commun.....	24 1/2	23	1 1/2	06 52	-	233
O (BMAC) Bus. Men's Assur.....	35	35	-	00 00	94	366
N (CNN) Chris-Craft.....	21 1/4	20 7/8	3/8	01 79	47	463
N (DNB) Dun & Bradstreet.....	48 1/4	48 7/8	-	5/8	-01 27	18 7,334
O (DUCO) Durham Corp.....	33 1/2	29 1/2	4	13 55	28	282
V (GCI) Gannett Co.....	32	33	- 1	-03 03	16	5,181
V (GY) GenCorp.....	18 3/8	19 1/4	-	7/8	-04 54	1 583
O (GMXC) GMX Commun.....	3/32	3/32	-	00 00	1	583
O (GACC) Great Amer. Comm.....	11 1/8	11 1/4	-	1/8	-01 11	11 292
V (JP) Jefferson-Pilot.....	33 7/8	33 3/4	1/8	00 37	14	1,337
V (KRI) Knight-Ridder.....	41 3/8	44 1/8	- 2 3/4	-06 23	15	2,353
V (LEE) Lee Enterprises.....	27 3/8	28	-	5/8	-02 23	19 680
V (LC) Liberty.....	39	39 3/8	-	3/8	-00 95	14 361
V (MHP) McGraw-Hill.....	58 3/4	55 5/8	3 1/8	05 61	17	2,832
A (MEGA) Media General.....	41 1/2	42 3/4	- 1 1/4	-02 92	27	1,170
V (MDP) Meredith Corp.....	28 5/8	28 5/8	-	00 00	11	550
V (MCG) Mich. Energy.....	30 1/8	25 3/4	4 3/8	16 99	19	81
O (MMEDC) Multimedia.....	71	72 1/2	- 1 1/2	-02 06	68	781
A (NYTA) New York Times.....	27	26 5/8	3/8	01 40	13	2,213
N (NWS) News Corp. Ltd.....	17 3/4	17 3/4	-	00 00	9	4,729
O (PARC) Park Commun.....	29 1/2	29 1/2	-	00 00	23	407
O (PLTZ) Pulitzer Publishing.....	29	30 1/4	- 1 1/4	-04 13	19	303
V (REL) Reliance Group Hold.....	5 5/8	5 7/8	-	1/4	-04 25	6 421
O (RTRSY) Reuters Ltd.....	28 5/8	28 1/4	3/8	01 32	19	23,767
f (SKHA) Selkirk.....	23 1/2	24 3/8	-	7/8	-03 58	20 190
O (STAUF) Stauffer Commun.....	144	144	-	00 00	48	144
V (TMC) Times Mirror.....	32 3/8	32 7/8	-	1/2	-01 52	15 4,189
O (TMC) TM Communications.....	7/8	7/8	-	00 00	4	6
O (TPCC) TPC Commun.....	1/8	1/8	-	00 00	1	1
V (TRB) Tribune.....	38	37	1	02 70	21	2,899
V (TBSA) Turner Bcstg. 'A'.....	15	14 1/2	1/2	03 44	-2	653
V (TBSB) Turner Bcstg. 'B'.....	14 5/8	14 1/2	1/8	00 86	-2	318
V (WPOB) Washington Post.....	200 1/4	205 3/8	- 5 1/8	-02 49	13	2,572

PROGRAMING						
O (SP) Aaron Spelling Prod.....	6 1/4	5 3/4	1/2	08 69	5	114
O (ALLT) All American TV.....	1 3/4	1 7/8	-	1/8	-06 66	2
O (BRRS) Barris Indus.....	9 3/4	9 3/8	3/8	04 00	-4	76
f (KO) Coca-Cola.....	37	37 7/8	-	7/8	-02 31	15 13,890
V (CLR) Color Systems.....	4 3/8	4 3/8	-	00 00	-2	23
f (KPE) Columbia Pic. Ent.....	9 1/4	8 7/8	3/8	04 22	132	1,014
O (CAVN) CVN Cos.....	13 1/4	12 7/8	3/8	02 91	11	230
V (DEG) De Laurentis Ent.....	7/16	1/2	- 1/16	-12 50	4	4
O (dclp) dick clark prod.....	4 3/8	4 3/8	-	00 00	11	36
f (DIS) Disney.....	61 1/2	63 7/8	- 2 3/8	-03 71	18	8,153
f (DJ) Dow Jones & Co.....	33 7/8	34 1/2	-	5/8	-01 81	16 3,262
O (EM) Entertainment Mktg.....	3 7/8	3 3/4	1/8	03 33	12	47
O (FNNI) Financial News.....	8	7 7/8	1/8	01 58	36	96
V (FE) Fries Entertainment.....	1 5/8	1 3/4	-	1/8	-07 14	7 8
O (GW) Gulf + Western.....	43 3/8	43 5/8	-	1/4	-00 57	7 2,607
O (QNTX) Hal Roach.....	3 5/8	3 3/4	-	1/8	-03 33	-8 25
V (HHH) Heritage Entertain.....	2 5/8	2 5/8	-	00 00	2	12
V (HSN) Home Shopping Net.....	4 3/4	4 3/4	-	00 00	21	414
f (KWP) King World.....	20 1/4	20 5/8	-	3/8	-01 81	13 584
O (LAUR) Laurel Entertain.....	2 3/8	2 5/8	-	1/4	-09 52	5 6
O (LT) Lorimar-Telepictures.....	13 1/2	13 1/2	-	00 00	-4	625
f (MCA) MCA.....	40 3/4	42 3/4	- 2	-04 67	22	2,963
f (MGM) MGM/UA Commun.....	13 1/4	15 1/8	- 1 7/8	-12 39	-7	664
V (NHI) Neison Holdings.....	7/16	1/2	- 1/16	-12 50	-4	11
V (NWE) New World Enter.....	2 1/2	2 3/8	1/8	05 26	6	27

	Closing Wed Jul 13	Closing Wed Jul 6	Net Change	Percent Change	P/E Ratio	Market Capitali- zation (000,000)
PROGRAMING						
O (NNET) Nostalgia Network.....	13/16	13/16	-	00 00	-1	4
N (OPC) Orion Pictures.....	15 1/8	15 3/8	-	1/4	-01 62	13 261
O (MOVE) Peregrine Entertain.....	1 1/2	1 5/8	-	1/8	-07 69	-50 3
N (PLA) Playboy Ent.....	13 7/8	14	-	1/8	-00 89	15 130
O (QVCN) QVC Network.....	10 1/4	9 1/2	3/4	07 89	-21	103
O (RVCC) Reeves Commun.....	5 1/4	5 1/2	-	1/4	-04 54	26 66
O (RPICA) Republic Pic. 'A'.....	7 1/2	7 1/4	1/4	03 44	83	31
O (RPICB) Republic Pic. 'B'.....	7	7 1/4	-	1/4	-03 44	50 5
O (SMNI) Sat. Music Net.....	4 5/8	5	-	3/8	-07 50	-115 41
N (WCI) Warner.....	35 1/4	35 3/4	-	1/2	-01 39	18 4,446
O (WWTVE) Western World TV.....	12	12 7/8	-	7/8	-06 79	16 172

SERVICE						
O (AMEA) A.M.E. Inc.....	9 1/8	9 3/8	-	1/4	-02 66	9 45
O (AGRP) Andrews Group.....	4 5/8	4 5/8	-	00 00	-1	30
O (BSIM) Burnup & Sims.....	15 1/8	14 1/2	5/8	04 31	32	241
N (CQ) Comsat.....	28 5/8	29 1/4	-	5/8	-02 13	-11 524
N (FCB) Foote Cone & B.....	27 1/4	27 1/4	-	00 00	13	227
O (GREY) Grey Advertising.....	119	116	3	02 58	16	144
O (IDBX) IDB Communications.....	10 7/8	10 1/4	5/8	06 09	43	44
N (IPG) Interpublic Group.....	31 5/8	32 5/8	- 1	-03 06	14	709
O (OGIL) Ogilvy Group.....	27 5/8	27	5/8	02 31	13	393
O (OMCM) Omnicom Group.....	18 1/2	19 5/8	- 1 1/8	-05 73	13	454
N (SAA) Saatchi & Saatchi.....	18 7/8	20	- 1 1/8	-05 62	8	2,750
O (TLMT) Telemation.....	1 7/8	1 7/8	-	00 00	7	8
A (TPO) TEMPO Enterprises.....	8 5/8	8 1/2	-	1/8	01 47	28 49
A (UNV) Unitel Video.....	7 1/2	7 3/4	-	1/4	-03 22	11 16

CABLE						
A (ATN) Acton Corp.....	14	14 3/8	-	3/8	-02 60	2 16
O (ATCMA) Amer. TV & Comm.....	25 1/8	25 1/2	-	3/8	-01 47	55 2,733
O (CTEX) C Tec Corp.....	34 1/2	34 1/2	-	00 00	15	189
A (CVC) Cablevision Sys. 'A'.....	35 5/8	35 1/8	1/2	01 42	-12	749
N (CNT) Centel Corp.....	44 7/8	44 5/8	1/4	00 56	12	1,951
O (CCCOA) Century Commun.....	19 1/2	19 3/4	-	1/4	-01 26	-69 564
O (CMCSA) Comcast.....	17 5/8	17 1/4	3/8	02 17	-80	787
A (FAL) Falcon Cable Systems.....	21 1/8	20 3/4	3/8	01 80	-66	135
O (JOIN) Jones Intercable.....	12 1/8	12	1/8	01 04	37	154
T (MHRQ) Maclean Hunter 'X'.....	11 5/8	11 7/8	-	1/4	-02 10	32 856
T (RCI.A) Rogers Commun. 'A'.....	60 1/2	60	1/2	00 83	-93	748
T (RCI.B) Rogers Commun. 'B'.....	54 1/2	55	-	1/2	-00 90	-83 674
O (TCAT) TCA Cable TV.....	33 1/4	33 3/4	-	1/2	-01 48	65 401
O (TCOMA) Tele-Commun.....	24 3/4	25 1/4	-	1/2	-01 98	49 3,745
N (TL) Time Inc.....	96	94	2	02 12	22	5,610
O (UACI) United Art. Commun.....	29	29	-	00 00	241	1,191
N (UCT) United Cable TV.....	34	33 7/8	1/8	00 36	-178	1,267
N (VIA) Viacom.....	27 3/8	25	2 3/8	09 50	-3	1,460
N (WU) Western Union.....	2 3/4	2 5/8	-	1/8	04 76	87
O (WSMCA) WestMarc Com.....	19 3/4	19 1/4	1/2	02 59	25	283

ELECTRONICS/MANUFACTURING						
N (MMM) 3M.....	63 7/8	65 1/4	- 1 3/8	-02 10	15	14,530
O (AMCI) AM Communications.....	11/32	11/32	-	00 00	-	1
N (ARV) Arvin Industries.....	22 3/4	22	3/4	03 40	9	433
O (CCBL) C-Cor Electronics.....	8 1/4	8	1/4	03 12	13	16
O (CATV) Cable TV Indus.....	3 3/4	3 3/4	-	00 00	-25	11
A (CEC) Cetec.....	10 7/8	10 7/8	-	00 00	31	19
N (CHY) Chyron.....	4 1/2	4 3/4	-	1/4	-05 26	16 46
A (COX) CMX Corp.....	15/16	1	-	1/16	-06 25	10 8
N (CCH) Cohu.....	10 5/8	11 5/8	- 1	-08 60	10	19
N (EK) Eastman Kodak.....	43 7/8	45 1/2	- 1 5/8	-03 57	12	14,869
N (GRL) Gen. Instrument.....	34 5/8	37 1/8	- 2 1/2	-06 73	-25	1,157
N (GE) General Electric.....	43 1/4	43 1/4	-	00 00	18	39,588
O (GETE) Geotek Inc.....	15/16	15/16	-	00 00	-3	3
N (HRS) Harris Corp.....	29	29	-	00 00	12	1,187
O (ITEL) Itel Corp.....	19 7/8	19 7/8	-	00 00	46	527
N (MAI) M/A Com. Inc.....	10 5/8	10 1/2	1/8	01 19	-7	287
N (IV) Mark IV Indus.....	11 7/8	11 3/8	1/2	04 39	7	128
O (MCDY) Microdyne.....	3 5/8	3 3/8	1/4	07 40	-2	15
(MCOM) Midwest Commun.....	5	4 3/4	1/4	05 26	12	14
N (MOT) Motorola.....	52 1/4	52 1/4	-	00 00	21	6,755
N (OAK) Oak Industries.....	1 1/8	1 1/8	-	00 00	11	85
A (PICO) Pico Products.....	2 1/4	2 3/8	-	1/8	-05 26	-45 7
N (SFA) Sci-Atlanta.....	15	15 1/4	-	1/4	-01 63	12 351
N (SNE) Sony Corp.....	40	39 3/8	5/8	01 58	65	9,249
N (TEK) Tektronix.....	24 7/8	25 1/2	-	5/8	-02 45	829 689
O (TLCR) Telecraft.....	5 1/8	5 1/8	-	00 00	23	8
N (VAR) Varian Assoc.....	30	28 3/4	1 1/4	04 34	-157	655
N (WX) Westinghouse.....	55 1/4	55 3/4	-	1/2	-00 89	10 7,930
N (ZE) Zenith.....	28	27	1	03 70	-35	725

Standard & Poor's 400.....	311.12	314.38	-	3.26	-	01.04
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Toronto, A-American, N-NYSE, O-OTC Bid prices and common A stock used unless otherwise noted P/E ratios are based on earnings per share for the previous 12 months as published by

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

For the Record

As compiled by BROADCASTING July 6 through July 13 and based on filings, authorizations and other FCC actions.

Abbreviations: AFC—Antenna For Communications; ALJ—Administrative Law Judge; alt.—alternate; ann.—announced; ant.—antenna; aur.—aural; aux.—auxiliary; ch.—channel; CH—critical hours.; chg.—change; CP—construction permit; D—day; DA—directional antenna; Doc.—Docker; 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

- KZUL(AM) Lake Havasu City, AZ (BTCH880609GW; 105.1 mhz; 21 kw; HAAT: 1400.6 ft.)—Seeks assignment of license from Nikki Colvin Hill to Rick L. Murphy for \$102,050. Seller has no other broadcast interests. Buyer has no other broadcast interests. Filed June 9.
- KBWS(AM) Sisseton, SD (BTCH880614GH; 1530 khz; 1 kw-D)—Seeks assignment of license from John A. Adams et al. to Robert Spotts for \$49,166. Seller has no

other broadcast interests. Buyer has no other broadcast interests. Filed June 14.

- KZZI(AM) West Jordan, UT (BAL880613EA; 1510 khz; 10 kw-D)—Seeks assignment of license from Western Broadcasting Inc. to Pioneer Broadcasting for \$180,000. Seller is owned by Carole Hinton and her husband, John. Buyer is owned by Larry T. Hutchings and Beverly A. Hutchings. It has no other broadcast interests. Filed June 13.
- WOFR(AM)-WCHO(FM) Washington Court House, OH: WIFE(AM)-WCNB(FM) Connersville, IN; WMCB(AM)-WCBK(FM) Martinsville, IN (WOFR: BAL880615HZ; 1250 khz; 500 w-D; WCHO: BALH880615GE; 105.5 mhz; 3 kw; HAAT: 300 ft.; WIFE: BAL880615GJ; 1580 khz; 250W-D; BALH880615GK; WCNB: 100.3 mhz; 20 kw; HAAT: 270 ft.; WMCB: BAL880615GL; 1540 khz; 500W-D; WCBK: BALH880615GM; 102.3 mhz; 3 kw; HAAT: 300 ft.)—Seeks assignment of license from Community Service Radio Inc. to David A. Rodgers as part of sale valued at \$3.8 million. Seller is owned by David C. Keister, who also owns WCBJ(FM) Lebanon, IN, and WMLA-AM-FM Bloomington, IL. Buyer owns WBLM(AM) Macon, GA. Filed June 15.
- KAYK(AM) Pueblo, Co. (BAL880610EH; 1480 khz; 1 kw-D)—Seeks assignment of license from Richard L. Springfield, receiver, to Yonker & Turner Broadcasting Inc. for \$195,000. Seller has no other broadcast interests. Buyer is owned by Walter A. Yonker, Doris F. Yonker, Robert N. Turner, Cheryl A. Turner, Carol S. Plank and David A. Yonker. It has no other broadcast interests. Filed June 10.
- KAFF-AM-FM Flagstaff, AZ (AM: BAL880602EB; 930 khz; 5 kw-D; FM: BAPLH880602EC; 92.9 mhz; 50 kw; HAAT: 1514 ft.)—Seeks assignment of license from Resorts Broadcasting Inc. to Guyann Corp. for \$1,350,000. Seller is owned by Eric Sharp. It has no other broadcast interests. Buyer is owned by Guy Christian, H.K. Mangum and A.

Dean Pickett. It owns KRHS(AM)-KKLG-FM Bullhead City, AZ. Filed June 2.

- WCNL(AM) Newport, NH (BAPL880615EG; 10 khz; 250 w-D)—Seeks assignment of license from Air Bo Communications Inc. to KOOR Communications Inc. for \$250,000. Seller is owned by Phillip M. Lowe, who also owns WCNL-FM Newport, NH, and WHIM(AM) Providence, RI. Buyer is owned by Robert L. Vinikoor and his wife, Sheila. It is satellite antenna distributor based Lebanon, NH. Filed June 15.
- WAVG(AM)-WLRS(FM) Louisville, KY (AM: BAL880615ED; 970 khz; 5 kw-U; FM: BALH880615GV; 102.3 mhz; 3 kw; HAAT: 300 ft.)—Seeks assignment of license from Kentucky Technical Institute Inc. to Radio Of Inc. for \$4.5 million. Seller is principally owned by Clarence E. Henson Jr. It has no other broadcast interest. Buyer is principally owned by Toney Brooks, former president of Sandusky Radio Group. Filed June 15.
- WTVW(TV) Evansville, IN, and KLBK-TV Lubbock, TX (WTVW: ch. 7; 316 kw-V 63.2 kw-A; HAAT: 1013 ft.; KLBK: ch. 13; 316 kw-V 251 kw-A; HAAT: 880 ft.)—Seeks assignment of license from Woods Communication Group Inc. to Broad Street Television Corp. for \$74 million ("Closed Circuit," June 13). Seller is Springfield, MO-based group of one AM, three FM's and five TV principally owned by Charles Woods. Buyer is new company formed by Dick Geismar, Fred Walker and Allen Adle former principals of Broad Street Communications. Ne Haven, CT-based group of two AM's and three FM's that was sold to Clear Channel Communications in 1984. Filed June 16.
- KMAR-AM-FM Winnsboro, LA (AM: BAL880616E; 1570 khz; 1 kw-D; FM: BALH880616EB; 95.9 MHz; 3Kv; HAAT: 170 ft.)—Seeks assignment of license from Gler W. Butler, receiver, to Harkins Broadcasting Co. for \$270,000. Seller has no other broadcast interests. Buyer owned by Gerald L. Harkins. It has no other broadcast interests. Filed June 16.
- WLSC(AM) Loris, SC (BAPL880616EC; 1240 khz; kw-U)—Seeks assignment of license from Loris Broadcasting Inc. to J.A.R.C. Broadcasting Inc. for \$76,000. Seller owned by Dwight W. Shores. It has no other broadcast interests. Buyer is owned by Chris Poulos, Jerry D. Jenrette, Roberta J. Ward and Andrew C. Poulos. It has no other broadcast interests. Filed June 16.
- WZLE(FM) Lorain, OH (BALH880615GT; 104.9 mhz; 3 kw; HAAT: 183 ft.)—Seeks assignment of license from Lorain Christian Broadcasting Corp. to Victory Radio Inc. for \$820,000. Seller is headed by Norfleet R. Jones. It has no other broadcast interests. Buyer is owned by Verno Baldwin, Marcella Baldwin, John W. Sloan and Vernon F. Baldwin. It also owns WCNW(AM) Fairfield, OH, and WWXL-FM Manchester, KY. Filed June 15.
- WABZ-FM Albemarle, NC (BALH880616GR; 100. mhz; 3 kw; HAAT: 200 ft.)—Seeks assignment of license from Stanley County Communications Inc. to Piedmont Crescent Communications Inc. for \$675,000. Seller owned by William C. Boyce, James R. Willis and William S. Self. It also owns co-located WWWW(AM). Buyer owned by Charles A. Hicks, William R. Rollins and Robert R. Hilker. Hicks and Hilker own WGO(AM) Concord, NC. Hilker and Rollins own WJJJ(AM) Christiansburg, VA, and WVVV(FM) Blacksburg, VA. Hilker also owns WDX(AM)-WORG(FM) Orangeburg, SC, and WSTX AM-FM Christiansted, VI, and has interest in WCGC(AM) Belmont, NC. Filed June 16.
- WHQO(FM) Skowhegan, ME (BAPH880610GC; 107.9 mhz; 1.4 kw; HAAT: 410.76 ft.)—Seeks assignment of license from Maine Broadcasting Co. to Dark Communications Inc. for \$500. Seller is owned by Charles Saltzman. Buyer is owned by Dennis Tallyn, Diane Saltzman and Donald E. Martin. Martin is board member of Columbian Union College Broadcasting Inc., which owns WGTS-FM Takoma Park, MD. Filed June 10.
- WCER(AM) Huntington, IN (BAL880614ED; 130 khz; 500W-D DA-D; HAAT:—Seeks assignment of license from Robert E. Sadler, receiver, to Acme Inc. for \$56,000. Seller has no other broadcast interests. Buyer is owned by Allen C. Moore and family. It has no other broadcast interests. Filed June 14.
- WSRP(AM) Washington, NJ (BAL880615EC; 158 khz; 1 kw-D; HAAT:—Seeks assignment of license from Star Broadcasting Inc., debtor-in-possession, to Provident

Alaska Broadcasting Network, Inc.

KIMO-TV	ANCHORAGE
KATN-TV	FAIRBANKS
KJUD-TV	JUNEAU

\$11,000,000

Financing has been provided by the Communications Finance Group of

Greyhound Financial Corporation

A Greyhound Company



roadcasting Corp. for \$60,000. Seller has no other broadcast interests. Buyer is owned by David T. Bossart, Wayne D. Herrmann and Timothy W. Braddock. It has no other broadcast interests. Filed June 15.

1 WYBG(AM) Massena, NY (BAL880609EB; 1050 kHz; 1 kw-D 500 w PSA)—Seeks assignment of license from iaway Broadcasting Inc. to Wade Communications Inc. or \$450,000. Seller is principally owned by Godfrey W. Ierweg. It has no other broadcast interests. Buyer is owned by Curran E. Wade and his wife, Dorothy. It owns Wade Advertising, based in Gouverneur, NY. Filed June 9.

1 KLSQ(FM) Henderson, NV (BALH880614GN; 95.5 mhz; 100 kw-H 61 kw-V; HAAT: 1120 ft.)—Seeks assignment of license from Columbia Theatre Co. to Southwest Radio Las Vegas Inc. for \$2.75 million. Seller is principally owned by Frederick Danz and family. It has no other broadcast interests. Buyer is principally owned by Fred Iavienick. It owns dog racing track in Naples, FL. Filed June 14.

1 KGVE(FM) Grove, OK (BALH880614GI; 99.3 mhz; 3 kw; HAAT: 325 ft.)—Seeks assignment of license from Jentry Broadcasting Inc. to BCS Inc. for \$350,000. Seller is owned by Frank Gentry and has no other broadcast interests. Buyer is owned by Barbara L. Smith and Carl C. Smith. It has no other broadcast interests. Filed June 14.

1 KDLR(AM)-KDVLFM Devils Lake, ND (AM: BALH880614EA; 1240 kHz; 1 kw-U; FM: BALH880614EB; 92.5 mhz; 100 kw; HAAT: 471 ft.)—Seeks assignment of license from KDLR Inc. to Dakota Rose Broadcasting Inc. or \$900,000. Seller is owned by Paul R. Lange. It has no other broadcast interests. Buyer is owned by Dale Alwin, Ivan F. Heustis and Doris Alwin. Filed June 14.

1 KNWZ(AM) Palm Desert, CA (BALH880614EE; 1270 kHz; 1 kw-D)—Seeks assignment of license from Bass Broadcasting Inc. to Country Club Communications Inc. for \$46,000. Seller is principally owned by Keith Bass. It has no other broadcast interests. Buyer is owned by William S. Hart, his son, William, and Leo I. George. Filed June 14.

Action

1 KTIP(AM)-KIOO(FM) Porterville, CA (AM: BALH880516EF; 1450KHZ; 1KW-D, 250W-N; FM: BAPLH880516EG; 99.7MHZ; 15KW; HAAT: 690 ft.)—Granted assignment of license from Chief Broadcasting Inc. to Porterville Broadcasting Inc., doing business as Euphonic Broadcasting Inc., for \$1,040,000. Seller is owned by Monte Moore, who has no other broadcast interests. Buyer is owned by Terry Gillingham, former general manager of WAV(FM) Monterey, CA. He has no other broadcast interests. Action July 1.

New Stations

1 Birmingham, AL (BPEH880603MA)—Board of trustees of University of Alabama for University of Alabama at Birmingham seeks 88.5 mhz; 1.72 kw H&V; 142 m. Address: CAB Station, Birmingham, AL 35294. Principal is educational institution headed by Guy Hunt, Winton M. Blount, T.M. Bedsole, Sandra Hullett, John T. Oliver and Wayne Teague. Filed June 3.

1 Sierra Vista, AZ (BPH880616MU)—Ana L. Zumano seeks 101.7 mhz; 3 kw H&V; 100 m. Address: P.O. Box 4037, Sierra Vista, AZ 85635. Principal has no other broadcast interests. Filed June 16.

1 Sierra Vista, AZ (BPH880616MY)—Sierra Vista FM Broadcasting Inc. seeks 101.7 mhz; 100 kw H&V; 91 m. Address: 2700 Fry Blvd., #A-7, Sierra Vista, AZ 85635. Principal is owned by Karol E. George, Steven L. Bosse, Ellen E. O'Connell and John C. Jannetto, who have no other broadcast interests. Filed June 16.

1 Texarkana, AR (BPH880616MP)—JO-AL Broadcasting Inc. seeks 104.7 mhz; 3 kw H&V; 100 m. Address: 20 Preston Circle, Texarkana, AR 75502. Principal is owned by Emmie J. Gamble and Alcus Davis, who have no other broadcast interests. Filed June 16.

1 Texarkana, AR (BPH880616MW)—Dupre' Broadcasting Co. seeks 104.7 mhz; 3 kw H&V; 100 m. Address: 2510 Walnut St., Texarkana, TX 75503. Principal is owned by Patricia D. Camp and Ann E. Dupre'. It has no other broadcast interests. Filed June 16.

1 Texarkana, AR (BPH880616MQ)—B&H Broadcasting System Inc. seeks 104.7 mhz; 3 kw H&V; 100 m. Address: 1720 County Ave., Texarkana, AR 75502. Principal is owned by Ray C. Bursey, Brinder J. Bursey, Kenneth H. Howard and Bobbie R. Howard. It has no other broadcast interests. Filed June 16.

1 Ft. Bragg, CA (BPH880527MQ)—Susan I. Waters seeks 96.7 mhz; 1.741 kw H&V; 128 m. Address: 1511 Campus Dr., Berkeley, CA 94708. Principal has no other

broadcast interests. Filed May 27

1 Soledad, CA (BPH880602OI)—Kyra O. Krulicki seeks 105.3 mhz; 3 kw H&V; -87 m. Address: 404 Locke Dr., Aptos, CA 95003. Principal has no other broadcast interests. Filed June 2.

1 Bushnell, IL (BPH880616NJ)—Ralph Trieger seeks 104.7 mhz; 3 kw H&V; 100 m. Address: 26126 W. Grass Lake Rd., Antioch, IL 60002. Principal has no other broadcast interests. Filed June 16.

1 Bushnell, IL (BPH880618MX)—Horn Broadcast Partners seeks 104.7 mhz; 3 kw H&V; 100 m. Address: 2717 W. Kansas, Peoria, IL 61604. Principal is owned by Arlen G. Horn and Constance S. Horn. It has no other broadcast interests. Filed June 18.

1 Monroe, LA (BPH880602OD)—CB Broadcasting Co. seeks 105.3 mhz; 50 kw H&V; 150 m. Address: 404 Carver St., Grambling, LA 71245. Principal is owned by Allen Williams and Alfred T. Moore. It has no other broadcast interests. Filed June 2.

1 Reserve, LA (BPH880616NH)—Virgie Hare Du Treil seeks 94.9 mhz; 1.9 kw H&V; 124 m. Address: 1500 E. Airline Hwy. Laplace, LA 70068. Principal has interest in WADU(AM) Norco, LA. Filed June 16.

1 Reserve, LA (BPH880616MV)—Kathleen Pynes Hebert seeks 94.9 mhz; 3 kw H&V; 100 m. Address: 3530 Carondelet, New Orleans 70115. Principal has no other broadcast interests. Filed June 16.

1 Stewartville, MN (BPH880617MB)—Obed S. Borgen seeks 94.9 mhz; 3 kw H&V; 100 m. Address: 2401 Hillside Lane SW, Rochester, MN 55902. Principal owns WMIN(AM) Maplewood, MN, and KFIL-AM-FM Preston, MN. Filed June 17.

1 Stewartville, MN (BPH880615MH)—FOG Communications seeks 94.9 mhz; 2 kw H&V; 122 m. Address: 1819 Mitchell Ave., Eau Claire, WI 54701. Principal is owned by Dale A. Ganske and Bob Fonoroff. Ganske owns 50% of WISM(AM) Eau Claire, WI. Filed June 15.

1 Stewartville, MN (BPH880616ND)—James A. Giebel, his wife, Sharon L. Giebel, and John M. Hamilton seek 94.9 mhz; 3 kw H&V; 100 m. Address: 326 16th Ave. SW, Rochester, MN 55902. Principal has no other broadcast interests. Filed June 16.

1 Stewartville, MN (BPH880616NE)—Gary L. Lusk seeks 94.9 mhz; 3 kw H&V; 100 m. Address: 3355 Geselle Lane NW, Rochester, MN 55901. Principal has no other broadcast interests. Filed June 16.

1 Stewartville, MN (BPH880616NB)—Root River Radio Inc. seeks 94.9 mhz; 3 kw H&V; 100 m. Address: Rte 1, Box 186-C, New Ulm, MN 56073. Principal is owned by James Ingstad, James Bartels and Konnie Bartels. Ingstad owns KNUJ(AM)-KKLX(FM) New Ulm, MN, KOVC-AM-FM Valley City, ND, and KWDJ(AM)-KKWS(FM) Wadena, MN, and has interest in KQHT(FM) Crookston, MN. Filed June 16.

1 Columbus, MS (BPH880616NK)—Golden Triangle Radio seeks 94.9 mhz; 30 kw H&V; 150 m. Address: 510 N. 7th St., Columbus, MS 39701. Principal is owned by Donald R. Depriest, who has no other broadcast interests. Filed June 16.

1 Columbus, MS (BPH880616NI)—WCAM Inc. seeks 94.9 mhz; 50 kw H&V; 150 m. Address: 2225 5th St. N., Columbus, MS 39701. Principal is owned by Naomi Cyrus, Alvin L. Lovett, Roland F. Colon and Frederick J. Hunter. It has no other broadcast interests. Filed June 16.

1 Grants, NM (BPH880616NF)—Don R. Davis seeks 97.9 mhz; 10 kw H&V; 68 m. Address: 3611 Altamonte Ave. NW, Albuquerque, NM 87110. Principal owns KNXX(AM) Los Ranchos de Albuquerque, NM. Filed June 16.

1 Fair, NC (BPH880602NW)—Morgan, Davis, Meares & Bledsoe seeks 105.3 mhz; 3 kw H&V; 28 m. Address: P.O. Box 774, Fair Bluff, NC 28439. Principal is owned by Bobby G. Morgan, Marion H. Davis, Carl Meares, Virginia W. Bledsoe and Harold Bledsoe. Bledsoe owns WJHB(AM) Fairbluff, NC. Harold Bledsoe owns WSDC(AM) Hartsville, SC. Filed June 2.

1 Rose Hill, NC (BPH880616MR)—LYN-WIN Broadcasting Inc. seeks 104.7 mhz; 2.05 kw H&V; 118 m. Address: P.O. Box 445, Warsaw, NC 28398. Principal is owned by James B. Blanchard and Peggy Q. Blanchard. It owns WTRQ(AM) Warsaw, NC. Filed June 16.

1 Rose Hill, NC (BPH880616MS)—Duplin County Broadcasters seeks 104.7 mhz; 3 kw H&V; 78 m. Address: Rte. 2, Rose Hill, NC 28458. Principal is owned by Jeff B. Wilson and William D. Mills. Wilson owns WEGG(AM) Rose Hill, NC. Filed June 16.

1 Bixby, OK (BPH880602NX)—PKI Partnership seeks 105.3 mhz; 3 kw H&V; 100 m. Address: 14081 Yorba St., #226, Tustin, CA 92680. Principal is owned by Patricia K.

Lusin, Alice M. Nozawa and Nancy J. Ruth, who have no other broadcast interests. Filed June 2.

1 Bixby, OK (BPH880606NX)—John M. Singer seeks 105.3 mhz; 3 kw H&V; 100 m. Address: 7715 S. Oxford Ave., Tulsa, OK 74136. Principal has no other broadcast interests. Filed June 6.

1 Oliver, PA (BPH880616NA)—TJ Broadcasting seeks 94.9 mhz; 0.21 kw H&V; 372 m. Address: Rt. 40 E, Box 699, Grindstone, PA 15442. Principal is owned by Tom Clark and John Sebeck, who have no other broadcast interests. Filed June 16.

1 Oliver, PA (BPH880616NC)—Mt. Vernon Broadcasting Inc. seeks 94.9 mhz; 0.141 kw H&V; 327 m. Address: P.O. Box 639, Uniontown, PA 15401. Principal is owned by William Kania, Lorraine Livingston, Jeffrey Lang and Wendell Coffin. It has no other broadcast interests. Filed June 16.

1 Oliver, PA (BPH880616MT)—Humes Broadcasters seeks 94.9 mhz; 0.205 kw H&V; 378 m. Address: P.O. Box 270, Brownsville, PA 15417. Principal is owned by James J. Humes, who also owns WASP(AM) Brownsville, PA. Filed June 16.

1 McClellanville, SC (BPH880606NO)—McClellanville Broadcasting L.P. seeks 98.9 mhz; 50 kw H&V; 150 m. Address: 2537 Longbranch Dr., Charleston, SC 29407. Principal is owned by Theron M. Snype, who has no other broadcast interests. Filed June 6.

1 Loudon, TN (BPH880602OG)—James M. Robinson seeks 105.3 mhz; 3 kw H&V; 100 m. Address: P.O. Box 211, Johnson Hill Rd., Louisville, TN 37777. Principal has no other broadcast interests. Filed June 2.

1 Wapato, WA (BPED880602MN)—Central Washington Educational Foundation seeks 89.5 mhz; 15 kw H&V; 297 m. Address: 507 N. 35th Ave., Yakima, WA 98902. Principal is owned by Paul E. Moore, Stanley Wilkinson, Lynda Osborne, Aida Cazares, Melvin Kimmell, Vern Libby and Larry Waymere. It has no other broadcast interests. Filed June 2.

TV

1 Phoenix (BPCT880610KG)—Compass Rose Communications Corp. seeks ch. 61; 5000 kw-V; 11AAT: 499 m. Address: P.O. Box 255, Evergreen, CO 80439. Principal is owned by David M. Drucker and Penny Drucker. Drucker owns KUBD(TV) Denver. Filed June 29.

Actions

1 La Crescent, MN (860910MB)—Returned app. of Minnesota Public Radio Inc. for 91.1 mhz; 0.387 kw H&V; 263 m. Address: 45 East 7th St., St. Paul, MN 55101. Principal is nonprofit corporation headed by Thomas McBurney, Conley Brooks, William Kling, Alfred Cook, Walter Miller and William Cosgriff. Action June 22.

1 Mayaguez, PR (BPED870918NQ)—Returned app. of University of Puerto Rico. Mayaguez Campus for 88.3 mhz; 1.78 kw H&V; 297 m. Address: UPR Mayaguez Campus, Mayaguez, PR 00709. Principal is educational institution headed by Jose L. Martinez Pico, Jose E. Custodio, Rafael P. Yumet and Marcos A. Ramirez. Action June 22.

1 Bowling Green, KY (BPED870804MB)—Granted app. of Western Kentucky University for 91.7 mhz; 1 kw; 3 m. Address: Academic Complex 153, Bowling Green, KY 42101. Principal is owned by Joseph Iracane, Ronald W. Clark, Dr. Paul B. Cook, Dr. Robert Haynes, Dr. Jerry Wilder and Harry K. Largen. Action June 24.

1 Mattoon, IL (BPH870825MC)—Granted app. of WKDJ Inc. for 101.3 mhz; 3 kw H&V; 41 m. Address: P.O. Box 150846, Nashville 37215. Principal is owned by Bayard Walters, who also owns WKCM(AM) Hawesville, KY; WVEL(AM)-WGLO(FM) Pekin, IL, and WHRS(AM)-WFMI(FM) Winchester, KY. Action June 28.

1 Mattoon, IL (BPH870825MB)—Dismissed app. of Miller Communications Inc. for 101.3 mhz; 1.8 kw H&V; 129 m. Address: 540 West Green, Virden, IL 62690. Principal is owned by Randal J. Miller, Cathaleen R. Miller, Lawrence A. Travis and James Collins. Miller and Travis own WRV(FM) Virden, IL. Action June 28.

1 Utica, NY (BPH860203MV)—Dismissed app. of FM America Corp. for 100.7 mhz; 0.89 kw; 604 m. Address: 110 East 59 St., 36th Floor, New York, NY 10022. Principal is owned by George L. Lindemann, John E. Brennan, John R. Wheeler and Mathilda Schiele. Action June 28.

1 Helena, AR (BPH870730MI)—Granted app. of Southern Broadcasting Co. for 94.5 mhz; 3 kw H&V; 79 m. Address: P.O. Box 2501, West Helena, AR 72390. Principal is owned by M.M. Traylor and Sylvester Huling, who also own KWHF(AM) West Helena, AR. Action June 29.

1 Sturtevant, WI (BPH860812MB)—Granted app. of Sheboygan County Broadcasting Co. for 104.70; 3 kw H&V; 328 m. Address: 2100 Washington Ave., Sheboygan,

Facilities Changes

AM's

- Pine Island Center, FL. WDCQ, 1200 kHz—June 20-Application for CP to increase day power to 16 kw and change DA antenna pattern.
- Grayling, MI. WGRY, 1590 kHz—June 24-Application for CP to change hrs of op to unltd by adding night service

with 1 kw and change freq. to 1230 khz.

- St. Andrews, SC. WHBE, 830 khz—May 27-Mod of CP (BPH821130AJ) to change TL: 0.2 km E of Bear Swamp Rd., 1.3 km N of Bees Ferry Rd., Red Top, SC; 32 49 01N 80 07 16W.

- Rocky Mount, VA. WNLB, 1290 khz—June 15-Application for CP to correct geographic coordinates: 36 58 37N 79 53 45W.

FM's

- Springerville, AZ. KQAZ, 101.7 mhz—June 7-Application for CP to change ERP: 1.1 m. H&V.
- Lompoc, CA. KBOX, 92.7 mhz—May 31-Application for CP to change ERP: 5.7 kw H&V; HAAT: 208 m. H&V;

freq.: 104.1 mhz; class: B1 (per doc #88-384).

- Fort Bragg, CA. KSAY, 97.7 mhz—June 8-Mod of C (BPH850712MH) to correct coordinates.

- Chester, CA. KCFM, 98.9 mhz—June 10-Mod of CP, change ERP: 25 kw H&V; HAAT: 737 m. H&V; change TL on Keddie Ridge, 0.8 mi. SE of Dyer Mtn. Peak.

- Kerman, CA. KTAA, 94.3 mhz—June 13-Mod of C (BPH850711PL) to change ERP: 1.35 kw H&V; HAAT: 15 m. H&V; TL: 520 m. 45 degrees true from intersec Church and Del Norte Avenues, Kerman, CA.

- Century, FL. WKGT, 105.1 mhz—June 1-Mod of C (BPH860310MG) to change TL: 90 meters S of Rte. 16, 1.45 km W of U.S. Rte. 29, McDavid, Escambia Co. FL

- Jacksonville, FL. WAIV-FM, 96.9 mhz—June 9-Application for CP to change HAAT: 309 m. H&V; change antenna-supporting structure height.

- Mexico Beach, FL. WMQA, 99.3 mhz—June 20-Mod of CP (BPH850711ND) to change antenna location: approx 2.5 km NE of Overstreet, Gulf Co. FL, in NE 1/4 of Sec 3 Twp 5S, Range 11 West.

- Waycross, GA. WWUF, 97.7 mhz—June 16-Mod of C (BPH811215AD) to change HAAT: 99 m. H&V; change antenna-supporting structure height.

- Fairfield, IA. KBCT, 95.9 mhz—June 10-Application for CP to change ERP: 2.05 kw H&V; HAAT: 121.7 m. H&V; TL: 4.6 km bearing 302 degrees T from Libertyville, Des Moines Twp, Jefferson Co. IA; change antenna-supporting structure height.

- Greensburg, IN. WRZQ-FM, 107.3 mhz—June 3-Mod of CP to change ERP and HAAT: 162 m. H&V.

- Falmouth, MA. WCIB, 101.9 mhz—June 6-Application for CP to change HAAT: 146 m. H&V; correct coordinates: 41 33 31N 70 35 46W.

- Skowhegan, ME. WHQO, 107.9 mhz—June 10-Mod of CP (BPH850311MD) to change ERP: 0.651 kw H&V; HAAT: 206 m. H&V; TL: E of Bigelow Rd., 5.6 km S of center of Skowhegan, Somerset Co. ME.

- Boothbay Harbor, ME. WCME, 96.7 mhz—June 14-Application for CP to change ERP: 15.6 kw H&V; HAAT: 127 m. H&V; change antenna location: N side of Hwy 1, 1.1 mi. SW of Newcastle, Lincoln Co. ME; change class to 244B1 (per docket #87-285).

- Petoskey, MI. WJML-FM, 98.9 mhz—June 3-Mod of CP (BPH860902IE) to change HAAT: 362 m. H&V; TL: 3.25 mi. N of M-119 on Emmet Heights Rd., 3.3 mi. NN of Harbor Springs, MI.

- Bad Axe, MI. WLEW-FM, 92.1 mhz—June 9-Application for CP to change ERP: 50 kw H&V; HAAT: 150 m. H&V; TL: SW corner of intersec of Grassmere Rd. and Filion Rd., Chandler Township, Huron Co. MI; change antenna-supporting structure height; change to class C2.

- Mountain View, MO. KXOZ, 96.7 mhz—May 31-Mod of CP (BPH861023MC) to change ERP: 1.3 kw H&V; HAAT: 150 m. H&V; TL: adjacent to U.S. 60, 5 mi. W of Mountain View, MO.

- Bethany, MO. KAN-FM, 95.9 mhz—June 8-Mod of CP (BPH870220IG) to change ERP: 50 kw H&V.

- Butte, MT. KOPR, 94.1 mhz—June 3-Application for CP to change ERP: 58.4 kw H&V and make changes in antenna sys.

- Jacksonville, NC. WRCM, 92.1 mhz—June 2-Application for CP to change ERP: 100 kw H&V and class C1.

- Albemarle, NC. WABZ-FM, 100.9 mhz—June 16-Application for CP to change ERP: 0.85 kw H&V; HAAT: 17 m. H&V; change antenna-supporting structure height; TL: 1 km SW of Plyer Community, Stanly Co. NC.

- Hatch, NM. KWQQ, 101.1 mhz—June 7-Mod of C (BPH850712RL) to change HAAT: 342 m. H&V; change antenna-supporting structure height.

- White Rock, NM. KTJB, 101.1 mhz—June 14-Mod of CP (BPH851213MD) to change HAAT: 16 m. H&V; change antenna location: 400 N Mesa, Los Alamos, Los Alamos Co., NM.

- Buffalo, NY. WFBF-FM, 88.1 mhz—June 8-Mod of C (BPH830719AJ) to change HAAT: 20 kw H&V.

- Edgewood, OH. WZOO-FM, 102.5 mhz—May 31-Mod of CP (BPH870724ME) to change TL: 145 meters V of Sanford Rd., 0.78 km S of intersec with Bunker Hill Rd, Saybrook Township, Ashtabula Co. OH.

- Hardeeville, SC. WWDR, 101.1 mhz—June 10-Mod of CP (BPH851216N m.) to change ERP: 50 kw H&V; HAAT: 150 m H&V; change antenna location: 0.51 km SE of the intersec of I-16 and Bloomingdale Rd., Bloomingdale, GA; change class to C2 (per docket #87-445).

- Lake City, SC. WGFG-FM, 100.1 mhz—June 14-Application for CP to change HAAT: 147 m. H&V; ERP: 1.1 kw H&V; change antenna location: McAllister Mill Rd., 1.

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■ Sioux Falls, SD, KKLS-FM, 104.7 mhz—June 1-Mod of CP (BP870302NL) to change HAAT: 216 m. H&V: TL: 5.7 mi. N of Humboldt, W of Hwy 19, Minnehaha, Humboldt, SD.

■ Livingston, TX, KETX-FM, 92.1 mhz—June 13-Application for CP to change ERP: 50 kw H&V; freq.: 92.3MHz and change class to C2.

■ Georgetown, TX, KQFX, 96.7 mhz—June 13-Application for CP to change HAAT: 298 m. H&V: change antenna-supporting structure height.

■ Edinburg, TX, KVLV, 107.9 mhz—June 20-Mod of CP (BP870302IR) to change HAAT: 219 m. H&V: change antenna-supporting structure height: change class to C1.

■ Colonial Heights, VA, WKHK, 95.3 mhz—June 10-Application for CP to change ERP: 13.2 kw H&V: change class to B1 (per docket #87-382).

■ La Crosse, WI, WSPL, 95.9 mhz—June 10-Mod of CP (BP870226F) to change TL: 3.7 km N of Reno, Houston Co, MN, on Rte. 26.

Actions

AM's

■ Spanish Fort, AL, WAFK, 760 khz-July 5-Application (BMP880407AA) returned for Mod of CP to change city of license at Saraland, AL: change TL: Baker Rd., Saraland, AL, and make changes in ant. sys.

■ Phoenix, AZ, KHEP, 1280 khz-July 1-Application (BP870817AF) granted for CP to increase power to 2.5 kw.

■ Sahuarita, AZ, KQTL, 1210 khz-July 1-Application (BP880127AC) granted for CP to increase night power to 1 kw and make changes in nighttime ant. sys.

■ Redding, CA, KRDC, 1330 khz-July 1-Application (BP870331AF) granted for CP to change hrs of oper to unlt by adding night service with 5 kw; install DA-2; TL: 0.8 km of Dersch Rd., 1.5 km E of Deschutes Rd., Redding, CA: make changes in ant. sys.: 40 29 07N 122 13 14W.

■ San Diego, KFMB, 760 khz-July 5-Application (BP880429AE) returned for CP to increase night power to 50 kw and make changes in ant. sys.

■ Callahan, FL, WJVR, 1160 khz-July 1-Application (BP880105AF) granted for CP for experimental synchronous AM station at Jacksonville, FL, to operate simultaneously with primary WJVR facility at Callahan, FL, on same freq. but with 250 w non-directional.

■ Goshen, IN, WKAM, 1460 khz-July 5-Application (BP880107AG) returned for CP to increase day power to 2.5 kw.

■ Gretna, LA, KGLA, 1540 khz-July 5-Application (BP880503AI) returned for CP to increase daytime power to 1 kw daytime and to make changes in ant. sys.

■ Sulphur, LA, KEZM, 1310 khz-July 1-Application (BP870326AQ) dismissed for CP to change hrs of oper to unlt by adding night service with 1.9 kw; increase day power to 1 kw; install DA-2; TL: Rt 27 approx 2 km N of U.S. Hwy. 90, Sulphur, LA, and make changes in ant. sys.

■ Saline, MI, WNRS, 1290 khz-July 5-Application (BP880411AB) returned for CP to change hrs of oper to unlt by adding night service with 1 kw; incse day power to 2 kw; change TL: East of Warner Rd., 0.2 km S of Judd Rd., 6 km SE of Salina, MI, and make changes in ant sys: 42 08 12N 83 43 12W.

■ Penn Yan, NY, WQKA, 850 khz-July 1-Application (BP871127AA) granted for CP to increase power to 1 kw.

■ Albany, OR, KRKT, 990 khz—June 30-Application (BP880216AL) granted for CP to make changes in ant sys: TL: 590 due S of 53rd Ave and 3700 due E of Oakville Rd., Albany, OR: 44 35 43N 123 07 34W.

■ West Klamath, OR, KWSA, 1070 khz—June 20-Application (BMP871015AC) granted for MP (BP870318AG) to make changes in ant. sys.: TL: 300 W of intersec of Lavern St. and Southern Pacific railroad tracks, Klamath Falls, OR: reduce daytime power to 5 kw and critical hours to 1 kw: 42 11 38N 121 46 27W.

■ Canonsburg, PA, WWCS, 540 khz-July 5-Application (BP880210AA) returned for CP to increase day power to 7.5 kw and change nighttime pattern.

■ Clearfield, PA, WCPA, 900 khz-July 5-Application (BP880303AF) returned for CP to change hrs of oper to unlt by adding night service with 500 w; increase day power to 2500 w; install DA-2 and make changes in ant. sys.

■ Morovis, PR, WCQC, 1580 khz-July 1-Application (BP870828AD) granted for CP for experimental synchronous AM station at Arecibo, PR, to operate simultaneously with primary WCQC facility at Morovis, PR on same freq. but with 100 w day; 500 w night.

■ Ponce, PR, WEUC, 1420 khz-July 5-Application

(BP880406AH) returned for CP to change freq. to 650 khz; increase power to 2 kw and install DA-1.

■ Rapid City, SD, KIMM, 1150 khz-July 1-Application (BP871102AA) granted for CP to change hrs of oper to unlt by adding night service with 500 w; TL: 4 km E of Rapid City, SD, and make changes in ant. sys.: 44 04 33N 103 08 50W.

■ Cypress, TX, KYND, 1520 khz-July 5-Application (BP880411AE) returned for CP for experimental synchronous AM station at Houston to operate simultaneously with primary KYND facility at Cypress, TX, on same freq. 1520 khz, but with 1000 w DA-D.

■ Freeport, TX, KBRZ, 1460 khz-July 1-Application (BP870727AC) granted for CP to change hrs of oper to unlt by adding night service with 250 w; reduce day power to 265 w; make changes in ant. sys. (incse tower height): correct coordinates: 28 58 13N 95 20 02W.

■ La Grange, TX, KVLG, 1570 khz-July 5-Application (BP871215AD) returned for CP to change hrs of oper to unlt by adding night service with 500 w; increase day power to 1000 w; install DA-2 and make changes in ant. sys.

■ Tacoma, WA, KKMO, 1360 khz-July 1-Application (BP880202AA) granted for CP for experimental synchronous AM station at Mountlake Terrace, WA, to operate simultaneously with primary KKMO facility at Tacoma, WA on same freq. (1360 khz) but with 1 kw day and night N-D.

■ Fox Farm, WY, KSHY, 1530 khz-July 1-Application (BP850118AC) granted for CP to change freq.: 1530 khz; change city of license to Fox Farm, WY: change hrs of oper to unlt by adding night service with 1 kw; increase day power to 10 kw; install DA-2; change TL: 1.9 mi. W of U.S. Rt. 85 on SR 223, Fox Farm, WY; and make changes in ant. sys.: 41 03 09N 104 49 53W.

FM's

■ Greeley, CO, KISF, 96.1 mhz—June 22-Application (BP870227OF) dismissed for CP to change HAAT: 452.85 m. H&V and install directional antenna.

■ Paoia, CO, KVNF, 90.9 mhz—June 29-Application (BPED880120M m.) granted for CP to change ERP: 3 kw H&V.

■ Bradenton, FL, WDUV, 103.3 mhz—June 23-Application (BP860313ID) returned for CP to change TL: 3 km WNW of Parrish, FL: HAAT: 327.8 m. H&V: 27 35 44N 82 27 06W.

■ Royal Center, IN, WHZR, 103.7 mhz—June 30-Application (BMPH880219IO) granted for Mod of CP (BP870529MC) to change TL: 100 M W of 50 East Rd., 0.39 km S of 350 North Rd.: 40 48 43N 86 21 56W.

■ Brookline, MA, WBOS, 92.9 mhz—June 29-Application (BP870821IB) granted for CP to change TL: 1165 Chestnut St., Newton Upper Falls, MA: ERP: 8.81 kw H&V: HAAT: 350.6 m. H&V: 42 18 27N 71 13 27W.

■ Greensboro, NC, WQMG, 97.1 mhz—June 29-Application (BP870225IP) granted for CP to change TL: off Wall Rd., 3.4 km E of I-85 near High Point, NC: HAAT: 376 m. H&V and make changes in ant. sys.: 35 56 43N 79 51 44W.

■ Seymour, TX, KSEY-FM, 94.3 mhz—June 28-Application (BP880208ID) granted for CP to change freq.: 93.9 mhz (per docket #86-478); TL: on Hwy. 183/283, 2 mi. N of intersec with Hwy. 82/277, Baylor Co, TX: HAAT: 150 m. H&V; ERP: 50 kw H&V; change to class C2; 33 42 00N 99 08 12W.

■ Walla Walla, WA, KHSS, 100.9 mhz—June 28-Application (BP880224ID) dismissed for CP to change freq.: 100.7 mhz (per docket #87-1450); ERP: 6.25 kw H&V; TL: approx 50 feet due W of KAFR(FM) site on Pike Peak, Umatilla Co, OR: change to class C2.

Allocations

■ Hali'imaile, HI—At request of Timothy D. Martz, proposed amending FM table by allotting channel 288A (105.5 mhz) to Hali'imaile as its first FM service. Comments are due Sept. 1, replies Sept. 16. (MM Docket 88-322 by NPRM [DA 88-1014] adopted June 1 by deputy chief, policy and rules division, Mass Media Bureau.)

■ Kawaihae, HI—At request of Timothy D. Martz, proposed amending FM table by allotting channel 295A (106.9 mhz) to Kawaihae as its first FM service. Comments are due Sept. 1, replies Sept. 16. (MM Docket 88-323 by NPRM [DA 88-1015] adopted May 31 by deputy chief, policy and rules division.)

■ Volcano, HI—At request of Timothy D. Martz, proposed amending FM table by allotting channel 299A (107.7 mhz) to Volcano as its first FM service. Comments are due

Sept. 1, replies Sept. 16. (MM Docket 88-321 by NPRM [DA 88-1013] adopted June 1 by deputy chief, policy and rules division.)

Call Letters

Applications

Call	Sought by
New FM	
WXDZ	Betty F. Marton, Callaway, FL
New TV	
KSIA	Family Broadcasting Co. Inc., Cedar Rapids, IA
Existing AM	
WWKO	WCKS Christian Radio Communications Inc., Cocoa, FL
Existing FM's	
WBLN-FM	WAAW The Jackson Purchase Broadcasting, Murray, KY
KADA-FM	KFIX Pontotoc County Broadcasting Inc., Ada, OK

Grants

Call	Sought by
New FM's	
KATY-FM	Kay Sadlier-Gill, Idyllwild, CA
WOYS	Broadcast & Communications Service Inc., Apalachicola, FL
KKGG-FM	Tropic-Air Ltd., Waimea, HI
WXKB	Don H. Barden, Coal City, IL
WECU	Illinois Valley Broadcasting Corp., Peoria, IL
WHHT	Steven W. Newberry, Cave City, KY
WRKR	The Air-Borne Group Ltd., Portage, MI
KIDD-FM	Kitsap Communications Inc., Bend, OR
WMYJ	G.A.M. Communications, Edinboro, PA
KZLO-FM	P-N-P Broadcasting Inc., Othello, WA
KZJH	Teton Broadcasting Limited Partnership, Jackson, WY

New TV

KFSC Waterloo Television, Waterloo, IA

Existing AM's

WXXK	WCNL Bruce M. and Susan E. Lyon, Newport, NH
KZRQ	KIVA Daytona Group of New Mexico Inc., Corrales, NM
WELX	WJVR J.F. Radio, Callahan, PA
WHGL	WJOZ Cantorair Communications Co, Troy, PA
WORR	WJYT Radio Redentor Inc., Quebradas, PR
WLIT	WLAT Beasley Broadcasting of South Carolina Inc., Conway, SC
WWBA	WEZI Ardman Broadcasting Corp., Memphis

Existing FM's

WCBG-FM	WCBG Inc., McConellsburg, PA
KKYN-FM	KPMS Adams-Shelton Communications, Plainview, TX
WZNF	WRBZ-FM Rollings Communications c Illinois Inc., Rantoul, IL
WHGL-FM	WKAD Cantorair Communications Co, Canton, PA
WCIZ	WNCQ-FM North Star Broadcasting, Watertown, NY
WMOD	WQKZ-FM West Tennessee Radio Network Inc., Bolivar, TN
WXXK-FM	WCNL-FM Bruce M. and Susan E. Lyon, Newport, NH

Existing TV

KCTP	KLGC Larry G. Dare, Poplar Bluff, MO
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Classified Advertising

See last page of Classified Section for rates, closing dates, box numbers and other details

RADIO

HELP WANTED MANAGEMENT

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 multi-media 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 Tead, Times Publishing Company, 205 W. 12. Erie, PA 16534

Sales manager. 12 person sales staff. Experience in local direct sales management required. 50,000 watt powerhouse in southern New England with metro and coastal coverage. Adult rock format. Send resume to General Manager. WWRX, Box 325, Westerly, RI 02891

Seeking sales-oriented manager for new Maryland shore. M Competitive compensation "Apex", 4747 Hummingbird Drive, Waldorf, MD 20601

General manager, KSVP-KTZA-FM, serving Artesia, Carlsbad and Roswell, New Mexico. Successful applicant must have strong street sales background and enjoy heavy community involvement. Liberal compensation plan includes equity. EOE. Send resume to Box K-43

Sales manager Midwest AM/FM combo. Successful candidate will be able to motivate, recruit, and give ongoing sales training to seven person sales staff while maintaining mail personal account list. Group owner, possible future opportunity for advancement. Our employees know of this. EOE. Box K-41

Radio station manager. Station manager for 50 kw ERP M radio station at the University of Maryland Eastern Shore. Preferred: advanced communications degree; 3 years non-commercial radio experience demonstrated management capability in personnel supervision and fundraising. Applications will be received until position is filled. Applicants should send letter of interest, resume, academic transcripts, audition tape, and names of three references to: Dr. Herman Franklin, Vice President for Student Affairs, University of Maryland Eastern Shore, Princess Anne, MD 21853. UMES is an equal opportunity employer

Pacific Radio is now accepting applications for the general manager position at WPFM-FM in Washington, DC. Starting at \$27,500/year WPFM is one of the largest minority managed noncommercial stations in the country. Extensive experience is required in management of community radio or progressive organizations. Write: Executive Director, Pacific Foundation, 2207 Shattuck Ave., Berkeley, CA 94704 - Deadline July 31.

General manager for major market urban station. Must have major market experience. Successful candidate realizes that the main task is getting 110% performance from employees. Station is nationally known flagship owned by major group broadcaster. This is your chance to play in the big leagues. Females and minorities especially encouraged to apply. EEO-M/F. Box K-45.

General sales manager for major market urban station. Opportunity for promotion with major well known broadcasting group. Successful candidate believes in sales training, local direct, helping the rep and growing the best sales department in the market. Females and minorities specially encouraged to apply. EEO-M/F. Box K-46

Radio station manager. Must be strong in sales with experience in radio. 3 KW FM station in Cadillac, Michigan. Detroit area. Evenings 517-321-1763.

Northern California S.M. for 100,000 watt FM and 5,000 watt AM. Must be professional, aggressive and friendly with stable employment history. Send resume to ARZ/KHTE, PO Box 1918, Redding, CA 96099. No calls. OE

General manager for small Midwest AM operation. Strong sales experience. Desk jockeys need not apply. You'll work for an aggressive, growing company with lots of opportunities. No hype or blue sky. Send resume: Box K-2

HELP WANTED SALES

Western Long Island, New York. Sell advertising time in the lamptons. Unlimited earnings potential. Call Jeff Kimmel, WBAZ-FM, 516-765-1017. EOE. M/F.

Beautiful Oregon - opportunity for a great lifestyle at one of the state's best stations. Proven success record and no personal problems. Send resume to Sales Manager, KRKT, 207 E. Ninth St., Albany, OR 97321.

San Francisco Bay area AM/FM seeking experienced radio account executive with management potential. Good list available. Send resume and references to KTID/KTIM, 1623 Fifth Ave., San Rafael, CA 94901. Equal opportunity employer.

Florida - Growing radio group seeks several upwardly mobile experienced account executives. Highly motivated professionals. Send resume with references to Box K-47. EOE.

Account executive: Do you strive to be the best? Do you work harder than your peers? Do you build long term relationships with your customers? If so, we invite you to learn and grow in the company of other achievers. KMGH Magic 93.9 FM in Flagstaff, Arizona, the radio leader in the northern Arizona market, has an opening for a sales account executive. KMGH provides a guaranteed salary, sales training and existing accounts. Interested persons please send resume to KMGH, P.O. Box 3421, Flagstaff, AZ 86003. Attention: Jane Richardson.

Immediate opening for experienced and aggressive AE. AM/FM combo on beautiful east coast of south Florida. Excellent earnings potential. EOE. M/F. Box K-39.

Honolulu's KCCN 1420 AM. Hawaiian music needs experienced direct and agency account executives and telemarketers. Salary, commission, incentives, profit sharing. Company will not pay interview costs or moving costs. Call Mike or Chriss 808-536-2728.

If you've been looking for an opportunity that will allow you to be creative, whose setting is the hottest growth area in New York state, that can provide outstanding earnings, that allows you to work with consistent ratings leader, that is centered at the confluence of a beautiful rural and bustling metropolitan area, that provides all the potential you've sought, then send resume to James E. Brett, Vice President, WTNV-T93FM, 134 Mullin Street, Watertown, NY 13601

Aggressive salesperson wanted for AM/FM combo in growing Midwest market. Illinois. Established list. If you're experienced, great! If not, you'll learn from us. Send resume to J. McCullough, WLPW/WJLK, PO Box 215, LaSalle, IL 61301. EOE. M/F.

Let's have some fun in southern Minnesota! Wanted: Team members. Big FM/Little AM in phase two of turnaround. Sales manager: Experienced, innovator, motivator, even-handed leader. Sales person: Loves radio, quality, winning! Resume, sales philosophy and goals to: Box K-56.

Sales person. Northwest NC station strong in bluegrass and authentic country music. Great opportunity for the right person. Kelly Epperson, P.O. Box 907, Mt. Airy, NC 27030. EOE.

Account executive: WGMX/WNLK Stamford-Norwalk, Connecticut. Rapidly growing AM-FM combo in dynamic suburban market has an immediate opening for an experienced account executive with an outstanding track record in radio sales. Excellent list of major accounts. Call Don Lacerenza or Howard Klarman at 203-838-5566. EOE.

Sales manager wanted. 80,000+ California hi-desert market, #1 station in a 4-station market. Experience, leadership and hard work can make you a general manager. Reply w/ resume to: J.P., P.O. Box 1420, Yucca Valley, CA 92286.

HELP WANTED ANNOUNCERS

Top-rated northern Indiana "full service station" needs afternoon communicator who can do more than intro records. 2-years minimum experience. EOE. Tape/resume - WTRC, P.O. Box 699, Elkhart, IN 46515.

Experienced writer/broadcaster to produce daily ski reports for large network serving major northeastern stations. Solid typing, knowledge of skiing a plus. No calls. Resume and demo tape to Lorraine Torrey, NESAC, 10 Cox Road, Woodstock, VT 05091.

KVYN-FM in the beautiful Napa Valley is losing its female mid-day communicator. Need A/C pro who can relate to Wine Country, California lifestyle, with sharp promotional and production skills. Cassette/aircheck, production versatility and promotional experience to: Tom Young, 1124 Foster Road, Napa, CA 94558. EOE.

Announcer-salesperson. Record interviews for public affairs programs plus solicit advertising. No calls please. Mail resume: WMJS, Box 547, Prince Frederick, MD 20678. EOE/M/F.

HELP WANTED TECHNICAL

Chief engineer. WNCN AM/FM/TV, Ashland, Ohio. Applicant should be experienced with maintaining studio and RF equipment for radio and TV. Resumes and references to: WNCN, P.O. Box 311, Ashland, OH 44805, Attn: Walter Stampfli. Equal opportunity employer.

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.

Technical supervisor. New York station has opening for highly qualified technical supervisor. Maintenance experience required for all phases of broadcasting. Contact Kenneth Stout, WPATAM/FM, 1396 Broad Street, Clifton, NJ 07013. 201-345-9300. An equal opportunity employer.

Maintenance engineer, 50kw FM, 5kw DA AM. Associate degree E.E. Technology or equivalent experience required. EOE. WHBC, Box 9917, Canton, OH 44711

Chief engineer for group radio station owner in Madison, WI, for 5KW AM/50,000 watt FM. Send resume to: General Manager, WIBA, PO Box 99, Madison, WI 53701.

HELP WANTED NEWS

What we want is someone who can write and knows good sound when they hear it. A major national news organization, based on the East Coast, is looking for people who've made a solid start in radio or television, for vacation relief positions. You have to know how to tell a story accurately, concisely and with style. The ability to cut audio tape is essential. We are an equal opportunity employer. We want your tape, resume and writing samples today. At P.O. Box 65772, Washington, DC 20035-5772.

News reporter/anchor: one year minimum experience. commercial radio: northern Illinois: resume and references to Box K-51.

Anchor/editor/reporter with commercial experience for active local news operation. Writings, T & R Box 910ND, Rockland County, NY 10970. EOE.

News director: Northern N.J. AM/FM seeks experienced newscaster to supervise department with strong commitment to local news. T & R - WNNJ, P.O. Box 40, Newton, NJ 07860.

News director/announcer: Southeast Ohio AM-FM radio station looking for an on-air, experienced person. We are an award winning news department. Send resume and aircheck to Bob Lambert, P.O. Box C, Athens, OH 45701.

HELP WANTED PROGRAMMING PRODUCTION & OTHERS

Assistant traffic & continuity manager. Major metropolitan radio station conveniently located in New Jersey has an immediate opening for an assistant traffic manager. If you have media experience and you live in New Jersey, this is your chance to end the long commute. Solid organizational skills, strong communication skills, computer software and media background desirable. Call Andy Santoro, 201-345-9300 between 9:30 am and 10:30 am only, or send resume to: WPATAM/FM, 1396 Broad St., Clifton, NJ 07013. An equal opportunity employer.

Florida - Program director needed for growing radio group. Experienced professional only. Air shift required. Resume with references to Box K-48. EOE

Administrative coordinator/staff assistant. Half time administrative coordinator for FM 1000 watt student run radio station. Oversee activities related to broadcasting including operations, budgeting, fundraising and training of student staff. Bachelors degree and 3 years of experience in radio station operations with considerable knowledge of FCC rules. Ability to work with diverse group of students and community members. Normal starting salary range: \$9,600 - \$11,075 for half time position plus standard benefits. Send application letter and resume by August 3, 1988, to Judy Gagnon, 416 Student Union, UMass, Amherst, MA 01003. An AA/EOE employer.

SITUATIONS WANTED MANAGEMENT

Experienced selling/programming GM seeks buy-in or work-in opportunity in Sunbelt. Medium or small markets. Looking for opportunity. References available. Currently employed. Box H-126.

Here I sit, can't use my wit, but really can't quit. No I am 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 Box K-8.

GM - Turn arounds considered - strong in sales and promotions. Top 100 market experience. References: Box K-52

Career broadcaster, available now with strong sales, promotion, management background. 21 years experience. 41, GM, GSM position desired. start-up/turnarounds welcomed. Bob 219-484-1089

GM with proven track record seeks new challenge with progressive, growth oriented company. Took over highly competitive medium market turnaround situation 2+ years ago, increased sales sixfold while hitting or coming in under expense budget every quarter. Highly creative. Community and promotion oriented. Strong people skills. Box K-49.

Entrepreneurial attorney seeks position with group radio operator. Hard working, bright, mature, age 31. Previous station owner. Desires position working with/for owner/CEO. Anxious to learn and contribute. Possibilities: assistant to president or radio head or assistant corporate counsel. Presently Minneapolis, all considered. Serious inquiries only Box K-55

SITUATIONS WANTED SALES

A.E. successful in top 10. Midwest market wishes to locate in Chicago. Extensive radio-television sales. Strong co-op. agency and sports sales. 313-939-4163

SITUATIONS WANTED ANNOUNCERS

Former D.J. seeks return to radio with rock oldies station in Ohio, nearby considered. Previous part-time experience. No automation. Douglas Hendricks. 21692 T.R. 175. Mount Blanchard, OH 45867.

Professional attitude and sound. Experienced announcer available immediately. Midwest, South, anytime. Bill, 308-534-1211

Announcing, sales, programming background! Love community minded, adult oriented, small market radio! Professional, versatile and affordable! Box K-54.

SITUATIONS WANTED TECHNICAL

Experienced Midwest chief seeking immediate opening. Will relocate. Leave electronic message for resume 608-757-8067.

SITUATIONS WANTED NEWS

Award winning sportscaster seeks college PBP. 16 year pro can also do news. 303-241-6452.

Talented, exciting, experienced, popular PBP announcer. football/basketball. with complete sports and news background. Working in small market, seeking challenge in bigger market. Eager, ready to move! JLB, 600 Fifth, Montgomery, WV 25136. After 5. 304-442-2656

News/talk, full-service formats: Need news department! built from ground up, present department motivated? Experienced ND/PD works toward goals, immune from office politics. Hires people who want to work. Presents news people talk about. 501-228-0267.

Talk show host/news reporter looking for news/talk station. Medium market experience. Prefer the West Coast. 1-414-722-1520

SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

Production wiz--Spots, promos, SFX, editing, voices--also do airshift--A/C, CHR, oldies. Wanna hear my tape? Dave 513-423-7304

TELEVISION

HELP WANTED MANAGEMENT

General sales manager. CBS affiliate in 34th market is looking for an aggressive, creative and intelligent leader for our sales department. If you have a successful sales management track record and can demonstrate a strong ability in effective inventory control, pricing, creative planning and sales strategy we'd like to hear from you. Send resume to Tony Twibell, General Manager, WSPA-TV, P.O. Box 1717, Spartanburg, SC 29304.

Sales manager: Aggressive, organized leader who is killing them on the streets! I need a sales manager for group owned independent in SW. Must have a pile of successes. Send resume to: Box K-44. EOE, M/F.

National sales manager. Aggressive, group-owned affiliate. Minimum 3 years rep/regional experience. Must be team player. Resume, salary history to Bruce Cynar, GSM, WANE-TV, P.O. Box 1515, Fort Wayne, IN 46801. EOE, M/F. No phone calls.

General sales manager. Southeast top 30 network affiliate. Must have previous experience in TV sales management. Send resume to Box K-58. EOE.

Channel 63, Inc., Bloomington, IN, has openings for general manager, chief engineer and on-air operators. Send resumes to Channel 63, Inc., P.O. Box 4798, Baltimore, MD 21211. EOE.

HELP WANTED SALES

Salespersons wanted. Community Club Awards (CCA), broadcasting's oldest sales promotion firm (34 years), seeks experienced TV sales persons. Fulltime travel. Draw against substantial commission. Resume and picture. John C. Gilmore, CCA, Inc., P.O. Box 151, Westport, CT 06881, Tel. 203-226-3377.

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.

GSM and account executive for rapidly expanding company in #4 market. Must be able to sell both broadcast and cable. Strong verbal and presentation skills a must. Experience in cold calls. Send resume and references to Box K-25.

Top-rated southeastern United States network affiliate looking for experienced, aggressive, self-starter to fill account executive opening. Minimum 1-3 years broadcast sales/marketing experience preferred. Mail resume to: Personnel Department, WDBJ Television, Inc., P.O. Box 7, Roanoke, VA 24022-0007. EOE. No phone calls.

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.

General sales manager: Excellent career opportunity with dominant ABC affiliate in Greenville, MS. Must possess sharp, patient people skills, ability to train. Salary negotiable. Contact Glen York, GM 601-332-0949. EOE.

Growth company seeks highly motivated, experienced TV sales representative to sell proven marketing systems to TV stations in Northeast. Draw against commission. Earning potential 60K+. Resumes to: Tim Brown, Broadcast Resource Group, 210 25th Ave. N., Suite 818, Nashville, TN 37203.

Account executive: KSPR-TV is seeking an aggressive, highly motivated salesperson looking for growth opportunity. Prefer experience in TV sales. ABC affiliate in beautiful resort area, new group ownership. Contact Bill Perkin, GSM, 1359 St. Louis St., Springfield, MO 65802; 417-831-1333.

Act III's newest acquisition, WZTV-TV Nashville has an opportunity for a hard working, performance oriented account executive. Join the fastest growing television group in America. Please send your credentials to Bob Jay, GSM, 631 Mainstream Drive, Nashville, TN 37228. EOE.

HELP WANTED TECHNICAL

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.

Editor: Industry leader company in long form TV advertising, seeks editor experienced in 1" and 3/4" videotape editing; computer editing capabilities preferred. State-of-the-art facility in midwestern college town of 10,000. Great opportunity to grow with our company. Send tape/resume to: Terry Prechtel, Hawthorne Communications, Inc., 406 West Depot, Fairfield, IA 52556. Calls welcome: 515-472-8377.

Maintenance engineer in Denver. Top skills needed in maintenance of studio equipment including Ampex 1", TCR-100's, Sony 3/4" and Beta, Chyron, DVE, switchers, Ikegami HK-322's, audio, etc. Want top performer who can solve tough problems. Must have strong desire to excel. Send resume and salary requirements to Kent Gratteau, Engineering Manager, KWGN-TV, 6160 South Wabash Way, Englewood, CO 80111. EOE.

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 salary requirements to Box K-35.

Chief engineer: Network affiliate in the Midwest is seeking a highly qualified individual with a strong background in maintenance to supervise a sixteen person staff. Applicant should have experience in management. Position will require the planning and implementation of capital expenditure projects. Send resume to Don Hicks, KOAM-TV, P.O. Box 659, Pittsburg, KS 66762. EOE.

Control room associate director/back-up director for national daily news program. Must have major market experience as director or A.D. of daily news, with extensive experience coordinating multiple satellite feeds during program. We are looking for top-notch credentials; please, no beginners. Send resumes to: Maria Parrott, The Christian Science Publishing Society, C-44, One Norway Street, Boston, MA 02115.

Broadcast engineer, audio: Full service production facility on university campus seeks engineer with strong audio experience. Duties include audio operation and some rotation to video and video switching with occasional maintenance assigned. Electronics technology training plus years TV technical operations with emphasis on audio. Knowledge and/or experience in computer connectivity operation of personal computers for word processing or communication would be advantageous. Offering university benefits package including health insurance, retirement and tuition waiver. Send resume to: Human Services Department, Wright State University, Dayton, OH 45435. Equal opportunity/affirmative action employer.

Radio-TV engineering manager: The University of We Florida is seeking an experienced radio/TV maintenance engineer. This position is an opportunity for a candidate with strong technical background and excellent people skills to move into a managerial position requiring hands-on maintenance. Qualifications: bachelor's degree in electrical/electronics or related field, plus one year experience in the maintenance, design, operation or construction of technical broadcasting equipment; or high school diploma and five years experience as described above. Engineering manager is responsible for ITV cable system, 3 TVR systems, 2 production studios, audio and video editing suites. Salary \$20,500 - \$30,000. Send resume with cover letter, names of three references and UWF application. Personnel, 904-474-2694, UWF, 11000 University Pkwy, Pensacola, FL 32514 by August 8, 1988. UWF is an EEO/AA, M/F/V/H institution.

Master control supervisor: 4 years switching experience. Staff supervisor. CBS affiliate, SE, good company. Benefits. EOE. Box K-42.

Seek chief engineer to oversee our engineering department including supervising technical and maintenance personnel: capital expenditure budgeting and purchases, building, studio, transmitter, bureau offices, ENG/SNG vehicles maintenance and operation -- all facets of technical operation in our state-of-the-art facility; as well as special projects as assigned. Hands-on technical experience with good administrative and budgeting skills. Must hold proper FCC documentation. Submit resume and salary requirement to John Kuenke, General Manager, KCRA-TV, Television Circle, Sacramento, CA 95814-0794. Please, no calls. EOE, M/F.

Experienced operations and maintenance engineer position open at Syracuse television station. Position requires FCC radiotelephone license, SBE certification or equivalent with 2-5 years experience. Major benefits. Resume and salary requirements to Edward Lewis, Director Engineering, WTVH, 980 James St., Syracuse, NY 13202. EOE.

Small market, UHF, NBC affiliate/production house with state-of-the-art facility is seeking maintenance engineer/technician familiar with CMX editor, Illusion, Dubner pair system, Ampex VPR-80s. Send resume, starting salary requirements and availability to P.O. Box 1219, Great Falls, MT 59403.

Assistant chief engineer-TV: The National Technical Institute for the Deaf (NTID) at Rochester Institute of Technology (RIT) has an immediate opening for a television engineer with a BS plus four years, or an AAS plus six years related experience with broadcast quality TV production recording and editing systems. Will assist the chief engineer, supervise student assistants and perform maintenance. Requires proven ability to diagnose, repair or modify broadcast videotape recorders, computer base editors and intelligent interfaces, broadcast video cameras, terminal equipment, high quality video monitors, a large screen projector, digital circuitry, audio amps, audio mixers, and video/pulse distribution amplifiers. Responsible for maintenance of \$1.5 million worth of TV equipment including Ampex VPR-1, Sony Beta-Cam, Grass Valley Switcher, 3/4" editor and CMX editor. Exceptional interpersonal skills and ability to make quick decisions, independently, under pressure. Proven ability to relate positively to co-workers, internal and external clients, vendors and service reps, students, hearing-impaired individuals and people with special needs. Sign language skills or willingness to learn required. NTID at RIT is the world's largest technical college for the deaf. More than 1,200 college age deaf students from all fifty states study with 15,000 full and part-time students. Closing date August 1, 1988. Use reference number 6018254 when replying. Send resume and salary requirements to: Rochester Institute of Technology, Ms. Geri Curwin, Personnel Office, P.O. Box 988, Rochester, NY 14623-0887. RIT is an equal opportunity employer.

Studio/transmitter maintenance engineer. Immediate opening for engineer experienced in the installation, maintenance and repair of studio and transmitter equipment. Must be able to troubleshoot down to component level. FCC license or SBE certified preferred. Qualified applicants send resume ASAP to Bob Olson, KSCH-TV, P.O. Box 269058, Sacramento, CA 95826 916-635-5858. EOE.

HELP WANTED NEWS

an you report and anchor? Affiliate in growing Midwest market needs co-anchor to complement our male Tape and sume to Ken Walker KSFY, Suite 100, Sioux Falls, SD 57102

nchor/reporter. Be a part of South and North Carolina's best news team! We are seeking a journalist with a minimum of two years on-camera experience. Work top equipment and satellite news truck. Tape and resume to News rector, WCSC-TV, 485 East Bay St., Charleston, SC 29403. Tapes will not be returned. Absolutely no phone calls

ports reporter. Small market, network affiliate, state-of-the-art facility. Must have strong desire to cover all local events. Send resume, phone number and salary requirements to Box K-36

ggressive medium market news department looking for experienced take-charge communicator to join our female anchor at 6 and 10. Resume and salary requirements to Box K-32 EOE

ecutive news producer. Responsibility for two news programs per day. Must have strong show production background, ability to write and edit copy, and the capability to manage people. Make our show exciting and different. Looking for a seasoned pro who can follow orders and give direction. Resume and your news philosophy to Box K-26.

ews producer. NBC affiliate, 30's market, has immediate opening. Sound management skills and creative writing a must. Make our news come to life utilizing all of our resources. Three years news producing experience necessary. Resumes to Box K-27

ecutive producer - WMBD-TV in Peoria looking for experienced producer to supervise air product and produce early news. No recent college graduates need apply, and air check, resume, salary expectations, and news philosophy to Duane Wallace, News Director, 3131 North University, Peoria, IL 61604 EOE, M/F.

ne photojournalist/writer: Expanding news operation needs photojournalists with thorough knowledge of light, sound, editing and live ENG. One position requires writing skills. Experience and aggressiveness a must. Tape and resume to Dave Tinsch, Chief Photojournalist, WTVH, 980 James St., Syracuse, NY 13203

ports director/anchor: For growing UHF in the sunny southeast. WPDE-TV (ABC) is looking for a hardworking, creative pro to join our winning team. Great local sports, including NASCAR, college football, and some of the country's top high school basketball. If you're #2 in a big market, #1 in a small market, this could be your chance to move to the spotlight in the Florence/Myrtle Beach, SC, market. Group-owned, on-the-move station. Resume and tape to News Director, WPDE-TV, 15, 3215 South Cashua Dr., Florence, SC 29501 EEO, M/F. No calls, please.

ews producer: NBC station in 70's market. Need experienced person with strong judgement, writing and people skills to produce two newscasts daily. Resume, tape to Jack Keefe, WICD-TV, Box 3750, Champaign, IL 61821. OE, M/F

re you a news director, assistant news director, or executive producer in a medium-sized market and looking for a change -- a chance to move up? We are looking for someone with a strong editorial background and management ability to run our one-hour specials unit. Successful candidate will have good writing/producing/storytelling skills, plus the ability to manage and motivate a production unit, along with an interest in medical, health and science news. Send your resume, cover letter and salary history to Personnel Department, Medstar Communications, 5920 Amilton Blvd., Allentown, PA 18106. No phone calls, please

weather anchor needed for 66th ADI. We need weather person with personality for live on location. No beginners. Send tape with first letter to Jon Janes, News Director, /HO-TV, 1801 Grand Ave., Des Moines, IA 50308

roducer to do 2 main shows. Must have producing experience. Send tape and resume to Jon Janes, News Director, WHO-TV, 1801 Grand Ave., Des Moines, IA 50308.

eporters - photographers - producers. For a start-up news operation in a small but aggressive Southern station. You have what it takes to hit the ground running, send tape and resume immediately to TV News, 1811 England Rd., Alexandria, LA 71303

itors and writers: Headline News is looking for intelligent, creative people with good writing and copyediting skills and a strong knowledge of current events. Able to pay close attention to detail and transform sometimes routine copy into sparkling copy under extreme deadline pressure. Send resume and five re-writes of recent national and international stories from newspaper to Headline News, One CNN Center, PO Box 105366, Atlanta, GA 30348-5366. Attn: Editors. Include originals. No possibility of on-air work. Do not send tapes. Do not call.

Travelling field producer/reporter. WPBT's public television in south Florida, national business program "The Nightly Business Report" has an immediate opening in their Washington bureau for a field producer/reporter. Responsibilities include research and production of video field reports, serving as sound technician when necessary. Must be free to travel outside of Washington area for periods up to 10 days. College degree in communications or journalism or equivalent experience. Two to five years experience as a TV field producer or reporter and an understanding of the functioning of the economy, business and government required. Send resume with salary requirements to: Administrator of Human Resources, WPBT/Channel 2, P.O. Box 2, Miami, FL 33261-0002. An equal opportunity employer. M/F/H

Seeking anchor for national religious television magazine series. Must have both on-camera and field producer experience. Knowledge of and experience with the United Methodist Church essential. Requires 3-4 days/month, some travel. Send resume and demo reel. Nelson Price, UMCOM, 475 Riverside Dr., Suite 1370, NY, NY 10115.

KAPP Television has an opening for general assignment reporter with co-anchor potential. Prefer experience but will consider talented newcomer. Must be able to shoot and edit as well as tell the story with sensitive objectivity. Send tape and resume to Dave Ertl, News Director, KAPP TV, 1610 South 24th Avenue, Yakima, WA 98902. Absolutely, no phone calls. Deadline for applications is July 29th. EEO

Anchor/reporter - Midwest ABC station is looking for a weekend anchor & weekday reporter/producer. Will need a candidate who can edit and possess creative writing skills. Send non-returnable tape & resume to Bill Miller, News Director, WREX-TV, PO Box 530, Rockford, IL 61105. No calls. EOE, M/F.

Top 50 market news leader is searching for a creative producer for our #1 rated 11:00 p.m. news. Strong writing and interpersonal skills are necessary. Will need two years experience. Send showtape and resume, no phone calls, to Bill Cummings, WSAZ-TV, 645 Fifth Avenue, Huntington, WV 25701 (EEO/M/F).

Reporter/co-anchor to work with our established weekend male anchor. Applicants should have minimum one year commercial on air news experience. Send tape, resume, and salary requirements to: Don Hickman, News Director, WICS-TV, 2680 East Cook Street, Springfield, IL 62703. EOE

Television meteorologist/weatherperson. NBC affiliate, 80's market, needs bright, effective communicator who can explain our state of the art graphics with style and authority. To anchor 6:00 and 11:00 PM, weather. Plus general assignment reporting. No beginners. No phone calls. Tape and resume to John Grdic, Gen. Mgr., WFMJ-TV, 101 West Boardman St., Youngstown, OH 44503. EOE.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

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 bachelor's degree in communications and previous experience along with excellent people skills are considered valuable for this position. EOE. Send resume to Box K-18

Senior producer-Nebraska projects (Equivalent to executive producer) - Responsible for Nebraska ETV Network programs highlighting Nebraska, its people and resources produced for local, regional and national distribution. Supervise staff and related activities. Bachelor's in broadcast journalism, mass communication, radio and television or film and five years television production experience required. Equivalency considered. \$30,422 minimum. Apply by August 1 postmarked to: Personnel Coordinator, University Television, Box 83111, Lincoln, NE 68501 AA/EOE.

Experienced on-air promotions director. Minimum 2 years experience in television production and editing. Must be totally familiar with control room operation and production. Send resumes and tapes to KOAA-TV, 2200 7th Ave., P.O. Box 195, Pueblo, CO 81002. Attn: Personnel EOE

Producer: Major south Florida production company is seeking "Superman" or "Wonder Woman." We want an experienced magazine producer/director who can also write scripts, handle their own off-line editing, and shoot dynamic video when called upon. This is not a "one man band" position. We simply want versatility, creativity, a good sense of quality production, a well rounded knowledge of post production techniques, an ability to guide talent, and a great eye. That's all. You will be working with 13 other top-notch people in a unique, creative playground with a burgeoning client base. Send resume and demo tape to Jim Duffy, Video Ventures Productions, 16505 NW 13th Ave., Miami, FL 33169, 305-621-5266

Writer/producer: News promotion. Growing NBC affiliate on Florida's coast needs individual with flair for creative news promotion including topicals, series, and generics plus print, radio and collateral. Degree preferred. Minimum one year experience television news promotion. Highly motivated individuals who like to do the extraordinary should send tape and resume by July 27. Pame Curtis, WTLV-12, 1070 E. Adams St., Jacksonville, FL 32202. Gan-net Television. EOE.

#1 station in #1 market needs #1 art director. WABC-TV New York, seeks a highly qualified, hands-on art director. Major market experience and strong management skills needed. Lots of pressure, tight deadlines, great opportunity. Experience with state of the art computer design and production equipment a must. Send resume and reel to Creative Services, WABC-TV, 7 Lincoln Square, New York, NY 10023. WABC-TV is an equal opportunity employer.

Promotion writer/producer: Major market NBC affiliate looking for creative professional versed in news and programming promotion production and PR skills. 2 years promotion experience. 3-4 inch editing experience a plus. College degree or equivalent experience. Send resume with cassette (no calls please!) to Steve Riley, WPXI-TV, 11 Television Hill, Pittsburgh, PA 15214. EOE/AA.

Production manager: Washington, D.C., market. Cable TV corporation seeks motivated self-starter with extensive TV production and two years administrative/management experience. BA/BS mass comm. or industrial and broadcast production equipment. Salary mid 20's. Excellent benefits. EEO employer. Send resume by 7/25 to: Attn: Operations, P.O. Box 7065, Gaithersburg, MD 20898

The University of Wisconsin-River Falls invites applications and nominations for this full-time academic staff position. Candidates must have a B.A. or a B.S. in broadcasting, communications, or an M.S. in instructional development or related equivalent. Preference is given to candidates with five years experience in broadcasting, corporate television or higher education. Must show ability to work as a team member with strong organizational skills. Submit letter of request for application materials to: Gregg White, Director of General Services, University of Wisconsin-River Falls, 410 S. 3rd St., River Falls, WI 54022. Deadline for application requests is July 22, 1988. UW-River Falls is an affirmative action/equal opportunity employer.

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.

Two photographers/editors: One year ENG experience. Must also be mature and original thinker as well as shooter. Microwave experience helpful. Resume and tape to WCVX-TV58, 29 Bassett Lane, Hyannis, MA 02601. Attn: Hank

SITUATIONS WANTED TECHNICAL

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

Television engineering manager. 12 years chief engineer, 23 years total. Includes hands-on experience. Seeking professional challenge. VHF/UHF. Please reply Box K-30.

Television chief engineer. 12 years of hands-on nuts and bolts on call broadcast engineering. I can also manage people and budgets and run a total engineering department. Looking to move up. Please reply Box K-57

CE or DE, 29 years television experience, including TV and FM builds and upgrades and microwave path design. For resume and information 612-763-5769

SITUATIONS WANTED NEWS

Meteorologist: 2 years on-air weathercast experience. AMS seal. Currently doing weekends for 44 market station. Seeking full-time weekday position. Write PO Box 12772, Austin, TX 78711, for resume and tape. 512-442-1570.

Video crew available: Sony BetaCam SP with audio package. Can travel. 602-786-1133

Versatile news professional with 21 years 4th market experience. Must relocate to Florida market. Photographer, editor, microwave and satellite operations. Betacast operator and much more. Will consider management position. Tape, resume, and references available. Inv 215-745-0699

No beginners! Where does one get started? Mature, Black male, one year combined network/major market internships in GAR/field producing capacity. Call 216-696-8239.

Creative college producer/reporter, can also shoot and edit, looking for that big break in a small to medium market. I thrive on hard work, long hours, and news. Tom, 201-984-5802, 76 Stockton, Ct. Morris Plains, NJ 07950.

Metecrologist—master's graduate Florida State 4/88. Dynamic and publically oriented innovator, seeking on-air position, some experience. AMS Conference speaker 6/88, ozone layer specialist. 4th market 18 month intern. Worth a shot! Tape/resume available. Glen 617-774-8341.

Enthusiastic 23-year-old with BS in broadcasting seeking entry-level reporting position. Prefer sports, but willing to do news, magazine show, etc. Have major-market TV internship and commercial radio experience. Will work very hard for ND who gives me a chance. John 812-945-0325.

Experienced newscaster in New York City suburb area radio seeks on-air position in TV news. Tape available, willing to relocate. Call Adam at 212-874-6700

SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

Pair-a-docs: Father/daughter Ph.D.'s; hosts, feature, reporters, guests, psychology/intimacy issues. Top credentials extensive TV/radio experience. 612-291-7547

Line producer for major network news-talk morning program is seeking new opportunities and challenges. Willing to relocate. Write Box J-70.

4 years experience. CADD, wordprocessing and graphic computer program experience. Seeking position in Washington, DC, - metro area, but will consider other locations. Call Ms. Brunson at 301-942-5269

MISCELLANEOUS

Primo People Hosts, interviewers, entertainment critics and reporters, we need you. Send tape and resume to Steve Porricelli or Fred Landau Box 116, Old Greenwich, CT 06870-0116. 203-637-3653

Bill Slater & Associates knows how to assemble a winning audition video tape. Call 312-328-3660 to see how they can help you.

Audition tapes. The tape makes the difference in getting the job. Former network talent scout will help you assemble a winning videotape. 312-328-3660

Director, editor, camera operator with 4 years experience in small market seeks move to larger market TV or production facility. Box K-53

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Special announcement! The Hot Sheet--broadcasting's most comprehensive source for employment listings--is now published twice weekly. More leads, more advice, more often! Money-back guarantee. Media Marketing, P.O. Box 1476-PD, Palm Harbor, FL 34682-1476. 813-786-3603

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Jingles sales. Experienced only, please, for America's hottest (and one of the oldest) jingle companies. 1-800-825-9595.

HELP WANTED ANNOUNCERS

Affiliated sports announcer. The nation's No. 1 score-phone operation is looking for an experienced broadcaster, well versed in sports. T & R to: Telecast Communications, 3871 S. Valley View, Suite 21, Las Vegas, NV 89103. Attn: Jere Dougherty.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

Computer editor. Seeking experienced computer editor: Major Southeast corporation seeks 1" video computer editor for in-house productions. Minimum 1 year experience; demonstrated commitment to visually creative & quality production techniques; strong interpersonal skills. Ampex ACE editor, NEC E-Flex, Ampex 1" machines and Dubner CGB II. Qualified applicants send resume and tape to Florida Power & Light Co. Video Services, P.O. Box 14000, Juno Beach, FL 33408. An equal opportunity employer. M/F.

PROGRAMING

Radio & TV Bingo. Oldest promotion in the industry Copyright 1962. World Wide Bingo. P.O. Box 2311, Littleton, CO 80122. 303-795-3288.

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Government jobs. \$16,040 - \$59,230/yr. Now hiring. Your area. 805-687-6000 ext. R-7833 for current Federal list.

Airlines now hiring. Flight attendants, travel agents, mechanics, customer service. Listings. Salaries to \$105K. Entry level positions. Call 1-805-687-6000 ext. A-7833

Hiring! Government jobs - your area. Many immediate openings without waiting list or test. \$15,000 - \$68,000. Call 602-838-8885. Ext. 8435.

EDUCATIONAL SERVICES

On-air training: For working/aspiring TV reporters. Polish anchoring, standups, interviewing, writing. Teleprompter. Learn from former ABC Network News correspondent and New York local reporter. Demo tapes. Private coaching. Group workshops June 11 and July 23. 212-921-0774. Eckhart Special Productions, Inc.

MISCELLANEOUS

Scanner frequency directories: Police, fire, federal, transportation, medical, etc. Free catalog. CRB, Box 56-BC, Commack, NY 11725.

TP-66 Intermittent and film gate exchange programs - refurbishing available. Simber Broadcast Services 609-435-1091.

Free almanacs for your listeners. Individually researched and printed for any station, any city, nationwide. Unbeatable sales and promotional tool. We're Athena Services Group. 1-800-RATINGS or 319-556-4000.

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Wanting 250, 500, 1,000 and 5,000 watt AM-FM transmitters. Guarantee Radio Supply Corp., 1314 Irburde Street, Laredo, TX 78040. Manuel Flores 512-723-3331.

Instant cash-best prices. We buy TV transmitters, towers, and transmission line. Bill Kitchen, Quality Media, 303-665-3767

1" videotape. Looking for large quantities. 30 minutes or longer will pay shipping. Call 301-845-8888

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AM and FM transmitter, used excellent condition. Guaranteed. Financing available. Transcom. 215-884-0888. Telex 910-240-3856.

FM transmitters**Harris FM25K (1983), AEL 25KG (1977). **Harris FM20H3 (1976), RCA BTF20E1 (1983) **Harris FM10H3 (1974), RCA BTF10D (1968), CCA 30000DS (1968) **Transcom Corp. 215-884-0888. Telex 910-240-3856.

AM transmitters**CCA AM 10,000D (1970), Collins 820E (1978) **Gates BC-5P (1962) **Harris MW1A (1970), Harris BC-1H1, CSI T1A (1981), Bauer 707 (1970), Collins 20V3 (1968). **McMartin BA 2.5K (1981), **Transcom Corp. 215-884-0888. Telex 910-240-3856.

50KW AM**CCA AM 50,000D (1976), excellent condition- **Transcom Corp. 215-884-0888. Telex 910-240-3856.

Silverline UHF TV transmitters. New, best price and performance. 35 Kw, 70 Kw, 140 Kw, 280 Kw, also brand new air cooled 10 Kw klystrone transmitter. Bill Kitchen or Dirk Freeman, Television Technology. 303-665-8000.

1000' Kline tower. Standing in Nebraska. Available immediately. Can move anywhere. Call Bill Kitchen. Television Technology 303-665-8000.

FM antennas. CP antennas, excellent price quick delivery, from recognized leader in antenna design. Jampro Antennas, Inc. 916-383-1177.

TV antennas. Custom design 60KW peak input power. Quick delivery. Excellent coverage. Recognized in design and manufacturing. Horizontal, elliptical and circular polarized. Jampro Antennas, Inc. 916-383-1177.

AM - trans. 7 - 50kw's, 10 - 10kw's, 13 - 5kw's, 9 - 1kw's, FM trans. 3 - 40kw's, 1 - 27 1/2kw, 1 - 25kw, 1 - 22.5kw, 11 - 20kw's, 8 - 10kw's, 1 - 7 1/2kw, 9 - 5kw's, 2 - 3kw's, 1 - 2kw, and 16 - 1kw's. All manufacturers, all books, all spares, all removed from "on air service". Besco International, 5946 Club Oaks Dr., Dallas, TX 75248. 214-226-8967, 214-630-3600. Ask for Rob Malany.

Ampex 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.

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.

Blank tape, half price! Perfect for editing, dubbing or studio, recording commercials, resumes, student projects, training, copying, etc. Field mini KCS-20 minute cassettes, \$6.49. Elcon evaluated 3/4 videocassettes guaranteed broadcast quality. To order call Carpel Video Inc. 301-845-8888, or call toll free, 800-238-4300.

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Kline tower - overall height is 645 feet with two platforms. Tower will be dismantled by July 31st. Excellent condition. Ready to sell. WBRC-TV, 205-322-6666.

Sony 3/4" editing system. Mint condition, virtually new, or 5 hours on recording heads. Priced for immediate clearance --\$10,995! Includes player (5800), recorder (5850), control unit (RM-440), and two 12" receivers/monitors (CVM-127). Special bonus--we'll provide buyer with approximate \$5000 in broadcast quality used videotape (no junk) abs lutely free! Contact J.M. Ragan, P.O. Box 5146, Clearwater FL 34618-5146.

Ike 79 EAL with 14x1 Cannon zoom lens. 5 years of excellent condition. \$25,000 or best offer. Call Videomax at 617-861-7171.

RCA film equipment. TK-29, 28 and 27 chains. Ampex and RCA quad machines. RCA TK-44s, 45s, 46s, 47 Ampex, NEC, RCA, Sony. Hitachi 1" VTRs starting from \$12,000. Ikegami HL-79As, 79EALs, 730 all available no Abekas A-42 and A-52. Grass switchers - 100s, 1600, 1680 in production, master control and routing. Call now Media Concepts 919-977-3600 or FAX 919-977-729

For sale: 2 RCATP-66 film projectors, 1 TP-7 slide projector with multiplexer, 1 TK-44 camera, 1 Ampex VR-1200, Ampex VR-2000, 1 4 bay batwing antenna with 1 bi standby (Ch 3), 1 GE TT-22A transmitter. Contact: Jot Merrill, Chief Engineer. WSTM-TV, 1030 James St., Syracuse, NY 13203. 315-474-5000.

Cable insertion equipment, 2 sets. Arvis 7200, 1 year of Extra equipment due to switching to hard interconnect. Call Steve 801-977-0062.

RCA UHF TV transmitter: 60 KW, mid-band Klystron available immediately \$85,000. Call Bill Kitchen or Di Freeman 303-665-8000.

RADIO

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If you're a qualified professional seeking to advance your career, look into this opportunity now open at WCBS Radio.

Reporting to the Director of Technical Operations at New York City headquarters, you will repair and maintain high power AM/FM transmitters and related radio frequency antenna and broadcast equipment. As supervisor of four technicians, you will make studio and remote broadcast assignments and be responsible for ordering/maintaining records on all replacement parts and tubes.

This key position requires at least 3-5 years experience in a similar capacity and good interpersonal skills. To be considered for this opening which offers an excellent salary and comprehensive benefits, please send resume and salary history in confidence to: **Donald Epstein, WCBS News 88, 51 West 52nd Street, New York, NY 10019**, or call him directly at (212) 975-5851.

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KTTV/Director of Sales
5746 Sunset Blvd.
Los Angeles, CA 90028
EOE

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Management

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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.

BAY AREA INTERCONNECT

Help Wanted Management Continued

MARKETING & ADVERTISING DIRECTOR

KGW TV seeks talented, experienced professional to manage Marketing/Advertising Department. This department head position requires demonstrated ability to develop and lead station's marketing and advertising effort. Major market management experience and college degree required. Competitive salary and excellent benefits package. Send resume, cover letter and demo reel to:

KGW TV
1501 SW Jefferson
Portland, OR 97201
Attn: Personnel



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Help Wanted News Continued

FUTURE NEWS OPPORTUNITIES?

Looking for personnel with small market news experience. G. Dylan & Assoc. is putting together a list of anchors, reporters, producers, assignment editors, directors, writers, t.d.'s, graphic artists and videotape editors who think they are ready for bigger markets. Please send resume along with 6 professional/academic references. Anchors and reporters add VHS format tape (cannot be returned).

G. Dylan & Assoc.
P.O. Box 37350
Denver, CO 80237-0350

Help Wanted Technical

CHIEF ENGINEER

WBNS has an opening for an experienced Chief Engineer who will take charge of a modern AM, FM and TV engineering facility. Will have complete responsibility for budgeting, construction and maintenance, personnel management, labor relations and technical operations. Individual must have advanced education and broadcast management experience in Radio and TV. If you are interested in this career opportunity, with a firm known for its excellence, please reply in writing to:

William Orr
WBNS Stations
770 Twin Rivers Drive
Columbus, OH 43216
EOE

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.

This space could be
working for you for a
very low cost . . . and it
reaches a most
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Help Wanted News

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WMAR-TV Creative Services Department is seeking a unique, top notch pro to conceptualize and produce breakthrough on-air news promos.

To qualify, you should have 3-5 years news promotion experience, with strong conceptual, writing and graphic skills, and a B.A. or equivalent in a related field. You must have experience in supervising field production and every aspect of video post production. Knowledge of print and radio production is preferred. Candidates must be self directed, highly motivated and people oriented.

For immediate consideration, please send resume and reel to Dan Stanton, WMAR-TV, 6400 York Road, Baltimore, Maryland 21212. No phone calls please. WMAR-TV is an Equal Opportunity Employer.



Help Wanted Programing Production & Others

SHOW PRODUCER Good Company

The top-rated local afternoon show in the country is looking for a real leader. Here's an opportunity to be the creative force on a show that does it all. This person will also manage a large staff of dedicated pros, and manage with flair, strength, sensitivity, and humor. Candidate must have several years experience producing studio-based shows with talk, demonstrations, fashions, etc., and experience with taped packages and live remotes to oversee creation of superior product.

Please send letter and resume, no tapes yet, to:

GOOD COMPANY
KSTP-TV

ATTN: Jennifer Groen
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St. Paul, MN 55114

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WTVF-NASHVILLE IS SEEKING THE NATION'S BEST PRODUCERS AND PHOTOGRAPHERS.

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FM in one of finest upstate minimum markets. A very unusual opportunity requiring total investment of approximately \$650,000.



Metro market coverage from suburban location. Profitable AM/FM operation. Total radio revenues in market exceed \$6 million. Priced for prompt sale at \$450,000 cash including all real estate.

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Southern NE, waterfront, fulltime, ND, good equipment, all owned RE. Delightful living area \$350K, terms negotiable. Single location. Cheap to keep. Call our home office or Mike Rice at 203-456-1111.

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Media



Claus

Chris Claus, VP and general manager, KJQY(FM) San Diego, joins KFWB(AM) Los Angeles in same capacity.

Gary Dreispul, VP and general manager, WVAH-TV Charleston, W.Va., joins WZTV(TV) Nashville in same capacity.

Dana Harmon, VP, programming, WGKX(FM) Memphis, joins WMSP(FM) Harrisburg, Pa., as VP and general manager.

Michael Ritter, VP and general manager, Continental Cablevision of Michigan, named executive VP, Continental Cablevision Inc., Boston.

David Papandrea, general manager, WWYZ-FM Waterbury, Conn., joins WABY(AM)-WKLI(FM) Albany in same capacity.

Tim Spinder, general sales manager, KOAM-TV Pittsburg, Kan., joins KOBR(TV) Roswell, N.M., as station manager.

Bob Bruno, program director, WNEW(AM) New York, joins WOR(AM) there as general manager.

Steven Candullo, sales manager, WABC-AM New York, joins WRKS-FM there as general manager.

Marketing

Leonard Matthews, president, past nine years, American Association of Advertising Agencies, New York, will be leaving association at end of year. He has not announced future plans (see "In Brief").

Jeffrey Grant, president, Reader's Digest Entertainment/Taft Entertainment Television

Inc., New York, joins Ad-Net, a new advertising-network programming division of King World, New York, as president. Ad-Net will work with advertisers to create programming.

Herb Smith, executive VP and director of media, Earle Palmer Brown & Spiro, Philadelphia, named executive VP and general manager.

Appointments at Young & Rubicam, New York: **Lou Dijoseph**, executive VP and creative director, Group Three, to same capacity, Young & Rubicam Worldwide; **Mike Robertson**, creative director, Della Femina McNamee WCRS, New York, to executive VP and creative director, Group Three; **James Herendeen**, VP, management supervisor, to senior VP; **Debra Coughlin**, account supervisor, to VP.

Bill Vassar, manager, telesales, NBC Entertainment, New York, joins Times Square Studios there as VP, marketing.

Ricardo Limon, management supervisor, BRAVO group, Young & Rubicam, New York, named VP.

Barry Kandell, account executive, WLTV(TV) Miami, joins Univision, New York-based Spanish-language network, as Southeast sales manager. **Evelyn Castillo**, account executive, Univision, Miami, named Southeast network manager.

Robert Chew, director, marketing, Continental Cablevision, Westfield, Mass., joins Storer Communications, New Haven, Conn., as sales manager.

Jeff Block, local sales manager, KTVU(TV) Oakland, Calif., named general sales manager.

Mark Young, local sales manager, WVEC-TV Hampton, Va., named general sales manager.

Stephen Coppock, local sales manager and account executive, KVOA-TV Tucson, Ariz., joins KAYN(FM) Nogales, Ariz., as general sales manager.

Pete Anderson, account executive, KTHI-TV Fargo, N.D., named local sales manager.

Gerald Harbin, account executive, WTTV(TV) Bloomington, Ind., joins WTHR(TV) Indianapolis as local sales manager.

Steve Price, account executive, KYGO(AM)-KYGO(FM) Denver, named general sales manager. **Karyn Green**, local sales manager, KYGO(AM)-KYGO(FM), named national sales manager.

Robert Ausfeld, VP and general manager, WABY(AM)-WLKI(FM) Albany, N.Y., joins Premier Broadcast Group there as VP, national sales.

Lisa Kruglov, local account executive, WPWR-TV Chicago, joins WGBO-TV Joliet, Ill., as national sales manager. **Virginia Stephens**, president, Independent Sales & Services, Chicago, joins WGBO-TV as local account executive.

Kenneth Richards, director, music rights, legal affairs, Twentieth Century Fox Film Corp., Los Angeles, named executive director, contract administration, domestic syndication.

Terri Fabel, copywriter, Ross Roy, Detroit, joins W.B. Doner there in same capacity.

Julia Calkins, media buyer and planner, MAP Advertising, joins KOLR(TV) Springfield, Mo., as account executive.

Dorcas Kraybill, account executive, Eisner & Associates, Baltimore, named senior account executive. **Fran Bobb**, account executive, WLIG-TV Riverhead, N.Y., joins Eisner & Associates as media buyer.

Thomas O'Malley, North American sales director, *Official Guide to the Summer Olympics*, Fox Associates, Chicago, joins WNUA(FM) there as account executive. **Shara Todd**, national media broker, Illinois Trade Association, Chicago, joins WNUA(FM) as account executive.

Programing



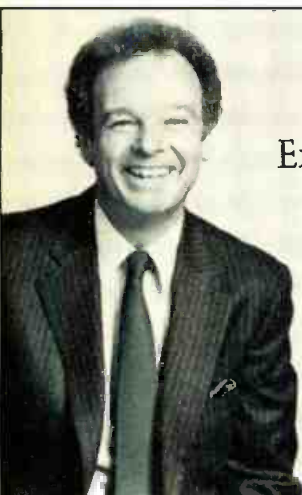
Ginsburg

Marla Ginsburg, VP, creative affairs, New World Television, joins Columbia Pictures Television, Los Angeles, as VP, comedy development.

Bobby Cole, program director, KIOI(FM) San Francisco, adds duties of VP, FM programming.

Drew Hallmann, associate director, research, Buena Vista Television, Burbank, Calif., joins TeleVentures Los Angeles, as VP, research.

Tom Cerio, VP, Northeast division, Orion Television Syndication, New York, named senior VP, national sales manager. **Jerry Jameson**, account executive, Orion television syndication, named manager, Western



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The person you describe is the person we'll deliver.

And the winners are... Post-Newsweek's Cable of Modesto, Calif., took the \$5,000 first place award in the second annual CityVideos competition in Washington last week. The goal of the program, according to its sponsors, is to "encourage communities to join with their cable systems to produce short documentary profiles celebrating their city's unique spirit." The competition, co-sponsored by the Arts & Entertainment cable service, The National League of Cities, the National Cable Television Association and Washington-based Partners for Livable Places, chose among some 70-plus, five-minute documentaries submitted by cable systems and cities across the country. At the awards ceremony, which featured A&E President and CEO Nickolas Davatzes as presenter, a field of 20 semi-finalists was honored, from which eight finalists had been chosen, whose videos will be the centerpiece of a one-hour special, *Celebration of America*, to be shown on A&E Sunday, Nov. 13. From those eight were selected first-, second- and third-place videos. In second place, with a \$3,000 award, was "Springfield, Mass.," produced by Continental Cablevision; winning the third-place \$2,000 prize was "Chicago...is," produced by the Chicago Convention and Visitors Bureau.

The other five winners to make up *Celebration of America* are "St. Cloud, Minn.," St. Cloud University; "Building the Mosaic" (Vancouver, B.C.), Rogers Cable TV; "Eden Prairie [Minn.]" Plans for Business Development," Rogers Cable of Minnesota; "The Lower East Side," independent producer Angelo Januzzi; "Greendale [Wis.]: A New Deal Town," Viacom Cablevision of Wisconsin.

vision sales.

Jack Firestone, director, sales, Michael Rauss Productions Inc., White Plains, N.Y., named director of sales.

James Vestal, Eastern region account executive, Lionhart Television International, joins our Star International, Burbank, Calif., as Eastern division sales manager. **Robert Greenstein**, president, Greenstein Enterprises, joins Four Star International as Southern division sales manager.

Kenneth Richards, director, music rights, gal affairs, Twentieth Century Fox Film Corp., Los Angeles, named executive director, contract administration, domestic syndication.

Iss Wittenberg, senior VP, business affairs, Fox Broadcasting, Beverly Hills, Calif., joins Castle Rock Entertainment there as VP, business affairs.

Tom Robinson, assistant program director, afternoon drive personality, KMMX(FM) Terrell Hills, Tex., named program director. **Mike Shores**, morning drive personality, KMMX, adds duties of promotion director.

Deborah Durham, president, Deborah Durham & Co., New York, joins Home, ABC-TV, Los Angeles, as consumer expert/home economist.

Roda Jeanne Arcoleo, production supervisor, Penney Communications, joins Times Square Studios, New York, as studio manager.

John Hess, research analyst, MMT Sales Co., New York-based TV rep firm, joins G/Perin there as sales executive.

Ra Repking, program coordinator, KBD(TV) Detroit, joins WGBO-TV Joliet, Ill., in same capacity. **Ken Smeby**, log coordinator, WSMH(TV) Flint, Mich., joins WGBO-TV as traffic assistant.

News and Public Affairs

Peter Arnett, bureau chief and correspondent, CNN, Moscow, named national/international security correspondent, Washington.



Cooper
broadcast executive.

Larry Cooper, news director and executive producer, RadioRadio, CBS radio division network, New York, named VP, CBS News, radio.

Sherry Duncan, account executive, KIRO-TV Seattle, Wash., joins Associated Press Broadcast Services there as

Appointments at CBS News: **Leroy Sievers**, producer, Los Angeles, to same capacity, Miami; **Laurie Singer**, associate producer, Los Angeles, to producer, Miami; **Barbara Pierce**, producer, CBS Evening News, New York, to same capacity, Los Angeles; **Mark Katkov**, reporter, KOIN-TV Portland, Ore., to producer, Los Angeles.

Diane Slaine-Siegel, producer, NBC Network News, New York, joins *Nightline*, ABC News, there in same capacity.

Richard Bonn, producer/director, sports department, NBC Radio Network, New York, named executive producer, Summer Olympics. **Michael Moss**, news manager, NBC Radio Networks, named correspondent, NBC Radio Network.

Lary Duvall, sports producer, WTTG-TV Washington, joins WUSA-TV there in same capacity.

Colleen Dudgeon, acting news director, WBBM-TV Chicago, named news director.

Dave Busiek, producer, co-anchor, KCCI-TV Des Moines, Idaho, named assistant news director.

Mike Stutz, executive news producer, KUSA-TV Denver, joins KSDK(TV) St. Louis as assistant news director.

Steven Schwaid, executive producer, KYW-TV Philadelphia, named assistant news director.

Valarie D'Elia, freelance news reporter, travel

Broadcasting

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Viacom put wvlt-TV New Britain, Conn. (Hartford, 23d market) on block last week, which one broker said could fetch between \$120 million and \$150 million. Coupled with Viacom sale of its Long Island cable system—130,000 subscribers, which could fetch well over \$300 million—company will have gone long way to retiring \$450-million debt associated with leveraged buyout last year by Sumner Redstone. Although wvlt-TV is UHF (ch. 30), it is NBC affiliate, which will help Viacom's bargaining position, broker said. Other network affiliates in market are VHF's. In May sweeps, wvlt-TV finished third. Viacom said it "would only accept an offer reflecting a premium price for this uniquely situated NBC affiliate." Viacom said none of its other four television stations were on block.

Justice Department has indicated it won't challenge purchase of Storer's cable properties by Tele-Communications Inc. and Comcast, source said last week. Companies had filed with Justice under Hart-Scott-Rodino Act relating to \$1.55 billion purchase. Companies, source said, are well into process of getting local regulatory approvals for transfer of Storer systems.

Action for Children's Television withdrew petition last week asking FCC to launch inquiry into alleged "unfair and deceptive" advertising aimed at children after Association of Independent Television Stations (INTV) endorsed advertising guidelines developed by Children's Advertising Review Unit of Council for Better Business Bureaus. ACT petition was prompted by June 10 *Wall Street Journal* article that said toy advertisers were preparing two sets of commercials—one for television networks that meets standards requiring realistic portrayal of toy's ability and one for independent stations that have looser standards. In July 12 letter informing ACT of INTV's endorsement of CARU guidelines, INTV President Preston Padden said he was unaware of dual commercial until Douglas Thomson, president of Toy Manufacturers of America, confirmed practice during May 25 meeting. Broadcasters he subsequently contacted were also unaware of practice, he said. INTV plans to send copy of CARU guideline to its members, and inform TMA of INTV's position, he said. By endorsement of guidelines, he said, "we have sent a strong

signal to the toy manufacturers that our stations will insist upon responsible and caring practices with respect to children's advertising." ACT President Peggy Charren was skeptical about INTV's claims that independent stations knew nothing of dual commercials, but said she was pleased that they had voluntarily decided to tighten their standards. "We do think this is something the stations can self-regulate," she said. That the top manufacturers "would ever dream up such a dumb idea" is indicative of how "insensitive" they are, she said.

Leonard S. Matthews, 66, president of the American Association of Advertising Agencies, New York, will leave association at end of year, which is also end of his second five-year term as president. Veteran executive was president of Young & Rubicam National when he was chosen for AAAA post in 1978. In addition to his advertising background—he was also president of Leo Burnett Co., Chicago—Matthews brought Washington experience to job, having served as assistant secretary of commerce for international business in 1975-77. No successor has been named, and Matthews did not discuss future plans.



Dukakis campaign has signed Neal Goldberg, partner in Washington firm of Hopkins, Sutter, Hamel & Park, as special counsel. Goldberg, who will be one of three senior lawyers in Dukakis's headquarters in Boston through November election, will handle variety of issues, with special attention to those raising political-broadcasting and federal-election law issues. He had served at FCC as legal assistant to then-Commissioner Tyrone Brown

FCC syndex order gives cable program option

Cable systems that are forced to delete programs from distant broadcast signals under the FCC's newly adopted syndicated exclusivity rules may substitute programs from other distant signals without incurring additional copyright liability, according to the FCC order detailing the rules released last Friday (July 15), nearly two months after they were adopted.

Whether cable systems could substitute without liability was one of the questions left over from the May 18 FCC meeting when the FCC voted unanimously to impose the rules over the objections of the cable industry (*BROADCASTING*, May 23). The rules empower television stations to enforce the exclusivity of their syndicated programming against cable systems that import duplicative programming on superstations and other distant broadcast signals.

The order set Aug. 18, 1989, as the effective dates for the new rules, reflecting a one-year "transition period" on top of the usual 30 days. With the release of the order, opponents of the rules may begin challenging them at the FCC and in federal court. The National Cable Television Association has vowed to take whatever legal steps it can to see that the rules never go into effect.

In the order, the FCC said it was allowing cable systems to pick up replacement programs from other distant signals to allow "the greatest flexibility in obtaining alternative programming" and to ease "the cost of compliance." Under the compulsory cable copyright license, cable operators pay semi-annual royalties for each distant broadcast signal it imports and carries, it said. Unless they are allowed to substitute, it said, cable systems may pay for "full importation... without receiving the benefit thereof."

Just as important, the order indicated that cable systems would not have to pay additional copyright fees for the substitute programs. It cited the Copyright Act of 1976, which created the compulsory license. Where FCC rules "require a cable system to omit the further transmission of a particular program and such rules... also permit the substitution of another program... in place of the omitted transmission... no value shall be assigned for the substituted or additional program."

The FCC said its "interest" is creating a marketplace that meets the demands of consumers. "If consumers desire another distant program that may be imported in preference to original programming, we have no quarrel with that choice," it said.

The FCC set some limits on the substitution. "We do not contemplate that cable systems will or will even be able to 'cherry-pick' distant programming in order to create a composite signal of sports or other product as a consequence of our decision herein. This would clearly lie outside the contemplation of our intent to permit substitution."

Tele-Communications Inc., the nation's largest MSO, has been eagerly awaiting the syndex order to find out, among other things, whether it would be able to lift programs from other distant signals without paying copyright. After a reporter read her the substitution section last Friday (July 15), Madonna Guenther, TCI vice president, contracts and FCC, said, "It really looks like the FCC has created some rules that may be workable... It's important from the subscriber standpoint for [TCI] to be able to offer programming that is desirable."

ring chairmanship of Charles Ferris. Goldberg, whose association with Dukakis forces began during primary season when he handled election law issues, plans to work with task force on telecommunications issues that Ferris now heads ("Closed Circuit," July 11). Group from campaign that was also working on telecommunications issues has been merged into task force.

enate last week adopted **Interior Appropriations bill**, but unlike use version, it **does not include controversial provisions for coloring of motion pictures that have been materially altered or modified**. Senate Appropriations Committee specifically rejected any inclusion of colorization section to its bill. Matter is expected to surface during House-Senate conference on measures, expected sometime after Congress returns from its recess July 26. National Association of Broadcasters Executive Vice President Jim May sent letter prior to Senate vote to all members stating NAB's objections to labeling requirements.

Senator **Mitch McConnell** (R-Ky.) last week introduced legislation, the Campaign Broadcast Discount Act of 1988, **which would essentially create two classes of time for political advertising**. Bill aimed at reducing campaign costs for candidates. It would allow candidate to receive lowest-unit rate for "preemptible time," and even lower rate for those seeking "nonpreemptible or fixed time."

use Energy and Commerce Committee Chairman **John Dingell** (Mich.) and other key committee members signaled their interest in introducing legislation in next Congress that would lift current restrictions on Bell operating companies that keep them from offering "full range of information services," and from manufacturing equipment. Last week, Dingell and others offered House resolution stating their desire to see prohibitions lifted in Modified Final Judgement imposed by Judge Harold Greene. Moreover, resolution notes that it is Congress that should establish telecommunications policy, not courts. "Information services" is understood to include cable television, but Hill aides indicated that eliminating restrictions on telco entry into cable is not part of proposal. Nevertheless, some believe such legislation could serve as vehicle for efforts to allow telcos into cable business.

Ill South said on Friday that it would go through with plans to transmit feed of **Democratic national convention activities in Atlanta high-definition television**. Plan is to place HDTV monitors in the convention suites outside Omni arena and deliver signal via fiber optic cable. Two HDTV cameras will cover action on convention floor. BellSouth claims that demonstration will employ largest collection of HDTV equipment ever assembled.

Ill Atlantic has asked FCC for permission to conduct fiber optic test that would include **delivery of video and telephone service** to 100 homes in Perryopolis, Pa. Town's existing cable operator, Helicon Corp., will control content, providing same cable programming service on fiber that its other coaxial subscribers in area receive. "Network interface unit" within home will convert carrier's digital signal to analog for television viewing. Bell said a year test will cost \$450,000. Regardless of outcome of test, Bell plans to leave fiber in place for, at minimum, next generation of phone service.

Northwestern Bell Telephone said last week that it will hold demonstration of **fiber optic-delivered high-definition television on July 4 in St. Louis**. Portions of that afternoon's baseball game between St. Louis Cardinals and Philadelphia Phillies will be broadcast using Sony HDTV camera and delivered by fiber optic cable from Busch Stadium to Fox Theater four miles away. Other equipment to be used are Fujinon HDTV lens, Sony VTR,ophor projector and Grass Valley Group fiber optic transmission gear. SWBT demonstration will be among first live HDTV sports transmissions.

national Cable Television Association Chairman **John Goddard** of New England Cable Television Association last week that

cable industry **"must constantly work to provide a better product and a better service."** This means concentrating "on building customer loyalty" and improving customer service, Goddard said.

Fashion Channel said last week that it faces imminent liquidation unless it receives immediate infusion of cash. Home shopping service, which lost \$5.24 million in quarter ending April 30, said should it go under, its present assets would be worth "substantially less" than its \$10.4 million book value. Company said its liabilities are in excess of \$15.6 million. Fashion has been in discussions to solve its liquidity problem, including merging with Shop Television. Source said last week there had been progress on those talks, but no agreement has been reached.

Senate Commerce Committee recommended confirmation of Leslie Kathryn "Honey" Alexander's appointment to board of directors of Corporation for Public Broadcasting. There was no opposition to administration nomination of Alexander, who is current PBS board member and wife of former Tennessee Governor Lamar Alexander. Recommendation could go to full Senate vote before August recess, said staff.

Board of Satellite Broadcasting and Communications Association, meeting in Washington last week, **took stronger stand in support of home satellite legislation pending in House and Senate.** SBCA has always supported mandatory access provisions of bills, but had been neutral on sections requiring cable programmers to distribute services to dish owners through third parties other than cable operators. At urging of dealers and distributors, board voted to support provision. On other hand, it also voted to oppose provisions mandating government regulation of pricing and FCC role in establishing criteria for and certification of third-party distributors. SBCA President Chuck Hewitt attributed change in position to concern that National Rural Telecommunications Cooperative's agreements with several cable programmers to distribute their services to rural dish owners may decrease momentum behind legislation and take pressure off programmers to deal with other third parties. "I think the bulk of the industry always favored third-party packaging, but we were neutral because we were hopeful the industry would evolve to that point." SBCA Distributors Council was force behind switch. It circulated position paper condemning NRTC's separate peace with cable programmers.

New York State's Commission on Cable Television adopted mandate for most cable systems in state to devote three channels to public, educational and government (PEG) access programming. Variety of legal responses are being considered by New York State Cable Television Association, according to organization's president, Richard F. Alteri. In 1986, association found procedural error in commission's PEG filing which delayed rulemaking until last week. NYSCCT, consisting of five commissioners appointed by governor, can impose rules without approval of state legislature.

C-SPAN's hopes of seeing its gavel-to-gavel coverage of Democratic and Republican conventions transmitted to Europe by Pan American Satellite appear to have been dashed. FCC this week is expected to deny PAS's request for temporary authority to beam that coverage to United Kingdom. But C-SPAN coverage will be seen in Europe, under agreement reached late last week with Bright Star, international satellite transmission company that resells time bought from International Telecommunications Satellite Organization. C-SPAN signal will be relayed to cable systems in 20 European countries by London-based Sky Channel.

National Academy of Television Arts and Sciences gave out its national **sports Emmy awards for 1987 last week. ABC took most with nine awards**, all for programs; **CBS was next with seven**, including one individual award to John Madden as "outstanding sports personality: analyst"; **NBC was third with two**, including one individual to Bob Costas as "outstanding sports personality: host"; ESPN and Pacific Mountain Network each won one Emmy.

Editorials

Open field

The reins of power that Laurence Tisch has been accumulating at CBS now lead clearly and directly to his 35th floor office at 51 West 52d Street. Gene Jankowski, replaced last week as president of the CBS/Broadcast Group, was the last of the Bill Paley/Frank Stanton generation to occupy the company's principal executive suites. He was a good soldier, and believed in the old CBS long after there was one.

The new CBS, cash rich and shrunken essentially to the reach of its broadcast arms, is now Tisch's creation, unencumbered by the legacy of the past. It took a new boy on the block—David Burke, the former ABC News executive who will now head the CBS News Division—to deliver the *coup de grace*. Asked whether he would uphold the old CBS tradition, he declared simply: "There is no tradition—there are traditions."

Howard Stringer, the former president of CBS News, is a surprise choice as the company's number two executive, he having less experience on the business side than might have been expected in that appointee. Initial reaction to the appointment has been positive to enthusiastic, with Stringer accorded good marks for intelligence, savvy, innovation and wit. He is said to take the situation more seriously than himself.

Tisch appears no slave to the organizational chart. He is free floating in his management approach and has no hesitation about going down into the line to deal with a problem in person. It is not anticipated that he has engaged Stringer to watch over administration. Rather, his principal duty will be to see that CBS returns to the top in television entertainment.

It's hard not to be nostalgic about the way it used to be at CBS. Yet it may also be a relief for the company to be freed of old expectations. There's time enough to build a new tradition at CBS.

Out of the blue

If television and radio have in the past taken satellite technology and its costs somewhat for granted, the future—the very near future for some—promises a rude awakening, as this issue's special report attests. Many key domestic satellites will reach the ends of their useful lives within five years. Public broadcasting, CBS-TV, ABC-TV and key cable programmers like Viacom International and HBO are carefully assessing how they will deliver their product through the end of the century.

One thing is certain: Never again will so much programing travel so far to so many for so little. Using the real estate metaphor popular in the satellite business, while there may not be a housing shortage in the 1990's, there certainly will be an end to the current buyers' market. The landlords have spoken: construction, launch and insurance costs are up, and the days of oversupply—days that have created price wars, sudden en masse customer moves and, this year, the supply-side shakeout of Western Union and others—are over. From a generation ago, when entrepreneurs launched dozens of satellites, and programmers could pick from hundreds of shopping mall storefronts in the sky, the tables have turned. A consolidated group of satellite operators remain, and they will build no new birds without upfront investment.

But as one network executive noted, the radically different market circumstances also mean the customers can call more of their own technical and economic shots this time around. The operators are pitching hard and listening carefully, and pro-

grammers sound cool and collected about being so sought-after. Here's hoping neither side presses an advantage too hard or, in the rush to make a deal to write home about, loses sight of the long run. "Make the wrong decision in the satellite business," said GE Americom's president and chief executive officer, Kevin Sharer, "and you live with it for 10 years." Thought for the day.

The age of recapitalization

Unlike some who buy a major television and film studio in Hollywood, Kirk Kerkorian has not done so for personal exposure; indeed, he has remained aloof from public scrutiny. Despite the fact that he calls the shots at MGM/UA—by virtue of more than 80% ownership—Kerkorian has named himself neither chairman nor chief executive officer. His reclusivity is such that one securities analyst who handled financial public relations for him said that over the course of several years, he only talked with Kerkorian once, relaying the unpleasant news that an MGM hotel was burning down.

That few understand Kerkorian does not mean that some pretty good guesses can't be made about what was behind last week's announcement that MGM/UA was splitting in two to get more money. Some of the corporate movement may be just complex asset juggling that few find interesting or meaningful. But certainly an equal portion of the recapitalization is caused by television and film programing's relentless need for money.

And MGM/UA is not the only programmer in the search for new capital. That newspapers are full of stories about New World Entertainment, Lorimar, and others reminds us that the vagaries of production and the deficit system of financing network television is still very much alive and will help keep even such recluses as Kirk Kerkorian in the news.

Pros at work. Don't trouble us with the observation that all the news that might have issued from this week's Democratic convention has long since dissipated. And don't try to take the edge off the proceedings by saying they pale alongside the gavel-to-gavel coverage the networks used to accord that event. (Remember Chicago in 1968? Now there was a convention.) We're still amazed by how riveting radio, television and cable can be in covering the national business, as they'll demonstrate again in Atlanta all week long. Stay tuned.



Drawn for BROADCASTING by Jack Schmidt

"Harry, are you sure the phone company isn't into cable yet."

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