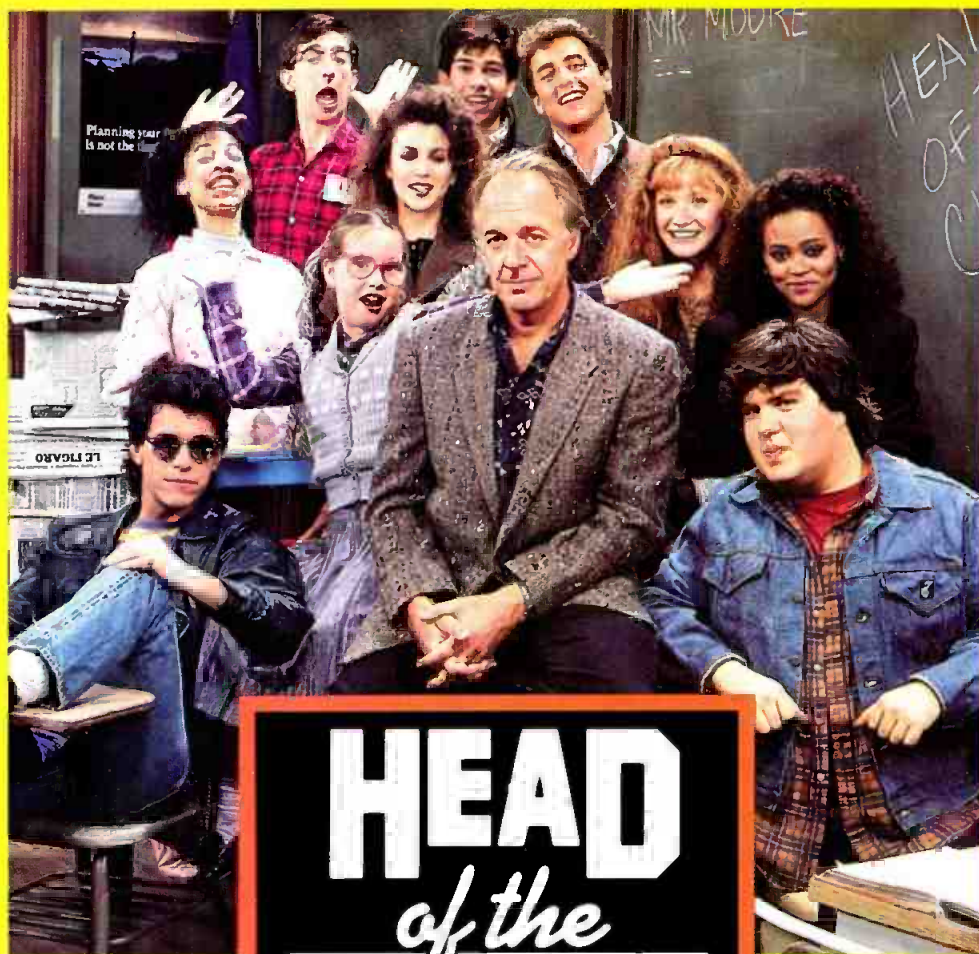


The Fifth Estate

26 JUL 1988

RADIO TELEVISION CABLE SATELLITE

Broadcasting Jul 25



HEAD *of the* CLASS



WARNER BROS. TELEVISION DISTRIBUTION
A Warner Communications Company

AL 36112

MAXWELL
BLDG 1405
ROOM 122
AUL-SAS

12364 IK NOV/90

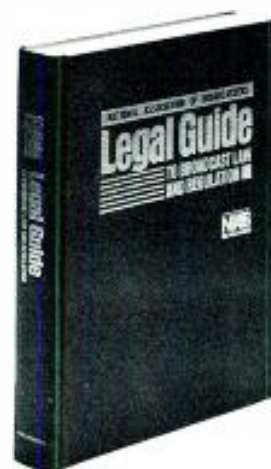
36112

57th Year 1988
FCC clears RKO Cable-telco
crossownership upcoming the
Democratic convention and

The Many Worlds
of Radio
1988

INTRODUCING THE NEW THIRD EDITION

NATIONAL ASSOCIATION OF BROADCASTERS **Legal Guide** TO BROADCAST LAW AND REGULATION



Here's What Others are Saying About the New NAB LEGAL GUIDE TO BROADCAST LAW AND REGULATION

"Whether you're a novice or old pro in the broadcasting business, the **NAB Legal Guide** is a required resource. I would recommend that all of my clients keep a copy of the **NAB Legal Guide** at their fingertips. It would make my job and theirs a lot easier."

Richard E. Wiley, Former Chairman, FCC
Partner, Wiley, Rein & Fielding

"The **NAB Legal Guide** is a welcome resource for all of us out here trying to wade through the piles of rules and regulations. It's written in plain English and is easy to follow and use."

Michael O. Lareau, Sr. Vice President
United Artist Broadcast Properties
WOOD-AM & WOOD-FM, Grand Rapids, Michigan

"Understanding the new FCC rules and regulations will be made simpler with the **NAB Legal Guide**."

Kenneth J. Elkins, President & CEO
Pulitzer Broadcasting Company

This new and expanded third edition of the **NAB LEGAL GUIDE** provides a comprehensive review of the many rules, regulations and laws that affect broadcast operations. The **LEGAL GUIDE** was written by legal experts in broadcast law and regulation, and is an invaluable reference source.

Put the New NAB LEGAL GUIDE TO BROADCAST LAW AND REGULATION to Work for You

General Managers—Now you can have a complete reference source to broadcast law and regulation to assist you in compliance.

Attorneys—Now you can have a quick reference source at your fingertips when your broadcast clients call.

Group Heads—This comprehensive text should be on the shelf in every station you own to assist in station compliance with broadcast law and regulation.

Investors and Brokers—Now you can be brought up-to-date on the laws and regulations affecting station transactions.

Sales Managers—This text answers many

basic legal questions regarding broadcast sales and advertising; the advertising requirements section of the guide outlines regulations as they apply to your daily activities.

News Directors—Chapter III (Newsgathering Policies and Practices) is "must reading" for news directors and staff. It includes practical guidance on libel, invasion of privacy, concealed microphones, hidden cameras and investigative reporting.

Program Directors—The **NAB LEGAL GUIDE** provides important information on: program lists, indecency and obscenity, political broadcast, prime time access rules, and much more.

The NAB LEGAL GUIDE is Designed to End Tedious Searches for Information

The headings and subheadings of the guide make it easy for you to find matters which will be of relevance to either radio or television stations (a special chapter is included for noncommercial educational stations). Since FCC rules and policies change, the **NAB LEGAL GUIDE** notes those requirements which are undergoing or about to undergo review.

The text covers the following important areas:

- Reporting Requirements
- Applications
- Compliance Checklists
- Programming Requirements
- News Requirements
- Advertising Requirements
- Record Retention Requirements
- Cable Television Rules
- Noncommercial Educational Stations
- FCC Assistance
- Obtaining Effective Legal Advice
- Forms, Reports & Applications required by the FCC

NAB Member Price: \$179.00

Nonmember Price: \$279.00

Residents of DC add 6% sales tax. Nonmembers add \$4.50 per copy for shipping and handling.

To order call toll-free 1-800-368-5644 (9am-5pm ET) or in the Washington D.C. area, 1-202-429-5376, and charge your order to MasterCard, VISA or American Express. Or, send check payable to NAB Services along with your name, company name, street address, city, state, zip and telephone number to:

NAB Services
Dept. 129
1771 N Street, N.W.
Washington, DC 20036

National Association of
NAB
BROADCASTERS

TELEREP
NOW REPRESENTS

KSTU
Salt Lake City **13**

Look at us now!

TELEREP

TeleRep Inc. • 875 Third Avenue • New York, N.Y. 10022 • (212) 759-8787
Offices: Atlanta • Boston • Charlotte • Chicago • Cleveland • Dallas • Detroit • Houston • Los Angeles
• Miami • Minneapolis • New York • Philadelphia • St. Louis • San Francisco • Seattle

"WE CAUGHT LIGHTNING IN A BOTTLE!"*

**Already sold in 70% of U.S. 23 of the Top 25.
Both Affiliates and Independents
now making full 52 week commitments.**

Charles L. Edwards
Exec. V.P., Gaylord
Broadcasting & G.M.
KTVT Dallas

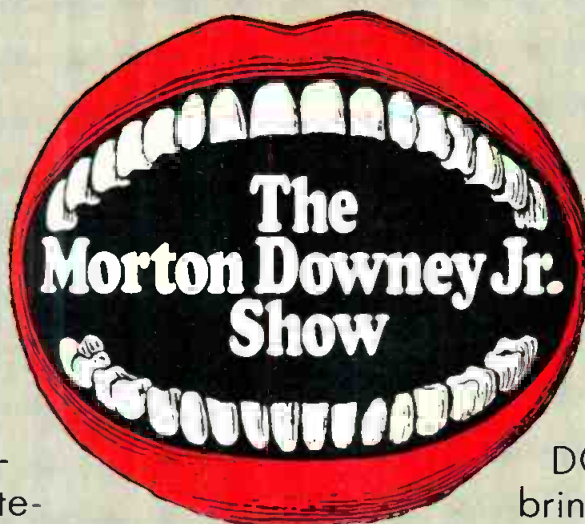
"We needed a breakthrough program for late-night—compelling, provocative television. THE MORTON DOWNEY JR. SHOW is just that. It separates our station from the rest, in the most competitive market in the country."

Robert Kunath V.P., G.M. WWOR-TV
New York/New Jersey Market

"Since THE MORTON DOWNEY JR. SHOW went on the air, there's been an incredible snowball effect of ratings and press for the station. The fact is that at times we've been the top-rated station in prime time, proving that audiences are looking for alternatives."

***Daniel J. Berkery President & G.M. WSBK-TV Boston**

"With MORTON DOWNEY, we caught lightning in a bottle. It just explodes."



Al DeVaney Sr. V.P., G.M. WPWR-TV Chicago

"THE MORTON DOWNEY JR. SHOW is bringing us a tremendous amount of press attention and giving us extraordinary visibility—not to mention doubling the time period rating and share."

Don Corsini Program Director KABC-TV Los Angeles

"THE MORTON DOWNEY JR. SHOW has been very successful for KABC-TV in the Midnight time period, even occasionally exceeding our own rating expectations by scoring 20 shares."

Karen Corbin Programming & Marketing Manager WPHL-TV Philadelphia

"THE MORTON DOWNEY JR. SHOW was the easiest marketing situation we ever had to deal with, the numbers were there from day one, when it doubled the time period rating and more."

Produced by



QMI Television
A Division of QMI Media Inc.

New York	(212) 605-2786
Los Angeles	(818) 777-5816
Dallas	(214) 386-6400
Atlanta	(404) 875-1133
Chicago	(312) 337-1100

Distributed by

MCA TV

© 1988 MCA TV. All rights reserved.

Convention question mark...

Poor ratings raise questions of whether networks should reduce coverage of national political conventions. **PAGE 27.**



Opening the door more...

FCC proposes broadening waivers of its ban on telco-cable crossownership and liberalizing telco-cable system affiliation to allow phone companies to own up to 50% of publicly traded cable companies. **PAGE 31.**

Twenty-three years later...

FCC votes to allow RKO General to settle its 23-year-long comparative renewal cases and sell KHJ-TV Los Angeles and WHBQ(AM) Memphis. **PAGE 33.**

37/RADIO DAYS

Whether it is due to networks and rep companies increasing their involvement in auxiliary marketing activities, or producers and syndicators increasing their programming fare, **BROADCASTING's** special report on aural band finds industry in flux.



'Talknet's' Neil Myers at the mike

34/NBC'S CABLE START

CNBC (Consumer News and Business Channel) is name of NBC's cable programing venture debuting in early 1989. Consumer business news will be shown 24-hours-a-day during week, with sports filling weekend schedule.

73/AFTER THE SPLIT

One week after announced plans to split MGM and United Artists, Lee Rich, chairman and chief executive officer of MGM/UA Communications, announces his resignation.

72/SECOND CHANCE

Continuing writers' strike has networks and producers scrambling to come up with original programing options for next fall—among alternatives are pilots that had previously been

rejected outright or delayed indefinitely.



Previously rejected by CBS, 'Jake's Journey' is getting short-flight order from network.

74/CABLE MADE-FORS

USA Network says it will launch movie-of-the-week series next spring.

77/AM IMPROVEMENT

FCC proposes adoption of AM technical quality improvement standards, including industry-adopted NRSC audio standards developed by National Association of Broadcasters and Electronic Industries Association.

80/STEER CLEAR

According to comments from INTV, NCTA, MPAA and NAB, Copyright Office should stay on sidelines in battle over applying compulsory license to satellite superstations.

85/HOT BIRD

Murdoch's Sky Channel moves to Europe's leading DBS system.

88/AROUND-THE-WORLD BY SATELLITE

Since FCC opened up international earth station business in U.S. to competition four years ago, business of uplinking and downlinking international satellite signals has changed dramatically.

90/EXPERIMENT IN PENNSYLVANIA

Bell Atlantic asks FCC for permission to build fiber optic plant in Perryopolis, Pa., for test of video and telephone services. Company is working with existing cable franchise operator there.

111/KEEPING THE CUSTOMER SATISFIED

When it comes to operations, James Gray, president of Columbus, Ohio-based Warner Cable, believes in fundamentals. Customer service, he says, "has to be unquestionably sound."

DEPARTMENTS

Cablecastings	79
Changing Hands	83
Closed Circuit	8
Datebook	22
Editorials	114
Fates & Fortunes	108
Fifth Estate	111
For the Record	92
In Brief	112
In Sync	76
Law & Regulation	80
Masthead	20
The Media	84
Monday Memo	24
On Radio	77
Open Mike	23
Programing	72
Riding Gain	78
Special Report	37
Stock Index	70
Washington Watch	81
Where Things Stand	10

Broadcasting (ISSN 0007-2028) is published 52 Mondays a year by Broadcasting Publications Inc., 1705 DeSales Street, N.W., Washington, D.C. 20036. Second-class postage paid at Washington, D.C., and additional offices. Single issue \$2 except special issues \$3.50 (50th Anniversary issue \$10). Subscriptions, U.S. and possessions: one year \$70, two years \$135, three years \$190. Canadian and other international subscribers add \$20 per year. U.S. and possessions \$235 yearly for special delivery, \$100 for first-class. Subscriber's occupation required. Annually: *Broadcasting* □ *Cablecasting Yearbook* \$110, *Across the Dial* \$6.95. Microfilm of *Broadcasting* is available from University Microfilms, 300 North Zeeb Road, Ann Arbor, Mich. 48106 (35mm, full year \$55). Postmaster, please send address corrections to *Broadcasting*, 1705 DeSales St., N.W., Washington, D.C. 20036.

Q: Despite your great adult ratings, lots of people think your show's for kids just because you're furry and short. What's your feeling?



**ALF: Hey. What
about Michael J. Fox?
He's short, and his
last name is
furry!**



ALF[®]

alien productions

LORIMAR[™]
SYNDICATION
A LOR-MAR TELEPICTURES COMPANY

100 Half-Hours Available Fall '90

Party ties

Surprising in days of media neutrality, CBS Inc. was wearing Democratic heart on its sleeve in Atlanta last week. President and chief executive, Larry Tisch, has long and prominent ties to party, and appears to be surrounding himself with others of that political persuasion. Jay Kriegle, CBS senior vice president and Tisch confidante, is former aide to one-time New York Democratic Mayor John V. Lindsay. Last month, Kriegle brought in new Washington vice president, Martin D. Franks (BROADCASTING, June 27), who was director of House Democratic Congressional Campaign Committee for six years under Representative Tony Coelho (D-Calif.) and before that was national research and issues director for Carter/Mondale presidential committee. Latest addition to CBS executive ranks (he was not in Atlanta) is David Burke, former executive vice president of ABC News, who will succeed Howard Stringer, new president of CBS/Broadcast Group, as head of CBS News. Burke is former Ted Kennedy aide.

Family affair

Communications appears to run in Kerry family. Senate Communications Subcommittee member John Kerry's (D-Mass.) brother Cameron is attorney for Boston-based Mintz, Levin, Cohn, Ferris, Glovsky and Popeo, whose clients include Cablevision Systems, Turner Broadcasting System and California Cable Television Association, and whose partners include Charles Ferris, former FCC chairman and counsel to ex-House Speaker Thomas P. (Tip) O'Neill Jr. (D-Mass.). Cameron, who is representing Cablevision in dispute with town of Braintree, Mass. (see page 78) says his brother does not know "who my clients are," and they have "agreed not to discuss" such cable issues as pending home satellite legislation (S. 889). "I do not lobby him," he said. Senator Kerry has expressed concern about possible anticompetitive behavior by cable programmers toward such cable competitors as wireless cable.

Another Mintz, Levin attorney with familial connection on Capitol Hill is John Markey, whose brother Ed is chairman of House Telecommunications Subcommittee. John is firm's criminal trial counsel in Boston.

Ammunition

Fox Broadcasting Co. has locked in second "writer proof" original program for its new Saturday lineup next fall, scheduled to debut at 9 p.m., Sept. Show is adaptation

of popular Australian show, *Beyond 2000*, reality-based show that explores effects of science and technology and societal changes on people's lives in next century. It will follow previously announced *Reporters*, debuting July 30 and continuing into fall. Two new Saturday night entertainment shows—*City Court*, and *Angels '88* have been delayed by strike. Also, in move to generate greater sampling for *The Late Show* with Ross Shafer, two *Late Show* prime time specials have been scheduled for next month, Aug. 6 and 20. And on Sept. 3, FBC will air special dealing with one women's struggle with aids, that originally aired on HBO. But 20th Century Fox Television put up some of money to produce show, *Susie's Story*, and thus retained broadcast network rights.

Patent problems

Word is that effort by group of broadcasters to organize funding for VISTA high-definition television transmission system, invented by William Glenn of New York Institute of Technology, "has come to a screeching halt." That is according to Harold Protter, general manager, WTVB(TV) Milwaukee, who has been leading group. Obstacle, he said, is "certain patent questions involving Glenn and NYIT," with school claiming rights to some Glenn inventions. Negotiations ended, said Protter, because "NYIT, I guess, decided they didn't want our money on the basis that had been tentatively discussed." Next step is for school to either find funding from another source or come to mutually agreeable terms with group as far as return on their investment in event VISTA is successful, Protter said.

Face-off

Outlet management and Wesray/Mutual continued to negotiate over future of Outlet Communications last week, although face-to-face discussions subsided while Outlet Chairman Bruce Sundlun attended Democratic Convention in Atlanta, where he was delegate. Both sides in dispute (BROADCASTING, July 18) are seeking to avoid litigation, and indication of their success may be whether they come up with announced resolution in time for this Thursday's (July 28) annual shareholder meeting in Providence, R.I.

Getting set

Sale of some of George Gillett's stations will move step closer this week; Gillett has asked station broker Howard Stark to assist in sale of Gillett's WMAR(TV) Baltimore, as

well as other stations Gillett may decide to sell. WMAR is expected to bring about \$285 million. Added to Act III Communications' announced purchase of WALH-TV Richmond from Busse Broadcasting (see "In Brief"), at price thought to be about \$7 million-\$8 million, total for both stations would be just under \$300 million, considerable return on original \$200 million purchase of two stations from A.S. Abell Co. in 1986 ("Changing Hands," July 14, 1986).

In other Act III news, there is word on street that company has discussed with group owner Woody Sudbrink possibility of buying out programming contracts of Sudbrink's WVAN(TV) Richmond.

AM and PM on MTV

Speaking at Television Critics Association meeting in Hollywood this week, MTV executives will reveal plans to take on likes of Johnny Carson and Jane Pauley with, respectively, late night and morning programs. Possible host mentioned for late night show is Buster Poindexter, club performing alter ego of rock singer David Johansen. Debuting in next several months, New York-produced additions to schedule are part of what is described as "evolution" in MTV programming approach toward involving more regular programming elements, such as news inserts, movie review features and game show, *Instant Replay*. Other MTV efforts along those lines have included Nickelodeon's *Double Dare* and *Finder's Keepers*.

Bond, Julian Bond

NBC-owned WRC-TV Washington has agreed to serve as production site, and to carry, public affairs show *America's Black Forum*, country's only nationally syndicated weekly black news magazine, according to its producers, Uniworld Entertainment. Show, hosted by black political activist Julian Bond, will launch October 2 with 39 half-hours to be syndicated by Raymond Horn Associates. Program has been carried on smaller independents and public television for number of years, but is being revamped by producer Gene Davis, creator of just-cancelled black magazine show *Essence*.

On stage

Look for Westwood One Radio Networks to announce shortly that it has secured exclusive national radio rights to Amnesty International Tour, which kicks off in mid-September. Headlining pop concert event will be Bruce Springsteen, Sting, and Peter Gabriel.



Sure-fire Comedy!

CAROL BURNETT and **FRIENDS** is comedy right on target. 175 fun-filled half-hours featuring television's funniest cast of regulars and a host of major guest stars. **CAROL BURNETT** and **FRIENDS**. You can't miss.

Get a load of these numbers!

DALLAS	ST. LOUIS	KNOXVILLE
KTVT	KMOV	WBIR
M-F 11:30 P.M.	M-F 10:30 P.M.	M-F 11:30 P.M.
5/14	9/22 - TIED FOR	7/35
# 1 WOMEN 18-34	# 1 WOMEN 18-34	# 1 FOR ALL
# 1 WOMEN 18-49	# 1 WOMEN 18-49	DEMOGRAPHICS
# 1 TEENS	# 1 WOMEN 25-54	

Source: May '88 NSI/ARB

Nothing Succeeds Like Success

CAROL BURNETT and FRIENDS

JoAnne Leighton
C.B. Distribution Company
(213) 275-6114



Where Things Stand

■ Solid box denotes items that have changed since last issue.

AM-FM Allocations

■ FCC asked for comment last week (July 20) on two technical proposals to improve AM radio coverage through reduction of interference. Proposals were developed by National Radio Systems Committee (NRSC), joint National Association of Broadcasters-Electronic Industries Association effort. Commission is also seeking comment on proposals to allow Class A stations to increase their maximum power from 3 kw to 6 kw, proposed for 60% of class As by National Association of Broadcasters, or counter proposals by New Jersey class A FM Broadcasters to allow almost all class As to double power. NAB opposes New Jersey plan because of possible interference with class B and C FM's.

Commission last week also proposed creating intermediate class C3 FM station class (25 kw maximum ERP, antenna height 100 meters) for most of the U.S.

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. 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

AM-FM Allocations	10
AM Stereo	10
By the Numbers	16
Antitrafficking	10
Children's Television	10
Comparative Renewal	10
Crossownership	14
Direct Broadcast Satellites	14
Indecency	16
Low-Power TV	16
Mergers	16
Public Broadcasting	18
Scrambling	18
Syndex	20
Unions	20

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

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

Multisystem radios receive signals generated by two incompatible systems battling to be de facto standard—C-Quam and Kahn Communications' single sideband. NTIA report said that although there is no inherent degradation of sound quality in multisystem compared to single-system radios, implementation of multisystem technology is not feasible because of lack of support among radio manufacturers and dominance of C-Quam system in international marketplace. In filing with FCC in December 1987, Kahn Communications charged that in 1985 Motorola improperly blocked Sony from selling multisystem radios 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 two weeks ago asked U.S. Court of Appeals in Washington for writ of mandamus, which would compel commission action.

Broadcasters last year turned back con-

gressional 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 hearing in April.

Children's Television

■ Action for Children's Television withdrew petition last week that had asked FCC to investigate alleged "unfair and deceptive" children's advertising. Act had filed petition with FCC on June 17. Decision came after Association of Independent Television Stations agreed to endorse advertising guidelines developed by Children's Advertising Review Unit of Council for Better Business Bureaus. ACT's original petition had been prompted by story in *Wal. Street Journal* that said advertisers prepared two sets of commercials, one for networks and one for independents with "looser" standards on realistic portrayal of toys' abilities. INTV President Preston Padden said he had been unaware of dual standards practice.

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

Bill is product of negotiations between Subcommittee Chairman Ed Markey and NAB and proposes limits on commercial time in children's programs of 10½ minutes per hour or 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 ACT, FCC launched broad inquiry into children's advertising. In its comments, ACT asked FCC to limit children's advertising to 9.5 minutes per hour and require two-year period before toys featured in programs can be promoted.

Comparative Renewal

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

Play Ball!

We all know that for a very long time, Babe Ruth held the Home Run Record in baseball. A little known fact is that he simultaneously held the Strike Out Record. The moral of the story? To hit home runs, you must be willing to swing the bat.

The same principle applies to broadcasting. To be successful, you've got to risk

"swinging the bat." Sometimes you miss. Oh...but how sweet the victory when you connect!

At Legacy Broadcasting, we are constantly challenging, questioning and stretching our imaginations in programming, sales, promotion and technology.

LEGACY

BROADCASTING, INC.

Los Angeles New York Detroit Washington, D.C. Houston Minneapolis/St. Paul Denver

Legacy Broadcasting, Inc., 6430 Sunset Boulevard, Los Angeles, California • (213) 465-1700

How to upgrade your BVH-2000:

How to upgrade your Ampex VTRs:

When you own an Ampex Type C VTR you have a lot more choices.

Because no matter how it was originally configured, your Ampex VTR can be upgraded with a long list of enhancements designed to extend performance and make your job easier.

Upgrade your VPR with our Emmy Award-winning Zeus™ video processor, Multi-Gen Setup, Status At A Glance™ operational display, and the incredible new TBC-7. Or add them as your needs and budget grow.

The new TBC-7 extends performance for all Ampex Type C VTRs.

The new TBC-7 combines some of the most valued features of our Zeus processor, in a product priced for a wide range of applications:

—No bounce, no blur video pictures in both variable speed and time compression/expansion modes.

—Drift and adjustment-free digital velocity compensation for improved multi-generation performance.

—A Decode Mode that corrects non-color framed edits. So you have flexibility in edit point selection, without picture shift.

—Dual inputs for time-share operation with a 3/4" heterodyne machine.

Compare. Except for the Zeus processor, there's no better time base correction anywhere. And it's available as an upgrade for all Ampex Type C studio VTRs—including the VPR-2 and 2B.



Zeus processor (left),
TBC-7 (front)

Status At A Glance operational display. It's like having a full-time assistant.

As VTRs gain more and more features, operating them gets more and more involved. For Ampex VTR owners, the Status At A Glance display simplifies complex operations.

Its unique on-screen menu eliminates cumbersome reference cards by displaying operational setups and non-standard conditions in plain English.

And it's interactive, so you can check and quickly change setup parameters—without getting lost.

Status At A Glance display capability means fewer operator errors.



Multi-Gen Setup. Better quality video over more generations.

Operational setup errors are the major source of degradation in multi-generation video. Multi-Gen Setup provides a solution.

When teamed with a Zeus processor, it lets you easily do setups that are *ten times* more accurate. And better setups mean superior video quality, for both multi-generation and low-generation work.

It's another example of how we make our newest technology available to our current customers. And how we help keep them competitive.

The Zeus advanced video processor. It rewrote the book on Type C performance.

You probably already know how the Zeus processor revolutionized variable speed

playback and multi-generation performance. And how it provided Ampex customers with frame store capability, serial remote control, and a host of other unique features.

But did you know that it's designed to operate with older Ampex VTRs as well as new ones? So all Ampex Type C customers can increase their creative flexibility—and profits—without having to buy new VTRs.

Ampex technology. It's designed to enhance your investment in Type C, not obsolete it.

Ampex is responsible for most of the major advancements in Type C technology. But we've gone a step further. We've made sure our existing customers can take advantage of those advancements.

And that's what makes us different.



(left to right) VPR-6, VPR-3, VPR-80

So if you're looking at Type C VTRs, look hard at the options. Then choose a machine you can grow with.

You can find out more about Ampex Type C products by contacting your nearest Ampex Sales Engineer today.

AMPEX

renewal hearings and discouraging groups from using process to "extort" money from broadcasters.

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

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

Talk of reform comes as renewal hiatus caused by lengthening of renewal periods comes to end and thousands of radio and television stations file for renewal over next few years. Most prominent comparative renewal case, involving CBS's WBBM-TV Chicago, was settled last week when CBS agreed to pay only legal expenses of challenger, Center City, in exchange for its dropping of challenge. Settlement followed FCC administrative law judge denial of most of Center City's discovery requests. FCC has also ordered comparative renewal for Viacom's KMOV-TV St. Louis and is preparing orders affecting several other television stations.

Crossownership

■ **Telco-cable**—FCC has tentatively concluded it should recommend Congress lift cross-ownership ban on telephone companies providing cable television service in their service areas. Commission, which made proposal at its meeting last Wednesday, July 20 (see "Top of the Week"), will seek comment on subject, as well as separate considerations to loosen its own regulatory restrictions on crossownership. FCC move follows National Telecommunications and Information Administration report on cable television regulation that 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, not only FCC regulations and 1984 Cable Act, but also modified final judgment issued by U.S. Judge Harold Greene in his supervision of breakup of AT&T, is seen as barrier to such crossownership by seven Bell operating companies. NTIA has petitioned FCC to preempt Greene's regulation of BOC's, arguing that Greene is hampering BOC entry into information services, including cable. President's Cabinet-level Economic Policy Council is considering legislation that would deregulate BOC's. Not waiting for FCC, Representative Howard Nielson (R-Utah) introduced legislation to eliminate statutory ban.

National Cable Television Association and

California Cable Television Association has asked three FCC commissioners to review staff's April 12 decision to waive telco-cab crossownership rules and allow GTE to buy cable system in Cerritos, Calif.

■ **Duopoly/one-to-a-market**—FCC official speaking at NAB convention (April 9-12), said record in duopoly and one-to-a-market rule making supports some relaxation of rules. Officials indicated that opposition from Hill, 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 hour violated First and Fifth Amendments by prohibiting FCC from extending current waiver of rule banning newspaper-television static crossownership. Court did not rule on constitutionality of substance of provision that bars commission from repealing or modifying television-newspaper crossownership ban.

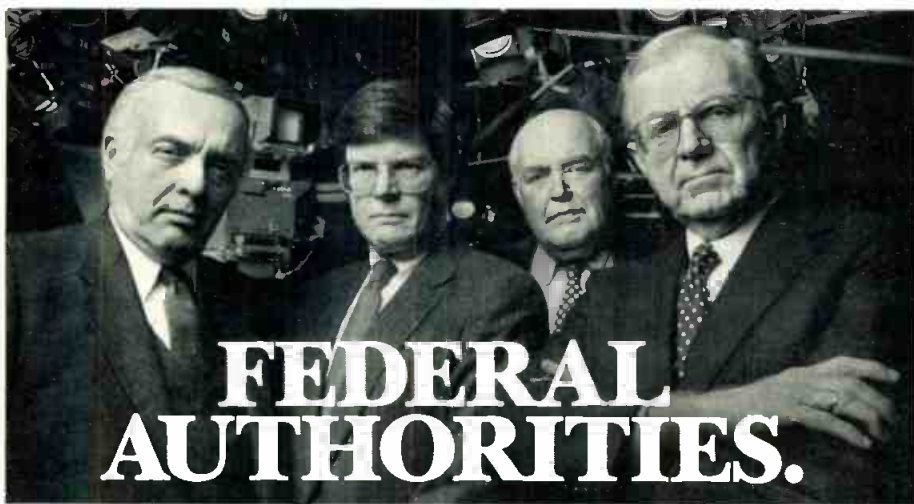
Action came too late to enable Murdoch retain *New York Post*, which he sold in February to real estate developer Peter Kalikow for \$37 million so that Murdoch could keep WNYW-TV New York. In wake of court decision Murdoch could seek further waiver to allow him to keep WFTX-TV Boston and *Boston Herald* in lieu of selling one or other. But, instead he has asked to keep both by placing static in irrevocable trust (BROADCASTING, June 2 1988).

Direct Broadcast Satellites

April 8 round of applications at FCC bring 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 petition June 17 to deny construction permit to another applicant, Tempo Satellite. Petitioner argued that Tempo's parent company, Tele-Communications Inc., has "monopoly power" and that "horizontal concentration of ownership within cable" means firms like TCI "can use their leverage over cable program suppliers to impede development of competitive technologies." National Association for Broadcast 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-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



THE MCLAUGHLIN

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

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

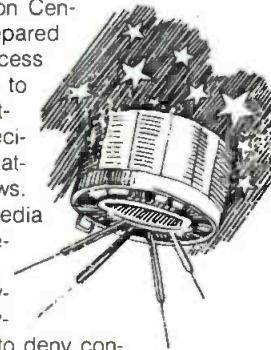
So if you're interested in where the trends are headed, tune in to this feisty political talk show. These authorities take the issues seriously, not themselves.

Made possible by a grant from GE.



Check your local listing for station and time.

We bring good things to life.



TELEREP

NOW REPRESENTS



TELEREP

TeleRep Inc. • 875 Third Avenue • New York, N.Y. 10022 • (212) 759-8787
Offices: Atlanta • Boston • Charlotte • Chicago • Cleveland • Dallas • Detroit • Houston • Los Angeles
• Miami • Minneapolis • New York • Philadelphia • St. Louis • San Francisco • Seattle

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.

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.

Indecency

FCC, by 2-1 vote, took action June 23 against

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

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

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

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

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

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 for mutually exclusive ones. FCC will follow same process in processing latest batch.

Mergers

■ Leveraged buyout tender offer has begun for Infinity Broadcasting at \$30 per share. C radio group owner's 10.1 million shares, fully diluted, roughly 4.3 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. Combined 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. ¶ Final round of bids for stock of RCA Cablesystems Holding Co. (U.S. subsidiary of Rogers Cablesystems International) were received last Tuesday, July 19, by Morgan Stanley & Co. Rumored bidders for systems serving roughly 500,000 subscribers include telco, Pactel; Jack Kent Cooke, and ATC. ¶ Definitive agreement has been signed to sell Metropolitan Broadcasting to Robert F.X. Sillerman. Announcement on June 29 indicated which groups affiliated with Sillerman will end up with stations. Plans call for Metropolitan president and chief executive officer, Carl Brazell Jr., to form new company, Command Communications, to purchase KJOI(FM) Los Angeles; KHOW(AM)-KSY(FM) Denver; KRDL(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

TELEREP

NOW REPRESENTS



Gillett Communications of Milwaukee, Inc.

TELEREP

TeleRep Inc. • 875 Third Avenue • New York, N.Y. 10022 • (212) 759-8787
Offices: Atlanta • Boston • Charlotte • Chicago • Cleveland • Dallas • Detroit • Houston • Los Angeles
• Miami • Minneapolis • New York • Philadelphia • St. Louis • San Francisco • Seattle

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 preceeding closing average price of Warner stock falls below \$36.14 per share or Lorimar receives higher offer. If Lorimar accepts third-party offer Warner has option to purchase 18.5% of newly issued Lorimar stock at \$15 per share. Merger is still subject to approval by Lorimar shareholders, two of whom filed suit charging 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. Warner issued statement saying that it complied with shareholder agreement by seeking 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 shareholders' 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 UACI 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 largest 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.

Public Broadcasting

■ PBS presented ideas to stations for streamlining program acquisition process and called for reinstatement of some common carriage to aid in promotion during annual Program Meeting (formerly Program Fair) in San Francisco last week. PBS would like to expedite Station Program Cooperative process, in part by gaining authority to negotiate with producers and to strengthen link between national programming decisions and PBS schedule needs.

NPR board, meeting July 13-14, adopted procedures for mainstreaming new programs into stations' dues structure. "Unbundled" performance and news packages of NPR programming will be offered for first time Oct. 1. Board also adopted 1989 capital budget of one million dollars and announced a distribution fee reduction of over 20%.

CPB board, meeting July 11-12, named former Storer Communications government affairs head, Walter Threadgill, vice president, government relations. Board reiterated its opposition to Senate amendments to 1991-1993 CPB reauthorization bill, S. 2114, Tuesday,

June 28. Amendments to that bill would slash 80% of CPB national program funding direct to public stations; codify division of federal money between CPB and stations; cap CF 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, or require that CPB-funded programs meet criteria related to underserved audiences and innovation. System support cap would begin FY 1989; all other measures would go in effect in FY 1990.

House Telecommunications Subcommittee version of reauthorization 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 promotion money over three-year authorization. Other House amendment would direct CPB to appoint separate overall program 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 \$30 million in 1991, \$345 million in 1992, \$40 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 CPB resolutions may prove moot. Package of resolutions, in future budgets, would "focus CPB's resources on limited number of high 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. NABTS board approved \$1.9-million budget that same day. At Ma 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 regulat-

Add Viewers and Revenue To Your Station With The Best Classic Film & T.V. Entertainment!

OVER 700 PUBLIC DOMAIN FILMS
AND TV CLASSICS ON A BARTER BASIS!

**EARN MONEY ON UNSOLD
PROGRAM AND SPOT TIME!**

CLASSIC FILMS INTERNATIONAL, INC.

5241 Cleveland Street, Suite 113
Virginia Beach, Virginia 23462 (804) 499-9263



Color Classics, Mystery, Drama/Romance, Westerns, Musicals, Cartoons, Science Fiction & More!! SERIES Include The Avengers, Rocket Squad, Sherlock Holmes; Episodes of Roy Rogers, Mr. Ed, Dragnet, Candid Camera, Jack Benny, Jackie Gleason, Bob Hope, Milton Berle ...

TELEREP

NOW REPRESENTS



Salinas • Monterey • Santa Cruz



Another Winning Gillett Station

TELEREP

TeleRep Inc. • 875 Third Avenue • New York, N.Y. 10022 • (212) 759-8787
Offices: Atlanta • Boston • Charlotte • Chicago • Cleveland • Dallas • Detroit • Houston • Los Angeles
• Miami • Minneapolis • New York • Philadelphia • St. Louis • San Francisco • Seattle

ing 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.

FCC released order last week detailing rules. One point cleared up in order was liability for substitute programming. According to

order, cable systems forced to delete programs from distant signal broadcasts may substitute other distant signals without incurring additional copyright liability. Order set Aug. 18, 1989, as effective date of rules. With release of order, opponents of rules may now begin challenging them in courts.

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 can 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.

Broadcasters applauded decision. They say syndex will restore equity within marketplace and that consumers will benefit.

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

Unions

As the writers strike enters its 20th week, no word on new talks between producers and Writers Guild of America. Month ago, Writers Guild of America membership rejected 3 to 1, so-called "final offer" of Alliance of Motion Picture and Television Producers. In that proposed agreement, producers took guild up on its compromise resolution tying residuals for one-hour shows in domestic syndication to total billings for those programs. However, in return, WGA wanted hike in foreign residuals that producers were unwilling to give.

The Fifth Estate Broadcasting TELEVISION

Founder and Editor
Sol Taishoff, (1904-1982)
1705 DeSales Street, N.W., Washington 20036
Phone: 202-659-2340

Lawrence B. Taishoff, publisher.

Editorial

Donald V. West, managing editor.
Mark K. Miller, **Harry Jessell**
assistant managing editors.
Leonard Zeidenberg, chief correspondent.
Kira Greene, senior news editor.
Matt Stump, **Kim McAvoy**, **John S. Eggerton**,
associate editors.
Susan Dillon, assistant editor.
Scott Fitzpatrick, **Randall M. Sukow** (technology).
Peter D. Lambert, staff writers.
Anthony T. Sanders, systems manager.
Todd F. Bowie, **Ed Kaitz**, production.
Edwin H. James, senior editorial consultant.

Broadcasting ■ Cablecasting Yearbook

David Seyler, manager.
Joseph A. Esser, associate editor.
Lucia E. Cobo, assistant manager.
Deborah Segal, editorial assistant.

Book Division

David Dietz, manager.

Advertising

Washington
Robert (Skip) Tash, Southern sales manager.
Doris Kelly, sales service manager.
Meg Roberts, classified advertising manager.
New York
David Berlyn, senior sales manager.
Charles Mohr, **Stacey Kibel**,
sales managers.
Hollywood
Tim Thometz, sales manager.

Circulation

Kwentin K. Keenan, circulation manager.
Patricia Waldron, data entry manager.
Debra DeZarn, **Joseph Kolthoff**, **Shaun Gehan**,
Vardell McPhatter.

Production

Harry Stevens, production manager.
Rick Higgs, production assistant.

Administration

David N. Whitcombe, vice president/operations.
Philippe E. Boucher, controller.
Tracy Henry, assistant controller.
Albert Anderson, office manager.
Nancy Miller, personnel administrator.
Derrick Dawkins, **Aretha Hall**.

Corporate Relations

Patricia A. Vance, director.

Bureaus

New York: 630 Third Avenue, 10017
Phone: 212-599-2830
Geoff Foisie, chief correspondent.
Vincent M. Ditingo, senior editor: radio.
Adam Glenn, assistant editor.
Scott Barrett, staff writer.
June Butler, advertising assistant.
Cecelia Tyson.

Hollywood: 1680 North Vine Street, 90028
Phone: 213-463-3148

Tim Thometz, Western sales manager.
Sandra Klausner, editorial-advertising assistant.
Stephen McClellan, chief correspondent.
Steve Coe, staff writer.

International Advertising Representatives

Europe and United Kingdom: Lucassen International,
John J. Lucassen, Kamerlingh Onneslaan 67, 1171 AC
Badhoevedorp/Amsterdam, Netherlands. Phone:
31(2968)6226. Telex: 18406 harkel. ■ **Japan**
Masayuki Harihara, Yukari Media Inc., 9-4-302, Miyakojima
kitadori, 2 chome, Miyakojima, Osaka, 534 Japan. Phone
(06) 925-4452. Telex: 02423928.

Broadcasting Publications Inc.

A Times Mirror Business Publication

Lawrence B. Taishoff, president.
Donald V. West, vice president.
David N. Whitcombe, vice president.

Founded 1931. **Broadcasting-Telecasting*** introduced
in 1946. **Television*** acquired in 1961. **Cablecasting***
introduced in 1972. □ Reg. U.S. Patent Office. □
Copyright 1988 by Broadcasting Publications Inc.

Unda USA The national Catholic association
of broadcasters and communicators

The 1988 Gabriel Awards

honoring radio and television programs that enrich their audiences through a values-centered vision of humanity.

Forty-nine categories for local and national programs, plus Stations-of-the-Year Awards and Personal Achievements Awards.

Deadline: AUGUST 5, 1988, 5:00 p.m.

For information:
Gabriel Awards, Unda-USA
40 E. Center Street, Akron, Ohio 44308
(216) 253-1468
Mr. Patrick J. DiSalvatore, Executive Director



TELEREP

NOW REPRESENTS



**SANTA BARBARA
SANTA MARIA
SAN LUIS OBISPO**

Another Winning Gillett Station

TELEREP

TeleRep Inc. • 875 Third Avenue • New York, N.Y. 10022 • (212) 759-8787
Offices: Atlanta • Boston • Charlotte • Chicago • Cleveland • Dallas • Detroit • Houston • Los Angeles
• Miami • Minneapolis • New York • Philadelphia • St. Louis • San Francisco • Seattle

■ indicates new listing

This week

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

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

July 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. Informa-

tion: (404) 993-2200.

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**—*USA Network* affiliate marketing seminar. Chicago O'Hare Marriott. Information: Lou Dekalo, (312) 644-5413.

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

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

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

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

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

September

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

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

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

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

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

Errata

July 18 "Special Report" on satellites misspelled GTE President **Jerry Waylan's** name and misidentified CBS-TV's vice president of broadcast transmission operations, **David White**, as telecommunications director. Special report also identified occasional-time **Ku-band capacity costs** to newsgatherers as \$8 per hour. Correct rate is **\$8 per minute**.

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**—*IRTS* Newsmaker Luncheon featuring FCC Chairman Dennis Patrick. Waldorf-Astoria hotel, New York. Information: (212) 867-6650.

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. 24—*Radio-Television News Directors Association* region one conference. Marriott hotel, Portland, Ore.

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

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. 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. 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.

Sept. 30—Deadline for applications for Ohio State Awards program competition honoring excellence in educational, informational and public affairs broadcasting. Information: Phyllis Madry, (614) 292-0185.

October

Oct. 4-6—*Atlantic Cable Show*. Atlantic City Convention Center, Atlantic City, N.J. Information: (609) 848-1000.

Separatist movement

EDITOR: As the board of directors of the Television Operators Caucus, we are writing to express concern that BROADCASTING's recent editorials regarding television broadcast public interest regulation may be seen from the view of a majority of television operators. We believe they do not reflect a major view.

We were glad to see recent public statements by Ted Snyder, former chairman of the National Association of Broadcasters, and by the board of the Association of Independent Television Stations taking a different position from these editorials.

As operators of 70 affiliated and independent television stations in markets that reach over 52 million households, we also want to call your attention to our published policy statement, first issued on Feb. 12, 1987, reporting public interest responsibilities for television broadcasters.

BROADCASTING's coverage of these issues has been excellent, but it seems to us that its editorial position lacks support among working broadcasters who believe that the public interest standard is a basis for the public and the industry being well-served.—*James T. Lynagh, Multimedia Broadcasting (TOC chairman); George E. Zstrucci, Great American Broadcasting; Mel Chaseman, Post-Newsweek Stations;*

John G. Conomikes, Hearst Corp.; James C. Dowdle, Tribune Broadcasting; George N. Gillett Jr., Gillett Holdings; David E. Henderson, Outlet Communications; Ward L. Huey, Belo Broadcasting; Stanley G. Mouse, Cox Enterprises; Burton B. Stanier, Westinghouse Broadcasting; Dudley S. Taft, Taft Broadcasting, and Cecil L. Walker, Gannett Broadcasting.

Editor's note: BROADCASTING has never represented its editorial policy as being that of an industry majority, although it does seek to develop views that are in the industry's—and the public's—best interest. Such a view, concerning the public interest standard and associated issues, appears on page 114.

Sound off

EDITOR: Pete Hons in his letter in the July 4 issue of BROADCASTING brought up the issue of the FCC's spectrum fees, which according to Mr. Hons are "outrageous."

While I do not disagree entirely with him, I do think it is a good idea to have a filing fee of some sort for broadcast applications. This will help separate the "riff-raff" from the serious applicants.

The \$6,000 hearing fee is another matter. In these days when almost every application is subject to a hearing, it seems like the FCC is "double dipping." They want money when you file and more later. And

the hearing fee does not seem fair when it is imposed on the "lead applicant" in an AM or TV case. When an initial application is filed and placed on a cut-off list, that applicant should be exempt from paying the hearing fee. The parties who file competing applications should be charged a fee. They are, after all, the ones who necessitate a hearing.

Another FCC policy that befuddles me is the "AM daytimer preference." While there's nothing wrong with awarding a preference for AM daytimers in comparative hearings for a new FM, it seems ludicrous to require the AM owner to pledge to divest the AM daytimer within three years if awarded the FM. As a practical matter, he should be required to keep the AM for three years. By transferring the AM station to another party, you again have a stand-alone AM with little chance of success (especially since the new FM will have drained off a significant amount of business by then).

And while I'm on my soap box, let's talk about the FCC's "first come, first served" process for FM applications. The rules say when no applications are filed during a window filing period, the allotment becomes available on a first come, first served basis. The party filing first receives a CP. The problem is that it is impossible to get reliable information from the FCC concerning what has been filed.

Isn't it time the broadcast community and the NAB join together and pressure the FCC to operate more like a business instead of the bumbling bureaucracy it is?—*Larry G. Fuss, broadcast consultant, Contemporary Communications Broadcast Consultants, Opelika, Ala.*

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 commentary on TV Marti from John Nichols, Pennsylvania State University

A word of caution about TV Marti

In the aftermath of the 1962 Cuban missile crisis, Edward R. Murrow, the legendary broadcast journalist and then-director of the U.S. Information Agency, reported in a secret memo to President Kennedy on a new weapon in the U.S. propaganda arsenal against Cuba. In collaboration with the Defense Department, USIA had developed the capability to beam television programs into Cuba from airborne transmitters.

The previously unpublished memo, declassified and released by the Kennedy Presidential Library, describes how taped television programs could be broadcast into Cuba from two specially equipped DC-6 aircraft flying at a maximum of 18,000 feet just outside Cuban airspace. USIA was responsible for the programing, but the "stratovision" planes were under the command of Gen. Edward G. Lansdale, America's prime psychological warrior.

Although the airborne transmitters were operational and Lansdale was eager to deploy them, Murrow counseled Kennedy: "We should not use this equipment to place television in Cuba under other than the most grave circumstances." Such circumstances, according to Murrow, were U.S. retaliatory air strikes or a full-blown invasion of Cuba. Murrow's reasons for caution were the ease with which the Cubans could jam the U.S. transmitters and what he referred to as the "general situation." Kennedy took Murrow's advice and, despite hostile relations with Cuba, never used the system.

Today, a quarter century later, Congress is poised to authorize Television Marti, a reincarnation of the Murrow-Lansdale stratovision project. The proposed USIA station would transmit six hours of daily television programing, including soap operas, music videos and a U.S. government version of the news, to Cuban audiences from a balloon floating 14,000 feet over the Florida Keys.

The project—backed by the Reagan administration—will cost an estimated \$40 million through 1990, when the television station is scheduled to be fully operational, and \$15.5 million annually thereafter. Although modern TV technology is more sophisticated than in Murrow's day, Cuba still can easily neutralize U.S. broadcasts with only a few thousand dollars of expenditures. Aside from this colossal waste of U.S. tax dollars, there is a more important reason for not implementing TV Marti.

Murrow, whose televised denunciation of Senator Joseph McCarthy helped to stem the anti-communist hysteria of the 1950's, appreciated the political uses of the medium, but he also recognized its potential for abuse. Although his memo to Kennedy does not elaborate on what he meant by the "gen-



John Spicer Nichols is an associate professor of communications at The Pennsylvania State University, University Park, Pa. He is the broadcasting specialist on a team of U.S. and Cuban scholars that has collaborated to describe and explain major issues of disagreement between the two countries. The team is headed by Wayne S. Smith, formerly the top U.S. State Department expert on Cuba, and a summary of the team's work titled "Subject to Solution: Problems in Cuban-U.S. Relations" will be published next month.

eral situation," it is clear from other declassified memos that many Kennedy administration officials involved in planning the anti-Cuban propaganda campaign were concerned about U.S. violations of international law and vulnerability to retaliation.

The U.S. government is party to numerous treaties and technical accords that clearly prohibit cross-national propaganda broadcasts. But lacking an international cop to enforce these regulations, the United States and other nations, including Cuba, have routinely ignored them.

For example, in 1985 the United States inaugurated Radio Marti, which broadcasts propaganda to Cuba via an AM radio transmitter in Florida. The start-up of this radio forerunner of TV Marti—named for 19th-century Cuban patriot Jose Marti—enraged the Cuban government. It immediately lashed back by suspending an important immigration agreement with the U.S. and briefly disrupting U.S. commercial radio broadcasts as a "test and demonstration" of its ability to respond on the airwaves.

Provoking a broadcasting war is not in the best interests of the United States. We are increasingly dependent on an increasingly vulnerable telecommunications system. Huge amounts of news, entertainment, busi-

ness data and other information critical to the daily lives of the American people are transmitted over the airwaves. During the Murrow era, the United States was just beginning experimental television transmissions via communication satellites, but no satellites routinely relay the bulk of cable and network television, news service, long-distance phone calls, stock quotation, banking transactions, etc., throughout the country. In fact, TV Marti programs would be carried from Miami studios to a balloon-transmitter via satellite.

Yet this complex U.S. telecommunications system has no technological protection from outside disruption. The only real safeguard for what is, in effect, our nation's nervous system is the international code of conduct that prohibits interference with domestic communications systems of other nations. But if the U.S. government insists on being an uninvited guest on Cuban airwaves, the Cuban government will probably respond in kind, causing serious disruption in the fragile U.S. broadcasting system.

"We cannot stand idle for these things," said Ramon Sanchez-Parodi, Cuba's top diplomat in the United States, in an interview earlier this month. "There will be response. However, he declined to elaborate on how the Cuban government would respond."

Last month, only days after the Senate Appropriations Committee approved startup funding for TV Marti, Cuba turned the power of two of its largest transmitters on an apparent warning. AM radio broadcasters in five southern states suffered interference as a result.

More ominous, however, is Cuba's recent introduction of satellite equipment. There is no technological impediment to Cuba overriding U.S. satellite circuits with its own television programing in the same way that in a highly publicized 1986 incident, a Florida man known as Captain Midnight briefly wiped Home Box Office off U.S. television screens using only basic transmitting equipment. Although Cuba is unlikely to take such an extreme measure, the possibility should make U.S. policymakers think twice before escalating their propaganda war against Cuba to television.

Launching TV Marti is not only a waste of U.S. tax dollars and prohibited under international law, it also would be self-destructive. The airwaves, like any scarce resource, must be protected from pollution. And, as in other environmental issues, the interests of all nations, even ideological adversaries such as Cuba and the United States, are best served by cooperation—rather than confrontation—in the use of this resource. By further polluting the airway with cross-national propaganda, TV Marti will hasten the deterioration of radio and television service in both countries.

Murrow's caution remains valid today.

SALLY SCORES!



One-Hour Format Is A Big Success Nationwide.

WXYZ-TV Detroit
KDFI-TV Dallas
KIRO-TV Seattle
KDKA-TV Pittsburgh
KSDK-TV St. Louis
WTNH-TV Hartford
WITI-TV Milwaukee
WLOS-TV Greenville SC

KOCO-TV Oklahoma City
WWMT-TV Grand Rapids
WBRE-TV Wilkes-Barre
WAVE-TV Louisville
WCHS-TV Charleston WV
WPEC-TV West Palm Beach
WJRT-TV Flint
WSTM-TV Syracuse

WOKR-TV Rochester NY
KETV-TV Omaha
WAND-TV Champaign
KXLY-TV Spokane
WTVC-TV Chattanooga
WAFF-TV Huntsville
KVVU-TV Las Vegas
WTUV-TV Utica

...and joining the one-hour format this Fall:

WABC-TV New York
KHJ-TV Los Angeles
WPVI-TV Philadelphia
WJLA-TV Washington DC
WJW-TV Cleveland
KTVK-TV Phoenix

KOVR-TV Sacramento
WGW-TV Portland OR
WTEN-TV Albany NY
KJRH-TV Tulsa
KSLA-TV Shreveport
WAPT-TV Jackson MS

WSJV-TV South Bend
WEHT-TV Evansville
KCOY-TV Santa Barbara
KODE-TV Joplin
KGET-TV Bakersfield
WOGX-TV Gainesville

Sally Jessy Raphael

THE VISION OF SUCCESS.



This September In Seoul, Hundreds Of Athletes Will Profit Greatly From The Thrill Of Competition We Invite You To Do The Same.

One team has already won the 1988 Summer Games, the members of the Associated Press. AP Network News affiliates will have a unique opportunity to increase their advertising revenues during the games.

Our coverage consists of "Going For The Gold," a series of 224 live, 90-second updates broadcast 14 times daily and "AP

Sportsline," our hourly sports reports. Together they will provide almost 600 saleable segments during the summer games, September 17 through October 2.

Both are prime opportunities for sponsorships by your advertisers. And best of all, these sponsorships generate additional revenue at no

additional cost because this extensive coverage comes to you as an AP Network News affiliate. If you're not on the AP Network team, call Rosie Oakley at 800-821-4747 and bring home the gold.

AP **Associated Press**
Broadcast Services

Broadcasting Jul 25



Low ratings cast cloud over convention coverage

Many viewers opt to watch something other than ABC, CBS, NBC; Jesse Jackson speech is one of high points for Democrats

ed Turner stood in the atrium of his thriving CNN Center in Atlanta on Sunday (July 17), baring the spotlight with the men who were to be nominated to lead the Democratic party's ticket in the fall—Governor Michael Dukakis of Massachusetts and Senator Lloyd Bentsen of Texas—in the climax to a wish party honoring the Democratic governors attending the party's national convention. To some in the glittering array of 1,800 industry leaders, members of the media and political figures, the moment seemed a recognition of CNN's coming of age as a major player in the television news business. CNN was about to engage in the kind of gavel-to-gavel coverage—cum interviews and analysis—that the old-line networks invented but no longer provide.

But a question emerging from the convention was whether the networks had given up very much. The ratings were poor, even worse than in 1984 (see box, page 29). And there was no reason to believe they would be much different next month, when the media move to New Orleans to cover the Republican national convention. Like the Democrats, the Republicans will ratify decisions already made, and do—again like the Democrats—in a made-for-television mini-series.

Indeed, a long-smoldering debate among

network newspeople and executives about the value of even the truncated live coverage the networks still provide flared into the open on the final day of the Democrats' four-day convention. Forty years after the marriage of television and the national political conventions began with the Democratic get-together in Philadelphia, ABC News President Rooney Arledge was saying that the time had arrived to change both the conventions and network coverage.

CNN and, to an even purer degree, C-SPAN relish gavel-to-gavel coverage. Increasingly, stations are dispatching correspondents, anchors and crews to cover not only the local angle of conventions but the national as well. But Arledge, in an interview with *USA Today*, said: "The political parties are turning off the American public, and have been for some time."

Later, ABC News senior vice president, Richard Wald, appeared to draw ABC back from an unequivocal threat to give up live coverage. "We won't change anything substantial as far as the Republican convention is concerned," Wald said. "But at the next set of conventions, we'll take a hard look. If it is a controversial convention, we'll cover it." If it is not, Wald added, ABC News would devote the amount of time and effort warranted, as it would any other news event. Wald said that while the networks covered the Democratic convention live, the public decided there was no story "and went fishing."

Convention viewing has been declining since 1976, when changes in party rules and a proliferation of primaries and caucuses began cutting deeply into the significance of conventions as vehicles for selecting presidential nominees. Last week, the three networks averaged an estimated 20.5 rating and better than a 38 share for the four nights of coverage, a 12% decline from the figures of 1984, according to CBS. But audience size shot up on Tuesday, when Jesse Jackson spoke, with 55 the total share achieved by ABC, CBS and NBC.

While talking of abandoning live coverage, Wald indicated ABC hoped the political parties would save it from confronting such a decision. "My assumption is that the parties will decide they don't want to look at only one-third of the country and will consider whether they want to do anything different," Arledge offered a suggestion heard frequently in Atlanta—a shorter, say, two-day, convention.

ABC was not the only network shocked by the ratings into considering abandoning live coverage. Larry Grossman, president of NBC News, said the paucity of news on some nights was such that the network "would be better off taking an hour at the end of a session to highlight developments," rather than cover them live. He noted that "the conventions are no longer the centerpiece of the political year," that the nominees emerge from the primary process. "To the extent the parties continue to diminish



Star-spangled gala. Ted Turner's "Welcome Newsmakers" party Sunday night on the eve of the Democratic national convention was a main event when it came to the social/political scene in Atlanta last week. And while other parties were held throughout the week, Turner's bash was hard to beat (CBS President Laurence Tisch's brunch was a serious rival). There was a stellar line-up of guests (most notably Democratic nominee Michael Dukakis, who spoke briefly, and former President Jimmy Carter) from the media, entertainment, business and political arenas. The party was held in honor of the 30 Democratic state governors.

Pictured, l-r: Georgia Senator Wyche Fowler Jr.; Michigan Governor Jim Blanchard, chairman of the Democratic Governors Association; Turner; Rosalynn Carter and Carter. Held at Turner's CNN Center, some 1,600 came to the party. Among them: a CBS contingent including Tisch, anchor Dan Rather, outgoing News President Howard Stringer; former *CBS Evening News* anchor Walter Cronkite, and retired commentator Eric Sevareid. Other media heavyweights attending were CNN's Pat Buchanan, *The Washington Post's* Art Buchwald, and NBC's John Chancellor. The turnout from Hollywood was also significant and included stars Rob Lowe, Lynda Carter, Justine Bateman and Ally Sheedy.

tween the two. But the first question was about Arledge's comments, which had appeared that morning.

"The selection of a President is a good story; it's as good as it gets," said Rather. "Not everything in life can be made for television. Not everything in life can or should be made to correspond to entertainment values." His suggestion for improving coverage: "Do more of it." Stringer agreed, at least with respect to the weight that should be given audience measurements. "Regardless of ratings and shares, this is the only moment when the American people get to know the political leaders and the process," Stringer said. "Otherwise, it's a matter of one-minute-and-20-second sound bites."

Stringer also blamed the parties for transforming the lively political process the conventions had been into the dull events he said they had become. "Ironically," he said, "the parties had changed conventions for the sake of television. The more they tried to change them, the less interesting they became. If they went back to the good old times, the audience would follow." (Arledge made a similar comment in an appearance on *Nightline* following the final convention session on Thursday.) And 71-year-old Cronkite said the most interesting convention he had covered was in 1952. Television, he said, was "only an observer. Nothing was

staged." Over the years, in an effort to appeal to television, Cronkite said, the parties transformed the convention into "a staged event." Rather, for his part, characterized the Republican conventions of 1980 and 1984 as "lousy" from a stage-managed point of view.

There is another player in the game of deciding the future of CBS's convention coverage—Stringer's successor as president of CBS News, David Burke. And he does not share the current CBS News team's enthusiasm for the present system of coverage. Four years ago, at the Democratic convention in San Francisco, Burke, then ABC News vice president, caused a furor among the media and the Democrats when he called conventions as currently structured a "dinosaur" and suggested that ABC in the future might cover them only as a news event (BROADCASTING, July 23, 1984). Burke was on vacation last week, unavailable for comment.

If at least two of the old-line networks were struggling with the question of whether to continue the tradition begun in 1948, CNN last week went blithely ahead with what it considers its *raison d'être*. Its news team began coverage before the first gavel fell on each of the four sessions—and on Tuesday, it fell at 3 p.m.—and stayed

through to the final gavel—at about 11:20 p.m. on Monday and midnight on the next three nights. "We're making a big impact with probably a small audience," said Ed Turner, executive vice president of CNN. "But it goes with the territory. This is an important and significant story. Maybe not to a majority of the people, but a significant minority cares about the campaign issues and personalities." Actually, CNN's convention audience, while small by the standards that concern the over-the-air networks, is substantially larger than its audience was in June, and even appreciably larger than it was for the Democratic convention in 1984. That was the year, incidentally, when Turner regards CNN, established in 1980, as having come of age. "That was when our anchor booth was the fourth on the floor," he said. CNN is now available to 45 million households in the U.S. and one million overseas.

C-SPAN, the public service cable network, was also a network presence. Its five cameras on the convention floor—which fed 15 companies that complained the network pool feed was too expensive—never blinked, never turned away for an interview or an analysis. If the convention was dull, so was C-SPAN. If it was exciting, so was C-SPAN. And that's the way C-SPAN's viewers like it. "The viewers who care are angry at the networks for not covering the convention gavel-to-gavel," said Brian Lamb, C-SPAN chairman. "So C-SPAN does it. It's our job." C-SPAN's job also included, as usual, call-in shows, before the sessions with delegates taking calls from viewers.

C-SPAN occupied offices in the *Atlanta Journal-Constitution* made available by Cox Enterprises, whose Cox Cable is on the C-SPAN board. And it sent its signal literally world-wide. Pan American Satellite carried it to Latin America. The U.S. Information Agency transported it via an Intelsat satellite to Asia, Africa and Latin America. And the London-based Sky Channel transmitted it to 20 countries in Europe. Lamb was even encouraged by an experiment attempted during the convention. "During dull spots," he said on Tuesday, acknowledging there can be dull spots, "we break away to take calls from Europe." Considering the callers were phoning in the hours after midnight, Lamb thought there was "a lot of reaction."

Although the networks found the convention short of news, the stations represented in Atlanta did not. Nor was there any decline in enthusiasm, for the 338 television stations and 275 radio outlets represented at the convention were about the same number as those counted at the Democratic convention in San Francisco four years ago, but the 4,141 reporters, editors producers, technicians and others they employed represented a 425% increase. For them, there were stories in delegations, in individual local politicians and in issues affecting regional concerns. And through the use of satellite technology that is now routine, station personnel fed live and taped pieces back home for inclusion in the local news shows.

KSTP-TV St. Paul, Minn., for instance, avoided a followup to a story it did several weeks ago about the decision of convention anners to banish the Minnesota delegation a section of seats high up in the Omni. re state was being punished for ignoring erty wishes and scheduling a caucus early the year. But one of the delegation's six sabled members—Minnesota was said to ive the largest contingent of disabled dele- ites—had threatened to embarrass the par- on prime time television if the delegation as not relocated. It was relocated, to a spot oser to the floor, and KSTP-TV's crew at the nvention told the viewers at home all out it.

Prestige-enhancement was a factor in the scision of many stations to send crews. loria Deed, who produces a half-hour wscast for KHJ-TV Los Angeles, led a ur-member team to Atlanta to, she said, establish a local presence." She spent her me hunting for local angles in interviews ith delegates from the Los Angeles area.

And many were scrambling, doing double duty for a number of stations. Dennis Lortz, a cameraman/reporter for KOTA-TV Rapid City, S.D., scoured the floor for stories of interest to viewers in three states—Wyoming and Nebraska, as well as South Dakota. Interviewed as he was interviewing a member of the Nebraska delegation (it was that kind of convention) Lortz said he was not alone; a colleague was helping with the coverage.

Then, too, of course, there were the powerhouse stations that were not limiting themselves to the local angle. The three Boston VHF affiliates were covering the story of a governor who might be president. Their local angle often was the national story. The stations operating in Washington, D.C., are affiliated with the big-picture look most of the time. And WUSA-TV, a CBS affiliate, for one, does not pass up a national story on its 5 p.m. news because it knows Dan Rather will air it at 7 p.m. The Dukakis-Jackson accord on Monday (July 18) was an exam-

ple. "The fact that our mandate is local doesn't mean that we put blinders on," said Bill Lawlor, the station's assistant news director, as he chatted in the work area provided by Gannett News Service for 10 of its stations. "If we go on at 5 p.m. and people want to know about Dukakis and Jesse, we have to give it to them."

□

In three weeks, Lawlor and most of those who shared Atlanta's hospitality with him will be established in New Orleans, prepared to cover the Republican national convention. If history is any guide, the convention will be slickly produced and attractive. Station people will have their local stories to pursue. But the networks will have problems, in terms of hard news. "The media had trouble finding news in Atlanta," said one of those who watched the news organizations struggle last week. "And they had Jesse to cover. The Republicans don't even have a Jesse." □

FCC wants to loosen cable-telco prohibitions

Commission wants comments on generalizing waivers to permit one company entry and on plan to ask Congress to drop ban entirely

Telephone companies' entry into cable television in their own phone service areas could be hastened by an FCC proposal last week broadening waivers of its existing ban on telco-cable crossownership and liberalizing telco-cable system affiliation to allow phone companies to own up to 50% of publicly traded cable companies.

As anticipated, the commission will also seek comment on a proposed recommendation to Congress to lift the crossownership ban altogether.

The FCC consideration follows by a month the first major breakthrough in telco participation in the cable industry, a lengthy report from the Commerce Department's National Telecommunications and Information Administration which recommended, among other changes, opening the cable market to telephone companies as transporters of others' programming in the telco's service area. The NTIA report did not advocate elimination of the crossownership ban.

The commission, while unanimous in seeking to consider the proposals, was divided over how far loosening of the telco ban should go.

At last Wednesday's meeting, Chairman Dennis Patrick and Commissioner James Quello indicated they leaned toward allowing telcos to provide full-fledged television services, while Commissioner Patricia Diaz struck a position closer to that of NTIA, suggesting that telcos should only serve as common carriers of video services provided by others.

Congressional review of the question, essential because the crossownership ban is written into the Cable Communication Policy Act of 1984, will likely wait until the next session, beginning in 1989, and may be

delayed until 1990 or beyond. The FCC is not expected to approve and forward its recommendations to Congress until the end of this year.

The crossownership ban was first put in effect in the early 1970's to protect the cable industry from phone company competition it was feared would eliminate competition from standalone cable operators by taking advantage of control over poles and conduits, as well as cross-subsidize cable services with rate-guaranteed phone services.

But with cable now passing more than 80% of U.S. homes and providing service to more than 50%, the ban has "served its purpose, [and] an adjustment in crossownership policy seems warranted," the commission said.

The desire for additional services that the commission said have not developed under the existing cable industry could also be satisfied by promoting telco entry into the field, it added. Among the possible results of telco entry, the commission said, were new broadband services such as high-definition television, videotex, home shopping and video phones.

FCC Chairman Dennis Patrick said at the commission meeting he is "disposed to attempt to construct rules whereby the telephone company could provide, by transmis-

sion as well as cable service, content, subject to safeguards."

Patrick acknowledged that telcos involved in the cable business might suffer "certain perverse incentives" in competitive conduct and said the commission must explore in great detail safeguards controlling abuses of pole access and cross-subsidization.

"As a matter of policy I don't think any of us have a great interest in seeing exclusive cable franchises replaced by exclusive telephone franchises," he said.

Patrick added: "Most all of us agree that cable has made a phenomenally positive contribution to the public in general by delivering a great deal of additional diversity. There are many, however, who are concerned about alleged market power. There is no better way to solve market power problems than by providing for competition and open entry and that ultimately is the goal of this exercise."

Commissioner Dennis, who promised to voice her differences in a separate statement, said during the meeting: "I have not reached the conclusion at this juncture that telcos should not be allowed to become video programmers. My inclinations, and I stress that they are only inclinations at this point, are to side with NTIA's 'video dial tone' approach by which telcos would serve at least initially as common carriers of broadband services."

Commissioner James Quello said that while he endorsed the NTIA report, "I don't see anything wrong with our exploring the next step."

Phone industry response came quickly from United States Telephone Association President John Sodolski, who said in a prepared statement: "By lifting the telco-cable prohibitions, the industry could be able to bring to its customers integrated, switched broadcast communications facilities faster. This could open up the full potential of the

"There is no better way to solve market power problems than by providing for competition and open entry."

—Dennis Patrick

public switched network to every home."

But strong cable industry objections were raised by the National Cable Television Association. President James Mooney argued: "For the telcos to keep their telephone monopolies, but at the same time be freed to enter the cable business within their telephone service areas, would be an invitation to predatory behavior not seen in this country since the days of the robber barons."

Mooney expressed doubts that the FCC, "with its relatively meager resources, could keep track of—never mind control—the literally hundreds of thousands of accounting tricks the telephone companies could employ to unfairly undermine existing cable systems. The FCC has trouble auditing the phone companies' books now."

FCC Common Carrier Bureau Chief Gerald Brock suggested, however, that the commission could use the regulatory framework of its Computer III decision to allow carriers to conduct both regulated and unregulated activities, insuring the telco dealt with its own unregulated subsidiaries in the same way it deals with unaffiliated companies, and preventing subsidization of cable services by regulated services.

Under the Computer III framework, as well, telephone companies could be allowed to provide television services, provided that basic network functions used by carriers for their cable service were offered to independent operators on a tariff, common carrier basis. Brock also said telcos could be required to provide interconnection, transmission capacity and customer channel selection capability to independent operators.

As to telcos applying for crossownership waivers under current rules, the FCC proposed to require technologically advanced systems, particularly those using fiber optic technology to integrate phone and video services.

"For the telcos to keep their telephone monopolies, but at the same time be freed to enter the cable business within their service area, would be an invitation to predatory behavior not seen since the days of the robber barons."

—Jim Mooney, NCTA

According to the FCC's Brock, "good cause" for a waiver could include construction by carriers of integrated systems that have the capability of delivering several

video systems in the home simultaneously and can be interconnected with cable services and independent operators.

Existing waivers allow telcos to provide cable television service within their telephone service areas where cable service could not otherwise exist and in rural areas as well as for other "good causes."

Also open for comment is the FCC's proposal to modify the standards of telco-cable affiliation to allow phone companies to participate in the financing, construction and ownership of cable systems in which participation is allowed as long as it does not constitute ownership and/or control.

Other items open to comment are whether interexchange carriers are subject to cross-ownership provisions (the commission tentatively concluded they are not) and whether preemptive authority the commission would have over state regulatory restrictions.

One positive result of the FCC consideration for the cable industry, according to Bob Thomson, vice president of government relations for Tele-Communications Inc., the cable industry's largest multiple system operator, may be that it "takes issue involving horizontal concentration and the size of cable companies off the table in one stroke."

Added Thomson: "You can't propose limits on the size of cable companies while clearing the way for profit-guaranteed telcos eight times our size" to enter the business. Thomson said TCI has no objection to telcos competing in the cable field, only to the operating cable systems in their own service areas.

Networks oppose Fox request for fin-syn, PTAR waiver

ABC, CBS and NBC tell commission that Fox should not be given waiver, saying it gives them unfair advantage

In comments at the FCC last week, ABC, CBS and NBC blasted Fox Broadcasting Co. for asking the FCC to waive its application of network financial interest-syndication and prime time access rules until Fox broadcasts twice the number of hours now allowed before the restrictions take effect.

Home Shopping Network and the Spanish-language Univision have also sought similar waivers of the financial-syndication and prime time access rules (PTAR), which currently are activated when entities fit the definition of a network by providing affiliates 15 hours of programming each week.

"In today's intensely competitive network television marketplace," NBC wrote in its comments, "it would be most unfair for a direct competitor of the older networks to be permitted to operate free of the regulatory constraints within which those older networks must operate every day."

CBS said the ruling "would allow Fox to engage in the business of syndication and to purchase syndication rights and financial interests. In addition, the proposed 30-hour standard is more than ample to enable Fox to present a full seven nights per week of prime time programming, including programming in

the "access" period.

"In view of the fact that Fox is a direct, 'head-to-head' competitor with ABC, CBS and NBC in the purchase of original network entertainment programming," CBS said, "it is clear that there is no basis for 'rigging' the marketplace by allowing Fox to take advantage of such valuable business opportunities and operating efficiencies while denying similar opportunities and efficiencies to other networks." Fox, in the initial June letter, asked the FCC to extend to it a 1981 waiver for the Christian Broadcasting Network that altered the network definition from 15 to 30 hours of programming a week before fin-syn and PTAR rules took effect.

The company, which currently offers 10.5 hours of programming to its affiliates, argued the request for a waiver was an "attempt to provide some small degree of competition and some alternative programming choices to the American people. This flexibility is absolutely necessary if FBC is to emerge as a vigorous competitor in the national programming marketplace."

All three networks challenged Fox's citation of the CBN ruling. Capital Cities/ABC argued that in it the FCC "expressly refused to entertain any general amendment of the rules" and instead addressed the waiver to CBN's specific situation.

Fox, in a second filing last week, however, said the issue was not whether its case was similar to CBN's, but whether "the purposes of [the rules]—encouraging the competitive development of additional networks as well as other alternative programming sources—are served by applying those rules...to programmers which provide only 1 hour of regularly scheduled programming."

"Fox is not now, will not be at 15 hours and probably never will be in a position structurally to be considered the equivalent of ABC, CBS, and NBC for the purposes of the rules," it wrote last week.

Not only Fox, but no new entrant to the national programming marketplace should be subject to the rules "if it does not exert the program acquisition control which led to these restrictions being placed on ABC, CBS and NBC," Fox added.

Fox further called the fin-syn rules "absolutely essential" to the workings of a competitive marketplace and said the rule should neither be abolished nor weakened.

NBC countered in its comments that "Fox is not some struggling enterprise entitled to commission commiseration...Fox is producing and licensing programming for its network that is comparable to the older networks programming in virtually all respects...[and] Fox has been wooing traditional network advertisers with very substantial success."

ox affiliates cover 86% of U.S. TV homes, and Fox-owned stations are in seven of the top ten television markets, NBC said.

"Certainly there is no doubt as to the huge financial resources available to Fox to finance its competitive efforts," NBC added. CapCities/ABC argued that a Fox exemption would let Fox obtain rights and interests in domestic and foreign syndication of acquired programs, allowing it to offer higher payments. Unlike its competitors, Fox could continue to exploit the aftermarket value of Fox-produced programs and to syndicate programs domestically, it said.

NBC also referred to the steady weakening of the older networks' market position

over the last decade, with three-network prime time audience shares dropping 24% from 1977 to 1987 and their share of all broadcast and cable advertising revenue down 22% from their 1977 47% share.

NBC added that the FCC and other government agencies "have increasingly recognized that the rules may not have been justified even when they were adopted, and in any event are obsolete" now.

The FCC, in fact, tentatively concluded in 1983 that the financial interest rules should be repealed, along with the profit sharing prohibitions in the syndication rule and most of the prohibitions on network syndication. A rules change was later held

up by Congress and the White House, and CBS accused Fox and its allies of having since "work[ed] hard to block any meaningful reform."

"Now that Fox has its own network," CBS argued, "it feels the impact of these rules on its business opportunities and operating efficiencies. However, rather than proposing an even-handed program of deregulation, Fox is requesting 'special relief' solely for its own network operations."

"If any entity such as Fox that meets the definition of a network under these rules is to be exempted from them," added NBC, "then all networks—old and new—should be exempted." □

FCC gives RKO green light to sell stations

Group owner will be out of broadcasting, ending 23-year-old case, without any decision on qualification question; Dennis disagrees with rest of commission, saying precedent has been set or avoiding punishment through lengthy litigation

In a dramatic split decision, the FCC decided not to decide and voted to allow RKO General to settle its 23-year-long comparative renewal cases and sell KHJ-TV Los Angeles and WHBQ(AM) Memphis. Commissioner Patricia Dennis cast the dissenting vote. Citing overriding concern for the public interest and calling the case the "most burdensome proceedings in the FCC's history," the commission said: "The approval will put the stations into the hands of indisputably qualified licensees and avoid countless years of continued litigation before the FCC and the courts." It did not resolve the appeal of Administrative Law Judge Edward J. Cuhlmann's decision in the so-called Phase I of the RKO case—the determination of RKO's qualifications to be a licensee. The commission concluded: "In the context of these properly structured agreements, settlement was in the public interest even if the actual issues raised in Phase I were ultimately resolved against RKO." The commission indicated that other "properly structured" settlements would also be approved.

In her strongly worded dissent, Commissioner Dennis said the reasons for the approval were "unconvincing and set a worrisome precedent." She added: "The commission cannot know whether RKO is suffering an injustice or reaping a windfall. If RKO is qualified it should not be punished. If it is not qualified, commission precedent dictates that we should revoke its license without compensation." Dennis said she feared the approval would send a message to station owners that "the way to avoid license revocation is to prolong the proceedings until the commission loses its will to litigate. In the end, we only impair our credibility and cause ourselves and the parties more difficulties and expense." Dennis said she would submit a much longer dissent when the full text of the commission action is made public, probably in the next two

weeks.

Commissioner James Quello, who has been a force behind the settlement agreements, said: "By taking this action today, we elevate substantial justice over technical legalism and best serve the public interest."

After the FCC's regular open meeting, the commissioners met in closed session to discuss the case. What was to be only a 15-minute meeting lasted more than an hour.

The commission compared the settlement agreements to its minority distress sale policy, where a broadcaster whose qualifications to remain a licensee are under question can sell his station to a minority for 75% of its fair market value. While communications attorneys generally felt that the comparison to the public interest concerns of the distress sale policy were valid, they were concerned about its applicability in this case. Bob Thompson, attorney for Future Broadcasting, a competing applicant for RKO's Los Angeles radio stations said: "The distress sale policy only applies to renewals that have not reached the hearing stage. RKO went through a hearing and got lynched." Thompson said he would "be taking a hard look" at the possibility of appealing the decision, but would wait until the full text has been released.

Under terms of the settlement agreement, RKO will receive 67% of the total sale price of KHJ-TV. It will drop its application for renewal of the station, which will be assigned to Fidelity Television, the long-time competing applicant. The Walt Disney Co. will buy out Fidelity and then buy the physical assets of the station from RKO. Disney will pay \$324 million for the station, with \$105,375,000 going to Fidelity and \$218,625,000 to RKO. The settlement for WHBQ strikes a similar deal, with RKO receiving 70% of the \$750,000 price tag.

William Reynolds, chairman and chief executive officer of RKO's parent company, GenCorp, said, "we are gratified" by the FCC's action, and added: "The public interest and the communities involved are well served by the commission's decision. This marks a giant step toward a constructive resolution of 23 years of litigation." Disney chairman, Michael Eisner, said: "KHJ-TV takes Disney into the new but closely related business of television broadcasting." Eisner

also said Disney "looks forward with great anticipation to the KHJ acquisition." RKO counsel, Tim Dyk, said: "Obviously, we're pleased the FCC approved the settlements, and the company will be actively pursuing the settlements in the remaining cases."

In a press conference following the commission's meeting, FCC General Counsel Diane Killory said: "Approval of the settlement agreements will preserve the commission's policy of deterring licensee misconduct. Approval will not send a signal that a licensee can engage in questionable conduct with impunity. RKO is clearly not getting off scot-free." Pointing to the roughly 70% share of the sale price RKO will receive, Killory said: "It is clearly not being made whole again." Killory said a second factor that had contributed to the commission's decision was that "RKO had suffered an enormous penalty with the loss of WNAC-TV Boston in 1980." Quello has called the denial of WNAC-TV's license "the most harsh and unwarranted punishment in the history of broadcasting."

A third effect of the approval would be the same as finding RKO unfit to be a licensee. "RKO will have to get out of the business of broadcasting," said Killory, "or risk losing the remainder of its stations if the commission finds it not qualified to remain a licensee."

Killory was asked how the commission's allowing the settlement agreement would square with its recent inquiry into abuse of process, which included proposals to limit settlement agreements to legal expenses. She said that the abuse of process examination was only an inquiry at this point and not FCC policy, and she stressed that RKO settlements were very much a one-time occurrence to serve the public interest. In her dissent, Dennis also expressed similar concerns, saying: "The decision 'may also unwittingly undermine efforts to improve the renewal process.'"

In addition to the settlement agreements for the two stations, settlements are pending for the sale of WGMS-AM-FM Washington (BROADCASTING, Dec. 28, 1987) and WRKO(AM)-WROR(FM) Boston (BROADCASTING, June 20). In those deals, VerStandig Broadcasting, a Washington-based group of three AM's and three FM's owned by John

VerStandig, has agreed to pay \$33,885,000, with \$23,525,000 to RKO and about \$10.4 million to the competing applicants. In the Boston settlement, RKO would sell the stations to former American Cablesystems Corp. owner, Stephen B. Dodge, for \$28,323,750, with about \$18 million for RKO and the rest split among the competing applicants. Killory said the Boston application had only been filed the week before and, since there is a 30-day window for public comment, the FCC could not yet act on the deal. There was some controversy, however, about the Washington settlement. Killory said the agreement would give RKO 77% of the fair market value—exceeding the 75% cap for distress sales—and would not be approved by the FCC. RKO counsel Tim Dyk sent a letter to Killory the following day that stated RKO would only receive 69.4% of the sale. Attorneys for RKO felt the misunderstanding was caused by the unusually complicated financial arrangements in that case. Special assistant to the general counsel, Richard Bozzelli, said the general counsel is examining the matter and said Dyk's letter would be "of great value" in determining the issue.

The FCC's decision could prove the final chapter in the RKO saga that started in 1965 when Fidelity Television challenged KHJ-TV's license. Following Fidelity, others challenged RKO's WNAC-TV Boston and WOR-TV New York. In June 1980, the FCC denied the renewal of all three licenses. The U.S. Court of appeals affirmed the WNAC-TV decision, and the FCC awarded it to another broadcaster. At the time, a comparable station in the Boston market sold for about \$200 million, and in 1985 another was sold for \$450 million. The renewals of the other two TV's were remanded to the FCC for a second look. In August 1982, the court of appeals ordered the FCC to open a new window for challenges of the 13 TV and radio licenses, and 171 competing applications were filed.

In December 1982, the FCC authorized RKO to relocate WOR-TV from New York to Secaucus, N.J., following legislation that required renewal of any TV station that agreed to relocate to a state without a VHF license.

The FCC decided to resolve the KHJ case in June 1983, in a two-step process, with ALJ Kuhlmann first determining if RKO was qualified to remain a licensee. Then, if found to be qualified, he would judge the relative merits of RKO and Fidelity.

In November 1985, RKO and Fidelity reached a settlement agreement that would allow Group W to purchase the station for \$310 million, with Fidelity receiving \$98 million and RKO, \$212 million. In September 1986, the commission held the hearings—except for KHJ-TV—in abeyance and invited the 69 remaining competing applicants to the nine other proceedings to participate in comprehensive settlement negotiations, mediated by the Mass Media Bureau chief, Jim McKinney. Those efforts ultimately failed, and the commission reactivated the hearings.

On Aug. 11, 1987, ALJ Kuhlmann issued

his decision in the KHJ case. He found:

■ RKO filed false and misleading financial reports on at least 30 occasions between 1971 and 1975. Individual stations sometimes misstated barter and trade revenues by as much as \$400,000.

■ In 1974 senior RKO executives destroyed evidence about RKO's barter and trade records that led to false financial reports. Through a series of deceptions, RKO hid the fact that it had destroyed the evidence for more than 10 years.

■ RKO's then chief controller, John Fitzgerald, lied to the commission about evidence that would have revealed RKO's destruction of evidence.

■ RKO engaged in fraudulent billing of advertisers between 1980 and 1985. On orders of Tom Burchill, then RKO Networks president, employees altered clearance reports to show that affiliates cleared more ad spots than they actually did, in different dayparts than they actually did.

Kuhlmann said at the time: "No case ever decided before this commission presents dishonesty comparable to RKO's. There is not a single case of fraudulent billing practices investigated and reviewed by this commission which exhibits as many practices affecting as many advertisers over as many years."

Killory said the FCC action clears the way for RKO to get out of broadcasting, and as of last Wednesday (July 20), RKO was free to sell the stations. □

CNBC: newest initials in cable

NBC's planned service will be known as Consumer News and Business Channel; it will run personal financial and business news during week, sports on weekend

CNBC—Consumer News and Business Channel—will be the name of NBC's cable programming venture debuting in early 1989, it was announced last week. The NBC-owned-and-operated program service, set to run on channel space leased from Tempo Television, will consist of 24-hour consumer business news on weekdays and 24-hour sports on weekends.

Last week's announcement marked the third time the network has altered the cable channel's plans. In June, NBC said it would program straight business news from 6 a.m. to 8 p.m. on weekdays and other program-

ing and sports on weekends (BROADCASTING, June 13). Also in the June announcement, NBC changed its original intention of buying Tempo's cable channel to the lease arrangement. Last week's details also contained the first mention of a consumer business news service.

With these latest programming details in hand, NBC began more aggressive marketing of CNBC to cable systems last week. NBC will charge systems seven cents per subscriber per month, and will "rebate 20% of its advertising revenue (before agency commissions) to cable operators in the first five years. Each hour of CNBC will contain 12 minutes of advertising—nine for CNBC and three for cable operators.

CNBC will begin its marketing effort with roughly 10 million subscribers committed, from Tempo's current subscriber base and additional subscribers pledged to CNBC by MSO Tele-Communications Inc.

Tom Rogers, NBC vice president of policy planning and business development, said that CNBC's format is designed to take advantage of NBC's news and sports resources. He said the move to a 24-hour service was a result of conversations with cable operators that revealed a "huge degree of interest" in filling the gaps in existing consumer business news coverage. (Consumer business news—stories about personal finances and residential real estate—are carried on CNN's schedule as *Your Money* segments and throughout the day on the Financial News Network, seen in 30 million cable homes from 6 a.m. to 8 p.m.)

CNBC will debut more than a year after the business advertising marketplace began a downturn following the Oct. 19 stock market crash. FNN President David Meister said: "We have come to realize the limitations of consumer news since the crash. It's a limited audience." He quoted a recent McCann-Erickson report that shows that advertising by financial service institutions is down 17%. Meister said that FNN has sought a wider audience profile to help compensate for the advertising fall-off and is developing its data transmission service as another source of revenue. FNN charges cable systems 3.5¢ per subscriber, but Meister said that fee has averaged closer to 2¢ historically, based on incentives FNN has offered to cable systems. FNN will increase its fee to 5.5¢ in July 1989.

CNBC Sports will consist of live and taped sports, as well as "special features and profiles" produced with NBC Sports. Rogers said that with the exception of some of the major sports rights agreements (NFL football and Major League Baseball) NBC's sports rights will allow for some sharing of events.

There were no specifics on which on-air news and sports personnel will contribute to the new service. Rogers did say, however, that a good deal of consumer-oriented news produced for NBC's O&O's "is begging for more" exposure than it now gets.

NBC said it anticipates CNBC will have "substantial losses" in its first few years of operation, but that the network is "committed to staying in" the cable business. □



Radio

State of the Art 1988

**In The Radio Rep
Business, Some Names
Have Become
Synonymous With
Success.**

Banner Radio

Christal Radio

Katz Radio

Republic Radio

Katz Hispanic
Radio



Katz Radio Group.
The best.

TAKING THE SHOW ON THE ROAD?

Transmit Your Live Remote Right Back To Your Doorstep

As broadcasters, we understand the need for audio quality and system reliability—that's why we tailor our system to meet your critical needs, whether you transmit seven days a week or once a year.

Top rated stations such as WAVA-FM, WMMR-FM, WHDH-AM, KIKK-FM, and WASH-FM, Easy 97 have already used our satellite services—and we have transmitted programs from such exciting sites as London,

Budapest, Moscow, the Super-Bowl, the Mardi Gras, Atlantic City, and Hollywood.

So link up with NPR for ad hoc networking, full-time networking, transportable uplinking and SCPC audio transmission, and find out why so many broadcasters are using our services to stand out in today's competitive marketplace.

Just call (202)822-2626 for more information.



NATIONAL PUBLIC RADIO®

Satellite Services

2025 M Street, NW Washington, DC 20036



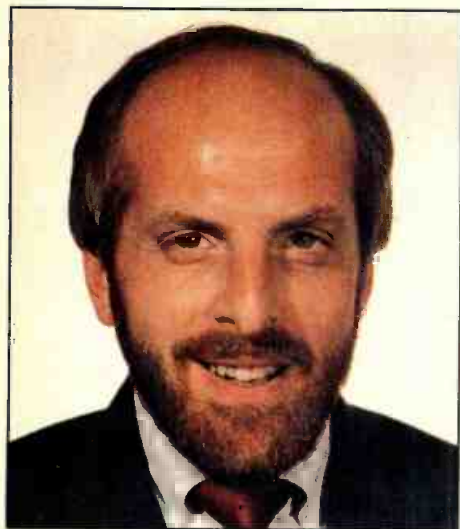
ABC's New York network production studios

If nothing endures but change, the radio industry is busily enduring because it is surely changing. Faced with a soft national radio advertising marketplace, networks and rep companies alike are broadening their bases by becoming increasingly involved in ancillary marketing areas such as promotion. Both spot and network radio sales are expected to post only single-digit percentage gains in 1988. That sluggish pace has led to several consolidations and joint ventures in the industry. BROADCASTING's annual scan of the aural band finds the broad-based adult contemporary format—the fastest growing according to BROADCASTING data—taking new directions as it continues to fragment; even some New Age-oriented formats are now being tagged “new adult contemporary.”

In Washington, AM radio improvements are on the front burners of the industry and FCC alike, with AM and FM allocation issues insuring that engineers participating in the commission's request for comments are not getting any summer vacation. Many of those engineers are voicing displeasure with aspects of the FCC's radio frequency allocation philosophy.

And around the country, radio producers and syndicators are filling the airwaves of some 11,000-plus stations with programming 365 days a year.

What follows, beginning on the next page, is a spot check on the state of the radio medium.



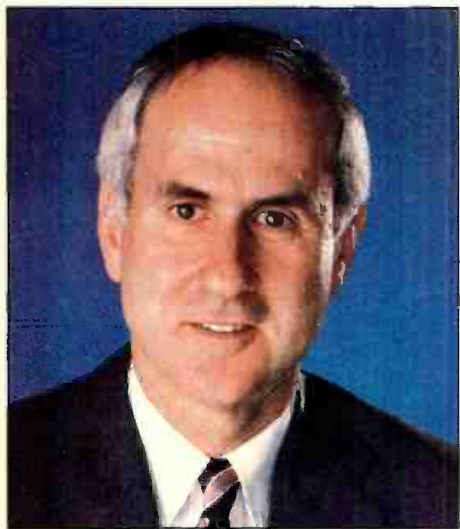
Freedman



Pattiz



Verbitsky



Daniels

been combined with that of co-owned Mutual Broadcasting. That includes reports from field correspondents. Additionally, Dave Bartlett, newly appointed vice president of news and programming for NBC Radio, now reports to Ron Nessen, vice president of news for Mutual).

There have also been several recent resignations in the NBC Radio Network news division including those of John Farley, vice president of news, and Alan Walden, senior correspondent ("In Brief," June 20).

"We are not dismantling the NBC networks. News has to operate under the same economic constraints as other departments," said Pattiz, in defending the consolidation procedures. "The [NBC] networks were losing \$10 million, so one way to offset that was through consolidation," he said. "The process, however, has not inhibited our ability to do business with stations and advertisers," said Pattiz, adding that the NBC Radio Network has added about 100 affiliates since Westwood One took over.

"Consolidations in the long run can make the industry stronger because they will allow companies to offer a greater variety of products," said Terry Robinson, chairman of the Transtar Radio Networks. "It is getting tougher for a moderate-size network to compete."

(Last October, the United Stations took over the advertising sales efforts of Transtar.

That arrangement also included the purchase of a minority interest in Transtar by the principals of United [BROADCASTING, Oct. 19, 1987]. Transtar offers seven 24-hour format networks [soon to be eight with the addition of "Music of Your Life"] as well as marketing CNN Radio. Also, the two companies are examining future financial "options including a possible merger or sale of the companies as well as an initial public offering and a partnership with a third party ["Riding Gain," July 18].)

"The consolidation with United makes a lot of sense from an efficiency standpoint because it allows us to concentrate on programming," Robinson said. The medium, said Robinson, is positioning itself for a good year in 1989. "By next year, the network radio teams [consolidation partners] would have been working together for a year," he said.

"Softness in any marketplace brings about consolidation," said Satellite Music Network Chairman John Tyler, whose company struck a deal with the ABC Radio Network late last year whereby ABC handles advertising sales for SMN. "All networks want to get in on a buy, especially when some advertisers are no longer buying 10 networks deep," he said. SMN offers eight 24-hour format networks.

To compete in the future, 24-hour programming networks will need to develop more "niche" formats or specially targeted programming, added Tyler. If there are several adult contemporary stations in a given market, a specialized format will help ensure that a station will be bought by advertisers, he said.

"With the boom in radio networks in the early 1980's," said CBS's Hosking, "there was an incredible increase in sales staffs, giving the medium more weight in the marketplace. The consolidations have led to fewer people selling the medium."

Hosking also agreed with Westwood's Pattiz in that it would take just one or two major accounts to turn the sales tide. The CBS Radio Networks is composed of two networks and a program syndication unit. CBS holds the exclusive network radio rights for both Major League Baseball and the National Football League.

"The consolidations are making it tougher

for networks like us to compete for the advertising dollar," said Sheridan's Davenport. "We are still held to the standards of general market radio."

The industry tends to fight over existing business instead of developing new business, said George Edwards, president of NBN Broadcasting, parent of the National Black Network, which created a second network sales package last September called NBN II.

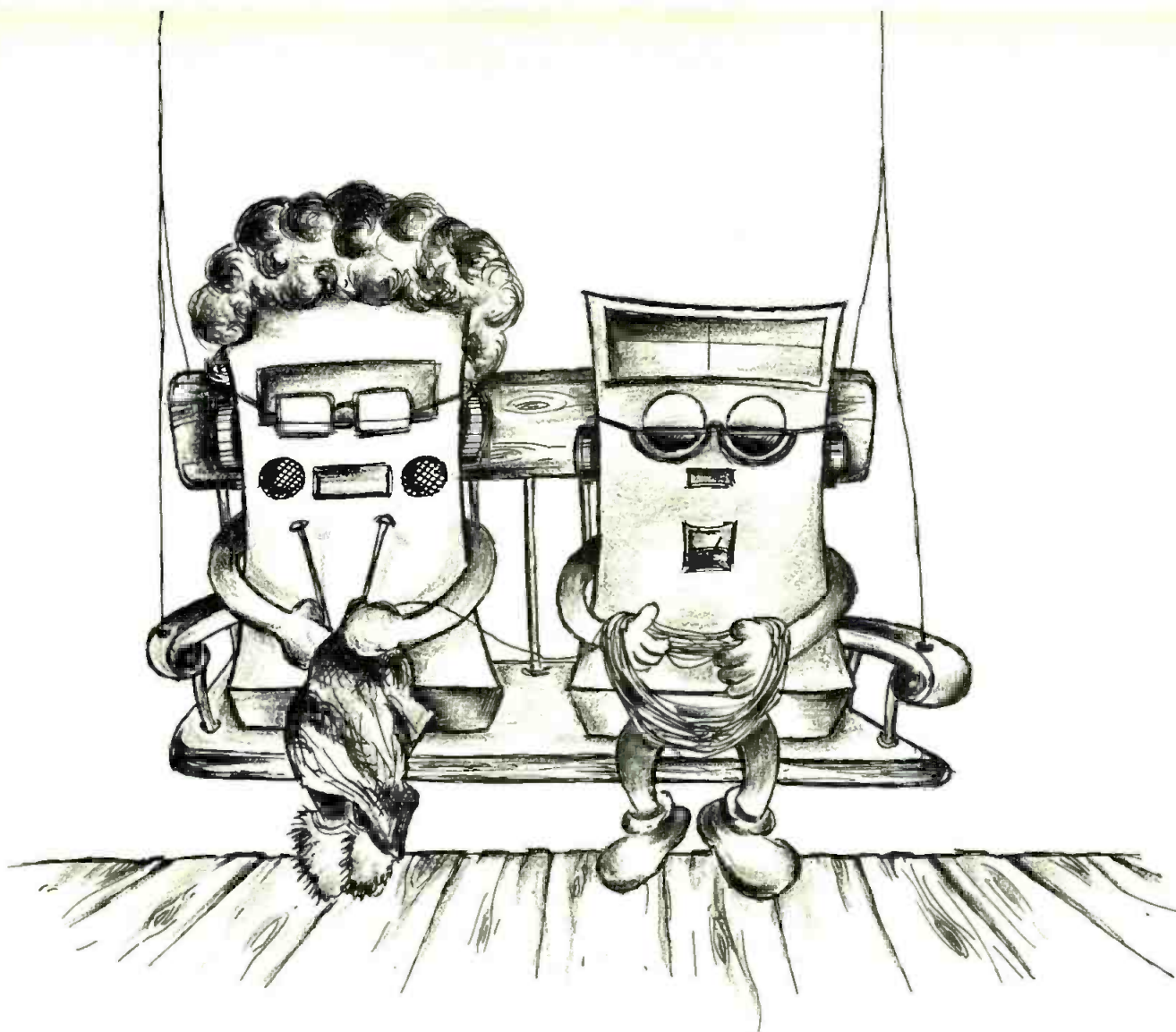
NBN II is a combination unwired spot network and syndicated radio programming network composed of black and urban contemporary stations that is designed to target black consumers for national advertisers through spot buys or through programs produced by Syndicate It Productions, Los Angeles. NBN II is the national sales representative for Syndicate It.

"No network can offer all the gross rating points on a buy," said Edwards. "NBN II was developed as a way to grow the black radio network budget," he said. NBN II complements the already-established National Black Network, which delivers news, features and daily sports reports.

For the first half of 1988, network radio business was off by 1.3% from the same period last year to \$176,285,500. That's



Tyler



LONG TERM PARTNERSHIPS

Through open, clear and frequent communications, Hillier, Newmark, Wechsler & Howard establishes and maintains long term partnerships with our client stations.

Communication on a continuous basis enhances the personal chemistry between client and rep. Understanding and trust develop. Soon possibilities become sales opportunities and these opportunities lead to increased market share and profitability.

Partnership through communication—another important aspect of the unbeatable combination that gives our stations a winning bottom line.

HNWH

THE FACTS SPEAK FOR THEMSELVES

HILLIER, NEWMARK, WECHSLER & HOWARD / A AN INTEREP COMPANY

New York, Atlanta, Boston, Chicago, Dallas, Detroit, Los Angeles, Minneapolis, Philadelphia, St. Louis, San Francisco.



Edwards



Moore



Williams



Rush

according to the Radio Network Association President Peter Moore, who relies on data collected each month from the different network companies by the accounting firm of Ernst & Whinney. Second quarter was down 1.9% to \$95,681,300. But June was up 1% to \$33,099,900. Network officials are predicting the year to finish no more than 3% to 4% ahead of last year's mark of \$380,870,000.

"There has not been that much of a downturn in network radio sales," said SMN's Tyler. "But, after experiencing double-digit percentage increases for several years, it was a much bigger disappointment when the next increase didn't come."

Westwood's Pattiz projected that network sales in the third quarter "may not be that radically different" from the second quarter. "A large percentage of our scatter gets placed after the upfront television buys, and that was late this year because of the Writers Guild strike," Pattiz said. "But we are now seeing an upturn in avail requests for the latter half of the third quarter and for the fourth quarter," said Pattiz.

When the upfront television season is strong, as it was this year, network radio could stand to gain from the high advertising demands, said ABC's Daniels. He also noted that automotive advertising came back to network radio in the third quarter. Among the third-quarter automotive accounts, according to Verbitsky, are Buick and Ford.

The search for a competitive edge in network radio has also filtered down to the two non-commercial, subscription news services. Associated Press Network News and UPI Radio Network. Both networks have started to examine new short-form and long-form programming possibilities other than news.

"We are also exploring the feasibility of marketing both short-form and long-form, bartered entertainment programming," said Jim Williams, director of broadcast services for Associated Press. "They would be geared for younger demographics, which have a higher advertiser demand," Williams said. "Entertainment programming has been growing at a pace that has been attractive to us," said Williams. "And it would require little investment on our end."

The move, however, would not be AP's first venture into barter programming. Six years ago, AP struck an arrangement with WSM(AM) Nashville for distribution of an overnight country radio service, dubbed the Music Country Network. But two other AP barter deals, according to Williams, "were not as profitable." Until last spring, the two series, *Real Estate Action Line* and *American Know-How*, were distributed as a week-

end service over the same satellite channel used for MCN, the AP Wide World Network.

"But the biggest change for us in the past year concerns program flexibility. We are offering stations more programming options," said Williams. For example, said Williams, AP is installing a second satellite channel for long-form news coverage. (More than 155 of the approximate 1,000 AP affiliates now have the capability of receiving AP's second news satellite channel.)

"We are looking at commercial programming ventures including short-form barter shows and a long-form sports telephone talk show," said Mike Freedman, managing editor for the UPI Radio Network.

One area of major growth for UPI over the past year, said Freedman, is the sale of news actualities to as many as 15 networks.

To Freedman, network news programming has reached a "satisfying level" for stations. "A lot of stations appear to be comfortable with the amount of news being offered," the

UPI executive said.

But the industry may soon witness influx of news and information service. "Apparently, business news is today's ticket," said Bob Rush, director of broadcast services for Dow Jones, referring to several proposed satellite-delivered financial news ventures for AM radio. Dow Jones operates both *The Wall Street Journal Report*, primarily designed for AM stations, and *Dow Jones Report*, launched last year as FM service.

"There is room for any service that can do a good professional job. But they need deep pockets. We spilled a lot of ink before we turned the corner," said Rush, who questioned whether the local advertising community would support all the proposed business news services.

Nationally, said Rush, financial service advertising, which dipped after last year's Oct. 19 stock market plunge, is being replaced by business equipment accounts. Like other network radio companies, Dow Jones networks have also been affected by industry consolidation with national sales now being handled by ABC.

"The market for radio news is getting smaller," observed Bruce Chong, general manager of CNN Radio. "Many FM stations are either not picking up news or airing it at a time when AM stations are reaching small audiences," Chong said, cautioning that further network shake-out may occur in the near future.

By Vince Ditingo

FCC juggles a full radio slate

**Among topics on agenda:
expanding and upgrading AM
band, reducing FM interference
and relaxing FM translator rules**

Many in the radio industry agree that from technology and allocations standpoints, there is an unprecedented amount of activity at the FCC this summer. So far, the commission has received comments on AM technical quality improvement, relaxation of some of the regulations for FM translators and ways to reduce intermediate frequency (IF) interference in the FM band. Broadcast lawyers and engineers are now working on filings due in August on such issues as expansion of the AM band, changes in the rules governing FM directional antennas, additional FM translator comments and reply comments on AM improvement.

In addition, the FCC in its general meeting last Wednesday (July 20) was expected to act on several radio petitions, including the initiations of rulemaking proceedings to double the maximum power of FM class A stations from 3 kw to 6 kw and to adopt the National Radio Systems Committee's (NRSC) audio standards (see page 77).

"From what I understand, it's never been this way. There's no breathing room for the next couple of weeks," said Stan Salek, a specialist in technical radio issues for the National Association of Broadcasters' science and technology department. Wallace Johnson of the engineering consultancy of

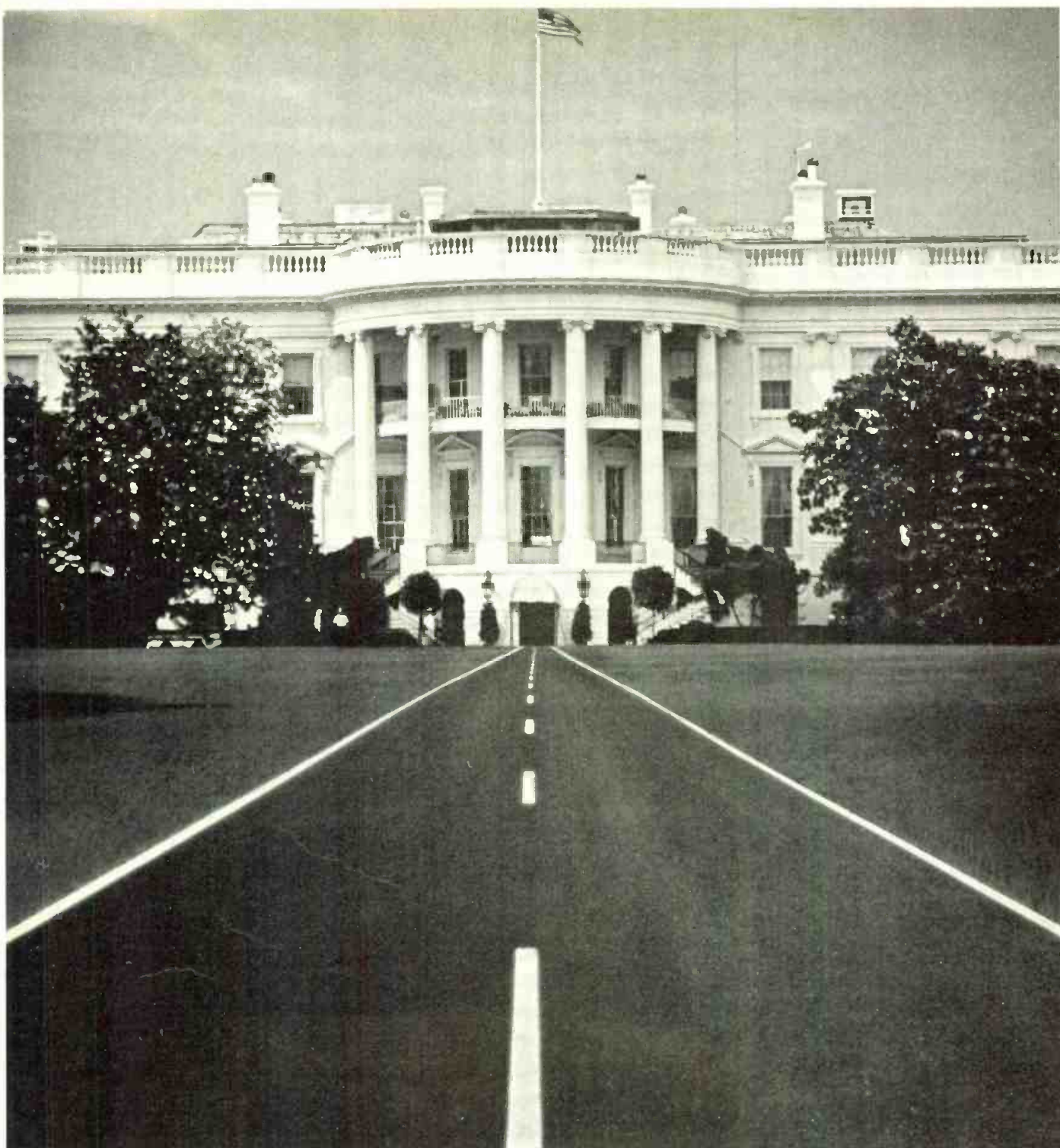
Moffet, Larson & Johnson, Falls Church, Va., suggested that there may be too many items to cover this summer. All of the need attention, he said, "but they [the FCC] are really pouring it on us."

Much of the reaction to the commission receiving to its proposals is negative. In recent months, the NAB has been the leading critic of FCC policies, attacking the FCC's "marketplace" philosophy. Engineers from throughout the radio industry contacted last week by BROADCASTING tended to agree with the NAB.

In an interview last spring, Michael Rau, NAB vice president and head of the science and technology department, was especially harsh on the FCC (BROADCASTING, Ap 4). He accused the commission of basing decisions on political and ideological beliefs and said that it "very rarely pays any attention to the long-term interest of the industry it regulates." Other than the current inquiry, he said, "when you look at what the commission has really done for improving AM over the last couple of years, there's very little they can show."

In connection with the current FM translator inquiry, Rau said that the commission suffers "somewhat from a lack of credibility in the industry... People have taken what's a very vague FCC rules and stretched the meaning to the limit in order to abuse the original purpose of translators."

Contacted last week, Rau said that except for the plan to examine the NRSC aud-



Gentlemen, Start Your Engines.

AP Network News Affiliates have a front row seat for the most exciting race this year. With 'Election Watch' and our new second channel for special event programming, 'AP Hotline,' stations will enjoy start to finish coverage of the Bush/Dukakis presidential campaign. From the conventions

until the last vote is in, AP is the place to be as this contest revs up.

AP Network News affiliates receive this special programming free. And because AP is commercial-free stations have complete control over their advertising inventory and sales.

To keep up with all the excitement of the 1988 elections call Rosie Oakley at 800-821-4747. But hurry—the race for the White House has already started.



Associated Press
Broadcast Services

standards, nothing has changed since last spring.

Art Suberbielle, president and general manager, KANE(AM) New Iberia, La., and chairman of NAB's AM improvement subcommittee, agreed that the FCC has tended to overallocate. "The FCC's past practices of licensing stations in areas that were already overcrowded indicates that this system creates chaos and interference," he said. Suberbielle listed two other FCC policies that have hurt AM radio: "The first is failing to establish a standard for AM stereo," he said. "The second is allowing AM and FM operations to simulcast, thereby reducing the diverse programming that could be available on the AM dial."

Said Karl Lahm, a Fairfax, Va., engineering consultant: "A market is best served when there is an optimal number of radio and television facilities in that market." If there are too few stations, the public is not particularly well served because of lack of diversity. But if there are too many, the stations are not profitable "and they can't afford to do good community service," he said. "The commission is taking the attitude that more is always better and you end up with competitive situations whereby people can't possibly make a profit."

The commission's mistake has been to follow a philosophy that an increased number of stations is the most efficient use of spectrum, said Johnson, who serves as chairman of the technical subgroup of the FCC's industry advisory committee on radio issues. "It's the added level of interference

at night that I think has worked against AM," he said. "They have been more concerned about adding operations to the band and not worrying too much about what's happening to existing stations."

"I think that I hold a kindred spirit with Mike [Rau]. I believe that AM is not as healthy as it could be if the FCC made it a higher priority," said Glen Clark, president of Texar Inc., Campbell, Calif., a manufacturer of audio processing equipment. But the fact that decisions in Washington are made on the basis of ideology and politics "is nothing that our great-great-grandfathers didn't know"—and the FCC is a part of Washington, Clark argued. "Do I think that sometimes we all in the process of a democratic government make decisions that are imperfect? The answer is obviously yes."

Wilson LaFollette, assistant chief of the FCC's policy and rules division, disputed some of NAB's criticisms. As a specialist in matters dealing with the AM band, he said that FCC actions are made with the awareness that AM is a crowded band and that it is in need of technical improvement. The statistics show, he said, that very few new AM applications have been approved in recent years. "Certainly when we broke down the clear-channel frequencies back in 1981, the commission had the opportunity to make a sizable number of assignments... But I think if you were to look at the statistics and the actions taken in the AM band, the predominant work that they've done has involved modifications to existing stations," he said. And FCC actions, such as

the modification of the rules concerning nontechnical acceptance criteria, were made in part because the commission recognized that "the AM broadcast service is a very mature service and opportunities for new stations were quite limited except in more remote areas."

As for the charge that the FCC is doing little to help AM, LaFollette said that a spinoff items connected to the current inquiry on AM improvement, which led to Wednesday's rulemaking on NRSC, are just beginning to be released. LaFollette said that he interprets some of the criticisms of the commission as remnants "of previous concerns that some of the associations had had of past practices."

The radio issue receiving the most attention this summer is AM technical improvement and strategies to make the band more competitive with FM. The first step may be to make conversion to the NRSC standard mandatory for all AM stations. The standards are designed to reduce adjacent channel interference by limiting the emissions of a station to 10 kHz. Also, a preemphasis curve would be added to the transmission and would be matched by a deemphasis curve built into new AM radios. These moves are designed to convince manufacturers to build wider-band, higher-fidelity AM radios, closer to FM's sound quality.

Although the commission has started proceeding to explore mandatory NRSC conversion, Texar's Clark said, "given the present mood on Capitol Hill and at the commission, I would be very surprised if the commission does establish the thing as a required standard." The current FCC, he said, is similar in philosophy to the one that refused to set an AM stereo standard in the early 1980's. But regardless of how the FCC acts, he predicted that AM broadcasters will all eventually accept NRSC at an evolutionary rather than a revolutionary pace. If the commission does adopt NRSC, it will give broadcasters at least 12 months to comply, he said. Texar has provided equipment for 150 NRSC conversions so far, Clark said.

Evidence that broadcasters are accepting NRSC was contained in a survey released last winter by one of Texar's competitors, Circuit Research Labs, Tempe, Ariz. The survey found that 18.9% of AM stations had converted and another 75.5% said that they planned to convert (BROADCASTING, Feb. 22). Last week CRL sent another mailing to update those figures.

Engineers are beginning to notice a possible side benefit to NRSC conversion, according to CRL's Bill Ammons. Some stations are reporting increased coverage. "We're getting reports from our customers... with nighttime authorization that they are getting [up to] 16 miles of extended coverage," he said.

Heavy participation is expected for reports on AM improvement, due Aug. 17. It will be an opportunity for many to respond to the findings of two NAB-commissioned reports that were released within the association's initial comments last month (BROADCASTING, June 27). One of the reports, completed by Harrison Klein of Hammett & Edison, San Francisco, concluded that the current FCC protection ratio

Shively FM Combiners

Shively is an acknowledged industry leader in high-powered, multistation combiners. Frequency separations of only 0.8 MHz are easily handled, and we routinely satisfy power levels up to 40 kW per channel. This exceptional engineering and rugged designs have established the toughest industry specifications. When you decide on a Shively combiner, you can be confident you will be using the finest combiner equipment available, anywhere.

Shively Labs

A Division of Howell Laboratories, Inc.

86 Harrison Rd.

Bridgton, ME 04009 (207) 647-3327

TWX 710-223-8910 SHIVELY BRGT FAX (207) 647-8273

A UNITED FEELING

A child's endless curiosity:

'Mommy, How does the radio work?'

'Are there little people in there?'

'How did the music get in the radio?'

As broadcasters, we think of ourselves in terms of "State-of-the-Art" radio but to the mother explaining about the "little people in the radio" we are companionship, entertainment and information.

For over 40 years, United Broadcasting Company has served its communities always keeping sight of these basic radio values. We've succeeded through State-of-the-Art methods and a "United Feeling."



United Broadcasting Company

WYST AM/FM
Baltimore

WJMO/WRQC-FM
Cleveland

KSOL-FM
San Francisco

WINX
Rockville

Represented nationally by Major Market Radio

KALI
Los Angeles

WKDM
New York

WDJY-FM
Washington, D.C.

Represented nationally by Katz Hispanic Radio

Represented nationally by McGavren Guild

to avoid adjacent-channel interference on the AM band are inadequate. It also called for a change in the RSS (root sum square) method of calculating nighttime interference.

The second report, a psychoacoustic study by B. Angell & Associates, Chicago, found that consumer audio expectations are high and that they do notice various forms of noise and interference on AM. In its comments, NAB said that the two reports "clearly point to the need for revised technical standards."

After NRSC conversion and the suggestions made in the NAB reports, both Suberbielle and Lahm suggested that the most important technical step to making AM competitive with FM would be sales of continuous-tune receivers for AM/FM receivers. "You can have AM and FM stations intermixed on the buttons of the car radio and punch whatever you want," Lahm said.

But as Salek said, "there is no single, most important step [toward making AM competitive with FM]. If there were, we could identify it and act upon it." More money must be invested in the AM band, both for technical and programing improvements, he said. "Many of the operators that are struggling have not invested as heavily in their operation as they should," Suberbielle said. A lack of investment in technology, he said, has had the most to do with the decline.

Many of the AM transmitters currently in use were installed in the 1940's and 1950's and were estimated to have life spans of 20

to 30 years, Lahm said. Many of those transmitters are still operating but are producing much lower sound quality. "Because of the economics of AM broadcasting, owners don't see it as a smart investment to put a lot of money into rehabilitating a physical plant that returns very little in dollars, if any," Lahm said. It is good to see the attention that is being paid now by the FCC and some in the industry to the AM band, Lahm said, but it "would have been more effective 10 years ago."

A related issue is the proposed extension of the AM band by 100 khz to 1705 khz. In comments due Aug. 11, NAB will "make a very strong pitch for the expanded AM band to utilize much better quality technical standards," said Barry Umansky, NAB deputy general counsel. The Angell and Klein reports will be used "as guideposts...painting a picture of how good AM radio can sound if you've got adequate audio standards."

The association will also propose that the additional spectrum be used to allow current daytime-only AM stations to broadcast at night. Daytime stations in crowded radio markets could simulcast on their current frequency and on a frequency in the expanded band. At night, they could continue to broadcast in the new band. After five to eight years, when expanded-band receivers had penetrated deeply enough into the marketplace, the old facilities could be shut down.

"For a long time, our view has been that there are too many darn transmitters on the AM band," Umansky said. "If there is a

policy of moving some of these operators out of the existing band onto the expanded band, everyone is a winner, especially listeners." That plan would involve changing the current FCC rules barring ownership of two AM stations in the same market.

Convincing broadcasters to apply for license on the expanded band before the new radios are in wide distribution will be difficult, according to Johnson, who was a member of the delegation to the International Telecommunication Union meeting on the expanded band in Rio de Janeiro last month (BROADCASTING, June 13). "There's going to be a period of time when you're going to have to let existing stations operate [in the expanded band] and not worry about the ownership rules, or possibly come up with something like this national network."

NAB will oppose the idea of national licensing, in which one company would be cleared to manage a frequency in all parts of the country. It is a case of "the commission delegating its licensing responsibility to someone else," Umansky said. NAB will also oppose proposals such as negotiating interference between stations and the selling of interference rights.

Suberbielle said that national licensing is not acceptable because AM radio listeners are most interested in local programming. "There is no way a national service could provide localized information about even in Louisiana simultaneously with providing information about Washington, D.C.... Actually, people in Louisiana don't care what the problems in Washington, D.C., are other

We have capital available for
transactions ranging in size from

\$1 million - \$1 billion.

Sillerman-Magee

INVESTORS AND FINANCIERS TO THE COMMUNICATIONS
AND ENTERTAINMENT INDUSTRIES

150 EAST 58TH STREET • NEW YORK • NEW YORK 10155

There is a feeling that the commission is beginning to take some of the right steps on AM issues, Johnson said, "but in other areas they are carrying out their philosophy—like in FM." One example is an FCC proposal to reduce the minimum distance requirements between FM antennas in some cases of potential IF interference, "which I think is going to add to the interference problems," Johnson said. The FCC claims that current manufactured FM receivers are less likely to be affected by IF noise. But in comments on the proposal, NAB provided test results that show that receivers are not yet sophisticated enough to block out IF interference and that some radios made today experience interference under the present protected contours.

Philosophical differences between NAB and the commission are also to be found in the FM directional antenna issue. The commission initiated a rulemaking last February to allow directional antenna use for all stations as a way to give licensees more flexibility when searching for sites on which to place their facilities (BROADCASTING, Feb. 29). The commission stressed that it was not planning to change the FM allocation table. But NAB claimed that FM directional antennas would tempt future commissions to overallocate.

NAB's comments, due Aug. 25, will repeat its past reservations with FM directional antennas, Salek said, and will also caution that "there are no known extremely accurate methods, as there are in AM, for taking pattern measurements," he said.

By Randy Sukow

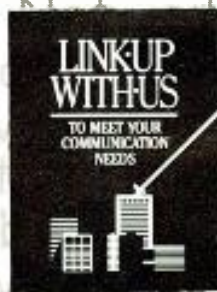
DESIGNING A SATELLITE RADIO NETWORK?

Then take some sound advice and don't overlook these essential features:

- low-cost satellite channels
- in-place downlinks at thousands of stations nationwide
- uplinks in major markets
- consulting and technical support
- 24 hour-a-day troubleshooting
- back-up satellite services

Many well known radio broadcasters have taken our sound advice and have chosen NPR not only for the nearly 10 years of satellite experience we bring to the industry, but for our 17 years of broadcasting experience, too. As broadcasters, we understand the need for high audio quality, system reliability and network flexibility.

So why don't **you** consider NPR SATELLITE SERVICES for your radio network requirements! Call us at (202) 822-2626.



NATIONAL PUBLIC RADIO

Satellite Services

2025 M Street, NW Washington, DC 20036

National spot seen hitting \$1.3 billion-\$1.4 billion in '88

Sales seen picking up after weak 1986 and 1987

Nineteen-eighty-eight should be a year of mid single-digit revenue growth for national spot radio, according to radio station sales representatives. Growth of 5% would put the spot advertising figure at \$1,381,750,000 for the year; higher growth, as some are predicting, would put the total over \$1.4 billion.

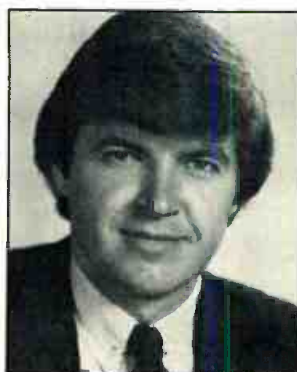
Such optimism should be tempered with caution since in recent years rep predictions have proved overly optimistic and have run aground in bad business climates. In 1986, station reps were predicting high single- or low double-digit increases, while the year-end total ended up just 1% percent ahead. In 1987, estimates of flat-to-3% compared with an actual year-end decline of 1%.

For 1988, the estimates ranged from flat to 12%; most estimates fell within 3%-9%, with 6% being about the average.

The generally accepted totals for national spot advertising do not necessarily imply the same for radio stations. Robert Coen, senior vice president of McCann-Erickson, said that the semi-official spot tallies, compiled by Radio Expenditure Reports (RER) from unaudited rep submissions, may understate the amount of national marketing budgets going to radio stations. The problem, Coen said, is that the larger advertising agencies have in recent years placed an increasing



Hulleberg



Gorski



Cregan

amount of their buys through existing or newly opened regional agency offices, which are better situated to deal directly with stations. Thus, he said, a growing amount of national dollars bypasses the reps, and therefore are excluded from the RER data.

Most of the reps commenting acknowledged that a growing amount of advertising dollars previously classified as national were now being reported as local dollars, placed directly with the stations. Marvin Roslin, president of Roslin Radio Sales, said: "There has been a lot of direct buying...that is particularly true of the beers and some of the automotive." Ellen Hulleberg, president of McGavren Guild Radio,

said the trend, which has been going on for at least five years, still appears to be continuing. "It used to be that about 65% of national budgets went through New York; now, about 35% does," Hulleberg said, however, that the trend was not unilateral. "In the past couple of weeks, Ogilvy pulled back and put a lot of business back in New York."

The definition of national spot radio expenditures can also be too inclusive as it combines the disparate results reported by spot and by the unwired networks, nationwide coverage packaged by the reps and sold as a whole. How disparate the result are is not certain. By one estimate, that of Austin Walsh, executive vice president western division, Major Market Radio, unwired dollars so far this year are up more than 15%, while traditional spot business is "flat." Hulleberg said that unwired money was growing at a rate roughly double that of traditional spot buys.

Since unwired national buys are still a small percentage of total national spot dollars (most estimates run between 10% and 15%), percentage changes from year to year can be greatly affected by additions or deletions of a few accounts, said Charlie Columbo, president of Banner Radio. Agreeing was Jerry Cregan, president of Republic Radio, who said that comparisons of unwired expenditures should be qualified with the observation that 1987 totals were down "significantly" from those in 1986. "One reason unwired is doing well this year is that the movie business, historically a big category in unwired, is up dramatically over 1987; a lot more titles have been released in 1988. Aside from the movie business we don't see a tremendous increase in unwired business."

Combined, unwired and national spot results through May show a 4.5% increase. The results have so far been uneven among markets. As reported previously (BROADCASTING, May 16), the top-10 markets had growth of almost 7%, while markets 11-25 26-50, 51-75 and 76-100 were up by less than half that percentage.

Most reps have no sure answers why national spot was lackluster in the past two years, and why it is doing better this year. Some say radio revenues correlate with other media, particularly television, and that when all of television is doing well, money will spill over to radio. Don Gorski, vice

MANAGING RADIO'S IMPORTANT TRANSACTIONS.



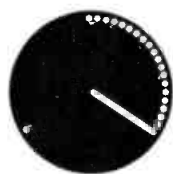
**RADIO'S BLUE CHIP BROKER
WITH FULL TAX, FINANCIAL
AND APPRAISAL SERVICES**



One Stone Place • Bronxville, NY • 10708 (914) 779-7003

74-854 Velie Way • Suite 10 • Palm Desert, CA • 92260 (619) 341-0855

It would
behoove you
to delay
any changes
in your
AM programming
for the next
4 months.



BUSINESS
NEWS
BROADCASTING

When we're good and ready.

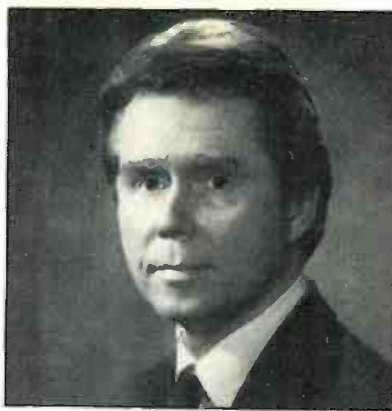
Suite 1500
50 Milk Street
Boston, MA 02109

president of sales for CBS Radio Representatives, said: "When network TV is sold out we feel that is good for us...this year has been a very quick prime time season and I think that bodes well for us. The writers' strike is still going on, yet the advertisers are scooping up time."

The view of a positive correlation does not explain why radio revenue was flat last year, at a time when upfront network television sales were also strong. McCann-Erickson's Coen said: "In 1985, when network TV really took it on the chin, radio did well with national marketers. It looked then as if there was a major shift in the strategies of marketers. But since then it appears as if radio was just delayed in getting in line and shaping up. The medium doesn't seem to be gaining from many advertisers a long-term role...it is like scatter is to TV, and that makes it still very volatile."

Competition from other media hurts radio because it lowers cost-per-points, said Carl Butrum, president of Eastman Radio. "As a hypothetical example, let's take the Tampa market, with about \$20 million in national revenue. If the cost-per-point were to decline by just \$1, from, say, \$50 to \$49, that means that \$400,000 goes out of that market. Looked at another way, if business was up 6%, but the cost-per-point fell by \$1, the increase would instead only be 4%."

Pricing competition is seen as coming from several places. Eastman's Butrum blamed "radio stations that are strapped for debt; new operators; groups in financial hot water...people who are doing business at



Butrum

any price. To make up in volume, they are losing in other ways." Roslin said that some of the wired networks have been "somewhat soft; therefore, they became far more competitive and are far more efficient... Inventory has built up tremendously so they don't care as much about holding pricing." McGavren Guild's Hulleberg said: "I would say that cost-per-point pressure is not unique to radio. There are new people getting into broadcasting—both radio and television—all the time, and a lot more independent television stations than there used to be. Where you used to have two dominant radio stations, now you have five fighting each other."

Bill Stakelin, president of the Radio Advertising Bureau, said he felt uncomfortable with comparative analysis: "I don't like ar-

guments saying that radio's health or no health is based on the outlook for those other media. The problem right now seems to be that we are in a limited national marketplace, which has seen mergers, acquisition and cutbacks. Rather than a national market we are seeing an increase in regionalization, an increase in direct buying. There is little use trying to explain it or to wait for the odds to return." One of the reasons that Robert Coen said he feels comfortable holding to his 5% estimate for national radio advertising is that many of the post-merger effects and consolidations appear to have run their course.

Station reps these days talk about seven ways to continue this year's growth. One such strategy is to increase advertisers' use for promotion campaigns. Roslin said his firm is working with college football in Michigan: "The anchor station is WXYT(AM) Detroit with a network of 11 stations. In addition to the normal kind of radio advertisers, we are going after institutional advertisers, trying to get them to recognize that the center of automotive decision making is in Michigan. Whether they make tires, gasoline or other auto-related products, they would like to be able to flash their product in front of people who make decisions in the motor city."

A second strategy, actually one long in existence, is to work on new advertisers. Among the more recent efforts in developing new business is the special committee started by the Station Representatives Association. The reps themselves and station have "adopted" national advertisers, trying to encourage them to make more use of radio.

In one segment of the business, Spanish radio, there have not been as many new advertisers as earlier anticipated, according to Eduardo Caballero, president of Caballero Spanish Radio: "From existing advertisers the most substantial increase came from Sears. There were also reasonable increases from Coors, Procter & Gamble, Campbell's Soup and Ford." Caballero said he expected billings for his firm, which he said is not included in the RER data, to increase by 10% in 1988.

According to CBS's Gorski, categories showing changes so far this year include "an obvious downturn in airlines and financial services. Food products are flat. Most of the action is in department discount stores, automobiles, automotive services and computers."

A third area of relief, with more immediate promise, is the upcoming elections. Rep were in agreement that so far the money was not there but disagreed on how many future dollars were headed radio's way from the campaigns. Major Market's Walsh said: "I have not seen signs of it yet, and if history is to be the guide, we don't expect to see a lot of candidate advertising. Issue and proposition advertising we should do well on, that is the way it has been for the last six or seven years."

After weighing all the pluses and minuses, radio is not easy to figure out, said Coen. "I think it will snap back; on the other hand, every time you think it will zig, it zags."

Radio Award Winner!*

LOU ADLER'S MEDICAL JOURNAL



90 seconds daily of medicine/health/nutrition **journalism**. Produced and hosted by respected broadcast newsman, Lou Adler. Available on barter—market exclusive.

Now on more than 80 stations, including WOR, WWL, WEEI, WTIC, KTAR, WBEN, WTMJ, KTRH, KIRO, WWJ, WMAL, WRVA

- **Salable! Call for demo!**
- **Listenable!**
- **Broadcasting's hot category!**

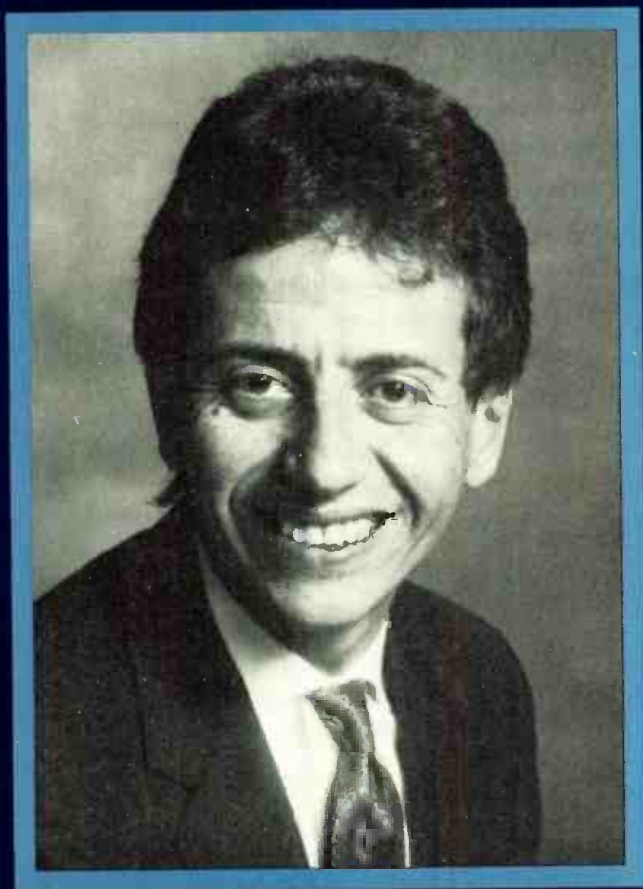
Call Lou now at (914) 669-5277 or write:

Eagle Media Productions, Ltd.
P.O. Box 430 North Salem, NY 10560

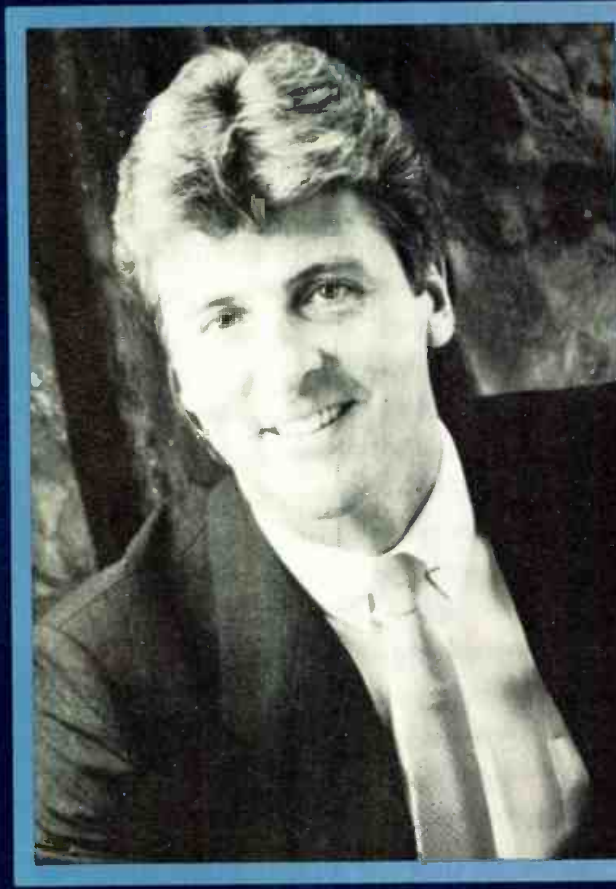
* 1988 Deadline Award—Best Radio Public Service 1987-NYC Deadline Club, SPJ/SDX
1988 William Harvey Award—American Medical Writers Association

“When you have people who enjoy their work,
trust one another and have a commitment to
a common goal, success is an inevitable by-product.”

Jeff Smulyan, *President/CEO*



RICK CUMMINGS
Executive VP/Programming



DOYLE ROSE
Executive VP/Operations

QUALITY PEOPLE - QUALITY BROADCASTING

EMMIS

Tracking the fickle business of formats

While the major formats continue to attract listeners, programmers look for ways to expand and freshen them to avoid audience burnout

Radio programmers are not resting on their laurels. While station consultants and executives admit that there has been little change since last year in the performance of most of the top radio formats, they are not content. Instead of waiting for a ratings fall-off, many said they are cautiously exploring new ideas to assure future success. The consultants and programmers said the aging of the baby boom generation is the most significant demographic trend.

For radio consultant Kent Burkhart of Burkhart, Douglas and Associates, Atlanta, the stability in radio's programming marketplace could have been predicted. "There hasn't been anything new on the horizon," he said, probably because of the continued demographic strength of adult contemporary, album-oriented-rock, oldies and contemporary hit formats.

Added Jeff Pollack, president of the Pollock Media Group, Pacific Palisades, Calif.: "There is 'no significant difference' to radio programming this year compared to last year, and 'there's no substantial change in station ratings' in most markets.

Robert Hall, vice president of programming for Satellite Music Network speaks of radio programming in the same way, but like Burkhart and Pollack, his comments do not end there. Said Hall: "I don't think broadcasters are ready for change, but the audience is."

Hall said that listeners have been "screaming in target [focus] groups" about how radio owners "love to play it safe." Added Hall: "what's available [programming] is limited," leading SNM and others to look for new products.

The format many consultants speak of when they talk of programming's future is adult contemporary. And it's no wonder, since it's the fastest growing format in radio. In 1984, it was programmed by 1,707 of the nearly 8,500 stations on the air. AC is now heard on 2,337 of radio's 11,000-plus stations.

While the leading radio format in 1988 (and in 1984) is country, the number of adult contemporary stations programmed in major markets far outnumbered the number of country stations in major markets. While a major market can typically sustain one, possibly two, country stations, it can support a greater number of AC outlets.

One reason for the reasonably comfortable co-existence of those stations has to do with the format's nature. With a base of well-known rock hits and pop standards, each AC can combine elements of classic rock, oldies and top-40 to create a niche for itself, according to programmers.

Burkhart added that over the next several years, AC will look to regain male listeners that have been estranged by what they perceive as the blandness of "light rock." Burkhart said that he is introducing a male adult contemporary (MAC) format to reach an

audience neglected by mainstream AC.

"Most ACs are for women and males are shoved aside," he said. "Programmers have historically disregarded males... People around the country have found that females are easier to transfer from CHR to AC. "Our research has seen a definite request by men 25-54 for newer album cuts from artists like Sting," Burkhart said. While the female AC listener is interested in melodic, though not necessarily new, music, Burkhart said audience testing and research indicate that for men "it's important to be on the leading edge. They want new material," they want to "stay on top of new music."

New age-oriented formats, including "The Wave," which took off last year on Metropolitan's KTWV(FM) Los Angeles, and the new age sound of WBMW(FM) Manassas, Va. (Washington), appear to have secured a solid niche in the marketplace. The format's selection of ethereal instrumentals and light jazz, now often classified as "new adult contemporary," has won numerous converts in the radio business, although it is programmed by a relatively small number of stations.

Jim Duncan of Indianapolis-based American Radio said that the format has been "doubling shares" at many of the station's that have adopted it. Hall, whose company distributes "The Wave" to 11 stations, said he is encouraged by audience sampling of the format.

"At first they think it's strange, but as they listen, they like it," he said of the

announcer-less format that features only brief news headlines and weather on the hour. Hall predicted that "one or two stations in every market" will be programming the format "in the next five years."

Gary Kneisley, general manager and vice president of operations at WNWV(FM) Elyria, Ohio (Cleveland), which airs "The Wave," said that in the recently released BIRDSpring book, WNWV(FM) posted a 3.5 12-plus metro share (Monday-Sunday, 6 a.m. to midnight). While that 12th-placed market share number is down from its ninth-place 4.1 in the spring of 1987 (when the station was programming SMN's "Z-Rock"), Kneisley said that the format has brought in more advertising dollars because the format's audience profile is more attractive to advertisers.

Progressive Music Network, Minneapolis, has also found success with its version of "new adult contemporary," dubbed "The Breeze." Tom Pelissero, operations manager for "The Breeze," points to the success of WAVH(FM) Spokane, Wash., which went from a 2.0 12-plus metro share in the fall Arbitron book when it was airing "Form 41," to 3.5 in the spring. Pelissero said "The Breeze" primarily appeals to the 25-49 age group, with some listeners migrating from easy listening stations.

Still, some radio executives wonder about the success of "new AC," and question if it will have staying power.

Country music, to hear those involved in the format tell it, are finding it a challenge

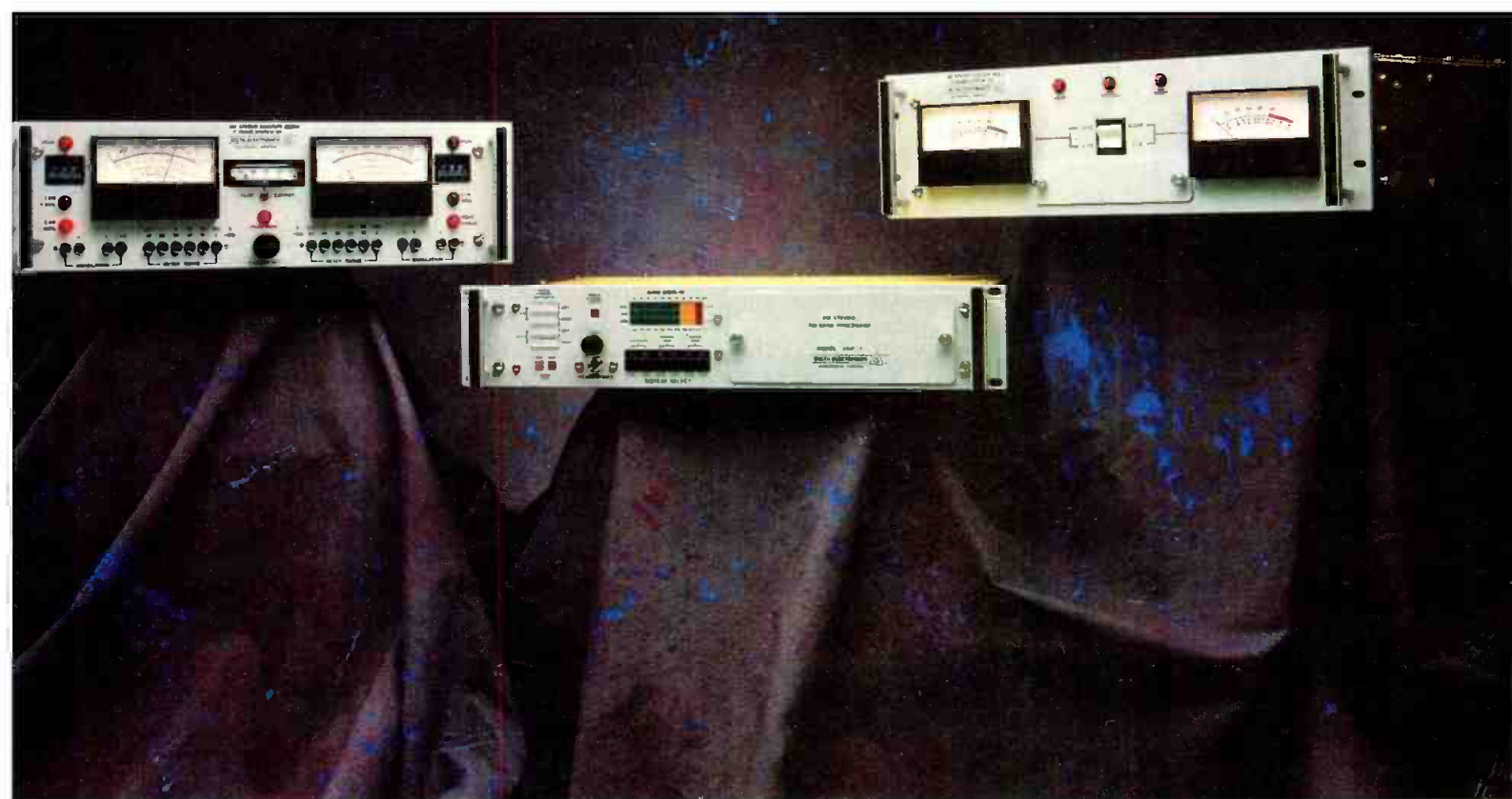
Following the formats

According to an analysis of BROADCASTING's Yearbook database, there are currently 11,182 U.S. radio stations. Of these, 10,038 have reported information about their station's programming formats for the 1988 Yearbook.

BROADCASTING currently uses 65 separate format categories for station classification, a list that has been shaped by questionnaire responses over the years. The chart below gives a breakdown of the top 15 radio programming formats for the last four years, ranked in descending order (for 1988) of the number of stations carrying each format.

Format	1988	1987	1986	1985
Country	2,450	2,417	2,500	2,490
Adult contemporary	2,337	2,242	1,948	1,707
Top 40/CHR	950	912	1,046	1,032
Religious	948	886	796	732
MOR	802	921	1,213	1,417
Rock/AOR *	604	559	577	587
Diversified	596	597	637	662
Golden oldies	537	463	355	317
Easy listening	434	440	456	474
Classical	343	332	341	320
News **	333	299	287	282
Jazz	274	246	270	263
Spanish	211	210	207	176
Black	211	234	244	261
Urban contemporary	191	166	144	111

Radio formats are defined as programming broadcast in excess of 20 hours per week. * Includes stations classified as progressive. ** Station reporting more than three formats. *** Includes stations classified as news/talk.



THE ABOVE STANDARD INDUSTRY STANDARD.

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

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

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

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

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

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

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



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

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

Over 25 Years
of Quality.

DELTA ELECTRONICS



C-QUAM is a registered trademark of Motorola, Inc. Manufactured under license from Motorola, Inc. ©1987 Delta Electronics.



Raab



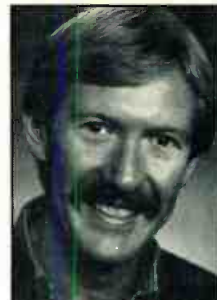
Mullins



McCoy



Kneisley



Hall



Burkhart

move beyond the traditional audience profile. While a recent Arbitron country listenership study commissioned by the Country Music Association showed that country listeners are more diverse than their "rural and older" stereotype might suggest, a number of

programers said that their stations are finding a younger listener profile elusive.

Moon Mullins, a country consultant who is also the program director at WSM(AM) Nashville, said: "There might be certain markets" where country stations skew young-

ger, "but on a national scale the audience getting older." The 18-34 audience still belongs to Whitney Houston and George Michael, he said.

According to Joel Rabb, president of Jc Rabb Associates, New York, country radio is undergoing a "continued growth and evolution of acts that are appealing to young demographics." Those acts appeal to country's core 35-44 audience as well as to the 25-34-year-olds. Rabb referred to acts such as The Judds, Dwight Yoakam, Randy Travis and Restless Heart as part of "a change of the guard" in country radio.

But Rusty Walker, president of Rusty Walker Programing Consultants Inc., Tukaloosa, Miss., said he is unsure of the ability of some of the new country acts to stake out a future for the format because they tend to have an older, more traditional sound reminiscent of Hank Williams Sr. and Roy Acut in spite of their stylish, younger appearance.

□

Anyone unsure of the attraction of the oldies format need only look at and listen to the numerous television and radio advertisements that use jingles incorporating old tunes or variations on them. Some programers said that the format is stretching its boundaries (especially in AC, where oldies are commonly in heavy rotation) in response to the aging of the baby-boom generation but others referred to the "pure thing," the all-oldies format, as the most marketable commodity.

Joe McCoy, program director at oldies formatted WCBS(FM) New York, said that the station is at its "hottest" since it started with the format in 1974, and he attributes the strength to baby boomers standing by the music they grew up with. WCBS(FM) was tied for fifth place in Arbitron's spring book with a 4.2 metro share, compared with a 3.1 last year. In men 25-54, the station was first with a 7.8 share, and with women 25-54 was second with a 6.3.

□

Easy listening stations have also been changing in response to the aging of the baby boom generation. Bob Chandler, operations manager and head of programming at WGAY(FM) Washington, said that although there has been "some erosion" in easy listening's audience shares, it still remains a strong format. In Arbitron's spring book WGAY ranked second in 12-plus metro share with a 6.6.

But Chandler added that in order to insure a future for his station, broadening the format's music selection will be necessary. Chandler said that inroads by "light" A-

Continues on page 4

ENNN

BUSINESS NEWS

Radio's Complete Business News Network

Premieres October 3 on

WHDH Boston

WRR Dallas

WERE Cleveland

WGUL Tampa

WINZ Miami

WWNZ Orlando

...and other leading radio stations.

***Dominate Your Market
in Business News Reporting!***

*Call Mary Clunis today for
market exclusivity [713] 781-0781.*

Starstream
COMMUNICATIONS GROUP INC.

9800 Richmond, Suite 300, Houston, TX 77042 [713] 781-0781

Newcomers to the full-service ranks

Radio has been witnessing a rise in full-service, satellite-delivered programming services, the majority targeted for AM stations. Several have gone on-line within the last 12 to 18 months and others are in their final preparatory stages. The following list represents new and proposed national programming services. It does not include new regional networks.

■ **Winner News Network**, Pompano Beach, Fla., an outgrowth of motivational radio station **WNNN(AM)** in Pompano Beach, has been available via **Westar V** since June. The service has signed one affiliate, **WNNW(AM)** Salem, N.H., to receive its 24-hour motivational broadcasts.

■ **Money Radio**, Los Angeles, has been broadcasting over **Westar IV** since April 15 with 24 hours of continuous business news, talk and information. It has agreements with at least three stations to pick up the service, which is taken from the programming of **KMNY(AM)** Pomona, Calif. (Los Angeles).

■ **Business Radio Network**, Colorado Springs, began satellite broadcasting via **Satcom 1R** on July 4. The network is now feeding six updated news hours daily beginning at 8 a.m. NYT, expects to expand to 12 hours by this week and plans to be available seven days a week, 24 hours daily by Oct. 1. Nine AM stations in the southeastern U.S. have signed to receive the service beginning about Aug. 1, according to the company.

■ **Business News Broadcasting**, Boston, reported that it is set to launch 24-hour, seven-days-a-week news next November over a still-unnamed satellite. The company said that 15 affiliates are set to take the feed in part or in full. The updated hourly news format will be a half-hour of news briefs and stories followed by a half-hour of expanded reports and other features.

■ **FNN Business News**, a joint venture between **Financial News Network**, New York, and **Starstream Communications**, Houston, is tentatively set to begin via **Satcom 1R** on Oct. 3. The new service will offer hourly two-minute reports, Monday through Friday, 6 a.m. to 7 p.m. in all time zones. **Starstream**, which is handling station clearances, reports more than 40 outlets signed covering 80% of the top 50 markets.

■ **Sun Radio Network**, Tampa, Fla., has been delivering 24-hour programming since June 4 on **Galaxy 2**, **Spacenet 1** and **Satcom 1R**. Sun has 130 affiliates that pick up an average of 10 hours per day of live and taped shows from the bartered talk service.

■ **CBN Radio**, Virginia Beach, Va., a division of the **Christian Broadcasting Network**, has 120 affiliates. The service, which is delivered 24 hours daily over **Galaxy 1**, includes top of the hour news; six daily sports, business and health features; a half-hour news show at 5 p.m. NYT; MOR Christian music interspersed between programming and a one-hour daily talk show. The half-hour news show is also available through **Westar V** and the **Satellite Radio Network**; the one-hour talk show is also delivered via **Westar V**.

■ **Progressive Music Network**, Minneapolis, has almost 30 affiliates broadcasting all or part of its 24-hour new age/light jazz contemporary music service. Programming has been available through **Westar V** satellite since Sept. 6, 1987.

■ **Cadena Radio Centra**, Dallas, has 23 affiliates for the Spanish-language service delivered over **Westar IV**. The majority of the service originates from Mexico City. It is provided 24 hours per day, seven days a week and contains features, sports, hourly news and music geared for the Hispanic population.

MORE NEWS TO USE

US 1 & US 2—NOW SIXTEEN EXPANDED FEEDS EVERY DAY!

US 1 and US 2 have always been the most usable targeted news networks available to radio. And now we're giving our affiliates more than twice as much of a good thing!

US 1—fast-paced news for young audiences—now expanded from 3 minutes to an optional 4½ minutes during evening and over-night hours.

US 2—news for adult audiences—now a total of 4½ minutes, 24 hours a day.

Both US 1 and US 2 networks are formatted to allow affiliates to choose news of any length from as brief as one minute to the full newscast. And we've increased our daily feeds from 6 to 16 to keep our news more up-to-the-minute than ever.

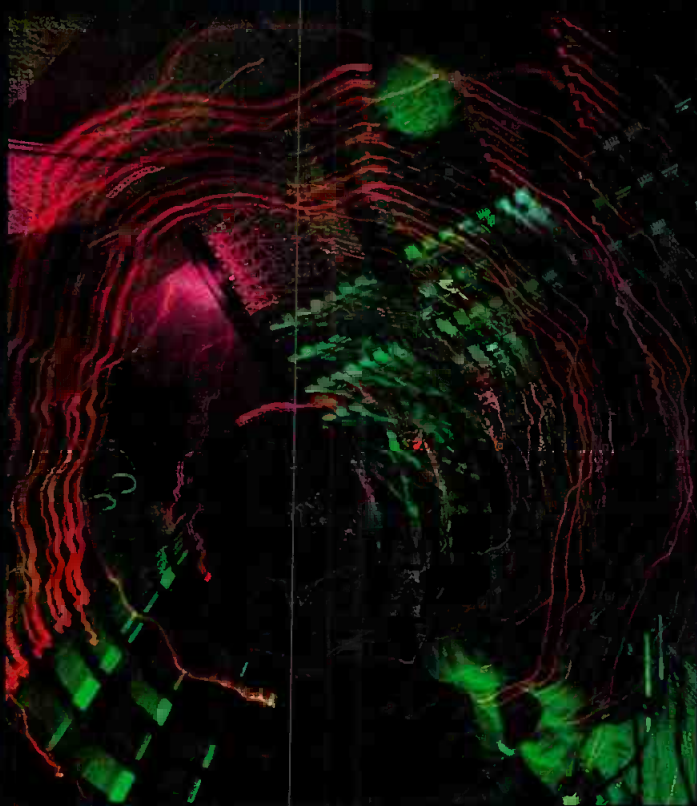
Plus we provide extensive live coverage of every major news and sporting event as it happens: radio's finest on-the-scene updates from the Summer Olympics with Kurt Thomas, the Republican and Democratic conventions, and reports on both candidates from the campaign trail.

United Stations Radio Networks

America's Most Responsive News and Information Networks



Use Your Imagination We Do



We're **BarclaysAmerican/Business Credit**. And we think the ability to see things differently is an important quality in communications financing.

Most lenders are cautious, conservative, and slow to change. Not us. No matter how unique your financing needs, we look beyond the ordinary to discover your true value.

We concentrate on assets other lenders may overlook. Things like market growth. Audience ratings. Cash flow projections.

We offer flexibility. Innovative structuring. Competitive rates. For a loan of \$3 million or more for acquisition, refinancing, or working capital, come to us.

The lender with vision.

**Barclays
American**

A subsidiary of
Barclays Bank



BARCLAYS

Communications Group 1-800-BARCLAY

(continues from page 54.)

formats into the easy listening audience have been one of the strongest incentives to reexamine the format.

"We're taking a different approach. It's not simply strings anymore," he said. Using a mix of music from the 1970's and '80, Chandler said his stations' target is broadening beyond 45-55 year olds, to listeners in their late 30's and early 40's. Chandler termed the station's new programming style "less mechanical" than in the past. "We're getting away from cover vocals" and instead are using original recordings by Lionel Richie and Ray Charles, among others.

Jim Opsitnik, president of Bonneville Broadcasting System, which supplies programming and consulting services to 166 easy listening stations, said that his research shows that easy listening will have to embrace elements of AC to survive. Opsitnik said that "testing the edges of listener tolerance level" with programming elements that appeal to the 35-44-year-old listener has become a way of life for the format. Those new elements include vocal artists such as Gloria Estefan and the Bee Gees, as well as more news. "The format has evolved away from heavy orchestrals and chor groups" to more familiar songs, he said.

by Scott Barrett

Radio's syndication proliferation

The number of independent program suppliers has grown to a record high this year, as demonstrated in the following round-up. Offerings in 1988 include a wide variety of specialized programming that range from short-form health features to long-form music formats. Most are available to radio stations on a barter basis and are distributed primarily via satellite, disk and/or tape.

(Not included in the following capsule are 24-hour programming services, which appear on page 55, and independent program suppliers who solely produce long-form shows that are cleared and sold by the major radio networks.)

All Star Radio, Los Angeles, is providing stations with a "full comedy programming service," said managing partner Merrill Barr, with the introduction of a weekly comedy newsletter and consulting services to stations. All Star introduced *Daily Comedy Exclusive* last year featuring Ron Stevens and Joy Grdnic, who also perform the company's *Radio Hotlin* and *Comedy Drop-Ins*. *Exclusive* has taken off, said Barr, and is now carried by 68 stations. The duo has consistently delivered seven 15-60-second bits per week on topical subjects, said Barr, two above the minimum.

The weekly newsletter is aimed at helping local disk jockeys with their comedy routine. All Star also does critiques of local on-air material and makes Stevens available on a weekly basis for consultation with stations.

All Star introduced *The Guy Who Talks Fast* last year. It features John Moschitta Jr. who gained fame as a fast-talking actor on

ederal Express commercials. Moschitta's pical comedy bits are carried by 20 stations. All Star's other comedy series include *From Studio B*, *Steve's Bank* and *Mel Blanc's Blatny Blancs*.

□

Alternative Programming, Dallas, is fine tuning its nine radio formats, said President Mickey Briggs, but plans no new introductions this year. Last year it looked at adding a New Age format to its mix, but Briggs said the "response was disappointing" and the company decided against it. The few stations interested, he said, were looking at doing only two or three hours per week, an amount available on satellite, Briggs said.

Alternative has brought shorter-term contracts to the radio syndication business—12 to 18 months. Briggs said the company is considering a promotion where stations would write their own contract, "specifying cost and length. The shorter contract terms has not increased turnover, Briggs said. Of the 50 to 60 contracts that have expired in the past year, only five stations have not renewed. The company adds an average of seven stations per month, Briggs said, but its overall client list has remained stable at 135. That is because the company is more strict with its payment schedules because of the shorter contracts, which leads to more cancellations, Briggs said.

The nine formats Alternative delivers via tape on a cash basis are: nostalgia, easy listening, country, light adult contemporary, adult contemporary, super adult contempo-

rary, contemporary Christian, classical and jazz. Briggs said the company has looked at transferring music to compact disks, but is waiting for that technology to shake out before entering that business.

□

The Ultimate, introduced last year by **Toby Arnold & Associates**, has been one of the hotter production libraries, said president Toby Arnold. Over 100 stations have signed for the 10-, 15-, 30- and 60-second background music and sound effects library. "It's a full service production library," Arnold points out, complete with "zips, zaps and stingers." The library is digital and delivered on compact disk, Arnold said.

The company plans to introduce a scratch-off game promotion for radio stations next fall. It has been tested so far on eight stations, said Arnold, and all of them have produced a profit on the game.

The company continues to market six formats (delivered by tape), three production libraries (delivered on LP) a direct mail promotion, an ID division and jingles. Arnold said the company is getting back into doing musical image concept campaigns. Toby Arnold & Associates deals in both cash and barter.

□

Audio TV Features, New York, is celebrating its 10th year as a provider of programming that is currently offered via satellite to station affiliates of the AP and UPI radio networks. Programs include the Drexel-Burnham-sponsored *Businessweek Tax Series*, a weekly spot that has been running five years; a week-

ly series titled *Your Taxes* that is sponsored by the Internal Revenue Service and which offers tax advice such as how to understand the Tax Reform Act of 1986; and *Nancy Reagan Battles Drug Abuse*, a 90-second weekly spot underwritten by the Kiwanis and now in its second year.

Audio TV Features programming has addressed a wide variety of topics ranging from boating to health. "Very often we will have an association come up with a series that they will underwrite for several years," said Bob Kimmel, Audio TV Features president.

□

Bonneville Broadcasting System, Northbrook, Ill., provides easy listening and adult contemporary formats to more than 150 affiliates, according to Jim Opsitnik, president. The 17-year-old company expanded last March with the acquisition of Churchill Productions of Phoenix, a move that he said "further enhanced our major market presence of successful easy-listening stations."

Opsitnik said Bonneville's four music formats are distributed via reel-to-reel tape on a cash basis, including: *Ultra*, the company's best-seller that provides 143 hours of primarily instrumental arrangements of adult contemporary music; a matched flow easy listening service that provides segments grouped into quarter hours; *Alpha*, featuring all-vocal soft adult contemporary music, and *Radio One*, featuring a more aggressive adult contemporary format.

Bonneville also boasts a huge collection of custom-arranged instrumental music of adult

MORE MUSIC PROGRAMMING TO USE

NOW PRIME-TIME SUNDAY PROGRAMMING IS YOURS WITH NORM N. NITE AND "U.S. HALL OF FAME"

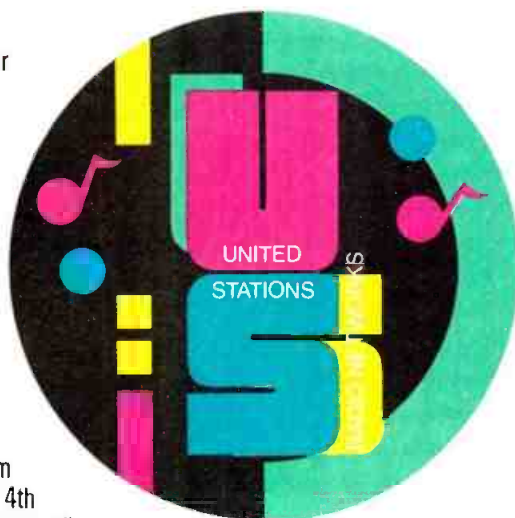
When radio asked US for Sunday programming as powerful as our own all-time-winner "Solid Gold Saturday Night" we responded with a program destined to go into the Radio Hall of Fame!

"U.S. Hall of Fame" is a 5-hour live via satellite call-in show starring the most listened-to adult personality in America, Norm N. Nite*. As one of the founders of the highly publicized "Rock 'N' Roll Hall of Fame," and the author of three best-selling volumes of *Rock On*, Norm has earned his title of "Mr. Music." Now he's earning higher-than-ever Sunday night ratings for affiliates across the country.

United Stations deliver thousands of hours of the kind of CHR, AC and Country programming you want to carry, and your listeners want to hear. And all year long we provide the best music specials in radio ... from Elvis to John Lennon ... from Summer Beach Party to Rockin' At The Movies. In fact, for July 4th weekend alone, US provided 20 hours of special programming—more radio events than any other network. If it's timely and exciting programming, you can be certain, it's on US!

United Stations Radio Networks

America's Most Responsive Music Programming Networks



*ARB Fall '87, ADI, AQH.

contemporary titles. "That's the kind of thing that really makes us different from the other guys down the street," said Opsitnik.

□

Dick Brescia Associates is a new program syndication firm formed by the former senior vice president of the CBS Radio Networks. The company, which works out of the New York offices of Metropolitan Broadcasting, is readying two series for a September launch: *End of the Road*, a weekly one-hour "homespun" series hosted by humorist and author Tom Bodett, and *Mystery Theater*, the one-hour daily broadcast that was originally distributed by the CBS Radio Network in the 1970's and early 1980's. The company is also preparing short-form feature packages.

□

Washington-based **The Broadcast Group** currently is in its fifth year of producing *Face-Off*. (It is syndicated by Mutual to both affiliates and nonaffiliates.) The two-minute, satellite-delivered weekday offering features House Republican Minority Whip Alan Simpson (R-Wyo.) and Senator Ted Kennedy (D-Mass.) debating current issues. Simpson replaced Senator Bob Dole (R-Kan.) in November 1987, when Dole left to campaign for the Presidency. The program is carried by 290 stations and is sold on a barter basis.

Slated for debut in October is a 90-second, weekday home video review hosted by *Entertainment Tonight* film critic Leonard Maltin. The program, described by Broadcast Group executive producer, Chris Lauterbach, as a "video show for radio," will feature reviews of

new releases and recommended classics, along with accompanying sound track sound bites, as well as tips on equipment. TBG is still seeking a national sponsor for the show, which will be bartered. As a local station promotional tie-in, the company is also producing a four-page "video magazine" to be given away in video stores.

In the development stage is a series of live concerts from the Soviet Union featuring U.S. artists. (TBG in 1987 syndicated *World Talk*, a two-hour call-in program that aired nationally in both the U.S. and Soviet Union.)

□

Broadcast Programing Inc., Seattle, which bought Peters Productions and Radio Arts earlier this year, now is marketing 16 formats, about half coming from the Peters collection. The company continues to service the 60-odd Radio Arts clients who have taken that company's six formats, but BPI is not marketing those formats aggressively. The Radio Arts formats tend to duplicate the ones now offered by BPI after the Peters addition, a spokesman said. In a few cases, BPI, after the acquisitions, had two clients with the same formats in the same market, which caused some format switching to take place.

BPI now has about 300 stations on its client list, including approximately 60 each from Peters and Radio Arts. BPI's formats are available in both personality and unannounced versions and are handled on a cash basis. Costs range from \$400 to \$2,200.

The formats include mass appeal CHR, adult contemporary, expanded adult contemporary, easy contemporary, MOR for full-ser-

vice stations, expanded MOR library, easy listening, mass appeal country, country/pop crossover, modern country mixed with current and older hits, contemporary country, oldies, classic rock cut, classical, "super hits" CH and AOR CHR. The classic format is also available on compact disk.

The company also has a division which has developed and is marketing an automatic control unit for reel-to-reel tape and satellite operation. The unit is compatible with an IBM PC and allows for automatic control of up to 50,000 events.

□

Bud Sports, owned by Anheuser-Busch, St. Louis, will continue its package of Sunday night roundups of college and professional football and college basketball this fall, to go with its current *Sunday Night Major League Baseball*. The latter, a satellite-delivered, call-in program, is carried by more than 110 stations. Roy Firestone is host.

Sunday Night Football will return with a new host, who is expected to be announced in the next few weeks, the company said. Dick Vitale will return to host *Sunday Night College Basketball*, which runs after the football season ends in late January.

All shows are market-exclusive and sold on a barter basis. Bud also distributes regionally the baseball games of the St. Louis Cardinals and events from Florida State.

□

Burns Bureau, Washington, provides Washington coverage for 350 stations worldwide according to Fred Burns, bureau chief. The 12-year-old news service offers local angles on Washington stories and charges station on a per-story basis. News is delivered to station primarily by phone, but satellite and tape is also available.

□

The Washington-based **CBS Radio Station News Service** continues to syndicate its *Byline* series of short news features. Between 30 and 35 AM stations receive the features' nine 90-second shows Monday through Friday. *This Day in History* is a minute-long show offered seven days a week, and *Report on Religion* is presented twice a week by *Time* magazine's religion editor, Richard Osterling. In the past year, one of the daily features *Report on Medicine*, was dropped from the schedule. *Byline* segments are sold for cash to all interested stations, including non-CBS affiliates, on a market-exclusive basis. Delivery is by satellite or cassette.

□

More than 900 stations are receiving their music format material from **Century 21 Programming**, Dallas. The company designs a format according to a station's specifications based on their two compact disk libraries *Gold Disk*, made up of rock and country oldies, and *Hit Disk*, made up of the latest hits. All sales are by cash.

About 400 of Century 21's clients receive their programming by reel-to-reel tape and another 200 by cartridges. But many stations according to the company's president, Dave Scott, will follow the 310 Century 21 clients now receiving CD's. "We've introduced formats on DAT [digital audio tape] and we have

MARKET RESEARCH For Radio Management

- Focus Groups
- One-On-One Interviews
- Strategic Market Studies
- Macro Groups
- Auditorium Music Tests

Call us to discuss your custom research needs.

Spectrum Research

1808 Landmark One/Cherry Hill, NJ 08034
609/795-7990

America's Slowest Growing Broadcast Group

March, 1979

WTMI

Stereo 93/Miami • Ft. Lauderdale

December, 1985

WQRS

FM 105 / Detroit

Today!

WFLN

95.7 FM / Philadelphia

*"...promoting the cultural vitality of
each market we serve with classical music."*



Marlin Broadcasting, Inc.

32 Fairfield Street/Boston, MA 02116/(617) 267-0515

a few people who are interested in it, but compact disk seems to be the main way to go," he said. Century 21 has just come out with an \$11,000 CD jukebox system that interfaces with IBM-compatible personal computers. The system provides 3,000 titles for what Scott calls "a pretty reasonable amount of money...Our formats on compact disk sound better than anybody's format on reel-to-reel tape." Assuming that a station's transmitter is in good operating condition, he said, that quality should be audible to the consumer.

After a short absence, Century 21 has just reentered the jingle business after moving into a new 30,000 square-foot facility with new equipment. Among the company's first clients have been Capital Cities/ABC, Jefferson-Pilot Broadcasting and Bonneville Broadcasting, Scott said.

Info Radio, which has been offered by **Cinema Sound Limited**, New York, since 1981, "hangs on year after year," according to the company's president, Joan Franklin. The 90-second daily feature is based on articles from several weekly magazines and is sponsored by Warner Publisher Services. But interest in the show has waned. It is now heard on 350 stations compared to 480 a year ago.

Two 90-second shows that were introduced last year did not last—**Money Talks**, a twice weekly show sponsored by Consumer Guides, Chicago, and **Perspective**, a weekly show sponsored by the American Jewish Committee. But two new 15-minute shows sponsored by the AJC were introduced this year, **Present Tense** and **Jewish Viewpoint**.

Both are Jewish-oriented, interview show that run on alternating weeks.

On New Year's Eve there will be another edition of **Playback**, a five-hour year-in-review show produced annually by Cinema Sound for the SFM Holiday Network. Cinema Sound also continues to distribute weekly three-minute features for the American Museum of Natural History, but does not produce them. All the company's shows are distributed on tape on a barter basis.

Lita Cohen Radio Services, Narberth, Pa., supplies programs on tape or disk in barter arrangements, according to Lita Cohen, company president. She produces **Big Band Jump** a two-hour weekly program cleared almost 100 stations.

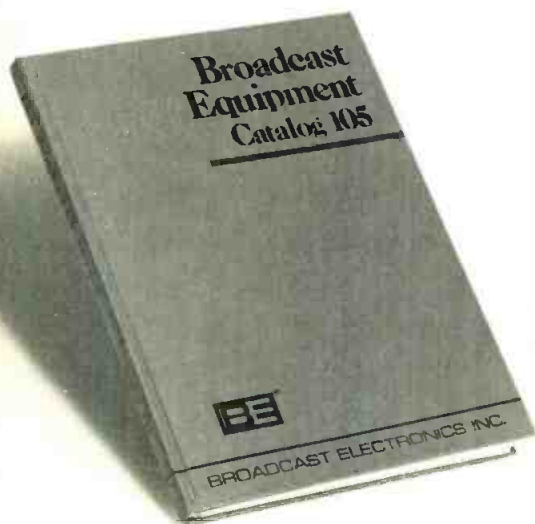
Cohen said her company also produces **Portrait of an Artist**, six one-hour shows cleared annually to over 230 stations and featuring music by such artists as Tony Bennett and Neil Diamond. Other programs include the daily 90-second **Women on the Move** produced by Remm Communications and the soon-to-be-released **Cook's Tour**, produced by Joel Plavin, a 60-second daily how-to travel show on tape she said has been cleared about 40 stations. The company is also station clearinghouse for two weekly programs: **Celebrity Hotline**, a one-hour broadcast hosted by Arlene Francis and produced by Earl Blackwell that is set to premiere next September in at least 80 of the top 100 markets, said Cohen, and **American Know-How** four-hour weekly call-in show produced by I Bush Productions, Dallas.

"This whole industry is in a state of change now because the technology is forcing a different way of doing things," according to Dick Wagner, president of **Concept Production** Roseville, Calif. In the past year, Concept has been distributing Sony R-DAT (digital audio tape) machines to many of its clients along with in-house-developed equipment and software for an automation and storage system for music and commercials. More stations are looking toward digital tape, compact disk and hard disk storage technology as steps to upgrading their studios, Wagner said. The equipment side of the radio business is becoming more important to the program distributor.

Concept is again offering adult contemporary, contemporary hit, country and contemporary MOR formats to the company's 133 customers. "Concept 3," formerly album-oriented rock, is being offered this year as an oldies format. All sales are on a cash basis. For those not yet equipped with DAT machines, Concept also provides reel-to-reel tape.

Otis Conner Companies, Dallas, produces custom and syndicated radio/TV and promotional music. The new products offered include **Drake Series 88**, an ID product that reorchestrated the original Drake sound with the help of Bill Drake; **All You Need to Know**, news/talk package for CBS Radio which will be available in September and **An American Christmas**, a 12-hour special of the top Christmas music of the past 30 years is offered to more than 350 stations in the U.S. and the Armed Forces Radio.

MOST WANTED



Name: Broadcast Electronics
Broadcast Equipment
Catalog 105

Color: Red Hardbound Cover
with Black Lettering

Height: 11¼ inches

Width: 8¾ inches

Weight: 2 pounds

Length: 208 pages

If you have seen this catalog, please approach with caution.

It is armed with the most comprehensive line of radio broadcast equipment.

It's owner is highly skilled in manufacturing the most advanced equipment for the Broadcast industry.

It's arsenal of weapons include: Audio Consoles and Cart Machines; RF Products; AM, FM & TV Stereo and Program Automation.

*If you have not seen this catalog...
Write for a free copy today on your letterhead!*

If You Have...Open Immediately and Order Today!

BE **BROADCAST
ELECTRONICS INC.**

4100 N. 24th ST., P.O. BOX 3606, QUINCY, IL 62305. (217) 224-9600. TELEX: 250142. FAX: (217) 224-9607

Pack Your Bags.

"The show was great. The transmission quality was exceptional, ... IDB's performance really impressed me."

*Paul Donabue
Director of Engineering
Gannett Radio / KIS FM*

"The sponsors loved both the image enhancement and direct results. New clients are already asking about our next remote."

*Simona McCray
Vice President / Sales
WQXR, New York*

"The Hollywood broadcast sounded like we were still in our local studios. It was flawless."

*Ron Reeger
Vice President—
Programming
WVOR, Norfolk*

"...everyone back in Boston heard the show loud and clear! We look forward to working with IDB again..."

*Jodi Winchester
Promotion Director
WVBF, Boston*

"We worked together on the largest radio remote in history. We're proud to say IDB is a real Mickey Mouse operation. What's next?"

*Tom Cormier
Worldlink—
Walt Disney World
Satellite Operations*

"This was the most memorable promotion we've ever done. The IDB guys were real pros."

*Clyde Roberts
Vice President
K100 / WIOD, Toledo*

We're Ready to Go.

Hundreds of radio stations have used IDB Communications to bring home—LIVE VIA SATELLITE—exciting remote broadcasts. Call IDB with *your* remote broadcast plans.



IDB COMMUNICATIONS
GROUP, INC.

213-870-9000

10525 W. Washington Blvd., Culver City, CA 90232

Otis also offers *Sound System*, a sales library that is currently used on more than 150 stations. *Sound Works*, is the company's new digital instrumental library which offers "hard driven modern tracks," according to the company. Otis has also again been chosen to produce the opening music for the National Association of Broadcasters radio convention. Special features are sold for cash and barter, depending on market size (barter is available in the top 100 markets); other products

□

Creative Radio Networks, Van Nuys, Calif., is once again offering *The Elvis Hour*, a weekly one-hour program. But this year it is being sold on a barter basis, not cash. Darwin Lamm, CRN president, said the new sales terms have been well received, with 178 stations signing on or renewing the program. On Aug. 16 (the anniversary of Elvis's death) CRN is also offering a three-hour special, *Memories of Elvis*, also barter. In October, the company will make available a 24-hour program on country music called *Country Music of the 80's*, for cash. CRN is also preparing a new six-hour Christmas special tailored to adult contemporary formats and will update and expand its country music special, *Joy of Christmas*, available in 12- or 18-hour versions. The Christmas specials are being offered for cash.

□

Cutler Productions, Los Angeles, is offering for the third year, *Party America*, a two-hour weekend offering with radio personalities Jay Thomas and Fast Jimmy Roberts, who sound off and play pop music, now with 102 affiliates. Cutler will also continue to produce *On the Move*, an urban contemporary weekend music program (top-30) which is distributed by CBS Radio Programs. CBS RadioRadio will distribute again this year the three hour weekly oldies program, *Cruisin' America with Cousin Brucie*. Ron Cutler, Cutler Productions president, also reports that the company is preparing a new Monday-Friday program service that will be announced next September. The service will be offered on a barter basis, but Cutler would not provide details of the new service. For noncommercial radio, the company is repackaging its *Musical* program of songs from Broadway and Hollywood musicals, which will be available next January.

□

DC Audio, a Washington-based production company, is working with syndicator Jameson Broadcasting to help promote and place its daily 90-second humorous, political commentary series, *The Daily Feed*. Another new development, reports DC Audio President John Dryden, is the addition of *Firesign Theatre's* Nick Danger to the *Daily Feed*. Last year, the company switched from barter to cash, a move it is now rethinking on roughly 70 stations.

□

Diamond Communications, Baltimore, produces four-and-a-half minute and 29-minute radio programs distributed free to radio stations via Westar IV and tape. *The Heart of the Matter* series created last year by the National Emergency Medicine Association features medical and health professionals discussing emergency medicine, AIDS, high blood pressure, heart disease prevention and a variety of other health issues. Executive producer Alex Diamond said the communications company produces and distributes 52 half-hours and 260 four-and-a-half-minute programs per year to more than 250 commercial and public radio stations in the U.S., the Virgin Islands, Canada and the Philippines.

□

DIR Broadcasting, the New York-based program producer and distributor which was established 15 years ago, has just launched *Scott Muni's World of Rock*, a weekly, four-hour series hosted by WNEW-FM New York operations manager, Scott Muni, that highlights new AOR selections.

Other shows on its roster are the company's first series, *The King Biscuit Flower Hour*, a weekly broadcast of taped rock concerts; *Rick Dees' Weekly Top 40*, a weekly, four-hour, contemporary hit countdown program; *Music Weekend*, weekly four-hour adult contemporary show hosted by WNSR(FM) New York personality Bill Neil; *Scott Muni's Ticket To Ride*, a weekly, one-hour show focusing on the Beatles; and *This Date in Baseball History*, a 90-second, weekday historical look at baseball with veteran sportscaster Mel Allen. Soon to debut is *This Is The NFL*, a 90-second feature that will air from Sept. 4 through the Super Bowl.

The company was sold by Lorimar Telepictures, the Culver City, Calif.-based television and film conglomerate, in May to DIR Broadcasting co-founder and president, Bob Meyrowitz. It was Meyrowitz and Peter Kauff,

DIR co-founder and former executive vice president, who sold the company to Lorimar late 1985.

□

Drake-Chenault Enterprises has merged with **The Programing Consultant**. The consolidated company is located at the headquarters of the parent company, Wagontra Communications, in Albuquerque, N.M.

The radio program supplier's format includes several new offerings: *Prime Demo* (light, conservative, contemporary adult format with music from the 1960's to 1980's, for the 25-54 age group); *Easy Listening*, (contemporary easy listening, with a flexible tempo, geared toward the 35-64 age group); *Hot AC*, (adult contemporary/CHR blend, for 18-49 age group), and *Light Jazz*, (which can be used as a library source or accent). There have also been two name changes: *Super Soul* (urban contemporary) is now known as *Urban-One* and *XT-40* (contemporary hit format for the 12-34 age group) is now called *Stereo Rock*.

Drake-Chenault also offers various special programs: *Story of Country Music*; *History of Rock and Roll*; *Top Ten Hits*; *Elvis: The Three Hour Special*; *The Presley Years*; *The Top 100 of the 70's*; *Christmas in the Country* (Christmas classics by country singers, six hours long); *Christmas at our House* (classic holiday songs, Christmas stories, 12 hour long), and *Holiday Hits* (Christmas songs by popular top-40 singers, six hours long).

The taped full-service formats are offered on reel-to-reel or digital and are sold by straight cash license fees. Drake-Chenault serves about 450 stations.

□

Eagle Media Productions Ltd., North Salem, N.Y., produces and distributes *Medical Journal*, a two-minute daily series on health. It is produced by Lou Adler, who was formerly vice president and director of news for WOR-TV New York.

□

Far West Communications, Hollywood, is now offering a customized version of its music library service known as *The Master Service* which is available on digital audio tape (DAT) format or reel-to-reel tape. The regular *Master Service* music library remains available on reel-to-reel only. The service, with 1,600 titles is leased on a cash basis. Paul Ward, president, Far West Communications, said that toward the end of the year, the company expects to unveil a new program called *True Country II*, featuring contemporary country music. *True Country I*, with more traditional country tunes, continues to be available, as do *Gold Plus*, an oldies format and *A/CHR*, a progressive adult contemporary format.

□

Al Ham Productions, the Huntington, Conn.-based producer and distributor of the MOR big band "Music of Your Life" format, merged with Fairwest, a San Diego-based radio program consultancy firm, earlier this year to form a yet unnamed programming consortium. The two entities have also contracted with the Transtar Radio Networks to have the tape distributed MOYL format put on the satellite via Satcom I-R, beginning in early fourth quarter.

HEALTH NEWSFEED

RADIO REPORTS VIA SATELLITE FROM
THE JOHNS HOPKINS MEDICAL INSTITUTIONS

Broadcast-quality wraps and cuts on timely medical and health topics, designed to fit into your newscasts. Information your listeners want, on subjects such as:

• AIDS • ALZHEIMER'S DISEASE • HEART TRANSPLANTS	• HIGH-RISK PREGNANCY • HEALTH CARE COSTS • ALCOHOLISM	• CANCER • BIRTH CONTROL • and much more.
--	--	---

The service is free, fed weekly in bulk via SATCOM 1R and WESTAR IV.
To find out more, call 301-955-2849.

er. (Tape distribution, however, will continue definitely). Transtar will also handle station clearances and sales marketing.

MOYL presently has more than 100 subscribing stations, according to Joe Restifo, executive vice president, Al Ham Productions. The new consortium will develop three to five additional formats, Restifo said.

□

Health Newsfeed, Baltimore, a free health and medical news service, is picked up by more than 300 stations nationally, according to company director, Douglas Levy. He added that the 60-second satellite-fed report service has been successful because "there are no rings attached" in picking up the feed. A 24-hour automated telephone feed is also available to receive the unrestricted five daily reports.

Health Newsfeed, provided by the Johns Hopkins Medical Institutions since 1985, featured its first international field coverage earlier this year with reports from the AIDS conference in Stockholm. Levy noted that positive feedback on those reports from participating stations will likely mean increased international field coverage in the coming months.

□

Images Communications Arts, Jericho, N.Y.-based producer and distributor, hopes to launch *Soap Opera News* by yearend, according to Robert Braverman, president. The six-minute daily segments will be a satellite-delivered barter series. Other planned releases for the company include two new feature series on home-buying/apartment renting and sports psychology.

Images' series that are available on tape on cash basis include Richard Warner's *Moneyline*, a twice-daily one-minute feature now heard on more than 80 stations; *Healthstyles*, three-minute daily feature; *American Time Capsule*, 90-second vignettes about unusual events and people; *Cameos*, two-minute vignettes about noted women in history; and *At About Computers*, 90 seconds daily.

Also available in the Images catalog are four seasonal pro-football series, each running five minutes daily on a barter basis: *Inside the NFL*, and *Countdown to Super Sunday*, available nationally; *Dallas Cowboys Football Report* and the new *Southwest Conference Football Report*, available regionally.

The national football programs are offered in cooperation with Sheridan Broadcasting, Pittsburgh, and also reach more than 225 on-Sheridan stations, according to Braverman. The two regional series are carried by more than 125 Southwestern stations (primarily in Texas), he added.

On a cash or cash-and-barter basis, Images also offers *Detective Theater* on tape, a compilation of 166 half-hour crime dramas from old Mutual Broadcasting programs.

□

Ham Creative Productions, Dallas, is best known for the jingles it has produced since it was founded in 1974. These jingles include work for Casey Kasem, Dick Bartley's *Rock and Roll Oldies Show*, the U.S. Air Force, as well as jingles aired on the BBC, and in Canada, France, New Zealand and various other countries. The jingles are sold on a cash basis.

Jam is now offering a new jingle known as *Best Mix*. This program musically covers the phrase, "best mix," which according to Jam's president, Jonathan Wolfert, is "very cumbersome for radio personalities to say time after time."

Wolfert also said that the company is in the early planning stages of a venture with ad agencies to expand into commercial jingles. This, along with a new production studio which will increase their production abilities, has Wolfert confident about an expansion in business.

□

Jameson Broadcast Inc., Washington, has started a new service called *Quick Tips*, a 60-second program hosted by Rob Weller and Sandy Hill. This program, produced in conjunction with ABC, offers tips on how to save time and money. The target audience is 25-to-49-year-old women. *Quick Tips*, is offered free to ABC affiliates, and will be available in September.

Other new programs being offered are: *Daily Feed*, a 90-second comedy show which pokes fun at daily headlines, and *Drive-In Movie Reviews*, featuring Joe Bob Briggs, who appears on The Movie Channel.

Jameson has dropped *Working Out*, a 90-second feature on exercise and fitness tips. Jameson offers its services on cash or barter basis, depending on the product.

□

KalaMusic, Kalamazoo, Mich., this year is offering various new programs: *Kala Hit Rock* (mainstream rock and roll, geared toward the

12-34 age group), which debuted at the National Association of Broadcasters conference and, according to Kalamusic executive vice president, William Wertz, "received an excellent response"; *Hot Country Hits* (the latest "new country" for the 18-49 age group); *Adult Contemporary* (for the 25-44 group, principally women); *Swing Era 2* (swing music for the 35+ age group), and *Big Band Saturday Night* (a short version of *Swing Era 2*).

KalaMusic currently serves approximately 150 stations, delivering programs on reel-to-reel, cartridge or digital audio tape. The formats are available on a cash basis, ranging from \$600 to \$8,000 per month, depending on the market size.

□

Denver-based **Mark Time Features-The Western Syndicate**, is offering the three-year-old feature, *Cowboys and Sourdough*. Company vice president, Mark DeBauge, said the three-times-a-week program, delivered on reel-to-reel or cassette to about 50 stations, is available on a cash-only basis. The show is a "lighthearted look at rural life," said DeBauge, noting that stations picking up the show are primarily in rural locales.

□

MediaAmerica, the one-year old media representation firm that primarily focuses on radio program marketing is slowly evolving into the areas of program production, station clearances and promotion.

The company is co-producing a six-hour



When you've heard it all, there's only CBSI.

"CBSI is the easiest, quickest, and most efficient business computer system for a radio station available. Period!"

Dick Marsh, President & CEO
Marsh Broadcasting, Inc.
WDCT/Washington, WYLO/Milwaukee
KTEK/Houston, KYCR/Minneapolis
KCNW/Kansas City, KNRB/Ft. Worth

Call for a quote 800-547-3930



A registered trademark of Custom Business Systems, Inc.
Call CBSI, in Oregon: 800-648-8814.
In Alaska, Canada and World Wide: 503-271-3681.

Radio Traffic Accounts Receivable Co-op Billing Copywriting Sales Management Payroll General Ledger

"authorized" special on The Doors, for airplay in the fourth quarter. (The special's other coproducer is Jack Holzman, founder and president of Elektra Records, The Doors' first label). MediaAmerica is also handling ad sales and station relations.

Other shows represented by MediaAmerica include *Party America*, produced and cleared by Cutler Productions, Los Angeles; *Open House Party*, produced and cleared by Superadio, Boston; *Nashville Live*, produced by Emerald Entertainment, Nashville, cleared by MediaAmerica; *Up Close*, produced by Neer Perfect Productions, cleared by MediaAmerica—the last two were picked up as part of MediaAmerica's acquisition of the programming and station affiliation assets of the MCA Radio Network last March, and *For Rockers Only*, produced by Denny Somach Productions, cleared by MediaAmerica.

Ron Hartenbaum, a former Westwood One executive who co-founded the firm along with Gary Schonfeld (another former Westwood executive), said the nine-hour *Monterey Pop: The Radio Concerts* special that aired over the Fourth of July holiday weekend will be presented as an "encore performance" in the near future. The special, produced by Radio Express, is culled from the rock performances, some of which were broadcast for the first time, at the three-day Monterey Pop festival in Monterey, Calif., 21 years ago.

The company, according to Hartenbaum, is also getting involved with on-air station promotion packages.

□

Charles Michelson Inc., Beverly Hills, Calif., which distributes classic radio programs from the medium's "golden age," is releasing Arch Obler's *Lights Out*, one of the more popular radio mystery programs from the 1930's. Company owner, Charles Michelson, is now in the process of transferring the original 16-inch transcriptions to tape. So far, six half-hour episodes have been transferred, and will begin airing in August. Michelson said he is also adding the *Abbott and Costello Show* to the collection of comedy programs he has available, including *Jack Benny*, *Burns and Allen* and *Edgar Bergen*. A new production is in the works called *Stuart Hamblen's Cowboy Church of the Air*, featuring "inspirational stories" and music composed by the popular Western song writer of such tunes as "Blue Bonnet" and "This Old House."

Programs including *Damon Runyon Theater*, *Dragnet*, *Green Hornet* and *The Lone Ranger* continue to be available. All the programs are half-hours and sold on a cash basis.

□

New York-based **MJI Broadcasting** said it has set a September launch for *The Grateful Dead Hour*, a one-hour weekly series that will feature live music and interviews with the band. MJI President Josh Feigenbaum reported that the show will be featured on several major stations, including WNEW-FM New York, WXRT-FM Chicago and WBCN-FM Boston.

MJI offers several different Grammy Awards packages and simulcasts with HBO. Sched-

uled HBO simulcasts next fall, according to Feigenbaum, include specials featuring Jolene Lennon, Jimi Hendrix and the Doors.

The eight-year-old company said that it also produces and syndicates two-minute daily series that air on over 100 stations each that combine programming with promotion: *Rock Quiz*, *Country Quiz*, *Trivia Quiz* and *Shit Quiz*.

Other MJI programs include *Country Today* (on 185 stations) and *Rock Today* (on 112 stations), both are one-hour weekly music and news shows; *Metalshop*, a weekly two-hour show that airs on 125 stations; *Classic Cut* available as a weekly one-hour or 12-minute daily show featuring interviews with rock legends that is carried by 150 stations; *Starbuck*, a weekly one-hour magazine program focusing on urban contemporary music; *The Comedy Hour*, a weekly show with 150 stations and *Direct Hits*, a weekly one-hour program with about 100 stations that began in September 1987.

All MJI programming is available on disk on a barter basis.

□

The **Motor Racing Network**, based in Daytona Beach, Fla., will broadcast 42 live, satellite-delivered NASCAR stock car races. On average, 250 stations carry the races and as many as 460 affiliates have carried at least one race. The races are broadcast from 11 different tracks including the Daytona International Speedway and Watkins Glen course. The races are sold for cash.

The company also distributes *NASCAR Live*, a call-in show broadcast on Tuesday nights. Sportscaster Eli Gold hosts the program and interviews guest drivers. Listeners call a toll-free number and "talk one-on-one with the stars of the sport," said John McMullen, general manager of the Motor Racing Network. The hour-long program is broadcast at 7 p.m. (NYT).

□

Musicworks Inc., Nashville, continues to offer four program formats: *Alive Country*; *Casual Country* (an easy-country format); *Country 8* (a modern country music service), and *Fact 5* (an adult contemporary format). All the services are distributed by satellite on a cash basis starting at about \$250 per month. This year it is distributing a two-hour weekly new age jazz music format called *Music Streams*, said production manager, Jeff Miller. Additionally, it also offers *Jim Reeves Radio Special*, a five-hour special hosted by singer Eddie Arnold, and offers nine reels of seasonal and Christmas music on a 99-year lease.

□

Two-and-a-half years ago, the **National Wildlife Foundation** began producing *Nature Newsbreak*, a one-minute nature/wildlife/environment program. Sponsored by Mutual Omaha and hosted by *Wild Kingdom*'s Jim Fowler, the show was originally delivered by the Mutual Broadcasting Satellite. When the number of stations grew—it now has about 935 stations using the free of charge spots—became more efficient to offer the spots on hard copy, said director of Radio/TV, Phil Kavits, although it is still offered through the National Public Radio satellite. The NWF produces one a day, five days a week.

FREE TRIP TO AES IN HAMBURG, GERMANY!

Fidelipac sells more cartridge machines worldwide than anyone. And to prove it, we'll take you with us to the AES Convention in Hamburg next March.

Purchase one DYNAMAX CTR100 Series Recorder and three Players between July 1 and December 31 and we will provide free round-trip air, sightseeing tours and a first-class hotel for five days in Germany.

For details, contact your authorized DYNAMAX Distributor or Fidelipac.



Fidelipac Corporation □ P.O. Box 808, Moorestown, NJ 08057 □ U.S.A.
609-235-3900 □ FAX 609-235-7779 □ TELEX 710-897-0254 □ Toll Free 800-HOT TAPE
Dynamax is a registered trademark of Fidelipac Corporation.

The five minute program, *Environment Today*, a "heavier," less entertainment-oriented weekly interview show, which the NWF has produced since 1986, is about to be discontinued. Kavits said it is in the process of putting together a new, two-minute analysis program with experts in various fields, which it hopes to have on the air by next December. It will be offered by satellite initially, but will switch to tape if the interest is great enough, Kavits said. As yet, it is untitled.

□

Nightingale-Conant Corp., Chicago, continues to distribute programs from motivational speaker, Earl Nightingale. One program, *Our Changing World*, is a five-minute daily commentary on "life, the world and people." They are produced, sold and serviced by Nightingale-Conant, and are available on a cash basis, priced according to market size. Distributed on 12-inch disks, *Our Changing World* is available for Monday-Friday use. Nightingale-Conant bills monthly on either 26- or 52-week contracts and offers personalized productions and promotions and transcriptions.

The main thrust of the company has changed since it first began producing the spots, said Bryant Gillispie, Nightingale-Conant Corp. vice president of broadcasting. It now focuses on the selling of motivational cassettes for private use, although Earl Nightingale continues to be involved daily with the production of the broadcasts.

□

North American Network, Washington, has been syndicating programs nationally for more than three years and has several new programs in development.

Consumer Headlines, which premiered this past spring, is available on a barter basis and is composed of six series on subjects including health and fitness, fashion trends and consumer electronics. Each series features 10 to 30 reports per week and is delivered by cassette or reel-to-reel.

The network also produces *Working Women*, 60-second daily spots that give advice to women in the work force. The barter series is available via tape. North American director, Steve Murphy, said *Our Back Yard*, a new 60-second daily bartered program on gardening, will be available next spring.

Past North American Network programming has included *American Heritage*, *The American Inventor*, *Black Heroes*, and *Great American Women*. The syndicator plans to release a 13-week series of 60-second financial/personal investment programs in the fall, according to Murphy.

□

Most of **O'Connor Creative Services'** business is generated by its production library, the majority of which was converted to compact disk in the past year. *The Apple Digital Library* consists of 20 compact disks containing 400 commercial length basics; 123 holiday tracks; 500 special production music cues; station promos, and 300 sound effects. It is available on CD or LP and is priced from \$2,998, depending on market size.

Digital Power, a production music service, contains more than 500 music backgrounds ranging from 10 seconds to two minutes in

length. It is available on CD only and is priced from \$4,800, depending on market size.

The **Air Command Sales and Production Library** is a full-service production library consisting of music and sound effects. It contains 120 commercial backgrounds in 60- and 30-second lengths: 300 stereo sound effects, and 50 advertiser jingles, in instrumental as well as vocal form. This library is available on LP only and sells for \$665.

The **O'Connor Holiday Library** is devoted solely to effects and music for commercials and promotions relating to special events. The library includes a major collection of newly produced music for Christmas, all in standard commercial length. *O'Connor Holiday Library* is available on CD or LP for \$150.

The **Crazies Comedy Library** is devoted exclusively to comedy sound effects, music cues and short character voice bits. The comedy library is currently airing over more than 500 stations in the U.S. and overseas. It is available on CD or LP and sells for \$195.

The **DigiEfx Sound Effects Library** is a collection of 300 tracks of various sound effects and noises for commercial and promotional production. The sound effects library is available on CD or LP and is priced at \$475.

□

Orange Productions, Narberth, Pa., produces the weekly two-hour *Sounds of Sinatra*, airing on about 150 stations, according to Louis Harmelin, vice president. The bartered series is produced and hosted by Sid Marks, Orange Productions president, and is now in its fifth year. The program is distributed by

disk and allows for 12 national and 12 local commercial minutes.

Orange Productions is an eight-year-old company that has also produced *Something Special*, six annual hourly specials hosted by Marks and featuring music and interviews with personalities in the music world. "We may come up with a new variety show by fall," said Harmelin.

□

Overdrive Radio Network, Tuscaloosa, Ala., produces three-and-a-half minute daily news segments via disk tailored for truck drivers. Each program covers legislative issues, new products and human interest stories. Almost 200 stations pick up the bartered program, according to Michael L. Fry, network director. Radio stations carrying the broadcast are promoted in *Overdrive Magazine*, the network's parent company, Fry said.

Future plans for the company include two three-and-a-half minute programs targeted for a 1989 release: a fishing program tied to an outdoor sports magazine and a woman's fashion show.

□

Premier Radio Networks, the Los Angeles-based radio program syndicator begun in 1986 by former Los Angeles radio personalities and a comedy writer, produces five comedy and music shows and is planning three new programs before the end of the year.

Among their current shows are comedy mini-features, *National Lampoon's True Facts* and the five-days-a-week *The Clarence Update of ABC's All My Children* and *On the Phone with Ti-Rone*.

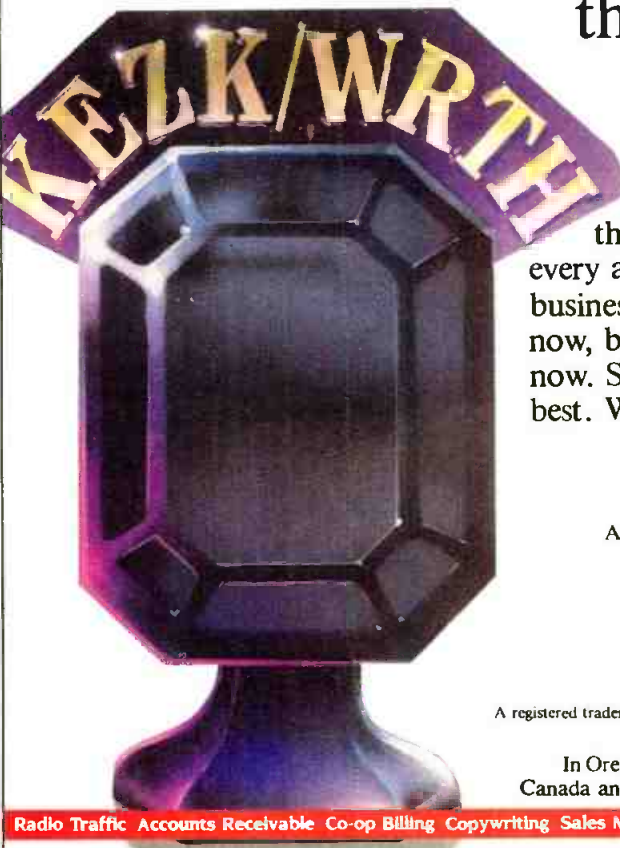
When you've heard it all, there's only CBSI.

"We needed a computer system that could handle every aspect of the station's business. Not just right now, but 10 years from now. So we went with the best. We went with CBSI."

John Gutbrod
V.P./General Manager
KEZK/WRTH
Adams Communications Corp.
St. Louis, MO

cbsi
At Every Step
Custom Business Systems, Inc.

A registered trademark of Custom Business Systems, Inc.
Call CBSI: 800-547-3930.
In Oregon: 800-648-8814. In Alaska,
Canada and World Wide: 503-271-3681.



Radio Traffic Accounts Receivable Co-op Billing Copywriting Sales Management Payroll General Ledger

On the music front, Premier also offers the weekly countdown show *The Plain Rap Countdown* and the three-hour weekly *Live from the 60's*.

Among the new offerings planned by Premier this year are: *Original National Lamppoon Comedy Hour* and a weekly comedy feature for morning drive time, *Premier Comedy Network*.

The company's shows, delivered on compact disk or tape with the exception of the satellite-delivered *Cla'ence*, are all sold on a barter basis. Advertising sponsors include Michelob, CBS-TV and Nissan.

□

ProMedia, Northvale, N.J., is concentrating on comedy with five features, according to Cindy Grogan, marketing director: *The Laugh Machine*, heard on more than 100 stations and featuring 60-second outtakes from routines of top comedians delivered 32 times monthly; *Fun Factory*, aired on about 75 stations; *Dr. Dave's Comedy Drops*, now aired on about 65 stations; *Funny Side Up*, a "more sophisticated" service geared toward A/C audiences and reaching about 50 stations, and *Laugh Attack*, a new urban format package launched in June that has cleared about 35 stations. The latter four programs are delivered in weekly packages of five to seven bits, approximately 60 seconds each in length. With the exception of the bartered *Laugh Attack*, all are available through cash at rates between \$50 to \$250 per week.

Grogan said the company plans to produce comedy services geared toward stations not traditionally interested in comic programming. ProMedia also continues to offer *Country Clozup*, an hour-long music-talk-interview program; *The Computer Program*, one-minute features on home and business computers, and *The News Blimp*, a 60-second news program.

□

Public Interest Affiliates' radio shows include the weekly half-hour *Northwestern Reviewing Stand*, which has been on the air since 1933, according to PIA President Brad Saul. The Chicago-based syndicator offers other public affairs programs including a customized health care series and a customized public affairs series airing in 255 markets.

PIA also distributes a daily 90-second gossip show, *Campbell Souper Stars*, hosted by Chicago Tribune columnist Kathy O'Malley, and *Crain's Business Report*, a business trends show in daily 90-second and weekly half-hour forms.

In sports programming, the company offers the weekly half-hour feature, *Swanson Sports Explosion*, and approximately 10 annual specials tied to major sporting events, such as an upcoming Labor Day weekend NFL preview hour hosted by sports commentator Marv Albert.

Last April PIA also acquired four-year radio-TV rights to Northwestern University football and basketball games and will begin airing live play-by-play next September, with Chicago's WGN(FM) as the flagship station.

Upcoming programs include a syndicated special on President John F. Kennedy's assassination 25 years ago. The two-hour program, to air next November, is hosted by news veteran, Edwin Newman, and was more than a year



in the making, said Saul.

Independently produced offerings are *Page One*, a Jewish news and cultural affairs magazine from the Simon Weisenthal Center, and *America Focus*, a newsmaker panel interview show from Princeton, N.J.-based Focus on You Inc.

The company's programs are sold on a barter basis and distributed on tape, with the exception of satellite-delivered sports play-by-play, and by both tape and satellite (*America Focus*, *Campbell Souper Stars* and *Crain's Business Report*).

□

Radio Programing Management, Orchard Lake, Mich., serves 130 markets through reel-to-reel and digital tape, according to Thomas Krikorian, president. RPM formats include: "Contemporary Easy Listening," a digitally-mastered library with a random access selection of 10 categories; "Spectrum A/C," a 15-category, random-access library; "Light Jazz/New Age," the company's latest offering; "Christmas Music Library," featuring easy-listening or AC, and "Digital Big Band Library," with all-new digital recordings of big band hits. RPM plans to release "Country 1," said Krikorian, a computer-driven country music service that, like the other computer-driven programs, "allows the individual station to have any mix they want."

All RPM programming is offered monthly on a cash basis, ranging from \$350 to \$10,000, depending on market and library size.

□

Radio Retailing Network has gathered more than 70 affiliates for its *Valueline Shopping Show* in the program's first year of business, according to Tony Niskanen, president. He said the company expected to have about 100 affiliates in 28 states by next fall.

Participating stations in the show are given training tapes and telephone consultation by the company for a \$595 initiation charge and 5% of the cash taken in by sales to listeners. Stations utilize local talent on the call-in show and sell merchandise from advertisers' unsold inventory. The most cash generated by the weekly two-to-five-hour show so far is about \$5,000, Niskanen said.

□

Radio Today Entertainment, distribution arr for New York-based radio program supplie Radio Today, is planning among their musi offerings later this year a series of special with Michelob entitled *A Night With...*, featuring two-hour artist profiles.

Ongoing programs are the 90-minute monthly feature *Rock Stars; Flashback*, a two hour weekly AOR-classic rock program; *Special of the Week*, a three-hour weekly easy listening program, and *Rarities*, a daily five minute AOR-classic rock spot featuring rare rock recordings.

In addition to those shows, all sold on a barter basis by LBS Communications for the company, Radio Today Entertainment also syndicates *The Live Show*, a one-hour AOR classic rock show that debuted on ABC Radio this month, with ad sales handled by ABC.

In nonmusic programming, Radio Today produces *Walter Cronkite's Twentieth Century*, a daily 60-second feature, with ad sales handled by New York-based rep firm SJS Inc. According to Radio Today President Dan Formento, the company produces two month comedy shows for CBS and is also now handling distribution for the independently produced *Sounds of Sinatra*.

□

Radio Works, Los Angeles, will be merging with **On The Scene Productions**, Los Angeles, to provide clients with full-service production capabilities. Radio Works, soon to be subsidiary of On The Scene, will now be able to distribute via satellite the programs it produces.

One of Radio Week's newest shows is the *Columbia Jazz Masterpiece*, a weekly hour-long series which has had as hosts in the past Wynton Marsalis and Dave Brubeck. The show, launched in December 1987, is sold to 28 stations on a barter basis.

Celebrity Audio Feed, launched in August 1987, is carried over the CBS Radio Network. The show is fed via satellite for morning drive time and midday news breaks.

Harris in Hollywood, hosted by movie critic Bill Harris, is currently carried by about 12 stations on a barter basis. It is a weekday, 60 second series.

Also offered by Radio Works is *The Unexplainable*, a five-minute series that focuses on strange phenomena. *The Unexplainable* is offered as a daily or weekly series. It is currently sold to between 35 and 50 stations on a cash basis.

Personal Encounters, a weekly, one-hour series that focuses on various recording artists, is also offered in Spanish. The English version of the show is being carried to 31 stations and the Spanish version to 42; it is being offered on a barter basis.

Another Spanish-language show, set to debut in December, is *Estrellas de Hollywood*. The half-hour weekly series is co-produced with Hispanic Entertainment Specialists.

□

Real Radio, Pasadena, Calif., will be expanding their premiere show, *Same Time...Same Station*, to a two-hour format in 1989. The show, described as an "affectionate chronicle of radio's first half-century" by John Harris, president of Real Radio, airs popular comedy and drama series that ran in the 1930's, 1940's

1950's, many of which have not been heard since their original broadcast. One show, called "Jimmy Durante Remembers," aired excerpts from a 1933 broadcast. *Same* is sold on a barter basis to approximately 50 stations, and is fed to those stations on Monday morning via Satcom 1R. According to the syndicator, most stations run the show either Sunday afternoon or in the evening. Real Radio also continues to syndicate other formats, *Real Country Format*, a full-service country music format; *Great American Broadcast*, a middle-of-the-road format aimed to traditional or MOR listeners; and *Real AC*, an adult contemporary format, with classic rock and an optional jazz fusion library.

□

Smithsonian Institution's Office of Telecommunication in Washington distributes the minute *Radio Smithsonian* to approximately 80 stations via National Public Radio affiliate. Depending upon market size and NPR affiliation, stations pay cash rates for the program which features the museums, exhibits and scientific projects of the Smithsonian.

□

Starmagic Radio, Teaneck, N.J., maintains its 24-hour weekly contemporary gospel program, *Inner City*, and one-hour *Weekend Music Party*, both hosted by B.J. Stone and syndicated to more than 60 stations. A new 90-minute Hollywood movie sound track and trivia program, *Starmagic Radio Theater*, now syndicated to 32 stations, was launched late last year. Three daily vignettes are also syndicated to more than 60 stations: *Job Search*, a 15-minute "national employment agency"; *Posé*, a two-minute rhythm and blues star review show, and *Producers Corner*, a 90-second record producer interview show syndicated last April.

□

Superadio, Boston, a relatively new programming venture (BROADCASTING, June 6), has close to 20 affiliates for its 10-hour (five hours each Saturday and Sunday) contemporary hit music and variety program. The market-exclusive show, dubbed *Open House Party*, began airing nationally May 28 via GE Americom's K-band (Ku-band) satellite.

The weekend show features current hits, celebrity guests and artists, a toll-free 800-number for listener participation and a studio audience. Superadio is headed by John Garandian, a former Boston radio personality.

□

The Syndicate, Oakland, Calif., produces two daily radio commentaries which it provides to stations at no cost. *Byline*, a two-minute economic and political offering, features commentators such as Senator William Proxmire (D-Miss.) and civil rights activist, Julian Bond. Sponsored by the Cato Institute, *Byline* is syndicated to almost 200 stations in the U.S., Guam and Japan and is delivered via National Public Radio satellite, AP Audion Network or on reels or cassettes. The *Sound Economist* is a three-minute commentary featuring University of California, Los Angeles, economics professor, William Allen, and is delivered to 80 stations by tape. The Syndicate is also planning several new news programs.

□

Syndicate It, Burbank, Calif., distributes on a tape-barter basis a variety of programs geared mainly toward black audiences. During Black Music Month, June, 79 stations aired *Roots, Rock and Rhythm*, comprising 12 one-hour segments hosted by Frankie Crocker. Actor Brock Peters hosts *King: A Musical Tribute*, a three-hour holiday special mixing interviews with prominent black Americans such as Jesse Jackson and Coretta Scott King; 122 stations carried the show on Dr. Martin Luther King's birthday (the national holiday) in 1988. *Story of a People*, hosted by Brock Peters and Denise Nicholas and aired by 77 stations during Black History Month in February, is a 24-hour black history series available in one-hour or multiple-hour blocks. Syndicate It also offers a number of one- to two-minute vignette series including political commentary program, *The Commentary* (carried by 72 stations); *King: Countdown to the Holiday* (110 stations); *Looking Ahead*, sponsored by the American Association for Retired Persons (88 stations); *Black Women: A Portrait of Dignity* (117 stations) and *Black History Notes* (106 stations). *Roots* and *King: A Musical Tribute* are 1987 CEBA (sponsors and advertisers in black media) award winners. To launch the week of Sept. 26, said Syndicate It radio productions vice president, Graham Boswell, a new one-hour weekly series, *Prime Time: The Entertainment Weekly*, will include a top-10 countdown, entertainment reviews and news. Another one-hour weekly and another daily vignette series are also in the works. All programs are delivered by tape on a barter basis.

□

Publicly held **Starstream Communications Group Inc.**, Houston, continues its stated philosophy of programming for specifically targeted audiences with *The Car Show Coast to Coast Daily*, a two-and-one-half minute spin-off of its hour-long weekend automotive talk show, *The Car Show Coast to Coast*.

The new satellite-fed bartered daily program is exclusively sponsored by Sears Automotive. The two-year-old bartered weekend version of the show is also delivered nationally via satellite.

Other Starstream productions include *Super Mix Dance Party*, a weekly three-hour urban music show and such rock 'n' roll and Hispanic music talent searches as "The Budweiser Showdown" and "Budweiser Grand Concorso Musical."



Bruce 'Cousin Brucie' Morrow

Set to premiere are "FNN Business News," a business news network service through an arrangement with the Financial News Network and *On The Inside*, a two-minute program about prominent black men and women.

□

WCLV-Seaway Productions, Cleveland, part of the Concert Music Consortium, including WFMT(FM) Chicago and WCRB(FM) Boston, distributes 60 hours of classical and folk music programming weekly, primarily via National Public Radio satellite, most carried by 320 noncommercial and 20 commercial stations, according to Robert Conrad, vice president and program manager, WCLV(FM) Cleveland. The 1987 Peabody award winning *Adventures in Good Music*, hosted by Karl Haas, is carried on 700 stations worldwide. Other offerings include the two-hour weekly *BP America-Cleveland Orchestra*; the one-hour weekly *CTM Concert Hall*, carried in 90 markets; the one-hour *The Cleveland City Club*; one-hour weekly folk music program, *Weekend Radio*, and the two-hour weekly chamber music series launched earlier this month, *Music Mountain*. With so many hours offered, said Conrad, Seaway may consider leasing two more satellite channels to deliver further planned series.

□

Boston-based **WCRB Productions** produces and syndicates three, two-hour programs of the New York Philharmonic Orchestra, the Boston Symphony and the Boston Pops Orchestra. WCRB no longer distributes the hour long *AT&T Presents Carnegie Hall Tonight*. The Philharmonic will continue to be sponsored by Exxon through 1988.

WCRB delivers its programs via satellite or by tape. The Philharmonic shows are carried on 170 stations, the Boston Pops on 67 and the Boston Symphony on 46. Mary Rodman is vice president and manager of WCRB Productions.

□

A 90-second feature, *John Madden's Sports Quiz*, which was introduced by **Clayton Webster Corp.**, St. Louis, last August on about 100 stations is now airing on about 400 stations. It has been one of the leading programs during a successful 1988. "All of our shows are doing very well and are well received by our affiliates," said Ken Deutch, sports director and publicity coordinator.

Another Clayton Webster sports show, *Costas Coast to Coast*, is now on 300 stations, up by 100 from a year ago. It is a weekly, two-hour live talk show hosted by Bob Costas of NBC Sports. Costas also does two daily, two-minute shows for Clayton Webster, *Inside Sports Report* and *Sports Flashback*. Each appears on about 400 stations.

Other short-form offerings include the 90-second *Travel Holiday Magazine*, based on reports from the magazine of the same name, the two-minute *Country Calendar*, which provides news from the country music world, and *The Comedy Spot with Dick Cavett*. Long-form, weekly versions of *Country Calendar* and *Cavett* shows are also offered.

All Clayton Webster products are barter shows. The daily shows are delivered on cas-

sette and long shows on disk, with the exception of the Costas shows, which are delivered via satellite.

□

Weedeck Radio Network, Hollywood, produces five country music shows, one of which, says Lloyd Heaney, Weedeck president, is "our bread and butter." That show is *Sittin' In*, a one-hour, weekly show that features a country music star playing his or her favorite music and reminiscing about the music that influenced his or her career. *Sittin' In* is currently bartered in 60 markets.

The Country Report Countdown is a weekly, four-hour countdown show featuring the week's top 40 country music hits. The show also features country music news, history and an artist profile. It is sold on a cash basis to 35 stations.

The Country Report consists of 10 weekly, two-and-a-half-minute exclusive news and interview spots with country music stars. The show is bartered in Arbitron-rated markets only and is tape-delivered to approximately 170 markets.

The Weedeck Country Christmas is a 12-hour special featuring new and traditional Christmas music. The show is updated on a yearly basis. Last year, the show was heard in 120 markets. *Weedeck Country Christmas* is sold on a cash basis.

Scheduled to launch at the start of 1989 is *Hugh Cherry's Classic Country*, a one-hour talk/music show with new and classic stars of country music. The show will be sold on a barter basis in Arbitron-rated markets. Hugh Cherry, a country music historian, also continues to write *Celebration*, a series of 62, two-and-a-half-minute capsules that trace the origin and growth of country music. *Celebration* is tape-delivered to stations on a cash basis.

□

WFMT Fine Arts Network, Chicago, offers 32 "fine arts features," reports Ray Nordstrand, president of the company. WFMT's fare is offered to more than 500 stations, both commercial and noncommercial. Included are programs from seven symphonies and orchestras: Chicago; Philadelphia; San Francisco; Milwaukee; Montreal; Detroit and Atlanta. (Detroit and Atlanta were added this year.) It also syndicates programs from three opera companies, including the Lyric Opera of Chicago.

In addition, WFMT provides programming from the BBC, CBC and from European festivals. Other programs originate from WFMT(FM) Chicago, its parent company, as well as from WQXR(FM) New York. Concerts by the *Music of the Baroque Ensemble* is another WFMT series, which this year was underwritten by Arthur Andersen & Co. New this year in syndication is a folk music program, *The Folk Sampler with Mike Flynn*.

Most of WFMT's shows are free and underwritten by such corporations as Amoco, General Motors, CIGNA, the Franklin Group of Funds, Northwestern Mutual Life, Koss Electronics, United Airlines, and John Nuveen & Co.

Nordstrand says his company has experienced its biggest growth this year with its Beethoven Satellite Network. He says it has

"become the largest format service in classical radio history." More than 100 stations are using BSN, which supplies up to 11 hours daily to stations (in one-hour modules), seven days a week. Most stations, Nordstrand says, use it as an overnight service or as a delayed service during the day. It is available on a cash basis.

In a departure from its classical musical fare, WFMT now has a weekly, one-hour program from the CBC called *Quirks & Quarks*, a radio science magazine.

□

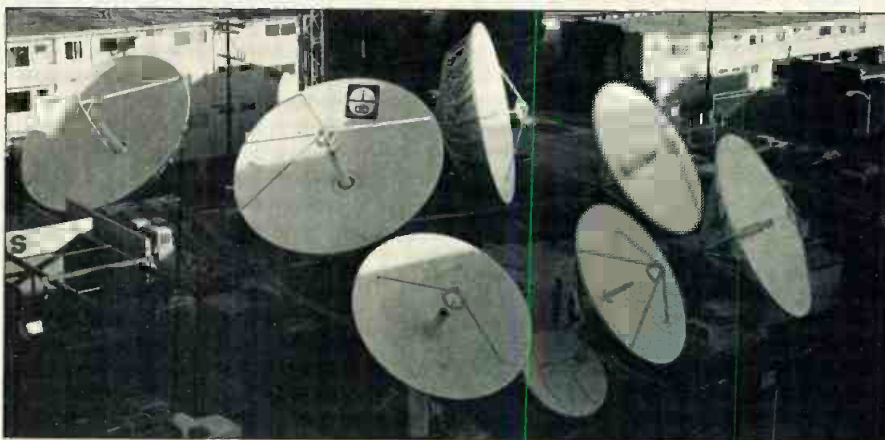
Winton Communications, Tampa, Fla., is doing "a lot of custom recording in England" to produce instrumental covers of hit songs not available in the U.S., according to Bill Dutcher, vice president. The company distributes by tape on a cash basis four formats, including

"Prime Time" (nostalgia) in 26 markets, "Beautiful Music/Easy Listening" in seven markets, "Mellow" (adult contemporary) in three markets and "Memories" (nostalgia) in two markets.

Specialized programs distributed on tape by Winton include *On Broadway* and *Moments to Remember* in the same three markets and *Sounds of the Big Bands* and *Spotlight* sharing seven markets. *Spotlight* has featured live performances by such pop singers as Johnny Mathis.

Winton has also begun a monthly service feature that provides smaller packages of music on a cash basis for easy listening stations that do not subscribe to the full service. The company's programming is presently heard on more than 40 stations, said Dutcher.

□



IDB's Los Angeles international teleport

Radio in orbit. Although many syndicators deliver hard copy of their national radio programming to stations across the country, network radio delivers its product via satellite, mainly using GE Americom's Satcom F1R and Satcom K-2, Hughes Communications' Galaxy II and Western Union's Westar IV. ABC, NBC, CBS and United Stations radio networks uplink most of their own regular programming over F1R, all using fixed uplinks in Vernon Valley, N.J., and IDB Communications' Los Angeles teleport. The networks, however, often need to uplink from other sites, and they most regularly call on IDB, owner of 35 fixed uplinks in major U.S. cities to do the job.

In the past few years, IDB has increased its transportable uplink count to more than a dozen satellite newsgathering vehicles and 10 "flyaway" mobile uplinks, all making it the undisputed leader in satellite radio transmission services, particularly for special events, sports and news coverage. The full-time carrier of regular program feeds out of Westwood One and Transtar radio networks, IDB has also contracted to carry the radio broadcasts of all 28 National Football League team games in the upcoming season, is uplinking the radio coverage of 22 of 26 Major League Baseball teams this season (in addition to transmitting CBS Radio's baseball games of the week) and hopes to increase its share of National Basketball Association game transmissions from 18 teams last season to as many as 22 of 23 teams next season (IDB is currently building fixed uplinks in the NBA's two expansion cities, Charlotte, N.C., and Orlando, Fla.). Able to fly its uplinking capabilities virtually anywhere, IDB most often is the supplier of radio transmission services for ad hoc news and special events coverage from remote sites, such as this year's Ronald Reagan-Mikhail Gorbachev summit in Moscow, exhibition NFL games in London and Gotenberg, Sweden (this month and next, respectively), or live broadcast of an Amnesty International music concert from Rio de Janeiro next October.

National Public Radio Satellite Services, with 20 fixed uplinks and two transportables, is also a major supplier of satellite transmission services to commercial radio, although as a service ancillary to distributing NPR, American Public Radio and Extended Program Service (non-NPR, non-APR) programs, said George Jimourginas, director, business activities for NPR Satellite Services.

Serving many of the same commercial customers as IDB, often with news backhaul transmissions, he said, "is a natural for us, since we do our own news." CBS Radio Stations News Service, Canadian Broadcasting Corporation and Monitorradio all took advantage of NPR's digital transmission service in covering last week's Democratic National Convention in Atlanta.



Production Trax On Compact Disc
Updates

Catalog On Floppy Disk

Sound Effects Available

Digital Director Brought To You By



For info or demo call 1-800-527-2514
Outside U.S. or in Tenn. 901-320-4340

Stock Index

Closing Closing
Wed Wed
Jul 20 Jul 13
Net Percent
Change Change P/E
Market
Capitali-
zation
(000,000)

BROADCASTING

N (CCB) Capital Cities/ABC....	317		316	1/2		1/2	00.15	19	5,128
N (CBS) CBS	157	5/8	157	1/2		1/8	00.07	8	3,724
A (CCU) Clear Channel.....	13	1/4	13	3/8	-	1/8	-00.93	24	51
O (INFTA) Infinity Broad.....	29	7/8	29	3/4		1/8	00.42	93	248
O (JCOR) Jacor Commun.....	5	7/8	5	5/8		1/4	04.44	-13	57
O (LINB) LIN	58	1/4	59	3/4	-	1	1/2	-02.51	37
O (MALR) Malrite	8	3/4	9		-	1/4	-02.77	-19	119
O (MALRA) Malrite 'A'.....	8	1/4	8	1/2	-	1/4	-02.94	-11	112
O (OBCCC) Olympic Broad....	3	1/2	3	3/4	-	1/4	-06.66	8	
O (OSBN) Osborn Commun....	6	1/2	7		-	1/2	-07.14	-5	33
O (OCOMA) Outlet Commun..	23	1/4	22	3/4		1/2	02.19	-8	152
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 ..	85		82			3	03.65	68	877
O (TLMO) Telemundo	8	3/4	9	1/4	-	1/2	-05.40	-1	66
O (TVXG) TVX Broadcast	2	1/2	2	3/4	-	1/4	-09.09		14
O (UTVI) United Television ..	30	1/2	30			1/2	01.66	50	334

BROADCASTING WITH OTHER MAJOR INTERESTS

N (BLC) A.H. Belo	29	3/8	29	1/8	1/4	00.85	12	310
O (ASTV) Amer. Comm. & TV	3/32		3/32			00.00		7
N (AFL) American Family	12	3/4	13	1/4	- 1/2	- 03.77	10	1,032
O (ACCCA) Assoc. Commun.	25	1/4	24	1/2	3/4	03.06		240
O (BMAC) Bus. Men's Assur.	34	3/4	35		- 1/4	-00.71	93	364
N (CCN) Chris-Craft	23	5/8	21	1/4	2 3/8	11.17	52	514
N (ONB) Oun & Bradstreet	47	1/2	48	1/4	- 3/4	-01.55	18	7,220
O (OUOC) Ourham Corp.	33	1/2	33	1/2		00.00	28	282
N (GCI) Gannett Co.	32	1/8	32		1/8	00.39	16	5,201
N (GY) GenCorp	21	1/4	18	3/8	2 7/8	15.64	2	674
O (GMXC) GMX Commun.s	3/32		3/32			00.00	2	674
O (GACC) Great Am. Comm.	10	7/8	11	1/8	- 1/4	-02.24	10	286
N (JP) Jefferson-Pilot	33	7/8	33	7/8		00.00	14	1,337
N (KRI) Knight-Ridder	41	1/4	41	3/8	- 1/8	-00.30	15	2,346
N (LEE) Lee Enterprises	27	3/8	27	3/8		00.00	19	680
N (LC) Liberty	39	3/8	39		3/8	00.96	15	365
N (MHP) McGraw-Hill	64	5/8	58	3/4	5 7/8	10.00	19	3,116
A (MEGA) Media General	41	3/4	41	1/2	1/4	00.60	27	1,177
N (MOP) Meredith Corp.	29	3/8	28	5/8	3/4	02.62	12	564
N (MCG) Mich. Energy	30	5/8	30	1/8	1/2	01.65	20	82
O (MMEOC) Multimedia	73		71		2	02.81	70	803
A (NYTA) New York Times	26	1/4	27		- 3/4	-02.77	13	2,152
N (NWS) News Corp. Ltd.	18	1/8	17	3/4	3/8	02.11	10	4,829
O (PARC) Park Commun.	29	1/2	29	1/2		00.00	23	407
O (PLTZ) Pulitzer Publishing....	29	1/2	29		1/2	01.72	20	308
N (REL) Reliance Group Hold.	5	5/8	5	5/8		00.00	6	421
O (RTRSY) Reuters Ltd.	28	3/8	28	5/8	- 1/4	-00.87	19	23,559
T (SKHA) Selkirk	24		23	1/2	1/2	02.12	20	194
O (STAUF) Stauffer Commun.	144		144			00.00	48	144
N (TMC) Times Mirror	31		32	3/8	- 1 3/8	-04.24	15	4,011
O (TMC1) TM Communications	5/8		7/8		- 1/4	-28.57	3	4
O (TPCC) TPC Commun.	1/8		1/8			00.00		1
N (TRB) Tribune	36	3/4	38		- 1 1/4	-03.28	20	2,804
A (TBSA) Turner Bcstg. 'A'	15	3/8	15		3/8	02.50	-2	669
A (TBSB) Turner Bcstg. 'B'	15	1/2	14	5/8	7/8	05.98	-2	337
A (WPOB) Washington Post ...	196	3/4	200	1/4	- 3 1/2	-01.74	13	2,527

PROGRAMING

O (SP) Aaron Spelling Prod....	6	5/8	6	1/4	3/8	06.00	5	121
O (ALLT) All American TV.....	1	3/4	1	3/4		00.00		2
O (BRRS) Barris Indus	9	1/2	9	3/4	- 1/4	-02.56	-4	74
N (KO) Coca-Cola.....	37	1/2	37		1/2	01.35	15	14,077
A (CLR) Color Systems.....	4	1/4	4	3/8	- 1/8	-02.85	-2	22
N (KPE) Columbia Pic. Ent.	10	1/4	9	1/4	1	10.81	146	1,124
O (CAVN) CVN Cos.....	13	3/8	13	1/4	1/8	00.94	11	232
A (OEG) De Laurentis Ent.....		1/2		7/16	1/16	14.28		5
O (depi) dick clark prod.....	4	1/8	4	3/8	- 1/4	-05.71	10	34
N (OIS) Oisney.....	62	7/8	61	1/2	1 3/8	02.23	19	8,335
N (OJ) Oow Jones & Co.....	33	5/8	33	7/8	- 1/4	-00.73	16	3,238
O (EM) Entertainment Mktg	3	3/4	3	7/8	- 1/8	-03.22	12	46
O (FNNI) Financial News	8		8			00.00	36	96
A (FNI) Fries Entertain.....	1	5/8	1	5/8		00.00	7	8
N (GW) Gulf + Western.....	42	1/4	43	3/8	- 1 1/8	-02.59	7	2,539
O (QNTX) Hal Roach.....	3	1/2	3	5/8	- 1/8	-03.44	-8	24
A (HHH) Heritage Entertain.	3	1/4	2	5/8	5/8	23.80	3	14
A (HSN) Home Shopping Net.....	4	1/2	4	3/4	- 1/4	-05.26	20	392
N (KWP) King World.....	21		20	1/4	3/4	03.70	13	605
O (LAUR) Laurel Enter.....	2	1/4	2	3/8	- 1/8	-05.26	5	5
A (LT) Lorimar-Telepictures.....	13	3/4	13	1/2	1/4	01.85	-4	637
N (MCA) MCA.....	43	1/8	40	3/4	2 3/8	05.82	23	3,135
N (MGM) MGM/UA Commun. ..	13	7/8	13	1/4	5/8	04.71	-7	695
A (NHI) Nelson Holdings.....		7/16		7/16		00.00	-4	11

Closing Closing
Wed Wed
Jul 20 Jul 13
Net Percent
Change Change P/E
Market
Capitali-
zation
(000,000)

PROGRAMING

PROGRAMMING									
A (NWE) New World Enter.....	2	1/2	2	1/2		00.00	6	23	
O (NNET) Nostalgia Network...	1		13/16		3/16	23.07	-1		
N (OPC) Orion Pictures.....	15	1/8	15	1/8		00.00	13	26	
O (MOVE) Peregrine Entertain.	1	5/8	1	1/2	1/8	08.33	-54		
N (PLA) Playboy Ent.....	14	3/8	13	7/8	1/2	03.60	15	13	
O (QVCN) QVC Network.....	11	1/8	10	1/4	7/8	08.53	-23	11	
O (RVCC) Reeves Commun.....	5	3/4	5	1/4	1/2	09.52	28	7	
O (RPICA) Republic Pic. 'A'.....	8		7	1/2	1/2	06.66	88	3	
O (RPICB) Republic Pic. 'B'.....	7	1/2	7		1/2	07.14	53		
O (SMNI) Sat. Music Net.....	4	1/2	4	5/8	- 1/8	-02.70	-112	40	
N (WCI) Warner.....	36	3/8	35	1/4	1 1/8	03.19	19	4,588	
O (WWTVE) Western World TV.....					1 1/8	03.19	19	4,588	
O (WONE) Westwood One.....	12	1/2	12		1/2	04.16	17	180	

SERVICE

O (AMEA) A.M.E. Inc.....	8	3/4	9	1/8	-	3/8	-04.10	9	4
O (AGRP) Andrews Group	4	7/8	4	5/8		1/4	05.40	-1	3
O (BSIM) Burnup & Sims	15		15	1/8	-	1/8	-00.82	32	23
N (CQ) Comsat	29	3/4	28	5/8		1 1/8	03.93	-11	54
N (FCB) Foote Cone & B.	27	7/8	27	1/4		5/8	02.29	13	23
O (GREY) Grey Advertising.....	120		119			1	00.84	16	14
O (IOBX) IOB Communications	8	7/8	10	7/8	- 2		-18.39	35	3
N (IPG) Interpublic Group	32	1/2	31	5/8		7/8	02.76	14	72
O (OGIL) Ogilvy Group	27	1/4	27	5/8	-	3/8	-01.35	13	38
O (OMCM) Omnicom Group.....	19		18	1/2		1/2	02.70	13	46
N (SAA) Saatchi & Saatchi	19	3/4	18	7/8		7/8	04.63	9	2,87
O (TLMT) Telemation	1	7/8	1	7/8			00.00	7	
A (TPO) TEMPO Enterprises....	9		8	5/8		3/8	04.34	30	5
A (UNV) Unitel Video	7	1/4	7	1/2	-	1/4	-03.33	10	1

CABLE

A (ATN) Acton Corp.....	13	7/8	14	-	1/8	-00.89	2	16	
O (ATCMA) Am. TV & Comm.	26	1/4	25	1/8	1	1/8	04.47	58	2,855
O (CTEX) C Tec Corp.....	37	1/2	34	1/2	3	08.69	16	206	
A (CVC) Cablevision Sys. 'A'.	37	1/2	35	5/8	1	7/8	05.26	-12	786
N (CNT) Centel Corp.....	44	3/8	44	7/8	-	1/2	-01.11	12	1,925
O (CMCSA) Comcast.....	17	5/8	17	5/8		00.00	-80	787	
A (FAL) Falcon Cable Systems	20	7/8	21	1/8	-	1/4	-01.18	-65	133
O (JOIN) Jones Intercable.....	13	12	1/8		7/8	07.21	40	165	
T (MHPQ) Maclean Hunter 'X'	11	5/8	11	5/8		00.00	32	856	
T (RCIA) Rogers Commun. 'A'	57	60	1/2	-	3	1/2	-05.78	-87	705
T (RCIB) Rogers Commun. 'B'	54	54	1/2	-	1/2	-00.91	-83	668	
O (TCA) TCA Cable TV.....	34	3/4	33	1/4	1	1/2	04.51	68	419
O (TCOMA) Tele-Commun.....	25	3/4	24	3/4	1	04.04	51	3,897	
N (TL) Time Inc.....	98	1/2	96		2	1/2	02.60	23	5,756
O (UACI) United Art. Commun.	29	3/4	29		3/4	02.58	247	1,221	
N (UCT) United Cable TV.....	33	7/8	34	-	1/8	-00.36	-178	1,262	
N (VIA) Viacom.....	30	27	3/8		2	5/8	09.58	-4	1,600
N (WU) Western Union.....	2	5/8	2	3/4	-	1/8	-04.54		83

ELECTRONICS/MANUFACTURING

N (MMM) 3M.....	63	1/4	63	7/8	-	5/8	-00.97	15	14,388
O (AMCI) AM Communications		3/8		11/32		1/32	09.09		1
N (ARV) Arvin Industries.....	22	3/8	22	3/4	-	3/8	-01.64	9	425
O (CCBL) C-Cor Electronics ...	8	8	1/4	-	1/4	-03.03	13	16	
O (CATV) Cable TV Indus.....	3	5/8	3	3/4	-	1/8	-03.33	-24	10
N (CHY) Chyron.....	4	5/8	4	1/2		1/8	02.77	16	47
A (CXC) CMX Corp.....		15/16		15/16			00.00	10	8
A (COH) Cohu.....	11	1/4	10	5/8		5/8	05.88	10	20
N (EK) Eastman Kodak.....	42	7/8	43	7/8	- 1		-02.27	12	14,530
N (GRL) Gen. Instrument.....	34	3/8	34	5/8	-	1/4	-00.72	-25	1,149
N (GE) General Electric.....	43		43	1/4	-	1/4	-00.57	18	39,359
O (GETE) Geotek Inc.....		7/8		15/16	-	1/16	-06.66	-2	3
N (HRS) Harris Corp.....	27	5/8	29		- 1	3/8	-04.74	12	1,130
O (ITEL) Intel Corp.....	19	7/8	19	7/8			00.00	46	527
N (MAI) M/A Com. Inc.....	10	3/4	10	5/8	-	1/8	01.17	-7	291
N (IV) Mark IV Indus.....	11	5/8	11	7/8	-	1/4	-02.10	7	125
O (MCOY) Microdyne.....	3	3/8	3	5/8	-	1/4	-06.89	-2	14
N (MOT) Motorola.....	49		52	1/4	- 3	1/4	-06.22	20	6,335
N (OAK) Oak Industries.....	1	1/8	1	1/8			00.00	11	85
A (PPI) Pico Products.....	2		2	1/4	-	1/4	-11.11	-40	7
N (SFA) Sci-Atlanta.....	14	5/8	15		-	3/8	-02.50	12	342
N (SNE) Sony Corp.....	41	1/4	40		- 1	1/4	03.12	67	9,538
N (TEK) Tektronix.....	24	3/8	24	7/8	-	1/2	-02.01	812	675
O (TLCR) Telecraft.....	5	1/8	5	1/8			00.00	23	8
N (VAR) Varian Assoc.....	29	7/8	30		-	1/8	-00.41	-157	652
N (WX) Westinghouse.....	54	1/2	55	1/4	-	3/4	-01.35	10	7,823
N (ZE) Zenith.....	25		28		- 3		-10.71	-32	64

M I P C O M

INTERNATIONAL FILM AND PROGRAM MARKET FOR TV, VIDEO, CABLE AND SATELLITE
MARCHE INTERNATIONAL DES FILMS ET DES PROGRAMMES POUR LA TV, LA VIDEO, LE CABLE ET LE SATELLITE

MIPCOM. It's the premiere fall market for Television, Video, Cable and Satellite. The market where the creme de la creme of the industry meet to do serious business.

To buy and sell programs and to negotiate television, video and film rights across the entire spectrum.

To discuss co-productions and international ventures, to develop existing business relationships and naturally, to seek new ones!

And the most effective way to participate is to take a stand, which comes with phone, power, office and furniture if required.

If you're interested in statistics feel confident at MIPCOM. Last year over 70 countries, 1250 companies, 253 television stations, more than 4000 participants and 848 buyers established us as the biggest market place of the fall. With Cannes as the ideal venue.

Although MIPCOM is virtually sold out before we start to market it, this year we do have a limited amount of exhibit space available on a strictly first come, first serve basis. So, should you want to exhibit or participate at this truly unique event please call **Barney Bernhard on (212) 967-7600** or complete and return the reply card as soon as possible.



Le must!

O C T O B E R 1 4 - 1 8 1 9 8 8

P A L A I S D E S F E S T I V A L S

C A N N E S F R A N C E

Yes I'm interested in ☐ participating ☐ exhibiting

☐ advertising at MIPCOM '88. Please rush me information to

Name _____

Company _____

Title _____

Address _____

Zip _____

Telephone _____

PERARD ASSOCIATES INC.

38 West 32nd Street, Suite 1512, New York, N.Y. 10001.

Tel: 212 967 7600. Fax: 212 967 7607. Telex: 4979122 PERAD UZ.

Strike-altered season may give wings to grounded pilots

New opportunities on networks and elsewhere are developing as programmers scramble for product

This year's development season was altered significantly by the writer's strike. Last spring, the climate for some pilots on the boards but without scripts was definitely chilly—they were either killed outright or delayed indefinitely. But now, with networks and studios scrambling to come up with original program options for the new season, the fall may bring the warm breath of life to the cast-offs.

Last week, the strike gave new hope to one pilot earlier rejected by CBS—*Jake's Journey*. The show is getting a short-flight order of six to eight episodes from CBS for a run to begin in late September, normally the start of the new season.

While some pilots died when the writers capped their pens (NBC's *Little Angels*, to name one), several other strike-delayed pilots are on hold, and will be shot once the strike is settled.

Other pilots that didn't get picked up for the start of next season—whenever that is—may still get a shot as midseason replacements. The networks usually have until Dec. 15 to pick up pilots for mid-season use. That deadline will probably be extended this year because of the strike.

And a new trend may be developing that will see producers increasingly taking pilots rejected by one network and shopping them to its competitors, including Fox Broadcasting and cable networks. And then there's first-run syndication. "I think that is a real possibility down the road," said Robert Harris, president, MCA Television Group.

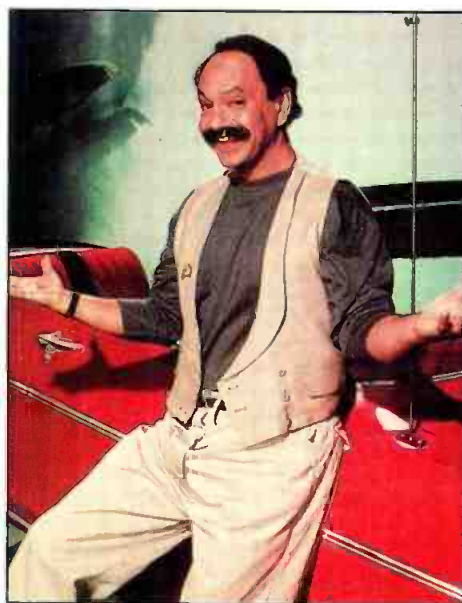
Harris confirmed that one pilot Universal produced for NBC this year that the network rejected will probably be offered to CBS, ABC, and/or Fox Broadcasting Co. "We think it's a very commercial series," said Harris, indicating the company's reluctance to give up on it simply because one network rejected it.

A one-hour pilot is not cheap to produce. As a rule of thumb, from initial concept through production of the pilot, the producer may spend close to \$2 million. And just like series, most pilots are produced at a deficit, with networks picking up most but not all of the cost, usually around 75%.

John Agolia, president, NBC Productions, told BROADCASTING the company may shop some of the pilots it produced this past development season to cable networks (although not until the strike is settled, said Agolia). "We did it once and it worked out pretty well," he said, referring to a deal announced earlier this year to produce a series called *Good Morning, Miss Bliss* next season for the Disney Channel. The pilots

that would be available include a drama, *Oakmont*, an action adventure, *Satin's Touch* and a comedy, *Nurse Bob*. One pilot, *The Cheech Show*, featuring comedian Cheech Marin, is strike delayed but not dead, with the likelihood it will get at least two airings on the network, perhaps more. Another, *Channel 99*, will air Aug. 4, with talks continuing about possible pick-up.

At CBS, the revived pilot, *Jake's Journey*, from Witzend Productions in association with 20th Century Fox, received a second chance largely because it was produced in London and will continue production there, unaffected by stateside strikers.



MGM/UA's 'The Cheech Show'

CBS is also commissioning another new short-flight program for fall. It, too, is an earlier development project—a script that never made it to pilot stage—called *Dolphin Bay*, that is being produced in Australia.

At ABC, this year's batch of pilots proved unusually strong, said Stuart Bloomberg, vice president, comedy and variety series development, ABC. Therefore the network made midseason commitments upfront when it announced its fall schedule.

Yet, because of the strike, the term "mid-season" may have to be redefined because the new season may not start until about the time that midseason shows usually start making their way onto the schedule—in late November or early December. Nevertheless, ABC picked up three comedy pilots and a drama for midseason. The comedies are an as-yet-untitled show starring Robert Guillaume (New World), *Have Faith* (Adams/20th Century Fox) and *Coach* (Universal). The drama, from Lorimar Telepictures, is called *Studio 5B*.

According to Bloomberg, the network is

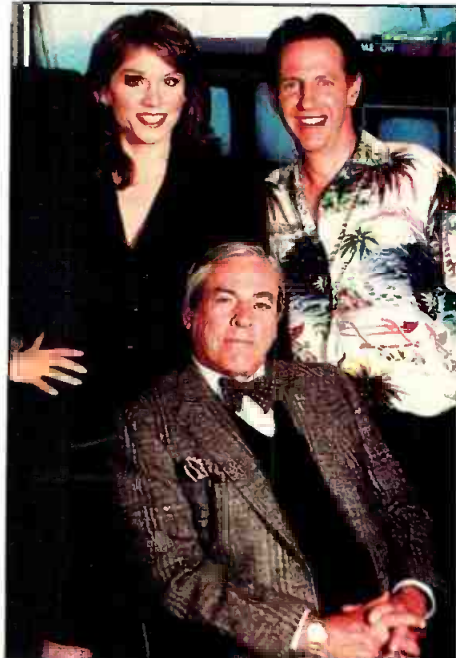
also very high on *Anything But Love*, comedy pilot starring Jamie Lee Curtis, also from Adams and Fox. "That's a strong contender" for midseason pickup, said Bloomberg. He also said that three strike-delayed pilot projects will be produced once the writers go back to work. They include the comedies *Lanny and Isabelle*, from Imagine Entertainment and *Past Imperfect*, from Castlerock Entertainment and a variety show from Universal that will star Joe Piscopo.

"The strike bore some significance to our ability to produce comedies," said Bloomberg, because of the inability to do all the rewriting that usually goes right through the shoot on a sitcom. "We were fortunate to have good people" producing and acting in the network's pilots, he said.

At NBC, Perry Simon, newly promoted senior vice president, series programs, said the strike is having a big impact on midseason development. The longer the new season is delayed, the less chance show pegged for midseason will get the usual opportunity to prove themselves, he noted. "Mid-season development will shrink," he said.

Still, the network has its eye on a number of midseason prospects. Among the contenders, he reported, are the comedy, *Ghost Story* from Lorimar, and the drama *Dream Street*, from MGM.

But the fact remains that while some producers are beginning to take steps to make pilots work somewhere else if rejected by the first customer, most of the pilots not picked up are simply "burned off." The



Imagine Entertainment's 'Channel 99'

Syndication Marketplace

The *Morton Downey Jr. Show*, distributed by **MCA TV**, has now cleared 70% of the U.S., the company said. Latest additions include WAGA-TV Atlanta; WTVT-TV Tampa, Fla., and WITI-TV Milwaukee, all part of George Gillett group of stations, and Hubbard Broadcasting's KSTP-TV Minneapolis.

Samuel Goldwyn Television's *Body by Jake*, the new health and fitness first-run strip with Jake Steinfeld, has reached the 70% clearance level. Recent additions to the roster include KTVK(TV) Phoenix; KCST(TV) San Diego, KATU(TV) Portland, Ore., KCTV(TV) Kansas City and WMGC(TV) Binghamton, N.Y. The half-hour program is bartered, with four minutes of local time and three minutes national.

Palladium Entertainment has signed game-show veteran Bob Stewart to develop two first-run syndicated game shows for the distributor. The Emmy Award-winning Stewart, who created and produced *The Price is Right*, *To Tell the Truth*, *Password*, *\$25,000 Pyramid* and *\$100,000 Pyramid*, will tape the first pilot in Los Angeles next month.

Marvel Action Universe is a "firm go" for fall 1988, with clearances in 75% of the country, according to the animated show's joint producer-distributor **Marvel Productions** and **Bohbot & Cohn**.

Telemundo network has ordered two first-run Spanish-language game shows from Inter TelEspan, the joint venture formed earlier this year by Barry & Enright Productions and Paloma Communications. Producer Dan Enright will consult on the projects.

Hollywood Squares, now seen in 85 markets, has moved its production site to Universal Studios from Fox Television Studios. The show will now be part of Universal Studios Tour. Audiences for the show, from which contestants are chosen, will be made up of visitors on the Universal tour, and the audience will change with each show. At the Fox location, the audience typically remained the same for three shows. Said Rick Rosner, executive producer of *Hollywood Squares*,

"We hope to incorporate familiar characters, actors and even sets from some of Universal's most famous films and TV shows into *Hollywood Squares*." The show is produced by **Century Towers Productions Inc.**, and is distributed by **Orion Television**. It is sold on a cash-plus-barter basis.

Warner Brothers Television's *Head of the Class* has been pre-sold in 72 markets, including 20 of the top 25. The show will be available for syndication in 1990. Stations recently added include: WOIO(TV) Cleveland, WTAE-TV Pittsburgh, KWGN-TV Denver, WTTV(TV) Indianapolis and WLWT(TV) Cincinnati. Of the 72 markets, 45 are network affiliates. *Head of the Class* is sold on a cash basis.

Harmony Gold announced that Peter Ustinov has been signed to host the prime time syndication special, *The Secret Identity of Jack the Ripper*, which will air Oct. 26. The Program, being produced for Harmony by Cosgrove/Meurer Productions, has so far cleared more than 100 markets covering 78% of the U.S. On another project, Harmony Gold said that ReteEuropa (part of Italy's Berlusconi Group) has joined as a third partner in the production of *Around the World in 80 Days*, a remake of the Jules Verne classic as a mini-series for NBC. Harmony and NBC are the other two partners on the project, expected to air on NBC sometime next spring. Harmony Gold retains domestic and syndication rights to the program, starring former *Remington Steele* star Pierce Brosnan in the lead role as Phileas Fogg. A Harmony Gold spokeswoman said the program would probably be available for domestic syndication for the 1989-90 season.

Marvel Action Universe, 90-minute Saturday morning syndicated cartoon block, has cleared over 70% of the U.S., including 25 of the top 30 markets, according to the show's producer, **Marvel Productions**. The program is being distributed by New World.

Republic Pictures' new syndicated program, *On Trial*, has now cleared 75% of the U.S., according to the company. Latest additions include WETO(TV) Greenville, Tenn.; WHCT(TV) Hartford, Conn.; KTVX(TV) Salt Lake City, and KSAS-TV Wichita, Kan.

means the network that commissioned it airs once or twice as a stand-alone show, and it is never heard from again, laid to rest in some studio vault. For the past two summers, CBS has packaged its burn-offs as a summer series called *CBS Summer Playhouse*. A network official said it makes the pilots more appealing to advertisers and also makes it easier for viewers to find them.

NBC and ABC simply burn off their pilot rejects during the summer at will. "We just think you don't gain that much putting them under an umbrella," said NBC's Simon. Each property should stand on its own."

Lee Rich out at split MGM/UA

Chairman and CEO will be replaced by president and COO, Stephen Silbert

One week following announced plans to split MGM and United Artists, questions as to what role or roles Lee Rich, chairman and chief executive officer of MGM/UA Communications would play in the newly organized companies have been answered: none.

On Monday, July 18, Rich, who made a reported \$1.7 million last year, announced

that he was resigning his position effective immediately. Rich's position will be filled by Stephen Silbert, who had been president and chief operating officer, MGM/UA Communications since Oct. 1986. When the division of the companies is complete, Silbert will retain the chairman and chief executive officer position at United Artists. MGM will be run by Jon Peters and Peter Guber, associates of Burt Sugarman—Sugarman's Barris Industries bought a 25% interest in MGM from Kirk Kerkorian, majority stockholder in both MGM and United Artists.

Following Rich's announcement, Silbert, the architect of the reorganization, said: "Lee Rich was instrumental in the re-establishment of this company as a major force in the entertainment industry. As we carry the company forward, we also wish him well in his future endeavors." On the split of MGM/UA, Silbert said: "the steps we have taken recently will enable both MGM and UA to become even stronger entities."

In a prepared statement, Rich said: "I'm very proud of the progress this company has made over the past two years. My tenure at MGM/UA has been extraordinarily rewarding, with great personal satisfaction. I've thoroughly enjoyed working with a staff and division heads who are all exceptionally fine professionals. It has been exciting to create a strong foundation for the company's busi-



Rich

nesses, and I wish continuing success for all of them in the future."

An industry analyst said that Rich's resignation "was to be expected, considering the shake-up." The analyst also speculated that Tony Thomopoulos, chairman and chief executive officer, United Artists Pictures Inc. "will probably remain in his position until Kirk [Kerkorian] finds a home for United Artists."

Rich had held the top spot at MGM/UA since April 1986, when he joined United Artists (MGM and UA were joined shortly thereafter). For the 1988-89 season, MGM/UA will have three-and-a-half hours

of network prime time series on the air, an increase of two-and-a-half hours from the 1987-88 season. One of those series is the critically acclaimed and commercially successful *thirtysomething*. Prior to joining MGM/UA, Rich cofounded Lorimar Productions with Merv Adelson. □

'Cosby' set for 7 p.m. in New York

Observers say placement could make it winner but that high cost of series will make it hard to turn profit on it

The Cosby Show, syndication's hottest half-hour ever, will air in the nation's number one market at 7 p.m. weeknights next fall in a one-hour sitcom block with off-network series *Kate & Allie*, according to the just-released schedule of New York independent WWOR-TV.

WWOR-TV, the market's second-ranked independent, is putting reruns of the NBC hit up against a handful of news programs, game shows and another sitcom in a slot likely to make it a ratings hit.

But because of the record-breaking sum the MCA-owned station paid syndicator Viacom for a 182-week run of *Cosby*—estimates range from \$40 million to \$45 million, or some \$340,000-\$360,000 per episode—most are skeptical the station will show a profit on the half-hour. Some observers project the show will have household ratings of between 11 and 13 or 14, short of the 15 said to be the station's break-even point.

WWOR-TV's prime time schedule, starting with leadout *Kate & Allie*, should benefit, however, from the strong *Cosby* numbers. The station's weeknight schedule will be a checkerboard using movies and series ("Closed Circuit," July 4).

Janeen Bjork, an executive with rep firm Seltel, said that *Cosby* looks "incredibly good" against its competition as the only younger sitcom against shows with an 18-49 skew. She agreed it was unlikely the show would achieve a 15 rating.

Challenging *Cosby* in the battle for first place at 7 p.m. will probably be WABC-TV's *Jeopardy*, which next season will be followed by *Entertainment Tonight* at 7:30, replacing last season's *The New Hollywood Squares*.

According to Dick Kurlander at station rep Petry Television, *Jeopardy* may lose the number one slot to *Cosby* for the fourth quarter, but will likely return to the top position in time for next February's ratings sweeps.

WCBS-TV's schedule remains a major question mark for the time period, with many having expected it to move *CBS Evening News with Dan Rather* back from 7 p.m. to 6:30 p.m. to make room for the new national magazine show *USA Today*.

The CBS-owned station, however, also could consider replacing *Rather* with game show *Win, Lose or Draw*. Observers sug-

gested the younger-skewed game show might help the station retain some of the children and teen-agers who might otherwise go to *Cosby*, while saving face at CBS News by not replacing *Rather* with another national news program.

Hurting *USA Today*'s chances, as well, may be less than sterling early reviews of a dry-run broadcast distributed by producer-syndicator GTG earlier this month. Petry's Kurlander said judging from preliminary tapes "the show needs work. I'm confident it will be there in the fall, but it's not on target at the moment."

WCBS-TV General Manager Roger Colloff said the station has yet to decide on the 7 p.m. slot, but noted that the *Cosby*'s 7 p.m. placement on WWOR-TV was anticipated and should not affect its own scheduling decisions. But, he added: "[The station's] decisions will have to be made with an eye and a half on *Cosby*."

Of the market's other stations, WNBC-TV's 7 p.m.-8 p.m. lineup is expected to be *NBC Nightly News*, followed by game show *Family Feud*. Fox independent WNYW-TV will stick with its current half-hour of news, followed by *A Current Affair*, and WPXI-TV will air the sitcom *Cheers* and a 7:30 news program.

WWOR's prime time checkerboard schedule, to be launched October 3, includes a block of two, one-hour episodes of the series *Hunter* on Tuesday night, and of *A-Team* on Wednesday nights, an approach the station said it used successfully last season on weekends with *A-Team* and *Knight Rider* and last September with episodes of MCA's

Miami Vice.

Filling out the weeknight schedule will be movies on Monday, *National Geographic* series on Thursday, and movies, sports and specials on Friday.

The new schedule represents a departure from last season's prime time focus on shows locally produced or with local elements. *Evening Magazine* and *Entertainment Tonight*, last year in the 8 p.m.-9 p.m. time slot, have been cancelled, and been shifted from 9 p.m. to an 11:30 p.m. position is the station's controversial talk show *The Morton Downey, Jr. Show*.

USA to launch made-for-cable movie series

Network will commission 24 original films, with first to debut next spring

USA Network announced last week that it would launch a movie-of-the-week series under the banner *World Premiere Movies* next spring. Kay Koplovitz, president, USA Network, said the company would commission 24 original made-for-cable movies to be shown starting in April of 1989. Koplovitz said the movies would be comparable in quality and budget to broadcast network made-fors, putting the production cost of each movie at between \$2.5 million and \$3



PTV business. The Public Broadcasting Service's *Masterpiece Theater* host, Alastair Cooke (left), joined PBS President Bruce Christensen at the 1988 PBS Program Meeting (formerly the PBS Program Fair) podium as featured speaker before a group of station program and general managers in San Francisco. The annual meeting to discuss national programming this time featured a celebration of Action for Children's Television 20th anniversary and closed-door sessions to discuss a "Strategic Plan for the 1990's," a group of PBS proposals for restructuring noncommercial TV's program funding, acquisition and scheduling practices. In the works since last fall's planning meeting, and driven by cable programing competition, said Christensen, the plan proposes strengthening the ties between national scheduling and program purchasing decisions. Station personnel there, said PBS, expressed "strong support for early reinstatement of a common carriage plan, with consensus that...same-night carriage of designated series" will aid promotional and underwriting success. Senate amendments that would pass the Corporation for Public Broadcasting national programing dollars to stations "are a side issue," said Christensen (BROADCASTING, May 30). "We're going to have to conduct our business very differently to survive," he said.

lition. Thus the cost to produce the entire movie package would be between \$60 million and \$72 million.

Additional funds have been earmarked for the marketing and promotion of the movie. All of that money is above and beyond the \$250 million the network has pegged for original production in the next several years.

At a press conference at the Universal Studios near Los Angeles last week, Koplovitz said the movie package would contribute to making the cable network's 1989-1990 season "the most ambitious ever." Other well-publicized new programming coming to the network next season includes off-network episodes of *Miami Vice*, and *Murder, She Wrote*, both from Universal.

Both Universal and Paramount, which jointly own the cable network, are expected to produce some of the movies in the package. But Dave Kenin, senior vice president, programming, USA Network, said it was unclear how many of the movies would be produced by those studios. "That has not even been determined," he said. Kenin added that independent production companies would also be involved in making some of the movies and that some of them may involve joint co-ventures as well.

In a show of support for the movie project, both MCA President Sid Sheinberg and Paramount Television Group President Mel Harris appeared at the press conference. Sheinberg said the announcement was a "his-

Over there. *Entertainment Tonight* will be broadcast to Europe, including countries behind the Iron Curtain. The agreement, between the International Television Division of Paramount Pictures Corp. and Sky Channel, a London-based satellite service, becomes effective on Sept. 1. As a result of the agreement, *Entertainment Tonight* will be seen by audiences in Hungary, Yugoslavia, the Netherlands, West Germany, Switzerland, Belgium, Sweden, Denmark, Finland, Austria, Norway, Ireland, the United Kingdom, Luxembourg, France, Spain, Portugal, Greece and Iceland. The hour-long series is seen in 164 markets in the United States (including all of the top 50), representing 91.9% of the country.

toric moment," and that it gave an indication of the "original viewer network" USA is evolving into. Harris said the announcement was big news for cable, comparable to the introduction of the made-for-television movie on broadcast networks 20 years ago.

The first movie is called *The Zodiac Murders*, based on an unsolved Northern California serial killer case, and on the book by Robert Graysmith. The movie is being produced by David Helpern and Michael Meltzer and will launch the *World Premiere*

Movies schedule next April. Kenin declined to provide details of any other projects, but said he was looking for pictures with "action elements" and not "disease-of-the-week" subjects that the broadcast networks often focus on in their made-for-television films. □

Fall kickoff for new cable sports service

Venture of United Cable, Home Sports Entertainment and Bill Daniels will serve Rocky Mountain region

The burgeoning ranks of regional sports services will swell yet again when a new player, serving 1.8 million homes in Colorado, Nebraska, Wyoming, New Mexico, Utah and Kansas, takes the field next September. Prime Sports Network is the working title for the basic channel, in which United Cable will have a 50% stake and Home Sports Entertainment and Bill Daniels—of Daniels & Associates—25% each.

The new channel will depend for programming on the nonexclusive rights to such events as college basketball and football covered by HSE's sports channels in Texas and Florida, the Sunshine Network, and

Noncommercial radio in business

It has been just a little over two years since Corporation for Public Broadcasting President (then vice president and treasurer) Donald Ledwig and National Public Radio President Douglas Bennet worked out a loan from CPB and a restructuring of public radio budgeting and operating procedures that they called "the business plan." National programming funds previously allocated to NPR were redirected to the stations, which then chose to pay or not pay NPR membership fees for the entire "bundle" of NPR programming. Now able to point to ledgers in black ink, Bennet says the business plan "is working fine," and indeed the Senate Commerce Committee last month approved a bill that, if passed into law, will restructure noncommercial television based on the radio model.

And NPR appears to have momentum toward operating more like its commercial counterparts. With new discretionary programming funds in its hands, the stations last year suggested that NPR find an alternative to its single bundle of programs. And by last February, the board had adopted an "unbundling plan."

For the first time next Oct. 1, NPR programs will be offered in "unbundled" news and performance packages, giving the stations yet more discretion in respect to the degree of their NPR affiliation. Some members of the NPR board of directors, during the station process of assessing the economic ramifications of unbundling, last winter advocated adoption of more radical scenarios, variously breaking the packages into morning news, evening news and other segmentations. Eventually, some say, a separate fee may be attached to each program series.

If giving itself more product acquisition discretion were not enough, public radio this spring made a comprehensive study of its audiences the centerpiece of its annual conference—a study that both NPR and American Public Radio have described as a map for expansion (BROADCASTING, May 30). APR, hanging tough with *Prairie Home Companion* replacement, *Good Evening*, and its new president, Stephen Salyer, are focused on seeding the creation of new programs, such as the weekly radio documentary series, *Soundprint* (BROADCASTING, April 4). NPR, seeking to add to its performance and news program schedules, has also set in motion plans to

create top-of-the-hour news.

In preparation for the new "unbundled environment," NPR's board, at a July 14 meeting in Washington, adopted procedures for approving charges to member stations for new services as they are integrated into the overall fee structure. The board immediately applied the procedures to the one-and-a-half-year-old weekday morning arts news series, *Performance Today*. Thanks to a Chrysler Corp. Fund grant of \$875,000 for continued production of *Performance Today* in 1989 and 1990, the total assessment to stations for the show—which so far had been supported entirely by nonstation sources—will be \$110,000 for fiscal 1989 (beginning Oct. 1).

Among new services, NPR's 14-minute weekday domestic Hispanic news program in English, *Latin File*, will debut Aug. 1 with former Latin American News Service (an international news program also distributed by NPR) and NBC News Radio correspondent, Paz Cohen, as host. NPR News and Information Fund and member stations are funding that program.

Chrysler's renewed support was an indication of general good news on the fundraising front, with \$10 million secured during the first three quarters of fiscal 1988, up from \$7.7 million collected during the same period in 1987.

As part of public radio's long-term expansion goals, the board adopted a new policy that will allow nonmembers to access NPR's National Program Service "in certain circumstances" and also approved WGVL-FM Grand Rapids, Mich., and WXPW(FM) Philadelphia as full members and KSBA(FM) Coos Bay, Ore.; KSKF(FM) Klamath Falls, Ore., and WHBM(FM) Park Falls, Wis., as associate members, bringing total NPR membership to 367 stations.

Due to other action by the board, each NPR member will also pay a \$7,900 fiscal 1989 satellite distribution and interconnection fee, down from \$10,000 in fiscal 1988. (The board had promised such a reduction in that fee when it adopted the unbundling plan, and consequently higher nondistribution charges, last winter.) Additionally, the board approved a \$1-million 1989 capital budget, earmarked for programming, computer systems, distribution and other operational needs.

Daniels's Los Angeles sports service, Prime Ticket. For their part, the existing networks will also get to pick up nonexclusive programming carried by Prime Sports Network. Professional basketball and baseball rights in the territory in which the Prime Sports Network will operate are assigned to the Denver Nuggets basketball team and the Kansas City Royals baseball team. Prime Sports is currently negotiating with both.

Prime Ticket, carried in 2.3 million homes as a basic service, picks up the Lakers' basketball games and the Kings' hockey events. Home Sports Entertainment, carried in 850,000 homes through a combination of basic and pay, carries games of the Houston Rockets and Dallas Mavericks basketball teams, and the Houston Astros and Texas Rangers baseball teams. The Sunshine Network, seen in 1.2 million homes as part of a basic tier of service, carries no profes-

sional sports. The schedules of all three channels include extensive coverage of the college basketball and football in their regions. Among them, the four services will have access to other events such as boxing, carried by Prime Ticket, beach volleyball from the Sunshine Network, and skiing proposed by Prime Sports.

In addition to the programming it picks up from the other three channels, Prime Sports Network will carry college football and basketball games of Colorado State University, Colorado University and Denver University, among other area colleges.

The idea for the new channel started with United's efforts to uplink coverage of the U.S. Olympic Trials to roughly 200,000 homes served by several of its cable systems. The channel employed for that purpose also carried movies and other programming, similar to an independent television

station, according to United marketing manager Bruce Smith. When the idea of expanding the channel was raised, the MSO saw lack of sporting events to program.

The choice to market the channel as basic service reflects the state of the pay service tier, said Matt Tinley, president of Daniels Enterprises. (Daniels Enterprises manages Bill Daniels private investments including Prime Ticket and Prime Sports. "The last thing we need," he said "is another pay service." In contrast, he said, a basic sports channel "delivers value by driving penetration, retaining subscribers, and creating more value for consumers."

Prime Sports Network's interest in regional sports may extend beyond the Rockies. United's Smith said that the new channel is already investigating the formation of another channel covering the Pacific Northwest.

In Sync

Enhancing NTSC

A new method of improving the NTSC color video signal was demonstrated by Central Dynamics of Canada. Circuitry added to conventional television transmitters and receivers will be a quick and economical way to eliminate the defects in NTSC, the company claims.

Central Dynamics, which specializes in TV production switchers, video amplifiers and master controls, demonstrated prototypes of the new "Prism 1" line of electronic devices at its Montreal labs. No price for the system was announced. It will be available following a formal public introduction, which is scheduled for New York in October at the fall conference of the Society of Motion Picture and Television Engineers (SMPTE). Central Dynamics says there is a potential \$25-million market for the Prism 1 equipment.

The new line is to include encoders, decoders and translators. The translators are designed to convert videotape mode

from D-1 (component digital) to D-2 (composite digital) and vice versa. Prism 1 encoders and decoders will also be compatible with both digital formats and with analog signals.

The equipment is based on a digital processing technique, E (enhanced)-NTSC, developed by the INRS-Telecommunications lab in Montreal, working in cooperation with the Massachusetts Institute of Technology. A paper appearing in the June 1988 issue of the *SMPTE Journal*, written by INRS-Telecommunications' Eric Dubois and MIT's William F. Schreiber, provides a full explanation of E-NTSC.

In the paper, Dubois and Schreiber claim that in the 1950's, when the NTSC color standard was developed and adopted, defects in the system were left in the system in order to insure compatibility with black-and-white receivers. "The commercial and technological success of the NTSC system is undeniable," the paper says. "Yet, as equipment has improved and viewers, both professional and lay, have

become more critical, its defects have become more apparent."

The main defects are "related to cross color and cross luminance and to the recovery of some spatiotemporal resolution that was lost when color was added to the existing monochrome system," according to the paper. The suggested solution is to place multidimensional filters in the transmitter and receiver in order to separate the three color components from the composite signal. To accomplish this, "3-D frequency space must be divided among the components."

Central Dynamics claims that E-NTSC is a less expensive alternative to the various proposed high-definition transmission systems. Although picture quality would be improved, the new system would have NTSC's 4:3 aspect ratio rather than HDTV's 16:9. The Prism 1 system of encoders and decoders is similar in its goals and concept to the comb filters in the SuperNTSC system now being provided by Faroudja Laboratories, Sunnyvale, Calif. Patent searches were among the first things Central Dynamics had to do when developing E-NTSC, a company spokesman said.

Competitive Intelligence in Radio

It's the advantage our readers have over their competition.

Subscribe to **RADIOTRENDS**

An insider's monthly newsletter of radio marketing and financial strategies that can help you make money! Can you afford not to subscribe? Call now or write for a free complimentary issue. \$95 per year.

Published by
BOLTON
RESEARCH CORPORATION

1-800-888-8507

2401 Pennsylvania Avenue, Philadelphia, PA 19130

More space in space

Comsat Corp. has announced the development of a new method to increase the capacity of satellite video transmission by 50% or more. Using a technique called video multiplexing, "up to three channels of high-quality video—each with multiple audio channels—can be transmitted over a single 36 mhz transponder," according to a Comsat release. At the same time it also announced a signed agreement with Ikegami Tsushinki of Japan to develop a line of products based on the new technology. The new products are expected to be available first in Japan, in early 1989.

FCC wants to move ahead with NRSC

Commission votes to adopt standards designed to improve AM fidelity; also wants to double power of Class A FM's and create new Class C3

The FCC has taken the first step in an effort to make AM radio sound quality competitive with FM. At its general meeting last Wednesday (July 20) it proposed the adoption of AM technical quality improvement standards including the industry-adopted National Radio Systems Committee (NRSC) audio standards developed in a joint effort of the National Association of Broadcasters and the Electronic Industries Association.

The NRSC audio standard limits audio frequency to 10 kHz as a way to reduce adjacent-channel interference. It would also standardize stations' use of audio pre-emphasis (boost), a technique used to brighten station sound over narrow bandwidth radio receivers. A corresponding deemphasis curve would be contained in consumer AM receivers. The standards are designed as an encouragement for receiver manufacturers to build AM radios with higher fidelity and wider response than the 5 kHz or less that is built into sets today.

The commission is also seeking comment on a second NRSC approach limiting radio frequency (RF) emissions. The second standard is meant to "mask" the RF splatter of stations' signals outside the 10 kHz limit of the audio standard. The FCC will study whether implementation of the first, second or combination of the two will be the best strategy for reducing adjacent-channel interference.

The commission did not, as some anticipated, open the question of whether stations could negotiate interference rights between them, a process that Commissioner James Quello warned could harm the commission's "orderly" allocations procedure.

FCC Chairman Dennis Patrick said he was "excited" by the NRSC item. "The proposals move us a long way toward improving the quality of the AM signal." He added that the rulemaking was evidence the commission will not shy away from the adoption of technical standards where it will advance the public interest to do so. "Many in the industry have criticized the FCC for never setting an AM stereo transmission standard and had predicted it would take a similar attitude toward standardization of NRSC."

The NRSC proceeding stems from comments received in an inquiry begun last year asking for ways to improve the technical quality of the AM band. It also follows a petition filed by NAB last year to make conformance to the NRSC audio standard mandatory for all AM stations. However, NAB has stated that it does not favor standardization of the RF mask at this time

(BROADCASTING, May 9). The mask is based on measurements from a spectrum monitor. Implementation of the mask, it is believed, would force all AM stations to buy a spectrum monitor, which sells for about \$20,000. NAB instead has suggested waiting for development of "splatter monitor" technology which, it said, could be implemented at one-tenth the cost.

In addition, the commission said it has proposed giving AM stations the option to propose facilities whose coverage area would be subject to some interference from other stations provided they do not cause "objectionable interference" to other stations.

In a separate proceeding, the commission proposed doubling the maximum power of class A FM stations from 3 kw to 6 kw in response to a petition last year from the New Jersey Class A Broadcast Association. NAB has argued the power increases should be allowed only for Class A's that can meet increased separation distance requirements to reduce the effect of the power increase on existing stations.

At the same time, the commission proposed the creation of a new FM class C3 with a maximum power of 25 kw and maximum antenna height above average terrain of 328 feet to be allocated in zone II (covering most of the continental United States). The new class would serve as intermediate step between class A and the larger class C2. The commission estimated 200-300 Class A stations would be eligible to upgrade to the new class.

Adoption of both the proposals to allow doubling of class A's and upgrades to C3 together "will allow class A FM stations, the least powerful and most numerous class of station, to...increase their signal coverage areas and provide a stronger signal within their existing coverage areas, while providing protection to other classes of existing

stations and allotments," Patrick said in a written statement released after the meeting. □

Chapter 11 for Yakima stations

Despite overall health, weak link causes dissolution of Lodestar dual partnership

The partnership that owns highly-rated KUTI(AM)-KXDD(FM) Yakima, Wash., has filed for Chapter 11 with the U.S. Bankruptcy Court in Portland, Ore. The KUTI-KXDD limited partnership said the filing resulted from problems stemming from an agreement with another limited station partnership. KUTI-KXDD were purchased in 1984 in conjunction with the less successful limited partnership purchase of KOTY(AM)-KHWW(FM) Richland-Pasco-Kennewick, Wash. (also known as TriCities). Both partnerships are headed by Lodestar Communications, Portland, Ore.

"The downside of one station has affected the upside of another," said Tom McCoy, president of Lodestar Communications, in explaining the uneven economic performance of the TriCities outlets. According to McCoy, the dual partnership agreement stipulates that if one station was in default, all would be in default.

"Our assets far exceed the debt," said McCoy, "but we had to protect ourselves so we wouldn't be foreclosed."

KUTI Communicators, which sold the stations for \$2.1 million to the limited partnerships, filed a lawsuit in Yakima County Supreme Court about two months ago seeking recovery of the stations and alleging that they were delinquent in making \$200,000 in payments. McCoy claimed that the delin-

TAKE IT TO THE REDLINE!



Test drive a distribution system that takes the toughest terrestrial abuse and still delivers broadcast quality audio into 2 meter antennas.



Call 1-800-331-4806

quency was closer to \$100,000, and said the partnership plans to countersue for "funds

and representations that didn't come after the sale."

recently played a 1950's air personality in the motion picture, "La Bamba."

Riding 4 Gain

Broad reach

Six radio stations owned by four minority-owned broadcast companies will receive \$1.2 million in financings from the Broadcast Capital Fund Inc. (BROADCAST), it was announced by the nonprofit company.

Washington-based BROADCAST said it has approved the new investments to assist three gospel stations in the Southeast; two Spanish language stations in the Southwest, and one Spanish language station in the West.

BROADCAST, established by the National Association of Broadcasters in 1978, provides venture capital to assist minorities in acquiring and owning broadcast properties. The company said its portfolio contains 29 companies with a total \$9.5 million invested.

Tribute to Elvis

United Stations Programming Network is readying *Memories of Elvis* for airing during the weekend of Aug. 12. The three-hour bartered tribute to Elvis Presley, who died in 1977, includes his music and interviews with friends. It is available on disk to stations in the top 170 Arbitron-rated metro markets, according to United. Among the guest artists that will be featured on the show are Chet Atkins, Ronnie Milsap, and Jerry Reed.

In the hot seat

Emmis Broadcasting President Jeff Smulyan will be roasted by industry friends on Oct. 26 at the annual Bayliss Media Roast at New York's Plaza hotel. Previous roastees have included media analyst Paul Kagan and the principals of Metroplex

Communications, Norman Wain and Robert Weiss.

The fund raiser brings together hundreds of media and finance executives to help fund the John Bayliss Broadcast Foundation's scholarship program. The Bayliss Foundation was founded in 1984 after the death of former Charter Broadcasting president and media broker, John Bayliss.

Dees reups

National radio personality Rick Dees has signed a new five-year pact with contemporary hit K11S-AM-FM Los Angeles, said station president and general manager, Lynn Anderson Powell.

Dees will be heard through 1994 on K11S,

Corporate confidence. On the heels of a million-dollar grant from the MacArthur Foundation, National Public Radio's News and Information division has received another million dollars via 13 corporate and foundation grants. Top donors include the Carnegie Corp. of New York, giving \$200,000 for 1988 election coverage; Hewlett-Packard Corp., giving \$140,000 for science coverage, and Mead Data Central, giving \$135,000 in research services. Grants comprising the remainder of the million dollars came from The William Bingham Foundation, the William T. Grant Foundation, GTE Foundation, ICI Americas Inc., The Joyce Foundation, K.F.M. Charitable Account, Charles Stewart Mott Foundation, Pittway Corp. Charitable Foundation, Simmons Family Charitable Foundation and Benton Foundation. Describing NPR as "grateful for this continued assistance for our investigation of and reporting on a wide variety of issues," NPR President Doug Bennet said the grants "underscore the confidence and broad private sector support for the quality programming we produce."

where he has been among the top rated morning personalities in Los Angeles for the past five years. He is also heard nationally through a music countdown show distributed by DIR Broadcasting.

Prior to his work at K11S, Dees gained national attention with the 1977 hit single "Disco Duck." He later became host of the television show "Solid Gold," and most

Getting results

Recently formed ParkCity Productions, Bridgeport, Conn., has signed up the Radio Advertising Bureau and several local clients since it began creating commercials earlier this year. The RAB 10-spot campaign, entitled "Radio Gets Results," will air on more than 3,300 stations through May 1989, according to ParkCity. The company is a division of American Comedy Network, a five-year-old firm that said it supplies spoof commercials to more than 240 stations worldwide.

Hail to the broadcaster

President Reagan returned to the studios of WOC(AM) Davenport, Iowa, for a nostalgic trip to the station that launched his broadcasting career in 1932. During his visit, he dedicated the 65-year-old station's new facility and was interviewed on the air by station news director, Mark Minnick.

Reagan was hired as a five-dollar-a-week sports and staff announcer at WOC upon graduation from college. He said he

chose the station because he was told by a Chicago radio station that he would have to start at a small operation and work his way up, said Jim O'Hara, WOC's present general manager.

Reagan stayed at the station for a year before moving to co-owned WHO(AM) Des Moines, and later to Hollywood.

Nite moves

Norm N. Nite has been named the new host of *Solid Gold Scrapbook* as of Sept. 5, replacing Dick Bartley, according to the United Stations Radio Networks. Bartley, who is now with Westwood One, had hosted the show since it began in 1984.

Solid Gold Scrapbook is a one-hour daily series that features music and interviews with performers from the 1960's and 1970's. It is available via satellite or disk on a barter basis, and the network reported that it is now heard in the top 170 Arbitron-rated Metro markets.

Nite, who signed with United Stations last February, also hosts *U.S. Hall of Fame*, a weekly national request oldies show. He is also the author of three books

Broadcasters:

For energy news, features and
consumer tips, call:

The A.G.A. Radio Newsline

Toll Free: (800) 336-4795

For live interviews:
(703) 841-8667

AGA American Gas
Association

1515 Wilson Blvd.
Arlington, VA 22209

n rock n' roll and is on the board of directors for the Rock 'N Roll Hall of Fame.

Convention notes

Office of America was to provide coverage of the Democratic and Republican national

conventions in English and 42 other languages for its listeners overseas. Besides its journalists and technicians, VOA in Atlanta and New Orleans will also have the services of guest commentators. In Atlanta, VOA was to offer live coverage in

English, Arabic, Chinese, Farsi, French (for African countries), German, Greek, Hausa, Korean, Spanish, Portuguese, Polish, Russian and Ukrainian. Other language services will carry reports in their regularly scheduled broadcasts from Washington.

Cablecastings

Focus on system managers

The Cable Television Administration and Marketing Society said it will conduct three professional development courses for system managers beginning next September. The courses, to be conducted at various locations, will focus on mastering the financial role in cable operations; technical operations for the nontechnical professional, and how to work with community and franchising authorities for system growth. The curriculum was developed from surveys on what system managers felt they were least prepared for when entering the cable industry. Larry Carleton, vice president of cable investments for Tele-Communications Inc., and Robert Townsend, vice president of marketing and sales, NYT Cable, will plan the courses.

Disney promotion

The Disney Channel will provide basic cable viewers with a free weekend preview Aug. 26-28. Among the offerings that weekend will be two Disney-original premieres: *A Friendship in Vienna*, starring Ed Asner and Jane Alexander, and *Conversation with Carol*, starring Carol Burnett.

Disney also plans to provide previews of new episodes of programs on its fall schedule, including *Kids Incorporated*, *Danger Bay* and *Chip 'n Dale's Rescue Rangers*.

Other premiere programming that weekend will include an Ashford and Simpson concert, a special on the Seoul Summer Olympics and the colored premiere of "Poor Little Rich Girl," starring Shirley Temple.

MSG goes home

Madison Square Garden Network said it would launch a home video division on Oct. 1. The programming will revolve around events at the Garden, including New York Rangers hockey and Miss Universe and Miss USA pageants plus other sports and entertainment events and features about personalities in those areas.

James Cavazzini, former executive vice president of MSG, will be president of the home video unit. MSG is owned by Gulf + Western, which owns Paramount Pictures and its Paramount Home Video subsidiary. MSG said it will draw on the expertise of its parent in developing and marketing its video unit.

Sporting women

Lifetime will feature women in sports in August with a pre-Olympic special and the first of a series of tennis tournaments that will continue through the fall.

As the world begins to focus on the next summer Olympics, *The Women of Seoul* (Aug. 27, 9-10 p.m.) will take a behind-the-scenes look at women competing in the upcoming games. Among those profiled in the special are gymnast Phoebe Mills, hurdler Judi Brown King and tennis star Pam Shriver. Included in the special will be looks at such Olympic heroines as Babe Didrikson Zaharias and Wilma Randolph.

The Lifetime Tennis Challenge will begin Aug. 6 with the Subaru Tennis Challenge and will conclude Nov. 28 with the final match of the USA v. USSR First National Bank Cystic Fibrosis Tennis Festival, held in Baltimore.

Selling the classics

Showtime Television will launch an 11-week series, *Storybook Classics*, next October with a three-month co-promotion with Sony Video Software, Windam Hill Records and Picture Book Studio. The on-air promotion will be hosted by actress Kelly McGillis. Among the prizes to be awarded through drawings will be \$2,000; a "My First Sony" Walkman Personal Stereo designed for children; *Storybook Classics* video cassettes from Sony; audio cassettes from Windam Hill, and other prizes. *Storybook Classics* premieres Oct. 10 with "The Legend of Sleepy Hollow" and will end Dec. 19 with "Santa Bear's Christmas," hosted by McGillis.

Motown move

CBN plans to open a sales office in Detroit, to be headed by Chuck Cahill, who had been an account executive in CBN's Chicago office. CBN's other sales offices are in New York, Los Angeles and its home base of Virginia Beach, Va. The Detroit office phone number is (313) 680-6610.

Discovery down under

The Discovery Channel will carry three Australian documentary series later this year, following an agreement reached with program distributor All American Television. The programs, produced by Australia's Beyond Limited, include nature-adventure magazine *Jack Thompson's Down Under* and *Festivals of the World* and *Festivals of the Far East*, which will run as part of the channel's *Festivals* anthology during the fourth quarter.

In production

HBO has begun filming *Sister Ruth* in Toronto. The three-and-a-half-hour musical comedy mini-series is about a rock-and-roll singer who becomes a charismatic religious leader and helps save a church from financial hardship. In the title role is Ellen Greene, last seen in the film "Little Shop of Horrors." *Sister Ruth* also features Richard Thomas (the *Waltons*) and James Whitmore (numerous stage roles including Teddy Roosevelt and Harry Truman, and screen appearances that most recently included "Nuts," starring Barbra Streisand). *Sister Ruth* is being co-produced by Atlantis Films Ltd. in association with Orion Television and the

AMEX BusinessTalk

The weekly radio
program of the
American Stock Exchange

For the latest in business news and trends, covering topics as diverse as:

- choosing a broker
- mutual funds
- tax preparation
- job interviews
- advertising
- the oil industry
- dressing for business
- business of sports
- minority-owned firms

Available free of charge, Amex BusinessTalk is distributed via satellite or express mail. For further information, call (212) 306-1637, or write:

radioAMEX
WE EXTEND YOUR REACH

Tom Mariam
American Stock Exchange
86 Trinity Place
New York, NY 10006-1881

Short subjects

The Movie Channel has signed agreement with Peter Jones Productions to produce a minimum of 24 short entertainment features over the next year. The shorts will focus on "Hollywood behind the scenes" and include such offbeat subjects as the fans who volunteer to polish the stars along Hollywood Boulevard's walk of fame.

Record sale

Cable Value Network has recorded its largest single sale, a gold Rolex watch owned by former NFL quarterback Fran Tarkenton, to a New Jersey man for \$6,000. Tarkenton was touring CVN studios when he made an off-handed remark about selling the watch, CVN said. CVN Chairman Ted Deikel took him up on it, and ushered Tarkenton into the on-air studio. Twelve minutes later the purchase was made by a New York Giants fan, Steve Flaks, of North Brunswick, N.J.

Shop talk

Shop TV has signed an agreement with Century Communications for carriage on the MSO's systems, serving 720,000 subscribers. Shop said it now reaches 4.3 million homes.



MTV grand prize. Give that man an...island? That's what MTV did last week, when singer-actress Cyndi Lauper presented Tracy Macdonald, a 29 year-old video store employee from Pontiac, Mich., with a 25-acre land mass off the coast of Puerto Rico, along with \$5,000 and a Kawasaki Jet Ski. There is one catch, however. Macdonald had better bring some boots if he spends any time on his new island, since depending on the weather, the property is partially submerged. Cyndi Lauper was master of ceremonies during the seven-day Caribbean cruise on which the prize was awarded. The *Letterman* show's Larry (Bud) Melman, MTV VJ Kevin Seal, Macdonald, Lauper and professional wrestling's Captain Lou Albano.

Law & Regulation

Industry comments on superstation redefinition

INTV, NCTA, MPAA and NAB tell Copyright Office to steer clear of applying license to superstations

The Copyright Office should stay on the sidelines in the battle over applying the compulsory license to satellite superstations, according to industry comments last week.

The compulsory license, a system of fixed royalties paid by cable TV channels for secondary transmission of copyrighted programs, does not currently cover superstations, satellite carriers transmitting broadcast signals to home dish owners.

But the subject has raised intense debate both on Capitol Hill, where the House of Representatives has been considering a superstation bill ("Top of the Week," July 11), and in the courts, where CBS and Capital Cities/ABC are suing over third-party attempts to retransmit network affiliate signals. Both networks urged the Copyright Office not to act on the issue.

The Copyright Office, which collects and distributes cable industry compulsory copyright payments, sought comment on the compulsory license question last May, six months after Satellite Broadcast Networks (SBN) and United Video, both companies

that transmit superstations, claimed compulsory license status with the office.

Parties were asked whether the Office should consider superstations as cable systems, eligible for a cable compulsory license, and at the same time treat them as "passive carriers" for other regulatory purposes.

The Association of Independent Television Stations argued that compulsory licensing was developed as a "radical departure" from existing copyright law in order to protect the fledgling cable industry in the 1970's, and as such should remain "narrowly construed."

"Piecemeal re-definition of the term 'cable system' for the purpose of conferring compulsory license privileges would be grossly and manifestly unfair to other parties seeking to compete in the copyright marketplace," the association added. "ITV believes that parties wishing to commercially exhibit programs should acquire the necessary rights the old-fashioned way. They should buy them."

INTV also accused the superstation carriers of having "for too long played the role of opportunistic copyright chameleons...so as to avoid the burden of old-fashioned marketplace negotiation."

According to the National Association of Broadcasters, "to the extent that satellite carriers such as SBN have indicated they are incapable of, and do not intend to comply with, reasonable signal carriage requirements such as providing syndicated exclusivity protection, they should not be entitled to the benefits bestowed on true cable systems that are subject to such requirements."

The Motion Picture Association of America argued superstations did not fit under compulsory license requirements and advised that "the Copyright Office need not and should not, devote its limited resources to deciding this question...leaving it to the courts and/or the Congress the question of the status of these carriers."

Also suggesting the Copyright Office stay out of the fray was the National Cable Television Association. "Although the Office suggests that it is required to determine the eligibility of parties filing statements of account pursuant to the compulsory license, we can find nothing in the Copyright Act that confers such a mandate on the Office."

CBS argued as well that "if satellite carriers wish to obtain a compulsory license for nonconsensual retransmissions of broadcast signals, the appropriate forum in which to seek such a right is Congress."

FCC investigates alleged process abuser

Commission says it appears applicant filed applications to obtain settlement agreements rather than construction permits

As part of the FCC's get-tough approach to abuse of process, the commission announced at its open meeting last Wednesday (July 20) that it's launching an investigation into applications for new stations filed by Bernard Boozer. Bob Somers of the FCC's Enforcement Division, said that it appeared Boozer has been responsible for filing more than 100 applications for stations in 73 communities, using aliases and "cohorts" of Boozer, with as many as four mutually exclusive applications at a time.

Somers said that while Boozer's reasons for filing applications were not clear, he appeared to have filed the applications with the purpose of obtaining settlement agreements rather than actual construction permits. Somers said that to the commission's knowledge Boozer had never constructed a station. One competing applicant for a station sought by Boozer called his organization "a group of modern day highwaymen who prey on other applicants, the FCC and the public interest using the commission's

processes as a weapon."

Boozer first came under suspicion as the sole owner of Paradise Communications Systems Inc., an applicant for a new FM in Illion, N.Y. During a hearing, the administrative law judge concluded that Boozer had shown a willingness to mislead the commission by misstating the value of property he owned, saying another property was owned free and clear when it was, in fact, mortgaged and that he owned another property, when he had no title to the property. Following the judge's finding, the commission said, Boozer appears to have begun filing applications using pseudonyms and the names of friends and relatives.

According to the FCC, Boozer was assisted by legal counsel, and in some instances, counsel was a principal in Boozer's applications.

Penalties for fraudulent activity against the commission include fines of up to \$10,000 and five years in prison or both. Additionally, attorneys who assist in such applications may be censured, suspended or disbarred.

The commission proceeding would garner additional information about the allegations leading to a recommendation and FCC ac-

Washington Watch



Going private. Stephen R. Ross, chief of FCC's Cable Television Branch, will leave commission next week for partnership in Washington law firm Fletcher, Heald & Hildreth. FCC veteran of 19 years will be involved in advising firm's clients on cable regulatory issues, as well as helping to expand in area of international television. Ross had been chief of Cable Branch since its formation in 1982 and had overseen commission's cable enforcement and much of its cable regulatory activities. He joined FCC in 1969 with law degree from Boston University, and served with commission's Cable Television Task Force, Cable Television Bureau and as chief of compliance division. Ross told **BROADCASTING** that in addition to building Fletcher, Heald's cable business, he expects to work with foreign investors interested in purchasing U.S. cable properties and with U.S. companies interested in cable investments in other countries, particularly France, England, Nordic region and Far East.

□

Caucus team. Vice President George Bush has appointed attorney and former FCC chairman, Richard Wiley, to serve as Director of Caucus teams that will brief 54 state and territorial delegations at Republican National Convention in New Orleans. Wiley's Washington law firm, Wiley, Rein & Fielding, serves as legal counsel to Bush for President Committee.

□

Rate case. National Religious Broadcasters Music License Committee filed rate proceeding at end of last month with Southern District of New York federal court, asking judgment on issue of reasonable license. NRB charges that specialty radio broadcasters, including religious and foreign-language stations, that air some "small amount of ASCAP-controlled music" are unfairly "required to pay a fee on the same basis that an all-music, contemporary or MOR type station would pay." Outcome of 1986 ASCAP-All Industry Group negotiations, which included religious broadcasters, said ASCAP, was approved by the court as nondiscriminatory. Current licenses expire in 1990. ASCAP said it has asked for identification of aggrieved parties, without which it cannot respond to the charges. Edward Atsinger III, principal owner of Camarillo, Calif.-based Salem Communications Corp. (nine AM's and five FM's), is NRB license committee chairman.

BRAND NEW!

BROADCASTING AND THE LAW®

5-MINUTE LICENSE PROTECTION PLAN

How to Protect Your License and Save Money

MATTHEW L. LEIBOWITZ, ESQ.
JOHN M. SPENCER, ESQ.

After deregulation, is your license in jeopardy? Learn to document your performance in just FIVE MINUTES A DAY!

Includes SIMPLE FORMS for each operation phase PLUS an owner/manager's OVERVIEW CHART to help you and your staff track each department's activities that relate to license renewal. An excellent way for group owners to keep track of multiple stations.

Gives invaluable guidance on topics such as:

- PROGRAMMING
- ISSUES / PROGRAMS LIST
- PUBLIC FILE
- ASCERTAINMENT
- PAYOLA
- ENGINEERING
- POLITICAL BROADCASTING
- EEO

This book could help you **SAVE THOUSANDS OF DOLLARS** in legal fees at renewal time!

ONLY \$64⁹⁵
(Broadcasting and the Law® subscribers \$49.95)

ORDER TODAY!
Call
(305) 576-4743

BottomLine

Centel results. Dissident shareholder group at Centel Corp. has lost in its effort to retain maximum voting power and elect three directors to company's board. Centel announced that 72% of shares voted at June 28 annual meeting supported elimination of cumulative voting, and 80%, re-election of slate of directors nominated by company. Dissident group had expressed its desire to sell all of company's businesses.

Heritage sale. Comcast Corp. announced it would acquire 19.9% of stock of Heritage Communications Inc. at cost of about \$80 million. Heritage is wholly owned subsidiary of Tele-Communications Inc., which, when it bought Heritage last August, had said it might sell 20% of Des Moines-based company to Heritage.

Burnup cool-off. Burnup & Sims announced July 12 that it had bought back all 3.4 million of its shares previously controlled by financier Victor Posner. Diversified Fort Lauderdale, Fla.-based builder of telecommunications and cable TV systems paid \$51 million in cash and notes for the stock, thereby settling years of financial and legal battling for company.

More Murdoch. British authorities approved News Corp.'s holdings of 20.4% of stock of Pearson PLC, publisher of London's *Financial Times*. News Corp., Australian media group controlled by Rupert Murdoch, has announced it doesn't intend to bid for remainder of Pearson shares in foreseeable future.

Knight watch. Moody's Investors Service placed senior debt ratings of Knight-Ridder Inc. under review for possible downgrade, prompted by company's announcement that it is buying Lockheed Corporation's Dialog Information Services Inc. for \$353 million.

Disney dollars. Walt Disney Co. President Frank Wells and several other senior executives reported exercise of stock options. Wells realized before-tax profit of \$28.3 million upon selling stock at average price of \$63.19, for which he paid company \$14.36 million. Gary Wilson, executive vice president and chief financial officer, obtained \$7.3-million profit, while Joseph Shapiro, senior vice president and general counsel, and Joseph M. Santaniello, general counsel, sold smaller amounts.

tion. Said FCC Chairman Dennis Patrick: "The FCC will not tolerate the filing of competing applications that are filed in bad faith for the purpose of securing settlements rather than good faith pursuit of the licensing or applications that contain false or misleading information or misstatements as to the real party in interest, which has become a continuing to be a very serious problem. We will not tolerate it here in the context of comparative new proceedings nor will we tolerate it in the context of comparative renewals." Neither Boozor nor principals of the applications in question could be located for comment on the investigation.

The commission is in the midst of an investigation into abuse of process (BROADCASTING, June 27).

FCC committee schedules HDTV planning

Results of survey due Sept. 1, final report next May

Meeting last Wednesday for the first time since April 25, the implementation subcommittee of the FCC's Advisory Committee on Advanced Television Service heard "transition scenarios" working party vice chairman, Daniel Wells, spell out a timetable that will result in a final report next May. The timetable began in earnest on July 14 when the working party delivered an 11-page questionnaire to 18 advanced television system proponents.

Motivated by the need to "assess the degree of planning done so far by the individual companies," as well as the desire "to force the issues in the implementation process," said Wells, the working party conducted a series of meetings and conference calls between the April 25 meeting and July 6, when a final version of the questionnaire was adopted.

Containing 40 questions concerning bandwidth, format, compatibility with existing standards and delivery systems and other technical and regulatory issues, the questionnaire is due back at the commission Sept. 1. During September, said Wells, the working party members will "digest" the responses and will then offer to meet with each respondent in "the October-November time frame."

The subcommittee's regulatory-statutory working party will likely expedite the process by holding joint meetings. "We will also coordinate at that time" with a third working party which is focused on the economic elements of advanced television system implementation, Wells said.

Following the drafting of "implementation scenarios" in December and January, responses to the drafts by other parties in the industry that might be affected by HDTV will be obtained. After further refining the scenarios, the working party will submit a final report to the full committee. The next meeting of the implementation subcommittee is scheduled for Oct. 13 at the FCC.

JUNE 1988 TRANSACTIONS

KMLE (FM)	Phoenix, AZ	\$8,000,000
WKNE (AM/FM)	Keene, NH	\$5,500,000
WAVG/WLRS	Louisville, KY	\$4,500,000
WIZD (FM)	Pensacola, FL	\$4,500,000
WCBK/WMCB	Martinsville, IN	\$3,800,000
WCNB/WIFE	Connersville, IN	
WCHO/WOFR	Washington Court House, OH	
WKBX (FM)	Kingsland, GA	\$1,000,000

Since 1947, When Broadcasters Want Results, They Turn To Blackburn & Company.

Pending FCC Approval

BLACKBURN & COMPANY

I N C O R P O R A T E D

Media Brokers & Appraisers Since 1947

WASHINGTON, D.C. 20036
1100 Connecticut Ave., NW
(202) 331-9270

ATLANTA, GA 30361
400 Colony Square
(404) 892-4655

CHICAGO, IL 60601
333 N. Michigan Ave.
(312) 346-6460

BEVERLY HILLS, CA 90212
9465 Wilshire Blvd.
(213) 274-8151

Changing Hands

KEF(TV) Dayton, Ohio □ Sold by Adams Communications Corp. to KT Communications for \$71.5 million. **Seller** is Tampa, Fla.-based group of three AM's, four FM's and 12 TV's owned by Stephen Adams. **Buyer** is a group of local investors headed by Norberto Argan and David Tolliver. It has no other broadcast interests. WKEF is NBC affiliate on channel 22 with 2,340 kw visual, 234 kw aural and antenna 1,152 feet.

WCH-TV Wichita, Kan. □ Sold by Beachmidt Group to Smith Broadcasting for \$45 million. **Seller** is Hays, Kan.-based group of 4 AM's, four FM's and three TV's owned by Jess Beach and Robert E. Schmidt. **Buyer** is Farmington, Mich.-based group of five TV's. Smith recently sold its interest in WGRZ(TV) Buffalo, N.Y. ("Changing Hands," May 9). KWCH-TV CBS affiliate on channel 12 with 316 kw visual, 63.1 kw aural and antenna 1,522 feet. **Broker:** Chapman Associates.

KCG(TV) Jefferson City, Mo. □ Sold by Price Communications Corp. to Mel Wheeler Inc. for \$4 million. **Seller** is publicly owned. New York-based publisher and station group of five AM's, four FM's and nine TV's headed by Robert Price. **Buyer** is Denton, Tex.-based group of two FM's and two TV's, principally owned by Mel Wheeler and family. It recently sold KBUX-TV Baytown, Tex. ("Changing Hands," June 1). KRCG is CBS affiliate on channel 13 with 6 kw visual, 47.4 kw aural and antenna 1010 feet. **Broker:** R.C. Crisler & Co.

WAES(AM)-WROQ(FM) Charlotte, N.C. □ Sold by RB Broadcasting to Adams Communications Corp. for approximately \$11.5 million. **Seller** is New York-based group of five AM's and six FM's owned by Carter Burden, Ed McGoff and Robert P. Connor. **Buyer** is also selling WKEF(TV) Dayton (see above). WAES is on 610 khz with 5 kw day and 1 kw night. WROQ is on 95.1 mhz with 100 kw and antenna 16 feet. **Broker:** Blackburn & Co.

WFSR(FM) Fort Myers, Fla. □ Sold by Daytona Group of Florida Inc. to Beachside West Broadcasting Inc. for \$4,750,000. **Seller** is owned by Carl C. Tutera and Norman S. Drubner. Drubner owns WNLC(AM)-WTYD(FM) New London, Conn.; WPAP(FM) Panama City, Fla.; WCOA(AM)-WULQ(FM) Pensacola, Fla.; WFLX-TV with Tutera, owns KRFX(FM) Brownsville, Tex.; KSLM(AM)-KXYQ(FM) Salem, Ore., and KIVA-TV Corrales, and KIVA(FM) Santa Fe, both New Mexico. Drubner also has interest in KRGE(AM) Del Rio, Tex., and KIKO(AM) Miami and KXAN(FM) Globe, Arizona. It bought station from Riverside Baptist Church for \$2.6 million. ("Changing Hands," Jan. 4). **Buyer** is Tucker, Ga.-based group of four AM's and four FM's owned by James T. Cullen and Adam G. Polak. It recently bought WNFJ(FM) Palatka, Fla., from same seller ("Changing Hands," May 13). WFSR is on 95.3 mhz with 3 kw and antenna 328 feet above average terrain.

WAQX(FM) Syracuse, N.Y. □ Sold by AGK Communications to Atlantic Ventures for \$4.5 million. **Seller** is headed by George Kimble, chairman, and Craig Fox. Fox also has interest in three AM's and five TV's. **Buyer** is owned by Steven B. Dodge, Eric B. Schultz, Joseph L. Inn and Michael B. Milson, who are all former officers of American Cable Systems,

which merged with Continental Cablevision last year, and James T. Herron, former radio consultant based in Chicago. It also owns WNYR(AM)-WEZO(FM) Rochester, N.Y., and has reached settlement agreement to purchase WRKO(AM)-WROR(FM) Boston. WAQX is on 95.7 mhz with 25 kw and antenna 328 feet above average terrain. **Broker:** Mahlman Co.

WSNG(AM) Torrington, Conn. □ Ninety percent sold by Consumer Service Radio Inc. to Michael Collins for approximately \$825,000. **Seller** is owned by William C. Knudson, who has no other broadcast interests. **Buyer** is former Metropolitan Broadcast Supervisor with Associated Press, New York. WSNG is on 610 khz with 1 kw day and 500 w night. **Broker:** Kozacko Horton Co.

New TV Baton Rouge, La. □ Seventy percent sold by Parish Family TV-Limited Partnership to SWMMT Baton Rouge Corp. for \$628,000. **Seller** is group of local investors headed by John Baker. It has no other broadcast interests. **Buyer** is owned by Billy B. Goldberg, Lester Kamin and Hazel Y. Arnold. It also owns KWKT(TV) Waco, KVEO-TV Brownsville and KPEJ(TV) Odessa, all Texas and KMSS-TV Shreveport, La. Station is market's first independent on channel 44 with 5,000 kw visual, 500 kw aural and antenna 1,975 feet.

KPIN(AM)-KBBT(FM) Casa Grande, Ariz. □ Sold by Kvos Inc. to KPIN Inc. for \$550,000. **Seller** is

principally owned by Ray Lockhart, who also owns KOGA-AM-FM Ogallala, Neb. It has no other broadcast interests. **Buyer** is owned by Robert A. Finekelstein and Ben Doud. It also owns KGWY(FM) Gillette, Wyo., and KYBG(AM) Boone, La. KPIN is daytimer on 1260 khz with 1 kw. KBBT is on 105.5 mhz with 1.9 kw and antenna 362 feet above average terrain.

WCKS(AM) Cocoa, Fla. □ Sold by Emcom Association Ltd. to Christian Radio Communications Inc. for \$275,000. **Seller** is headed by Jane S. Maschmeier, who has no other broadcast interests. **Buyer** is owned by Regina Damiano, Ronald A. Pollow and Theodore D. Tucker. It also owns WMOB(AM) Mobile, Ala. WCKS is daytimer on 860 khz with 1 kw.

WRTL(AM)-WRBZ-FM Rantoul, Ill. □ Sold by Capital Communications to Rollings Communications for \$250,000. **Seller** is owned by David King and Ann Overturf, who have no other broadcast interests. **Buyer** is owned by Mark Rollings, who also owns KGIR(AM) Cape Girardeau, Mo. WRTL is daytimer on 1460 khz with 500 w. WRBZ-FM is on 95.3 mhz with 3 kw and antenna 275 feet above average terrain. **Broker:** Thoben/Van Huss & Associates.

CABLE

Systems serving Stanley, Lafayette, Colfax and Bruce, all Wisconsin □ Sold by Butler-Cooney Cable Television to Star Cablevision Group for estimated \$4-million. **Seller** is Worcester, Mass.-based MSO with 11,000 subscribers in Ohio and West Virginia. It is principally owned by John B. Cooney. **Buyer** is Fond du Lac, Wis.-based group MSO serving approximately 225,000 subscribers in eight states. It is owned by Donald G. Jones. Systems serve 3,185 subscribers with 22 miles of plant. **Broker:** Waller Capital Corp.

GULF ATLANTIC MEDIA OF GEORGIA, INC.

Carl J. Marcocci, owner

has acquired

WSGA-AM and WZAT-FM
Savannah, Georgia

for

\$4,200,000

from

WSGA, INC./WEIS BROADCASTING COMPANY, INC.

The undersigned initiated this transaction and assisted the parties in negotiation.

CECIL L. RICHARDS INC.

A Confidential Service to Owners & Qualified Buyers

NEGOTIATIONS FINANCING APPRAISALS
TV CATV RADIO NEWSPAPERS

7700 LEESBURG PIKE
FALLS CHURCH, VA 22043
(703) 821-2552

540 FRONTAGE ROAD
NORTHFIELD, IL 60093
(312) 441-7200

CTAM focusing on consumer satisfaction

Annual convention to concentrate on improving cable product and presentation to potential subscribers

Cable's leading marketers will be looking toward tomorrow when they converge in Boston next week for the annual conference of the Cable Television Administrative & Marketing Society, which runs from July 31 to Aug. 3 at the Westin hotel. Registration is ahead of schedule, CTAM said, with more than 1,500 attendees expected, about 100 more than last year.

The conference's theme, "Serving Tomorrow's Consumer Today," "is so timely," said CTAM Chairman Rod Thole, executive vice president of Heritage Communications. "Everyone is refocusing their thinking on the traditional themes in our business," he said.

That is echoed by David Van Valkenberg, president of Paragon Communications, and chairman of this year's conference: "The key is the focus on the consumer.... We're increasingly a consumer-based business," and operators need to understand the consumer's needs and interests, he said. Three major opening sessions kick off each day of the conference. On Monday, the opening session will be followed by five concurrent mini-general sessions, which will be repeated on Tuesday. The afternoons are devoted to 22 breakout sessions, where nuts-and-bolts administrative and marketing issues will be discussed.

The convention will kick off with "Megatrends" author John Naisbitt, who will keynote the opening session on Monday, Aug. 1. Monday's luncheon speaker will be Major League Baseball Commissioner Peter Ueberroth, and will be followed by a closed-door chief executive officer meeting that afternoon.

Tuesday morning's general session will feature four Hollywood producers, provid-

ing their perspective on cable programming in the future. Present will be Ron Howard ("Cocoon" and "Willow"), Brian Grazer ("Splash" and "Night Shift"), Linda Gottlieb ("Dirty Dancing") and Gary Smith (*America's Tribute to Bob Hope and Christmas in Washington with President and Mrs. Reagan*). It will be moderated by Neil Braun, senior vice president, corporate development and administration, Viacom International. Reactors will be Frank Biondi, chief executive officer of Viacom, and Glenn

where we probably have the longest way go."

Thole and Van Valkenberg said targeted marketing will be the key to increasing penetration in urban centers. "That's the challenge for the marketers," Thole said. "How do we package all these goodies to the consumer?" Van Valkenberg stressed that operators "have to break markets down demographically and economically. You have to have the information and demographic base to understand those consumers." New York, for instance, Van Valkenberg said, "You cannot have the same marketing campaigns within five miles of each other because of the changes in neighborhood." He said Paragon will determine what viewers watch heavily in a given area, then concentrate on promoting those services to the nonsubscribers in the same area.

Another area where Thole sees room for improvement is in marketing pay-per-view services. "We've got to get going on PPV," said Thole, and approach it, from a marketing standpoint, "as a movie exhibition business." The industry "has been too slow to roll it out," he said, "and we need to grab hold, or somebody else may do it."

Both executives say penetration increases for basic and pay have been strong in the first half of the year. Thole said 1988 "is the best year [for Heritage] in a long time," with "the most surprising thing the strength in subscription pay." He said Heritage attributes that to lower prices and lower duplication. "The number one reason for dropping services is duplication," said Van Valkenberg.

And although pay margins are shrinking, both said the loss is being made up in the increase in units sold. There will be upward pressure on pay rate increases in the future, they said. "Operators are going to be prepared to accept that as a reasonable cost for improved programming because it translates into volume," said Van Valkenberg. The drop in pay margins, they said, can be made up with steady pay and basic growth and ancillary charges such as for remote control. By packaging a second or third pay with remote control, VCR hookup or PPV capability, "the perceived cost to the consumer is quite minimal," Thole said. "The consolidated margin on the whole package grows."

"The bigger problem I see," said Van Valkenberg, "is significant price increases on the basic services. All the majors are putting through price increases." Those increased programming costs, however, may be paid for with new "found" revenue. Thole said "it may well be that copyright costs would be plowed back into programming."

Marketing dollars as a percentage of revenue run an average of 4% to 5% in the industry, Thole and Van Valkenberg agreed.



Van Valkenberg



Thole

Jones, chairman and chief executive officer of Jones Intercable.

Wednesday's opening session, "Tomorrow's Home Entertainment Battle," will feature Arthur Morowitz, president of the Video Software Dealers Association, and Fred Vierra, president and chief executive officer of United Cable. Jerry Maglio, executive vice president, marketing, Daniels & Associates, will moderate.

One of the major challenges facing cable marketers is learning how to market cable services to narrowly defined groups. The situation is particularly acute in large-market systems. "We all have a lot to learn on how we deal with the consumer," said Thole, in those markets. The competition is stronger there, he said, and is "where the marketing challenge is the greatest and

Hugh G. McComas has contracted to acquire

WQBQ, Leesburg, FL

from Robert Stoeher Communications

\$500,000.00

We are pleased to have served both buyer and seller.



Donald K. Clark, Inc.

Media Broker

813-949-9311

P.O. Box 340617, Tampa, FL 33694



nd although the dollars have increased, eir allocation has shifted, said Van Valkenberg, "from the macro to the micro target." an Valkenberg believes there will be a ovement in the industry "from acquisition arket to specific product promotion, hich results in softening of the acquisition arket and adding the perception of value in e product by our customers, thereby re-icing churn and increasing viewership of e product." Thole added that some of the llars going to marketing could well be ent on programing, improving the value ' the product at the origination end.

Many of the key issues facing the indsutry ill be addressed in the five mini-general ssions and the 22 breakout sessions. The ve mini-general sessions are entitled "In-ormation is Power," "Leadership for the '0s: Adapting Your Style," "A Shifting onsumer Market—Cable's Challenge," "The Disney Approach to People Manage-ent" and "Future Technology and the Ca-e Interface." The breakout sessions will ver sales management, co-op marketing, rect mail, customer service, overbuild arket, home shopping strategies, pro-aming decisions and promotions, commu-ty events, special consumer groups, PPV, man resources, market research and con-mer electronics. Several of those sessions ill feature 1988 case study winners. The TAM awards will be presented at a Tues-ay luncheon. □

Astra getting ready to fly

European DBS project lands Murdoch's Sky Channel service

n 1984, European investors initiated the 200-million Coronet project, the first pri-ate pan-European direct broadcast satellite ffort. Now, four years and several reincar-ations later, the 16-channel satellite may be few months away from fulfilling its prom-ise as Europe's "hot bird."

The project, nationalized by Luxembourg 1 1985 and now dubbed Astra, got a boost ast month when Rupert Murdoch an-ounced plans to take four, 10-year tran-ponder leases to transform his pioneering ky Channel European satellite-to-cable ervice into a package of satellite entertain-ent, film, news and sports channels aimed t the British market (BROADCASTING, June 3).

But major obstacles are still ahead for oth Astra and Murdoch, not the least of hich is the long-delayed launch of the .CA satellite on the French rocket, Ariane, at for November.

Also key to the venture's success may be atellite programing plans of Murdoch rival, obert Maxwell, and of the four-channel ritish Satellite Broadcasting DBS system o be launched late next year, as well as omplexities in the home dish industry en-endered by Murdoch's choice of transmis-ion standard and decision not to scramble is service.

Murdoch's precise program plans are a

major unknown, as is the amount the execu-tive is willing to spend on the Sky expan-sion. Sources suggest program acquisition costs could range from \$85 million to \$135 million per year for the four channels, while transponder fees alone are said to be around \$3.5 million per year per channel.

Despite the question marks, Astra Com-mercial Director Marcus Bicknell called the Murdoch commitment "the breakthrough we've been looking for. Murdoch has changed [the European DBS industry] in one fell swoop from a world of high-tech and government purism to a mass-market, consumer-demand-driven product."

Breakthroughs have long been the hall-mark of Murdoch's Sky, which began trans-mitting just two hours a night when it took to the air in spring 1982, and reached only 400,000 homes when Murdoch's News In-ternational bought a controlling share in June 1983.

Since then, Sky—once dubbed the "bat-tering ram of TV deregulation in Europe" for its efforts to attain cable carriage throughout the region—has become Eu-rope's leading cable channel. The service, carried on the Eutelsat-1 F-1 satellite, now reaches more than 12.6 million homes in 21 countries with 18 hours a day of program-ing, largely European-produced music vid-eos and entertainment, alongside extensive off-the-shelf U.S. product.

Despite its successes, however, fiscal losses at the channel continue, totaling some \$10 million last year, and exceeding \$50 million over the last five-and-a-half years Murdoch has held his majority interest in the channel.

According to Sky managing director, Jim Styles, the primary difficulty has been the lack of a "home market" for the channel, which until now has sought to develop a pan-European audience and advertiser base.

The channel, by expanding on Astra and shifting the battleground to Britain, is now attempting to build that English-language home market, Styles explained.

Efforts to woo British audiences, howev-er, may be difficult. The UK, with its 20 million TV households making it the second largest TV market in Europe after West Germany, has been among the slowest in Europe in its takeup of the new technology of cable, with only around 270,000 cabled



Styles

households. Cable is an important means for satellite channels to reach audiences before the growth of a substantial home dish mar-ket.

But Styles believes the expanded Sky package can help improve cable connection rates among UK viewers (now only in the 20% range) and will also encourage new investors to enter the difficult British cable market, expanding it further. The UK cable industry expects 1.8 million connections by 1991-1992, he added.

Considerably more important are Sky's hopes for rapid home dish market develop-ment in the UK. Concurrent with Murdoch's plans, a leading British electronics firm, Amstrad, announced a commitment to pro-duce 100,000 of the 85-centimeter dishes needed to receive the medium-power Astra signal every month throughout 1989 and has set the lead-in model price at under £199 (approximately \$340).

One major British retailer has already committed to purchase a half-million of the dishes, according to Styles, who predicted the dish market would grow to 4 million-5 million units within three years after launch.

Astra will not be alone, however, in the fight for UK DBS audiences. British Satel-lite Broadcasting, a privately funded group which last year received British Govern-ment authorization for a 15-year commer-cial DBS franchise, plans a four-channel service to be launched in late 1989 on a Hughes satellite.

Although Astra's Bicknell was confident

"25 YEARS EXPERIENCE GOES INTO EVERY SALE"

EAST
500 East 77th Street
Suite 1909
New York NY 10021
(212) 288-0737
WEST
9454 Wilshire Boulevard
Suite 600
Beverly Hills CA 90212
(213) 275-9266
SOUTH
11285 Elkins Road
Suite J-8
Roswell GA 30076
(404) 442-5711
HAL GORE, Vice-pres.

*H. B. La Rue,
Media Brokers*

TV • RADIO • CABLE • APPRAISALS

MVP.



Elliot B. Evers
415-391-4877



Randall E. Jeffery
407-295-2572



Charles E. Giddens
202-785-4333



Brian E. Cobb
202-785-4333



Raymond J. Schonbak
214-869-7643

One of Our most Valuable Assets is Integrity.

A discreet, intelligent
brokerage service with over
\$425,000,000 in radio/television
mergers and acquisitions.

RADIO and TELEVISION BROKERAGE
FINANCING • APPRAISALS



MEDIA VENTURE PARTNERS

WASHINGTON, DC
ORLANDO • DALLAS
SAN FRANCISCO

of Astra's advantage—the BSB project must still raise a substantial portion of its \$1.2 billion budget—BSB has the backing of some of Britain's largest media firms, including Virgin Group, Granada Group and publishers Pearson and Reed International, along with Australian financier Alan Bond.

Backing the approximately \$180-million Astra project are the state banks of Luxembourg, several West German banks and Scandinavian, Belgium and British investors, including commercial broadcaster Thames TV.

BSB, with a programming mix virtually mirrored by Sky's planned service, has set a five-year, \$1-billion program budget goal, with the channels to be received on a 60-centimeter satellite dish costing consumers an estimated \$350.

According to Styles, Sky has at least two advantages over BSB. First, it will be launched more than a year before BSB and so will have a chance to build an audience of at least several hundred thousand before BSB takes to the air. Second, Sky will be offered as a free service, while BSB will require a subscriber fee.

Another critical element to Murdoch's success on Astra, however, will be the plans of Murdoch competitor, Robert Maxwell,

who is considering whether to put together a package of six or more subscriber-support channels on the satellite.

According to former top Sky executive Patrick Cox, who joined Maxwell after quitting Sky late last year, Maxwell now expects to decide in the next month or so whether to group the channels on Astra or on the possibly less-expensive next-generation Eutelsat II satellite planned for launch in 1990.

The pay package, Cox said, could include channels in which Maxwell holds an interest—MTV Europe; Premiere film channel and a new home video channel—as well as channels supported by friendly investors. British Telecom (Children's Channel) a retailer WH Smith (Screensport and Lifestyle).

Both Cox and Sky's Styles acknowledge marketing advantages for Astra if both Maxwell and Murdoch have their channels on the same satellite. Cox noted that Murdoch has an out clause in the Astra deal should Maxwell decide not to place a channel package on the satellite.

The pair played down potential problems that might arise from Murdoch using the current European PAL TV standard to transmit his programs, while Maxwell has promised to use the new DMAC satellite transmission.

Making sense of an ATC-Warner merger

There have been reports that Time Inc. and Warner Communications Inc. are again discussing a possible merger of their cable divisions. Several analysts said there were no clues that the two companies were any closer to a deal, but such a deal would come as no surprise.

The combination of Warner Cable and American Television & Communications would create an MSO with over five million subscribers, automatically creating enhanced operating efficiencies. The financial postures of the parent companies have made it difficult for the strengths of the cable divisions to be reflected in the parent company's current stock price. Both companies have not been aggressive in the acquisition market.

There is also speculation that the merger could involve a wider distribution of HBO, which would be a Time hedge against a consortium of MSO's buying into rival Showtime, a move that could strengthen that service. But Tele-Communications Inc., the largest MSO and the most visible name in the Showtime discussion, has repeatedly stated it would not buy in without widespread MSO involvement. Differences over price and the lack of interest among other MSO's has slowed movement of an MSO investment in Showtime to nearly a standstill. Although the deal could still happen, Viacom is under less pressure to come up with several hundred million dollars to reduce its immediate debt load, because of its Long Island cable system and WJTV Hartford, Conn., which are on the market (see BROADCASTING, July 18).

Closer cooperation between Warner and Time would also benefit the programming pipeline running from the Hollywood studio (Warner) to HBO. The two companies already have a distribution deal in place, which could be strengthened.

Both cable divisions are bullish on pay-per-view. ATC is a partner in the five-MSO consortium that owns Home Premiere Television, and Warner has a substantial number of addressable converters in several systems. One key question affecting PPV is the Hollywood window. But having a major studio with an expanded link to PPV providers would serve to boost that market.

HBO, ATC, Warner Cable and Warner Communications are already involved in one cable venture. Each owns a 10.6% stake in the basic service, Movietime, which provides entertainment news and information.

The Warner-ATC axis also makes sense from a technological standpoint. ATC has been in the forefront in developing a fiber optic backbone for cable systems, and Warner is also bullish on that technology. The synergy on fiber optics is enhanced by HBO's lead position on high-definition television. It will likely be one of the first cable services to transmit in HDTV, which could be made all the easier with a fiber delivery mechanism. One analyst said that of all the companies Warner could be talking to, ATC makes the most sense, because of the 'kinship' in so many areas.

mission standard. (A third standard, D2MAC, may be used by two other satellite channels leased on Astra by the Scandinavian Scansat service.)

Sky, which said it selected PAL both to keep down the cost of the home receiver unit and because it does not need the encryption capability of the MAC transmission standard, has not ruled out adding a scrambled pay service down the line. Styles said.

Styles, meanwhile, is confident the advertiser-supported approach will work: "Advertisers are delighted with the opportunity or another" ad source.

But Maxwell's Cox was less sure. "There is no evidence the penetration of dishes [will be enough] to support ad-supported channels. We don't see how you can get penetration quickly enough." Cox warned that advertiser interest may not reach acceptable levels until 50% or more of UK TV homes (about 10 million) are reached through DBS and cable.

Although Cox supports a DMAC-encrypted, subscriber-supported satellite package, Astra's Bicknell expressed uncertainty about the readiness of the MAC industry in supply consumer and other systems. "There is no possibility of a mass market [for MAC] by the summer of 1989. There are no systems, no addressable receivers, no computers or sales forces. They don't exist," Bicknell said.

Added Sky's Styles: "If MAC people had gotten their act together, we wouldn't be having this discussion right now. We signaled them some months ago [that] we would go PAL and we heard nothing. The real fact is we want to get out there and give TV [services]."

Murdoch's decision not to scramble, however, also raises some difficult copyright problems for Sky, particularly for its planned 12-to-18-hour-per-day movie channel.

Sky has said it would try to contain viewership of the movie service to UK audiences, despite the broad reach of the Astra satellite footprint across Europe, to limit license fees paid distributors to a national scope, rather than a prohibitively expensive pan-European scale.

Styles dismissed the threat of cable and home dish pirating outside the UK, arguing that most cable systems throughout Europe are run by government telecommunications firms, which are not likely to transmit programming illegally.

But Cox argued that "if freely available over the air, European law allows cable systems to take [the programming]." And if film and other product reaches even a small audience in such countries as West Germany and France, he added, local broadcasters buying the product would protest.

Andy Birchall, head of BSB's film channel, Screen, also predicted there would be pressure on Murdoch to scramble the film service in order to satisfy licensors' worries about overlapping rights problems.

Concerns over Sky programming are not limited to the movie channel. Murdoch last week went forward on an option for a fourth Astra channel to be used for a European sports service. The concept was initiated last year in a joint agreement between Sky and

the European Broadcasting Union, which holds exclusive telecast rights to much of the region's sporting events.

Launching of the sports channel, however, could be hampered by potential European Community action on a complaint over the potentially exclusive arrangement from rival satellite sports channel, Screensport.

Questions also remain over Murdoch's planned 24-hour news channel. Styles said a decision about what news source is to be used will be made before the end of this month. Negotiations are ongoing with a number of European services, including Visnews, in which Murdoch holds an interest through his share in parent company, Reuters. Styles said.

Independent Television News, a leading British agency which at one time had an

agreement to supply a 24-hour news service on BSB, may be another possibility for Sky, although ITN is said to be in discussions with Cable News Network about forming a rival European news service.

As for Astra, its overwhelming concern in the months leading up to the launch will be how to fill its remaining channels. According to Bicknell, the service will decide in the next few months whether to concentrate on French-language or German-language channels, although he said Astra is leaning toward the latter.

Besides Murdoch's four TV channels, a Sky Radio 24-hour adult contemporary music service and the two-channel Scansat agreement, other parties, including Maxwell, hold five paid and five unpaid options on Astra transponders. □

HOW TO FULFILL YOUR DESIRE TO ACQUIRE.

At Firstmark Financial, we understand the particular problems facing most young broadcast companies. We grew up in the communications industry ourselves. We specialize in helping such companies through their first and most critical acquisitions, expansions, refinancing and capital improvements. Call us today for the kind of insightful and responsive financial service you need.

Firstmark Financial

Firstmark Financial Corp. Communications Finance Div.
110 E. Washington Street, Indianapolis, IN 46204
(317) 262-5858

Financier to the telecommunications industry.

The expanding international horizon of satellites

Over the past four years the competition for around-the-world transmissions has brought about lower prices and growing options

The FCC opened up the international earth station business in the U.S. to competition four years ago in the hope of bringing about the benefits that presumably flow from having rival services—namely, lower prices and better service.

The move changed dramatically the business of uplinking and downlinking satellite signals to and from the Intelsat satellites over the Atlantic and Pacific Oceans. The Comsat-controlled monopoly is gone. In its place are more than a dozen companies (most with their own earth stations) that often clash in the marketplace in aggressively pursuing contracts to bounce voice, video and data signals off the Intelsat birds.

Among the beneficiaries of the competition are broadcasters and other television distributors—in the U.S. and abroad. They are able to get their signals up or down from the Intelsat satellites less expensively. And although some complain that the open marketplace has made the logistics of international television more complicated, most believe it is easier. And, according to Bruce Kirschenbaum, president of the Washington International Teleport, Washington, "As things get easier and easier for people to do,

they do more and more of it."

The international gateway operators, which are unaffiliated with long-distance telephone carriers that have to scramble for every transmission contract, would prefer the marketplace to be less competitive, but all were optimistic that they would find enough business to survive and prosper as demand for video and data services increases in the years ahead.

Satellite System Engineering Inc., a Bethesda, Md., satellite consulting firm, agreed in a study released in May that the telecommunications traffic over the Atlantic will increase at a steady clip—12% a year on average between now and 1997. But, it said, much of the traffic (video as well as voice and data) will be shunted to fiber optic submarine cables—TAT-8, which is to be put in service later this year, and TAT-9, which is planned for 1991. The cables will put downward price pressure on Intelsat and presumably the earth stations that serve the system.

Prior to 1984, all traffic coming into or out of the U.S. over the Intelsat system did so through earth stations owned and operated by the Earth Stations Operators Committee, a consortium half owned by Comsat and half by AT&T and several other international carriers. Following the decision to allow others to own earth stations, Comsat decided to sell its interest in the ESOC earth stations to other carriers. On Jan. 1, AT&T

took control of the stations at Etam, W. Va. Roaring Creek, Pa., and Jamesburg, Calif. and MCI later became the operator of the station at Andover, Me. (The other ESOC station, at Brewster, Calif., was closed.)

Although Comsat was not required by the FCC action to relinquish control of the ESOC earth stations, said James Ball, deputy assistant bureau chief, international, Common Carrier Bureau, it made sense to give them up. The stations' principal use were the long-distance telephone companies, he said. If they were to build their own earth stations and move the bulk of the traffic to them, the elaborate ESOC station would become uneconomical, he said.

Among the first to accept the FCC's invitation to operate international earth stations was Turner Broadcasting System Inc. TB built its own 11-meter dish in Atlanta so that it could distribute CNN, its 24-hour-a-day news service, to hotels and cable systems in Europe. It now distributes CNN across the Pacific through Hughes Communication earth station at Fillmore, Calif., which is 5 miles due north of Los Angeles.

Others followed. Counting the four former ESOC earth stations, 12 earth stations (some with multiple dishes) today transmit video into and out of the continental U.S. With the exception of Houston International Teleport's earth station in the Houston suburb of Missouri City, all the facilities are near the coasts, where they can get good "look angles" at satellites over the ocean. And with the exception of Teleglobe Canada's facilities at Lake Cowichan, British Columbia, near Vancouver, and Mill Village, Nova Scotia, all are in the U.S.

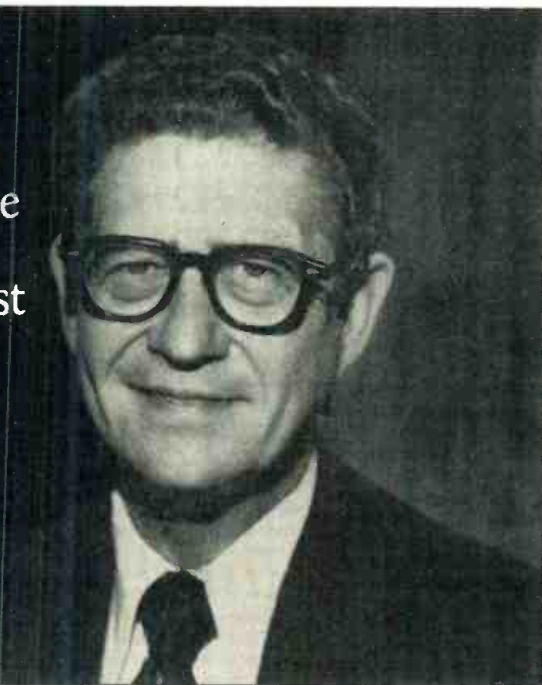
Two of the companies chasing video customers—Wold Communications and Brightstar Communications—do not own their international facilities. But it is no handicap. Brightstar, a subsidiary of Visnews, has built an expanding international satellite services business, using WIT's 13-meter dish in suburban Washington and Intelsat's Atlantic satellite at 332.5 degrees. Brightstar has a full-time lease with WIT (four years and valued at at least \$3 million) and Intelsat.

Wold agreed to allow Overseas Telecommunications Inc. to build a 13-meter dish at its domestic teleport in suburban Washington. As part of the arrangement, Wold provides marketing services on the satellite, and sharing any revenue with OTI. OTI has one full-time contract. The United States Information Agency awarded a contract to France Telecom for the distribution of its Worldnet service to Europe. France Telecom subcontracted the uplinking to OTI.

Wold has begun construction on its own international gateway to serve the Pacific. According to Robert E. Wold, senior vice president, sales and marketing, Wold is putting in a 15.5-meter dish to look at the Pacific satellite at 180 degrees primarily to provide full-time service to JISO, a consortium of Japanese broadcasters. Once it is up and running, he said, it will be available to

"No communications broker in the world can produce results if he can't first produce a match."

Don Clancy
R.C. Crisler & Co., Inc.



Don Clancy knows what it takes to bring a buyer and seller together. While at CBS, he personally developed successful business relationships with over 1000 station owners and managers. To learn more, contact one of the following offices:



Cincinnati, OH: (513) 381-7775, Richard C. Crisler, Clyde G. Haehnle, John D. Chapman, Gloria Bushelman.
Ithaca, NY: (607) 257-6283, John B. Babcock. Lincoln, NE: (402) 475-5285, Richard W. Chapin. New York, NY: (718) 544-2519, Donald E. Clancy. Tampa, FL: (813) 264-2346, Mark W. Jorgenson. Special Consultant: Ward L. Quaal Company, Chicago, IL: (312) 644-6066 and Los Angeles, CA: (213) 277-9399.

thers wanting to address the 180-degrees
ird.

If nothing else, the competition wrought
y the FCC has brought down prices. The
est evidence came earlier this month when
T&T's new tariffs took effect. Under the
ld tariffs, leftovers from the ESOC days,
T&T charged between \$32,000 and
36,000 a month for full-time video service.
Under the new tariffs, AT&T will charge just
17,000 a month for full-time service for
ontracts that run for at least two years.
25,000 for contracts that run at least three
onths. NBC, which awarded AT&T a con-
act to bring back its coverage of the sum-
mer Olympics from Seoul, South Korea,
will be paying under the three-month tariff.

Some of the other nontelephone earth
station operators saw the new tariffs as
T&T's first serious play for full-time video
business. "That's certainly a very competi-
ve move for them," said Jay Trager, direc-
tor of broadcast and video services, Contel
ASC, of the new AT&T offerings. "It puts
them in line with what we are charging on
 Staten Island." Contel operates international
ishes at The Teleport in the New York
orough and in Santa Paula, Calif.

Competition is not a panacea. Indeed,
ome video users complain that opening up
the marketplace has made setting up single
transmissions more difficult. Richard Cald-
well, director of networks and communica-
tions, United States Information Adminis-
tration, said AT&T's taking over the ESOC
activities made the biggest impact. "Things
went to hell in a handbasket one minute after
midnight."

Prior to Jan. 1, Caldwell said, all USIA
had to do to arrange for a transAtlantic
hookup was make one call—to Comsat.
Now, he said, it must deal not only with
Comsat to secure the Intelsat time, but also
with an earth station and other carriers to get
the signal to or from the earth station. The
ones who stand to gain from today's situa-
tion are middlemen like Wold Communica-
tions that provide turn-key transmission ser-
vices, he said. "They absorb the hassle for a
percentage."

Part of the problem is that AT&T is not
paying much attention to the occasional-
video market, Caldwell said. "Occasional
time is a small part of their business and it is
just not interested in it," he said.

Hank Petrassi, media branch system man-
ager, AT&T, who tries to sell occasional
time on the AT&T earth stations, disputes
Caldwell's claim that AT&T is not interested
in the business. But he also said he under-
stands "the perception" that arranging single
transmission is more difficult in the post-
ESOC era. Users must often make at least
three calls—one for satellite time, one for
earth station time and one for a hookup to
the earth station, he said.

For international gateways focusing on
the video business, landing full time con-
tracts is the key to success. Such contracts
provide steady income at a minimum of
cost. Contel's Trager said any company that
puts up a \$1-million antenna and has no
more than one full-time customer should "be
looking at the financial aspects of this in a
very concerned manner."

Most operators agree that it is tough to

recover the cost of dishes through the sale of
occasional time. "We are undecided about
whether we are going to be in the occasional
and part-time business," said Trager. "It is
extremely labor intensive, requiring a great
deal of administration, and it's not particu-
larly profitable," he said. Full-time service,
by contrast, is, he said. "It doesn't require
any administration after it's initiated. It just
keeps churning along."

Unlike most of its competitors, Contel
ASC has a lot of full-time traffic. Its Staten
Island station provides full-time service to
the European Broadcasting Union, ABC
and CBS: its Santa Paula facility, for two
Australian networks (Channel Nine and
Australia Television Network) and for the
Armed Forces Radio and Television Service

(through MCI).

IDB Communications is rapidly expand-
ing its international facilities on both coasts
on the assumption that it will be able to pick
up some of the full-time traffic now handled
by competitors, according to Peter Hartz,
vice president, sales and marketing. "The
goal is to have a full-time lease," he said.
"Our general approach is [to secure a full-
time lease] lock-down on a satellite and load
it with as much additional traffic as we can."

Hughes Communications is another oper-
ator that relies on the full-time customer.
Through a 13-meter antenna at Fillmore, it
provides full-time uplinking to Intelsat's Pa-
cific satellite at 180 degrees for NHK and
CNN.

Said Gil Darves, manager, international



And you thought the Greyhound was just on buses.

When you say Greyhound, most people just think buses. But did you know that for 25 years Greyhound has been a major business finance company?

Today, Greyhound Financial helps broadcasters and cable operators acquire and refinance their properties. Our Communication Finance team, lead by industry veteran Matt Breyne, offers:

- quick decision making
- loan structuring expertise
- access to a wide range of financing options

So now, when you want to buy a new property or restructure an existing one, think Greyhound—the communications finance people.

Call Matt Breyne at 602-248-2808 or Chris Webster at 602-248-6955, Communication Finance Group.

Greyhound Financial Corporation

A Greyhound Company



customer services, Hughes Communications: "We are mainly in the full-time business, but consider occasional traffic on a request-by-request basis. We are still evaluating the occasional market to see if there is some business there," he said.

As in the domestic end of the satellite services marketplace, the international earth station operators are always competitors, but sometimes partners. An operator that cannot meet every requirement of a contract will turn to another. John McGrath, manager of international and occasional television, GE Americom, said GE's international gateway outside San Francisco at Point Reyes regularly handles Pacific Ocean traffic for Washington International Teleport, operator of a teleport outside Washington.

Wold Communications, which competes head on with WIT for traffic flowing in and out of Washington, handed WIT a contract to downlink a feed from London for LBS Communications' live *Mysteries of the Pyramids* special. Wold won a turn-key transmission contract from LBS, said Wold, but needed WIT to bring in one of the three redundant feeds from Europe.

Many of the operators of the international gateways concede that their principal business is not video, but voice or data. Any video business AT&T and MCI pick up is dwarfed by the voice traffic they pass. Randy Laughter, broadcast account executive, said the Houston teleport pumps a 15-minute news package to South America each weekday for Visnews, and picks up some occasional business. But, he said, "Our primary reason to be in the international market is data" for oil-related companies, he said. "We would like it to be otherwise, but that's the way it is right now."

According to Laughter, Houston International is handicapped in the international video market because its two dishes are too small to receive signals from the two Atlantic Ocean satellites they are locked onto for transmission. On the other hand, he said, the teleport's 5-meter transportable is a real asset, allowing the company to uplink events directly to Intelsat from anywhere they can ship the dish.

All international gateways are not equal. There are several satellites over each ocean, and most earth stations can only address one

or two. So which earth station a U.S. foreign broadcaster chooses is related to what satellite it is using. The earth station also has varying levels of domestic interconnectivity. Operators like IDB, Conus and WIT stress the ease with which clients can get signals to and from their earth station over domestic satellites and fiber and microwave links. The product has to reach the gateway first. "It's very tough to run an international gateway if you don't have plenty of other dishes for domestic turnarounds," said Kirschenbaum. "You have to have the ability to bring in the news or a golf tournament. If you can't do that, you can't be in the international business."

With critical full-time leases no more plentiful than the number of earth stations, the competition for international gateway business is apt to get even more competitive. Unless demand picks up, as some believe will happen, the marketplace battle may become more heated as planned earth stations come on line. Said Darves: "There are plenty of earth stations and I don't see where all the customers are going to come from."

Bell plans to deliver video, telephone via fiber optics

Company asks FCC for permission to build plant in Pennsylvania to test fiber

Bell Atlantic has filed a Section 214 application with the FCC, asking for permission to construct a fiber optic plant in Perryopolis, Pa., for a test of video and telephone services. Bell Atlantic is working with the existing cable franchise operator in Perryopolis, Helicon Group Ltd., in the 100-home experiment.

Bell will build and maintain the fiber optic plant. The cable company will be responsible for the inside-the-house wiring and the video services delivered. Bell will also deliver telephone service over the fiber plant. At the end of the experiment, Bell plans to keep the fiber plant for use, at a minimum, for telephone service. It could, it said, lease the plant to other business users and the cable companies. "If there are indications that a market exists for transporting CATV channels services via the system and that the technology is economically and technically viable, the service will be priced at a compensatory rate and offered under tariff to the customer," Bell said.

Because the test is small (Bell said the experiment would cost \$450,000), it asked the FCC for expedited action on its application. The only operational fiber delivery of cable services by a telephone company is a Bell South experiment in Florida. GTE has received authorization from the FCC to build a fiber plant for video services in Cerritos, Calif., against the strong protestations of the cable industry.

Bell said the one-year trial involves the delivery of two video links, each providing 36 channels of service, and two telephone dial tones on one single fiber. The length of the test is small, with Bell envisioning the fiber installation over 1.3 route miles. Bell will supply the fiber linking Helicon's head-

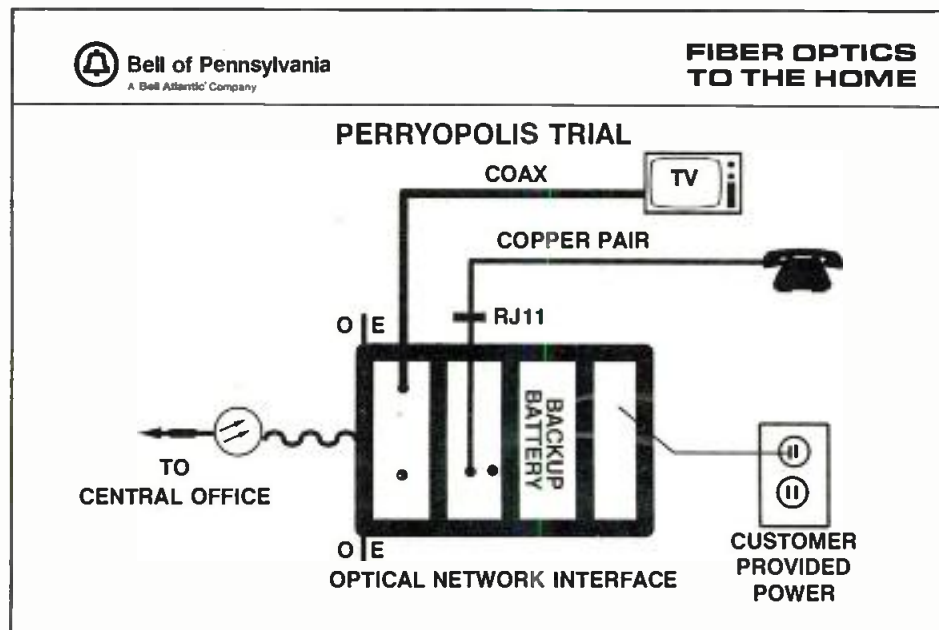
end to a network interface unit inside the home. At the home, Helicon will be responsible for inside wiring, set-top converters and other in-home equipment and will have total control over the video programming.

The telephone company said "all expenses and investment associated with the trial service will be kept in a separate memorandum record." Costs, it said, "will be tentatively allocated between CATV channel service and telephone exchange service on an equal basis," which the company said would insure that its telephone rate payers would not subsidize the cable construction. Bell said the cost of the test will be born by

the shareholders. Bell will not be charging Helicon for use of the fiber during the test.

Greg Kriser, vice president of Helicon's Pennsylvania division, said the fiber will deliver the same 35-channel service other subscribers are receiving in Perryopolis. Kriser said Helicon has about 30,000 subscribers in the area and upgraded its plant last year to provide addressability. The fiber will go into the homes of existing subscribers. That coaxial plant will be dormant during the test, Kriser said.

He said Helicon was the first cable company in the state to work with Bell on automatic number identification technology



which expedites PPV ordering. Kriser said Helicon will be adding a second PPV channel to its systems soon, and the Perryopolis plant will include two PPV options. Helicon will be looking at the technical aspects of the test, quality of signals, etc., and customer service aspects, and it will look for problems with outages or with inte-

grating the various services and consumer hardware. The test, said Kriser, will provide "an apples to apples comparison" between delivering signals over fiber and coaxial cable in the same system.

Bell said the test was to determine the feasibility of fiber delivery of video and phone service. "If the technology meets

feasibility expectations, it may be used to provide services to Bell's subscribers and other CATV franchises bringing broadband facilities to the home," Bell said. "If it does not meet such expectations, the limited nature of the proposed trial will avoid severe economic dislocations to the customer and Bell." □

Satellite Footprints

End of the line? General Instrument continues to succeed, in court and in its investigative efforts, to locate and prosecute Videocipher II scrambling system pirates. GI this month has announced that a U.S. district court judge has awarded GI, HBO and Showtime \$130,000 in damages against pirates in Miami, that an Arkansas federal judge has issued a temporary restraining order against alleged pirates there and that customs agents seized illegally modified descramblers on a Crow Indian reservation in Montana.

But despite GI's continued efforts to make Videocipher II more secure, VC-II's days as the de facto industry encryption standard may be numbered. During the course of interviews conducted by BROADCASTING this month, GE Americom President Kevin Sharer and Hughes Communications President Steve Petrucci confirmed actively seeking replacement of VC-II. Petrucci said his firm has "been working with all the potential scrambling systems suppliers in the world...three or four in the United States and a couple abroad...because there has to be...a much better scrambling system, especially if you want to provide more than just cable...like pay-per-view product that's somewhat different from what's available right now." Agreeing with Sharer that "there's no such thing as an unbreakable system," Petrucci said, however, that "there is a system, and procedures to use that system, which are, in a practical sense, uneconomical to break. Videocipher II," he said, shifting to the past tense, "was not that."

Two crucial needs, Petrucci said, are a "configuration control of the physical hardware, knowing where it's going and whether it's been turned on—which is not in effect right now—and the procedure of turning on and off encoders on a periodic basis with a different key. That type of procedure...will make it practically uneconomic." The "radical" change in hardware and software required to make VC-II meet those criteria, he said, would mean cable and home dish distributors would have to "shut down the business temporarily while you affect the changeover...nobody wants to bite that bullet." With DBS, he said, "you could plan it from scratch."

When equipment manufacturers Scientific Atlanta, NEC America and TRW were suggested as possible providers of a replacement for VC-II, Petrucci said "I wouldn't refute any of those, and there are a few more [including] General Instrument."

At any cost. Rather than leave the adoption of a single Automatic Transponder Identification System "in a study group situation indefinitely," said GTE Spacenet regulatory engineer, Leo Torrezao, the Satellite Operators and Users Technical Committee has recommended to the FCC that satellite users go ahead and install the systems of their choice at video uplinks as soon as possible. So common are mutual interference problems and so strong is the desire to enact some identification system, he said, that the industry is willing to duplicate or triplicate its efforts, installing systems that would encode an uplinker's ID via subcarrier, vertical blanking interval or other means.

FCC assistant satellite bureau chief, Michael Marcus, however, said that consensus surrounding SOUTC's point of view is incomplete, with several satellite operators' comments favoring a single system. Indeed, it would be the operators, not many of the users, said Marcus, who would have to make the ATIS investment. Theoretically, given adoption of any system, a user suffering interference would call the satellite operator who would use a "decoder" to identify the source of the interference and call that source requesting correction. "There has been some misunderstanding," Marcus said, "that every cable headend in the country would need a decoder, and that, with multiple systems, they would need to invest

in multiple decoders. Neither is true." A final decision at the commission might not come until November, he said.

High-profile low power. When Channel America launches its national programming service to a new low power television network this fall, participating stations will need to point their receiving dishes at GTE Spacenet's Spacenet II. According to GTE, Channel America will conduct feed tests throughout the summer, using its full-period C-band transponder 3.

Getting the word out. More new companies are approaching broadcast radio and TV stations and cable headends this summer offering satellite-delivered data services that promise to consolidate the work of telex messages, Mailgrams, telephone calls, electronic mail, overnight courier and the Postal Service. Following the lead of Forest City, Iowa-based Cycle Sat, which delivers television advertising and feed schedule data to stations during off hours, the Video Tape Company Satellite Network, Los Angeles, and Amway Corp. subsidiary, MultiComm Telecommunications Corp., Arlington, Va., have joined in the effort to create and install Hotline, a "private communications network to enable program distributors, advertising agencies, station rep firms and others to send messages instantaneously" to television stations across the country. According to VTC Chairman Gary Worth, the 30-second delivery time "compares with up to five hours for telex." New York-based Video Broadcasting Corp. has entered the business on two fronts. Medialink delivers news advisories for news service clients and, for advertising and public relations agencies, delivers station notification, distribution and Nielsen data on video news releases and satellite press tours. Co-owned ProgramLink delivers scripts, formats and promotional material on syndicated programs, such as Group W Television's *PM/Evening Magazine*. On the cable side, United Press International's Update (formerly UPI Data Cable), provides cable headends with 24-hours of news and information for text channels, using Tulsa-based United Video's SCS Radio Network Services.

Manifest destiny. Arianespace showed \$52 million in profit in the 1987 "operating period...nearly 50% higher than profits from the previous operating period," it said. The 63 launch contracts signed by the end of last year, according to Ariane, are "worth over \$3.2 billion."

"The launch crisis is over," GE Americom president, Kevin Sharer, said. The March 11 launch of GTE Spacenet III ended a two-year suspension in launches of domestic U.S. birds, boding well for all U.S. satellite operators and their customers. Western Union's Westar IV (which carries the Public Broadcasting Service, National Public Radio and the Cable News Network and is to be purchased by Hughes Communications) is due to reach the end of its useful life in 1991; GE Americom's Satcoms III and IV (home of approximately half of the major cable programmers) are due to end their useful lives by 1992; AT&T's Telstar 301 and Telstar 302 (home of ABC, CBS and Fox) and Hughes's Galaxys I and III (home of cable programming's other half) in 1993 and 1994. All these operators have applied to construct and/or launch birds within the next five years.

GTE Spacenet is also Arianespace's next U.S. customer, with an Ariane 3 launch of GSTAR III, as well as IBM's SBS 5, scheduled for September.

With 44 launches now under its belt, Arianespace will conduct four other launches of non-U.S. communications satellites this year: India's Insat 1C, scheduled for July 21; France's direct broadcast satellite, TDF 1, scheduled for October; Luxembourg's DBS bird, Astra 1, scheduled for November, and Intelsat V F15, scheduled for December.

As compiled by BROADCASTING July 13 through July 20 and based on filings, authorizations and other FCC actions.

Abbreviations: AFC—Antenna For Communications; ALJ—Administrative Law Judge; alt.—alternate; ann.—announced; ant.—antenna; aur.—aural; aux.—auxiliary; ch.—channel; CH—critical hours; chg.—change; CP—construction permit; D—day; DA—directional antenna; Doc.—Docket; ERP—effective radiated power; Freq.—frequency; HAAT—height above average terrain; H&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—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

- **WIQR-AM** Prattville, AL (BAL880705EC; 1410KHz; 5KW-D 1KW-N DA-2; HAAT:—) Seeks assignment of license from American Trust Broadcasting Corp. to Canterbury Broadcasting Corp. for \$175,000. Seller is run by Earl Hilliard. It has no other broadcast interests. Buyer is owned by Bob W. Hutchins and Gary R. Richardson. Richardson owns **WJLD-AM** Birmingham, AL. Filed July 5.
- **KPIN-AM** KBBT(FM) Casa Grande, AZ (AM: BAL880629EA; 1260 khz; 1 kw-D; FM: BAL880629EB; 105.5 mhz; 1.9 kw; HAAT: 362 ft.) Seeks assignment of license from KVOS Inc. to KPIN Inc. for \$550,000. Seller is principally owned by Ray Lockhart, who also owns **KOGA-AM-FM** Ogallala, NE. It has no other broadcast interests. Buyer is owned by Robert A. Finckelstein and Ben Doud. It also owns **KGWY-AM** Gillette, WY, and **KYB-G-AM** Boone, IA. Filed June 29.
- **WCKS-AM** Cocoa, FL (BAL880622EG; 860 khz; 1 kw-D) Seeks assignment of license from Emcom Association Ltd. to Christian Radio Communications Inc. for \$275,000. Seller is owned by Jane S. Maschmeier, who has no other broadcast interests. Buyer is owned by Regina Damiano, Ronald A. Pollow and Theodore D. Tucker. It also owns **WMOB-AM** Mobile, AL. Filed June 22.
- **WSOR-AM** Ft. Myers, FL (BAL880623HG; 95.3 mhz; 3 kw; HAAT: 328 ft.) Seeks assignment of license from Daytona Group Of Florida Inc. to Beachside West Broadcasting Inc. for \$4,750,000. Seller is owned by Carl C. Tuter and Norman S. Drubner. Drubner owns **WNLC-AM** WTYD(FM) New London, CT. **WPAP-AM** Panama City, FL, and **WCOA-AM** WJLQ(FM) Pensacola, FL, and with Tuter owns **KRIX-AM** Brownsville, TX. **KSLM-AM** KXYQ(FM) Salem, OR. **KIVA-AM** Cor-

rales, NM, and **KIVA-AM** Santa Fe, NM. Drubner also has interest in **KRGE-AM** Weslaco, TX, **KIKO-AM** Miami and **KEYX-AM** Globe, AZ. It bought station from Riverside Baptist Church for \$2.6 million ("Changing Hands," Jan. 4). Buyer is Tucker, GA-based group of four AM's and four FM's owned by James T. Cullen and Adam G. Polacek. It recently bought **WNFI-AM** Palatka, FL, from same seller ("Changing Hands," May 23). Filed June 23.

- **WPRY-AM** WNFK(FM) Perry, FL (AM: BAL880624EC; 1400 khz; 1 kw-U; FM: BAL880624HM; 105.5 mhz; 345 ft.) Seeks assignment of license from WPRY Radio to RAHU Broadcasting Co. for \$550,000. Seller is owned by H.S. Hagan Jr., who has no other broadcast interests. Buyer is owned by Jerry C. Rasor. Don W. Hughes, Barbara G. Hughes and Terry Reaves. It also owns **WGKR-AM** Perry, FL. Filed June 24.
- **WNGA-AM** Nashville, GA (BAL880621EC; 1600 khz; 1 kw-D) Seeks assignment of license from Hanson R. Carter to Radio Station WNGA Inc. for \$155,000. Seller has no other broadcast interests. Buyer is owned by Bennie E. Hewett and Shirley Tankersley. It also owns **WLBA-AM** Gainesville, GA. Filed June 21.
- **WEBQ-AM** Harrisburg, IL (BAL880622EI; 1240 khz; 1 kw-U) Seeks assignment of license from Turner Communications Inc. to Visser & Choate for \$100,000. Seller is owned by O.L. Turner, who also owns co-located **WEBQ-FM**. Buyer is owned by Sargent Visser and Belle T. Choate. It also owns **WDRW-FM** El Dorado, IL. Filed June 22.
- **New TV** Baton Rouge, LA (BAPT880620; ch. 44; 5000 kw-V; HAAT: 1,975 ft.) Seeks transfer of control from Parish Family TV-Limited Partnership to SWMM/Baton Rouge Corp. for \$628,000. Seller is local group headed by John Baker. It has no other broadcast interests. Buyer is owned by Southwest Multimedia Corp. (70%) and Parish Family TV-Limited Partnership (30%). Southwest Multimedia Corp. is owned by Billy B. Goldberg, Lester Kamin and Hazel Y. Arnold. It also owns **KWKT-TV** Waco, KVEO-TV Brownsville and KPEJ(TV) Odessa, all Texas, and **KMSS-TV** Shreveport, LA. Filed June 20.
- **KZZM-AM** KBYO(FM) Tallulah, LA (AM: BAL880620EC; 1360 khz; 500W-D; FM: BAL880620HQ; 104.9 mhz; 3 kw; HAAT: 320 ft.) Seeks assignment of license from Fred Huenefeld Jr., trustee in bankruptcy, to Sharing Inc. for \$103,000. Seller has no other broadcast interests. Buyer is owned by Tommy F. Johnson, who also owns **WQBC-AM** Vicksburg, MS. Filed June 20.
- **WGAM-AM** Greenfield, MA (BAL880705ED; 1520 khz; 10 kw-D) Seeks assignment of license from Green Valley Broadcasting Co. Ltd. to Howard Communications Corp. for \$1,100,000. Seller is owned by Edward Skutnick, who has no other broadcast interests. Buyer is owned by Robert T. Howard and Scott H. Robb. Filed July 5.
- **KOIL-AM** Omaha, NE, and **KOMJ-FM** Atlantic, IA (KOIL: BTC880621EA; 1290 khz; 5 kw-U; KOMJ: BTCH880621EB; 103.7 mhz; 100 kw; HAAT: 73 ft.) Seeks assignment of license from Robert H. Dean to Robert D. Greenlee for \$180,000. Seller has no other broadcast interests. Buyer has interest in **KFXX-AM** Green Valley and **KTZR-AM** Tucson, both Arizona. Filed June 21.

■ **WGVA-AM** Geneva, NY (BAL880705EE; 1240 khz kw-U) Seeks assignment of license from Finger Lakes Broadcasting Corp. to The Eastern Radio Co. for \$490,000. Seller is owned by Louis O. Schwartz, who has no other broadcast interests. Buyer is owned by Alan Steinert a Lionel Brools, who recently bought **WECQ-AM** Geneva, NY. Filed July 5.

- **WFAN-AM** New York (BAL880622EJ; 1050 khz; kw-U) Seeks assignment of license from Emmis Broadcasting Corp. to Spanish Broadcasting System of Florida Inc. for \$23,000,000. Seller is Indianapolis-based group one AM and 10 FM's principally owned by Jeff Smuyle chairman. Buyer is New York-based group of three AM and two FM's headed by Raul Alarcon. Filed June 22.
- **WOOW-AM** Greenville, NC (BAL880624EA; 13 khz; 1 kw-U) Seeks assignment of license from WOO Inc. to The Minority Voice Inc. for \$25,000. Seller is owned by Michael R. Lyons and Sam Tabors. Buyer is owned by James Rouse and his wife, Georgia H. Rouse. It has no other broadcast interests. Filed June 24.
- **WKKE-FM** Williamston, NC (BAL880620GZ; 103 mhz; 50 kw; HAAT: 400 ft.) Seeks assignment of license from Meca Broadcasting Inc. to SEA-COMM Inc. for \$825,000. Seller is owned by Mark Engledow and Thom Campbell, who also own **WAKS-AM** WAZZ(FM) Fuqua Varina, N.C. Buyer is owned by N. Eric Jorgenson, who also owns **WSFM-AM** Wilmington, N.C. Filed June 21.
- **WIVK-AM** Knoxville, TN (BAL880622EH; 84 khz; 50 kw-D) Seeks assignment of license from Dix Broadcasting Co Inc. to University of Tennessee for reconsideration. Seller is Knoxville, Tenn.-based group, two AM's and three FM's owned by James A. Dick and family. Buyer is educational institution headed by Ne McWhorter, Charles E. Smith, A.C. Clark, Edward Boling and Lamar Alexander. It also owns **WUOT-AM** Knoxville, **WUTK-AM** Knoxville, **WUTC-AM** Chattanooga and **WUTM-AM** Martin, all Tennessee. Filed June 22.
- **KULM-AM** Columbus, TX (BAL880615HC; 98.3 mhz; 3 kw; HAAT: 270 ft.) Seeks assignment of license from Schillings & Banuet Farms, Partnership, Hawkins Broadcasting Inc. for \$45,000 plus assumption of liabilities. Seller has no other broadcast interest. Buyer is principally owned by Janette D. Hawkins, who also owns **KHLB-AM-FM** Burnet, TX. Filed June 14.

New Stations

Applications

- **Claypool, AZ** (BPH880613MH)—Gila County Broadcasting Co. seeks 105.5 mhz; 3 kw H&V; -53 m. Address: 1240 S. Saguard Dr., Box NBU 415-12, Globe, AZ 85500. Principal is owned by James Mace, who has no other broadcast interests. Filed June 13.
- **Chico, CA** (BPED880613MJ)—KXOL Inc. seeks 89.30; 0.109KW H&V; 292 m. Address: C/O 1252 E. 10 St. Chico, CA 95928. Principal is owned by Marcus J. Smith, Matthew D. Jackson and Robert L. Sherrard. Filed June 13.
- **Orcutt, CA** (BPH880620MB)—Radio Representative Inc. seeks 95.7 mhz; 3.39 kw H&V; 277 m. Address: P.O. Box 420, Santa Ynez, CA 93460. Principal is owned by James Patterson Jr., Sherwood H. Patterson, G. Daw D. Gatty, Sharon A. Patterson and Myrlyn C. Patterson. It also owns **KGDP-AM** Orcutt, CA, and **KIDH-AM** Eagle, IL. Pattersons have interest in **KIRV-AM** Fresno, CA. Filed June 20.
- **Orcutt, CA** (BPH880623MO)—Irene Escalante seeks 95.7 mhz; 3.74 kw H&V; 260 m. Address: 915 W. Morrison, Apt. 44, Santa Maria, CA 93454. Principal has no other broadcast interests. Filed June 23.
- **Orcutt, CA** (BPH880623MN)—Nelson Broadcast LP seeks 95.7 mhz; 3.3 kw H&V; 277 m. Address: 111 Barrett Rd., Charleston, SC 29407. Principal is owned by Charles R. Nelson, who has no other broadcast interest. Filed June 23.
- **Orcutt, CA** (BPH880623ML)—Trapper/Cole Radio Inc. seeks 95.7 mhz; 3.2 kw H&V; 277 m. Address: P.O. Box

EDWIN TORNERG & COMPANY, INC.

Negotiators
For The Purchase And Sale Of
Radio And TV Stations • CATV • Appraisers

P.O. Box 55298 Washington, D.C. 20011
(202)291-8700

03. Solana Beach, CA 92075. Principal is owned by Jorge A. Cole, Susan M. Cole, William D. Novelli and James B. Novelli. It has no other broadcast interests. Filed June 23.

Orcutt, CA (BPH880623MM)—Caballero Spanish Media Inc. seeks 95.7 mhz. Address: 18 East 53rd St., New York, NY 10022. Principal is owned by Eduardo Caballero, Maria Caballero and Raquel Caballero, who also own NEZ(AM) Lompoc, CA, and KXEM(AM) McFarland, CA. Eduardo Caballero has interest in WSUA(AM) Miami. Filed June 23.

Orcutt, CA (BPH880622MK)—Rodolfo & Associates c. seeks 95.7 mhz; 9 kw H&V; 162 m. Address: 526 Piney Drive, Santa Maria, CA 93455. Principal is owned by Rodolfo Diaz, who has no other broadcast interests. Filed June 22.

Redding, CA (BPED880610ML)—The University Foundation-California State University, Chico, seeks 88.9 mhz; 1.3 kw H&V; 457 m. Address: First and Normal, Chico, CA 95929. Principal is nonprofit corporation headed by Robert Matson, Gordon E. Fercho, William Stephens, Barbara Boyle, Lucas Calpouzos and Kristina Doyle. Filed June 10.

Champaign, IL (BPH880628MA)—Goodrich Theatres c. seeks 100.3 mhz; 17.9 kw H&V; 118 m. Address: 3565 11th St. SE, Kentwood, MI 49508. Principal is owned by Robert E. Goodrich, William E. Goodrich and Kathryn M. Goodrich. It also owns WVIC-AM-FM East Lansing, MI; WSNX-AM-FM Muskegon, MI; WXLN(FM) Moline, IL; and KSTT(AM) Davenport, IA. Filed June 28.

Washington, LA (BPH880616MJ)—Dolores S. Sylvester seeks 104.7 mhz; 3 kw H&V; 100 m. Address: Rte 2, Box 34, Ville Platte, LA 70586. Principal has no other broadcast interests. Filed June 16.

Dexter, ME (BPH880622MJ)—Daniel F. Priestley seeks 102.1 mhz; 3 kw H&V; 88 m. Address: P.O. Box 1116, East Olden, ME 04429. Principal has no other broadcast interests. Filed June 22.

Benton Harbor, MI (BPED880614ME)—Lake Michigan College seeks 94.9 mhz; 3 kw H&V; 100 m. Address: 755 E. Napier Ave., Benton Harbor, MI 49022. Principal is owned by Merlin Hanson, Mary Dill, Michael Devine, Patricia Wells, Anne E. Mulder and William L. Weirick. It has no other broadcast interests. Filed June 14.

Newberry, MI (BPH880613MG)—Leon B. Van Dam seeks 97.9 mhz; 50 kw H&V; 107 m. Address: South Newberry Ave., Newberry, MI 49868. Principal has no other broadcast interests. Filed June 13.

Nisswa, MN (BPH880609MJ)—The Bellfonte Co. seeks 93.3 mhz; 96 kw H&V; 100 m. Address: 88 S. 6th St., Nisswa, MN 55402. Principal is owned by James O. Pohlman, Robert C. Pohlman, William M. Pohlman, John F. Bierbaum, Paul R. Christen, Raymond W. Zehr Jr., Bruce W. Gilmore and Michael J. Reinarts. It has no other broadcast interests. Filed June 9.

Nisswa, MN (BPH880609MI)—Minnesota Christian Broadcasters Inc. seeks 93.3 mhz; 100 kw H&V; 301 m. Address: P.O. Box 409, Pequot Lakes, MN 56472. Principal is owned by James W. Brunce, Rev. Jack Smith, Bo Wickrom, John Blankman and Gilroy Arvig. It has no other broadcast interests. Filed June 9.

Stewartville, MN (BPH880615MB)—Topp Broadcasting LP seeks 94.9 mhz; 3 kw H&V; 100 m. Address: 511 5th St. SE, Rochester, MN 55904. Principal is owned by Raymond C. Topp and Rita M. Topp. It has no other broadcast interests. Filed June 15.

Columbus, MS (BPH880616ME)—Charisma Radio Partners seeks 94.9 mhz; 50 kw H&V; 150 m. Address: P.O. Box 540327, Orlando, FL 32854. Principal is owned by Sandra D. Cooper and Charles B. Cooper, who also own 2W FM in Orlando, FL. Filed June 16.

Columbus, MS (BPH880616MB)—Beard Inc. seeks 94.9 mhz; 50 kw H&V; 150 m. Address: 2512 Bluecutt Rd., Columbus, MS 39701. Principal is owned by Fred Beard, Susanne Beard and David H. Beard, who have no other broadcast interests. Filed June 16.

Utica, MS (BPH880621MB)—Hollingsworth Broadcasting Co. seeks 92.9 mhz; 3 kw H&V; 100 m. Address: P.O. Box AJ, Utica, MS 39175. Principal is owned by Joseph K. and Mary Hollingsworth, who also have interest in WCST(AM) Crystal Springs, MS. Filed June 21.

Chaffee, MO (BPH880615MA)—Robert A. McCord seeks 104.7 mhz; 3 kw H&V; 100 m. Address: 1019 North Anney St., Sikeston, MO 63801. Principal has no other broadcast interests. Filed June 15.

Chaffee, MO (BPH880614MD)—Marco Inc. seeks 94.7 mhz; 3 kw H&V; 100 m. Address: P.O. Box 342, Mayfield, KY 42066. Principal is owned by James W. Larvin, James W. Marvin Jr. and Frances P. Williams. It so owns co-located KGIR(AM). Filed June 14.

Columbia, MO (BPH880615MF)—Tiger Broadcasting Co. seeks 93.9 mhz; 3 kw H&V; 100 m. Address: 460 Carol Rd., Lake Ozark, MO 65049. Principal is owned by Cheryl Benne and Dennis F. Benne. It has no other broadcast interests. Filed June 15.

Columbia, MO (BPH880615ME)—Mid-State Partnership seeks 93.9 mhz; 3 kw H&V; 100 m. Address: 8229 Maryland, St. Louis 63105. Principal is owned by Gwendolyn McKinney and Irvin Davis. It has no other broadcast interests. Filed June 15.

Southwest City, MO (BPH880620MC)—Gene and Marie Humphries seeks 100.3 mhz; 3 kw H&V; 100 m. Address: P.O. Box 2243, Grove, OK 74344. Principal owns KLTK(AM) Southwest City, MO. Filed June 20.

Mesquite, NV (BPH880615MD)—A.G.P. Inc. seeks 97.5 mhz; 100 kw H&V; -90 m. Address: 998 North 2050 East, St. George, UT 84770. Principal is owned by Mary S. Anderson, Dale G. Gardner and Dayle Perkins. It has no other broadcast interests. Filed June 15.

Roswell, NM (BPH880616MC)—Mary Moran seeks 104.7 mhz; 50 kw H&V; 150 m. Address: 4012 88th Place Lubbock, TX 79413. Principal has no other broadcast interests. Filed June 16.

Roswell, NM (BPED880624MG)—Roswell Christian Radio Inc. seeks 99.5 mhz; 3 kw H&V; 22 m. Address: 110 South Lea, Roswell, NM 88201. Principal is nonprofit corporation with no other broadcast interests. Filed June 24.

Oliver, PA (BPED880616MO)—He's Alive Inc. seeks 94.9 mhz; 0.2 kw H&V; 359 m. Address: 34 Springs Rd., Grantsville, MD 21536. Principal is owned by James D. Johnson, Sharon F. Johnson and Roger Brenneman. It has no other broadcast interests. Filed June 16.

Port Allegany, PA (BPH880616MI)—L-COM Inc. seeks 94.9 mhz; 0.527 kw H&V; 230 m. Address: 119 Maple St., Port Allegany, PA 16743. Principal is owned by James Linn and Teresa B. Saulter. It has no other broadcast interests. Filed June 16.

Providence, RI (BPED880609MK)—The Wheeler School seeks 88.1 mhz; 0.1 kw H&V; 20 m. Address: 216 Hope St., Providence, RI 02906. Principal is educational institution headed by Rhoda L. Flaxman, Joseph F. Whinery, Don A. Deangelis and Gary R. Esposito. Filed June 9.

Pamplico, SC (BPH880617MH)—William H. Finch seeks 102.1 mhz; 3 kw H&V; 100 m. Address: P.O. Box 187

Pamplico, SC 29583. Principal has no other broadcast interests. Filed June 17.

Pamplico, SC (BPH880610MJ)—Pamplico Broadcasting L.P. seeks 102.1 mhz; 3 kw H&V; 100 m. Address: 1214 Dunvegan Dr., Florence, SC 29501. Principal is owned by T. Furman Brodie. It has no other broadcast interests. Filed June 10.

Electra, TX (BPH880614MC)—Albert L. Crain seeks 95.1 mhz; 3 kw H&V; 100 m. Address: Rte 5, Box 755-1, Byhalia, MS 38611. Principal has no other broadcast interests. Filed June 14.

West Liberty, WV (BPED880620MA)—West Liberty State College seeks 91.1 mhz; 0.15 kw H&V; 65 m. Address: Media Resources Center, West Liberty, WV 26074. Principal is educational institution headed by Louis J. Costanzo, Mary J. Jochum and Charles F. Printz. Filed June 20.

Actions

Holly Hill, FL (BP871104AA)—Returned app. of Thomas H. Moffitt Jr. for 1180 khz; 7.5 kw-D; 250 w-N. Address: 304 Crane Cove, Longwood, FL 32750. Principal has no other broadcast interests. Action July 7.

Kentland, IN (870330AH)—Returned app. of Spann Communications for 640 khz. Address: 5525 S. State St., Chicago 60621. Principal is owned by Pervis Spann, who also has interest in WVON(AM) Cicero, IL, and WXSS(AM) Memphis. Action July 5.

Springfield, KY (BPH870313MG)—Granted app. of Washington-Marion Sound Corp. for 102.7 mhz; 3 kw H&V; 100 m. Address: 108 W. Main St., Springfield, KY 40069. Principal is owned by H. Edward O'Daniel, Margaret D. O'Daniel and Henry G. Lackey. Lackey owns WSON(AM) Henderson, KY. Action July 11.

Carrollton, MI (BPH880126NV)—Granted app. of Robert L. Friedle for 100.5 mhz; 3 kw H&V; 100 m. Address: 3526 Kawkawlin River Dr., Bay City, MI 48706. Principal has no other broadcast interests. Action July 11.

Pentwater, MI (BPH850712NH)—Granted app. of M-S Communications Inc. for 103.1 mhz; 3 kw H&V; 328 m. Address: 1883 Eloise Dr., Muskegon, MI 49444. Principal is owned by Mark L. Waters and Alan Stover. Action July 5.

Lamar, MO (BPH880107ME)—Granted app. of Michael Lee Husmann for 99.9 mhz; 3 kw H&V; 100 m. Address: Route 3, Box 52, Buffalo, MO 65622. Principal



Nationwide Media Brokers
Chapman
Associates

Drexel Hill Associates of Florida

has acquired*

WIIS(FM) Key West, Florida

for

\$1,050,000

from

GMX, Inc.

Chapman Associates is pleased to have assisted in this transaction.

*subject to FCC approval

has no other broadcast interests. Action July 8.

■ Poplar Bluff, MO (BPED870511MA)—Granted app. of Christian Educational Advancement Inc. for 90.5 mhz; 0.1 kw H&V; 13 m. Address: 1311 South 11th St., Poplar Bluff, MO 63901. Principal is owned by Donald Parsons, Bessie Parsons and Cheryl Walker. Action July 12

■ St. James, MO (BPH880112MB)—Granted app. of John E. Hoehn for 99.5 mhz; 3 kw H&V; 100 m. Address: P.O. Box 7573, Columbia, MO 65205. Principal has no other broadcast interests. Action July 8

■ Gaston, NC (BPH860917MI)—Granted app. of WCBT Radio Inc. for 97.9 mhz; 3 kw H&V; 328 m. Address: P.O. Box 70, Roanoke Rapids, NC 27870. Principal is owned by William W. Jefferay, George W. Draper Jr., Audrey D. Jefferay and Suzanne Harer. Action July 7

■ Morehead City, NC (BPED870420MC)—Granted app. of Grace Christian School for 90.7 mhz; 60 kw H&V; 116 m. Address: Rte 2, Box 391, Morehead City, NC 28557. Principal is nonprofit corporation headed by Clyde I. Ebom, Robert Evans and Richard Schuler. Action July 8

■ Karns, TN (BPH860730MC)—Granted app. of John Strelitz for 93.1 mhz; 3 kw H&V; 328 m. Address: 7354 Ruthven Rd., Norfolk, VA 23505. Principal has no other broadcast interests. Action July 7

■ Corpus Christi, TX (BPED870720MC)—Granted app. of Family Educational Radio of South Texas Inc. for 88.7 mhz; 245 kw H&V; 266 m. Address: Rte 3, Box 440-F, Corpus Christi, TX 78415. Principal is nonprofit corporation headed by David R. Walkden, John C. Russell, N.J. Walkden and Charles A. Nichols. Action July 8

■ Salem, WV (BPH871203NS)—Granted app. of Salem Broadcasters for 105.7 mhz; 1.3 kw H&V; 146 m. Address: Rte 3, Box 10, Salem, WV 26426. Principal is owned by Richard L. Frame and Betty Lou Frame. Action July 8

TV's

■ Grove, OK (BPCT861223KI)—Denied app. of Stephen Sparks for ch. 45; ERP 5000 kw-V, 500 kw-A; 190 m. Address: 5150 Old Bullard Rd., Tyler, TX 76006. Principal has no other broadcast interests. Action July 8

■ Duncan, OK (BPCT870331PV)—Denied app. of Steven Sparks for ch. 40; ERP 1000 kw-V, 100 kw-A; 200 m. Address: 2607 River Hill Circle #1406, Arlington, TX 76006. Principal has no other broadcast interests. Action July 8

Facilities Changes

Applications

AM's

■ Fort Pierce, FL, WDKC, 1330 khz—June 30-Application for CP to augment authorized standard pattern.

■ Ashburn, GA, WNNQ, 1570 khz—June 23-Application for CP to correct coordinates to: 31 41 17N 83 38 38W.

■ Escanaba, MI, WCHT, 600 khz—June 22-Application for CP to make changes in ant sys; reduce pwr; change TL: 1.4 km N of County Hwy 414 on K Lane, 4 km S of Village of Flat Rock, Delta Co, Wells Township, MI: 45 48 19N 87 10 13W

FM's

■ Springerville, AZ, KQAZ, 101.7 mhz—June 07-Application for CP to change ERP: 1.1 kw H&V

■ Lompoc, CA, KBOX, 92.7 mhz—May 31-Application for CP to make changes: ERP: 5.7 kw H&V; HAAT: 208 m. H&V; FREQ: 104.1 mhz; CLASS: B1 (Per Docket #88-384).

■ Fort Bragg, CA, KSAY, 97.7 mhz—June 08-Mod of CP (BPH850712MH) to correct coordinates.

■ Chester, CA, KCFM, 98.9 mhz—June 10-Mod of CP (BPH831026AH) to make changes: ERP: 25 kw H&V; HAAT: 737 m. H&V; change antenna location: on the Kiddie Ridge, 0.8 mi. SE of Dyer Mtn Peak.

■ Decatur, IL, WJMU, 89.5 mhz—June 16-Application for CP to change ERP: 1.66 kw H&V.

■ Collegeville, MN, KNSR, 88.9 mhz—June 16-Mod of CP (BPED830512AJ) to change HAAT: 222 m. H&V.

■ Mansfield, MO, KTRI-FM, 95.9 mhz—June 28-Application for CP to make changes: HAAT: 95 m. H&V; TL: Land Sec 10, TWN #27-N, Range 16-W, 1.8 mi. NW of Mt. Zion, Douglas Co, MO.

■ Buffalo, NY, WRLT, 96.9 mhz—June 23-Application for CP to change ERP: 15.5 kw H&V.

■ Beaver Falls, PA, WGEV, 88.3 mhz—June 23-Application for CP to change from class D to class A operation.

■ San Antonio, TX, KSYM-FM, 90.1 mhz—June 10-Application for CP to make changes: ERP: 3 kw H&V; HAAT: 39 m. H&V. and to correct coordinates: 29 26 50N 98 29 55W.

■ Everett, WA, KSER, 90.7 mhz—July 1-Application for CP to make changes: HAAT: 167 m. H&V; ERP: 1kw (H) and 0.95kw (V); TL: 3.3 mi. at 24 degrees true from Lynwood: 47 51 45N 122 17 04W; and change ant. pattern from non-directional to directional.

TV's

■ Castle Rock, CO, KWHD, ch. 53—June 24-MP to change HAAT: 389 meters; ANT: Dielectric TFU-25JDAS (DA); TL: 2,000 ft. E of Douglas-Ebert County Line and 600 ft. S of Hilltop Rd; 39 25 58N 104 39 18W.

■ Pueblo, CO, KPCS, ch. 32—July 5-MP (BPCT811224KE) to change ERP vis.: 1500 kw; HAAT: 657 meters; TL: Cheyenne Mtn., 10.6 km SSW of Colorado Springs, El Paso Co, CO; ANT: Bogner/BUC24N; 38 44 45N 104 51 40W.

■ Jacksonville, FL, WNFT, ch. 47—July 1-Application for CP to change ERP vis.: 5000 kw; HAAT: 299 meters; ANT: Harris TWS-30T Wavestar; 30 16 34N 81 33 58W.

■ Mount Clemens, MI, WADL, ch. 38—July 5-MP to change HAAT: 192 meters; ANT: Harris TWS-30C (DA).

■ Holly Springs, MS, WBUY, ch. 40—June 22-MP to change HAAT: 248 meters; ANT: Bogner BUH-O-32-L; TL: near Twp 1 South, Range 4 West; 34 54 48N 89 34 50W.

Actions

AM's

■ Bisbee, AZ, KBZB, 1230 khz—July 7-Application (BP880120AF) granted for CP to change TL: approx 0.5 mi. SE of AZ 92 (Sierra Vista-Bisbee Hwy) via road to Cochise County Detention Center, on land of Phelps Dodge Corp., from Bisbee P.O., 162 degrees T of Bisbee, AZ: 31 24 01N 109 54 00W.

■ Honolulu, KAIM, 870 khz—July 8-Application (BP880203AG) granted for CP to make changes in ant sys; TL: Kalua Koi Rd, Kalua Koi, HI: 21 10 56N 157 13 27W.

■ Rockford, IL, WROK, 1440 khz—July 1-Application (BMP870226AG) granted for MP (BP850510AC, as mod) to make changes in ant sys: sectionalized Twr #2, top-load

Twrs #1 and #3.

■ Sullivan, IN, WNDI, 1550 khz—July 8-Application (BP880325AE) granted for CP to make changes in ant sys; reduce pwr and change TL: 1.3 mi. W of Sullivan Washington Street; 39 05 36N 87 26 38W.

■ Newton, IA, KCOB, 1280 khz—July 8-Application (BP880302AF) granted for CP to make changes in ant sys; reduce pwr and change TL: 1.2 mi. NE Newton, IA; 41 44 11N 93 01 12W.

■ Attleboro, MA, WARA, 1320 khz—July 8-Application (BP880201AE) granted for CP to make changes in daytir directional antenna parameters.

■ Mt. Pleasant, MI, WPRJ, 1020 khz—July 6-Application (BMP870330AB) granted for CP to make changes ant sys (including increase in tower height); reduce num of towers and make minor change in coordinates to: 43 32N 84 42 35W.

■ Kansas City, MO, KJLA, 1190 khz—July 1-Application (BP880429AF) dismissed for CP to augment nighttir pattern.

■ Rocky Mount, NC, WCEC, 810 khz—July 7-Application (BP880128AI) granted for CP to correct coordinates: 34 43N 77 50 06W.

■ Alliance, OH, WFAH, 1310 khz—July 5-Application (BP870921AC) dismissed for CP to change hrs of op until by adding night service with 500 watts and ma changes in ant sys.

■ Midwest City, OK, KTLV, 1220 khz—July 5-Application (BP880505AA) returned appl resubmitted nunc p tunc: CP to change hrs of op to until by adding nig service with 500 watts; increase day pwr to 1 kw, DA-2 at make changes in ant sys.

■ Bethel Park, PA, WGPL, 890 khz—July 1-Application (BMP880401AB) dismissed for MP to change TL: Coun Line Rd, near Canonsburg, PA: 40 19 25N 80 08 47W.

■ Camden, SC, WCAM, 1590 khz—July 8-Application (BP880510AD) granted for CP to make changes in ant sys TL: S side of intersec of Hwy 34 and US Hwy #1 at #601, 11 km from city limits of Camden West, Camde SC: 34 13 31N 80 40 44W.

■ Kingsport, TN, WKIN, 1320 khz—July 7-Application (BP870909AD) granted for CP to change TL: Weststor Drive at Beason Well Rd, Kingsport, TN: 36 33 12N 82 15 58W.

■ Clarksville, TX, KCAR, 1350 khz—July 8-Application (BP880304AE) granted for CP to correct geographical c ordinates to: 33 36 47N 95 01 03W and increase twr height

■ Earlysville, VA, WKTR, 840 khz—July 8-Application (BMP871103AE) granted for Mod of CP to make changes ant sys; TL: 6.1 km NW of Rucksville, VA, on SR 3 Earlysville, VA: reduce daytime pwr to 8.2 kw; 38 15 57 78 24 53W.

■ Green Valley, WV, WAMN, 1040 khz—July 1-Application (BMP880302AD) granted for MP (BP840430AH) make changes in ant sys from DA to NDA, reduce pwr 1.5 kw and correct coordinates to 37 18 20N 81 07 30V

FM's

■ Kodiak, AK, KJJZ, 101.1 mhz—July 7-Application (BMP870805AI) granted for MP (BPH841003AU) make changes: ERP: 3.1 kw H&V; HAAT: 14 m. H&V

■ San Diego, KSON-FM, 97.3 mhz—July 7-Application (BPH861201ID) granted for CP to make changes: T Cowles Mtn., San Diego, CA; ERP: 7.4 kw H&V; HAA 1074 ft. H&V: 32 48 45N 117 01 52W.

■ Grand Junction, CO, KQIX-FM, 93.1 mhz—July Application (BMP880315IE) granted for M (BPH870128IF) to make changes: TL: 610 24-1/2 R. Grand Junction, Mesa Co, CO; change HAAT and ER change class to C1; 39 05 35N 108 35 51W.

■ Pueblo, CO, KRYT, 107.9 mhz—July 8-Application (BMP8871016IA) granted for MP (BPH840103AL, mod) to make changes: TL: from Rye, CO, 6.4 km 25 degrees NW to proposed site: HAAT: 73.46 m. H&V: 37 40N 104 59 56W.

■ Pensacola, FL, WOWW, 107.3 mhz—July 1-Application (BMP880506IE) granted for Mod of C (BPH851125IE) to make changes: HAAT: 429 m. H&V change antenna-supporting structure height.

■ Pittsfield, IL, WBBA-FM, 97.7 mhz—July 7-Application (BPH880126IC) granted for CP to make change FREQ: 97.5 mhz (Per Docket #86-146); ERP: 10 kw H&V

■ Litchfield, MN, KLFD-FM, 95.3 mhz—July 7-Application (BPH880330IE) granted for CP to make change FREQ: 94.9 mhz (Per Docket #87-412); ERP: 50 kw H&V change class to C2.

■ Omaha, NE, KGBI-FM, 100.7 mhz—July 6-Application (BPH870226IN) granted for CP to change TL: 1.2 k

PRODUCE MORE PROFITS...

With the Right Production System.

- Outstanding Workmanship
- Stunning Performance
- Delivered On Time
- Within Budget



Complete Studio Systems
The Audio Broadcast Group
2342 S. Division Ave.
Grand Rapids, MI 49507



©1988

Call For Our Brochure!
616-452-1596

of Military Ave and Rte 133 (90th St) NE: HAAT: 329.2 H&V and make changes in ant sys: 41 19 05N 95 02 W.

Farmington, NM, KNMI, 88.9 mhz—July 8-Application (BPED870327MN) granted for CP to make changes: LAT: 206 m. H&V: TL: 7.08 km from main post office of Farmington bearing 196.6 degrees 1.16 km W of State Hwy 1, near Farmington, NM: 36 40 16N 108 13 54W.

Port Henry, NY, WHWB-FM, 92.1 mhz—July 7-Application (BPH880122IA) granted for CP to make changes: ERP: 0 kw H&V: HAAT: -27 m. H&V.

Lebanon, OR, KIQY, 103.7 mhz—July 12-Application PH870225MH) granted for CP to make changes: ERP: 0 kw H&V: HAAT: 514.5 ft. H&V: correct tower site and elevation.

Grove City, PA, WEDA-FM, 95.1 mhz—July 12-Application (BPH860922IG) granted for CP to make changes: NE corner of intersect of Charleston and Sharpville Rds, 1.1 mi. N of Charleston, PA: ERP: 15.2 kw DA (H) 13.38KW DA (V): HAAT: 274.3 m. H&V: 41 15 08N 21 28W.

Oak Ridge, TN, WKNF-FM, 94.3 mhz—July 7-Application (BPH880315ID) granted for CP to make changes: off Carmichael Rd, 0.6 km from intersect with SR 162: LAT: 156.8 m.: 35 56 28N 84 09 28W.

Abilene, TX, KEAN-FM, 105.1 mhz—July 8-Application (BMPH880404IF) granted for MP to make changes: LAT: 388.7 m. H&V.

Austin, TX, KHFI-FM, 98.3 mhz—July 7-Application MPH880219IC) granted for MP (BPH870302MH) to make changes: TL: SSW side of Austin, TX, approx. 1.12 mi SW of U.S. Rte 290-Brodie Lane intersection: HAAT: 4 m. H&V: 30 13 31N 97 49 29W.

Dallas, KNON, 90.9 mhz—July 12-Application MPED880120MR) granted for CP to make changes: ERP: 55 kw H&V: HAAT: 259 m. H&V: TL: 1450 West Belt Rd.

Orange, TX, KIOC, 106.1 mhz—June 30-Application PH880330ID) dismissed for CP to make changes: TL: 35 mi. N (330 degree) of Bevil Oaks, TX: HAAT: 413 m. H&V: 30 11 54N 94 17 46W.

Colonial Beach, VA, WGRQ, 95.9 mhz—June 30-Application (BPH880412IA) dismissed for CP to make changes: TL: 1600 ft. S of Rt 3 at Weedons Fork, King George Co. VA.

/s

Fort Lauderdale, FL, WSCV, ch. 51—July 8-Application (BPCT880601LF) granted for CP to change ERP vis.: 10 kw: HAAT: 262 m.: ANT: Andrew Corp/ATW25H3, DSP-51: TL: 390 NW 210th St., Miami, Dade Co. FL: 25 59N 80 12 33W.

Allentown, PA, WFMZ-TV, ch. 69—July 6-Application PCT870331L8) granted for CP to change ERP vis.: 47.8KW. aur.: 214.8 kw: HAAT: 329.2 m.

Actions

Commission Actions

Input Selector Switches—FCC has revised its implementation plan for input selector switches which are used to terminate between over-air television service and cable television service. Original plan was adopted Nov. 19, 1987.

(Gen. Docket 87-107 by MO&O [FCC 88-208] adopted June 21 by commission.)

■ Chatham, MA—Ordered further hearings in proceeding involving mutually exclusive applications of Cannon Communications Corp., First Class Communications Ltd. and Hear H. Stengel for new FM station at Chatham, MA. (MM Dockets 83-976, et al., by MO&O [FCC 88-215] adopted June 27 by commission.)

■ San Francisco, CA—Affirmed staff approval of transfer of control of Spanish International Communications to SICC Holding Corp., Hallmark Cards. (By MO&O [FCC 88-219] adopted June 28 by commission.)

■ FCC seeks comments concerning 1989 Plenipotentiary Conference of International Telecommunication Union in Nice, France. (Gen. docket 88-351 [Report DC-1197], Action in Docket Case)—Commission has initiated inquiry seeking comments concerning Plenipotentiary Conference of International Telecommunication Union to be held in Nice, France, May 23 through June 29, 1989. Interested parties may file comments on or before Aug. 9 and reply comments on or before Aug. 24. Action by commission June 30 by Notice of Inquiry (FCC 88-223).

■ FCC consents to assignment of license of WKNR(AM) Battle Creek, MI: grants six-month waiver of duopoly rule (Report MM-331, Mass Media Action)—FCC has granted Triad/Comm. Co. six-month waiver of its duopoly rule and consented to assignment of license of WKNR(AM) at Battle Creek, MI, from WKNR Broadcasting Corp. to Triad. Action by commission July 5 by letter (FCC 88-224).

■ FCC grants transfer of control of WYED-TV Goldsboro, NC (Report MM-332, Mass Media Action)—Commission has granted transfer of control of Group H Broadcasting Corp., permittee of WYED-TV channel 17, at Goldsboro, NC, from Randall G. Harvey to George G. Beasley. Action by commission July 5 by letter (FCC 88-225).

■ TV and radio main studio rules affirmed and clarified—MM docket 86-406 (Report DC-1202, Action in Docket Case). Affirmed rules adopted April 16, 1987, which relaxed some of rules relating to operation of TV and radio stations. Action by commission July 11 by MO&O (FCC 88-235).

Staff Actions

■ Garden City, IN—Report and Order establishing July 12 to Aug. 11 filing window for channel 275A (102.9 mhz) at Garden City pending further action on Mid-State Media's request for reconsideration. (MM Docket 87-298 by order granting petition for stay [DA 88-1063] adopted July 7 by chief, policy and rules division.)

■ Savannah Cablevision Inc. v. South Carolina Electric & Gas Co. (SCEG)—Dismissed as moot. Savannah Cablevision's complaint against SCEG alleging that particular condition of SCEG's master pole attachment agreement that precluded Savannah's right to petition commission to review rates, terms, and conditions of agreement was unjust, unfair and unreasonable, against public policy and violated Communications Act. (By order [DA 88-1020] adopted June 30 by deputy chief, enforcement division, Common Carrier Bureau.)

■ International Telecommunications Union Region 2 Administrative Radio Conference—Granted, in part, request by Association for Broadcast Engineering Standards Inc. for extension of time to file comments and replies concerning preparation for International Telecommunications Union Region 2 Administrative Radio Conference for planning of broadcasting in 1605-1705 khz band. Comments are due Aug. 11, replies Aug. 26. (Gen. Docket 84467 by order

granting request for extension of time to file comments [DA 88-1052] adopted July 7 by chief, Mass Media Bureau.)

Review Board Actions

■ El Paso, TX—Granted request by UN2JC Communications Ltd. for withdrawal of contingent exceptions filed June 21 concerning its grant of new television station at El Paso. (MM Docket 85-392 by order [FCC 88R-39] adopted June 28 by review board.)

■ San Diego (Carine Juanita Henry et al.) FM proceeding—Scheduled oral argument for Aug. 12 at 9 a.m., room 856 (commission meeting room), 1919 M St., NW, on exceptions to initial decision of ALJ Joseph Chachkin (FCC 88D-6, released March 16) granting application of Representative Media Limited Partnership for new FM station channel 251B (98.1 mhz) at San Diego and denying competing applications of Carine Juanita Henry; Harbor Communications, A California Limited Partnership; Durden Broadcasting Co.; Simpson Communications Ltd., A Limited Partnership; Echeverria Broadcasting Corp.; Amigos De San Diego, A California Limited Partnership; Triple Bogey Broadcasting, A California Limited Partnership; New Sounds of San Diego Inc.; San Diego Broadcasting, A California Limited Partnership; American Media Group, A Limited Partnership; San Ysidro Communications, A Limited Partnership; San Diego Comtrends Inc.; Vista Grande Broadcasting, A California Limited Partnership; Diane Osequera; Soledad Broadcasting Co., and Maria Elena Laso Bradley. Each party has 10 minutes for oral argument. Parties whose applications were denied may reserve part of their time for rebuttal. (By letter, June 24, MM Docket 85-140.)

■ Cordele, GA (Silver Star Communications-Albany Inc. [WJM] and WFAV-FM) license revocation proceeding—Scheduled oral argument for July 29 at 10 a.m., room 235, 2000 L St., NW, on exceptions to initial decision of ALJ Edward Luton (FCC 88D-10, released April 7) ordering Silver Star Communications-Albany Inc. to forfeit \$20,000 for its wilful and repeated violations of section 310(d) of Communications Act by effecting unauthorized transfer of control. Silver Star and Mass Media Bureau each have 20 minutes for argument. Bureau may reserve part of its time for rebuttal. (By letter, June 21, MM Docket 86155.)

ALJ Actions

By Chief ALJ Thomas B. Fitzpatrick on dates shown:

■ Madera, CA (Larry W. Gamble et al.) FM proceeding—Designated ALJ Joseph P. Gonzalez to preside in proceeding. Scheduled prehearing conference for Sept. 8 and hearing for Oct. 11. (By order, July 5, MM Docket 88-302.)

■ Newberry, FL (P. Scott Miller, Marvin H. Halberstein and Donald E. Rice et al.) FM proceeding—Designated ALJ Edward J. Kuhlmann to preside in proceeding. Scheduled prehearing conference for Sept. 9 and hearing for Oct. 11. (By order, July 5, MM Docket 88-303.)

■ Omega, GA (Shirley Marchant et al.) FM proceeding—Designated ALJ Joseph Stirmer to preside in proceeding. Scheduled prehearing conference for Sept. 13 and hearing for Oct. 13. (By order, July 5, MM Docket 88-305.)

■ Louisburg, NC (Franklin Broadcasting Co. Inc. et al.) FM proceeding—Designated ALJ Joseph Chachkin to preside in proceeding. Scheduled prehearing conference for Aug. 29 and hearing for Sept. 28. (By order, June 30, MM Docket 88-297.)

■ Rocky Mount, NC (Eastern Carolina Electronics Limited Partnership et al.) FM proceeding—Designated ALJ Edward Luton to preside in proceeding. Scheduled prehearing conference for Aug. 29 and hearing for Sept. 28. (By

**CLASSIFIED
ADVERTISING
IS YOUR
BEST BUY...**



R.A. Marshall & Co.
Brokerage & Media Investment Analysis

Shenandoah Valley Class A \$350,000
Growing Texas Market, C2 Upgrade \$1 million
Top 15 Market AM, Hispanic Format \$2.2 million



800 Main Street
Hilton Head Island, South Carolina 29928, 803-681-5252

Services

FCC ON-LINE DATABASE
dataworld®
 Allocation Terrain Studies
 AM • FM • TV • LPTV • ITFS
 4827 Rugby Ave. Suite 200
 Bethesda MD 20814
 (301) 652-8822 1-800-368-5754

RAMTRONIX, INC.
 Connector Supplier
 to the Broadcast Industry
 Kings/ITT Cannon
 67 Jeffry Blvd. E.
 Deer Park, N.Y. 11729
 (516) 242-4700

**Stephen Raleigh
 Broadcast Services**
 Full Service Technical Consulting
 Specialists in Audio & RF Systems
 Facility Design & Installation
 P.O. Box 3403, Princeton, N.J. 08540
 (609) 799-4357

Teletech, Inc.
 BROADCAST CONSULTANTS AND ENGINEERS
 • FCC Applications and Field Engineering
 • Frequency Searches and Coordination
 • Tower Erection and Maintenance
 • Facility Design and Construction
 Contact: KENNETH W. MOEHN 23400 Mich. Ave.
 (313) 562-6873 Dearborn MI 48124

DSI COMMUNICATIONS INC.
 • Radio and Television System Design
 • Transmitter and Studio Installation
 • Microwave and Satellite Engineering and Installation
 12 North Willow St.
 201-746-9307 Montclair, NJ 07042

**FULL TIME
 UPLINK SERVICES**
\$9988/month
 from Dallas
 Call 1-800-328-2546

**Broadcast
 Intelligence, Inc.**
 COMPETING APPLICANT PROFILE
 ...because you need to know.
 (602) 293-6818

DON'T BE A STRANGER
 To Broadcasting's 116,427* Readers.
 Display your Professional or Service Card
 here. It will be seen by station and cable TV
 system owners and decision makers.
 * 1986 Readership Survey showing 3.5
 readers per copy

BROADCAST DATA SERVICES
 Computerized Broadcast Service
 Including
 Data Base Allocation Studies
 Terrain Profiles
 A Div. of Muffet, Larson & Johnson, Inc.
 703 824-5666

**UNUSED
 CALL LETTERS**
dataworld®
 1-800-368-5754

INTEREP
 BROADCAST FINANCIAL
 SERVICES DIVISION
 Specializing in Financial
 Consulting Services including:
 • Equity/Debt Financing
 • Debt Restructuring
 • Customized Presentations
 Vince Bellino
 Vice President
 (212) 918-0541

**MAILING LABELS
 AM, FM & TV**
dataworld®
 1-800-368-5754

PROFESSIONAL VIDEO SERVICES
 • Complete Video Tape Production
 • 40' x 40' Acoustic Studio-Light Grid
 • Satellite & Local Teleconferencing,
 Downtown Pt. to Pt. Transmission
**AMERICAN
 CABLEVISION**
 3030 Roosevelt Ave. • Indianapolis, IN 46218 • (317) 632-2288
 An American Television & Communications Corp. Company

Franklyn R. Beemish & Co.
 Engineering for Television & Radio
 FACILITIES AND SYSTEMS DESIGN & IMPLEMENTATION
 ANALOG & DIGITAL VIDEO, AUDIO, HDV
 ARCHITECTURAL ENGINEERING
 ELECTRICAL, HVAC, ACOUSTICAL
 574 Sunrise Highway, Baldwin, NY 11510 516-867-8510

AV
 Ann Vogt
 1200 18th St., N.W.
 Suite 500
 Washington, D.C. 20036
 (202) 457-0994
 Communications Research

contact
BROADCASTING MAGAZINE
 1705 DeSales St., N.W.
 Washington, D.C. 20036
 for availabilities
 Phone: (202) 659-2340

order. June 30. MM Docket 88-299.)

■ Northumberland, PA (Rebecca L. Boedker et al.) F proceeding—Designated deputy chief ALJ James F. Tierney to preside in proceeding. Scheduled prehearing conference for Sept. 9 and hearing for Oct. 12. (By order, July 5, M Docket 88-304.)

■ Odessa, TX (Lighthouse FM Limited Partnership et al.) FM proceeding—Designated ALJ Walter C. Miller to preside in proceeding. Scheduled prehearing conference for Sept. 29 and hearing for Dec. 12. (By order, June 30, M Docket 88-298.)

■ Coeburn, VA (Ernestine Hill et al.) FM proceeding Designated ALJ Richard L. Sippel to preside in proceeding. Scheduled prehearing conference for Sept. 7 and hearing Oct. 7. (By order, July 5, MM Docket 88-300.)

By Deputy Chief ALJ James F. Tierney on dates shown:

■ Sparks, NV (Pepper Schultz and Comstock Broadcasters Inc.) FM proceeding—Granted request by Pepper Schultz and enlarged issues against Comstock Broadcasters to determine whether Comstock solicited, prohibited ex parte presentation in this proceeding and, if so, under evidence adduced, whether Comstock is qualified to become commission licensee. (By MO&O, June 24, MM Dockets 83120-07.)

■ Wauseon, OH (Ernest C. Miller et al.) FM proceeding. Granted request by Mass Media Bureau and dismissed with prejudice applications of Ernest C. Miller, Charles J. Salzman and David Edward Knisley for failure to prosecute a terminated proceeding. (By MO&O, June 30, MM Docket 88117.)

By Joseph Chachkin on dates shown:

■ Dothan, AL (Wiregrass Educational Radio Inc. et al.) ED-FM proceeding—Granted request by Wiregrass Educational Radio and dismissed its application with prejudice. (By order, June 30, MM Docket 88-98.)

■ Quincy, IL (Linda Crook and Cynthia Escajeda Ca) FM proceeding—Granted request by Cynthia Escajeda Ca. and dismissed her application with prejudice; granted application of Linda Crook for new FM station at Quincy a terminated proceeding. (By MO&O, June 24, MM Docket 86-143.)

■ Irondequoit, NY (Silver Broadcasting Limited Partnership et al.) FM proceeding—Approved settlement agreement and dismissed applications of Benjamin Macwan, F Irondequoit Limited Partnership, Liberty Pole Communications Limited Partnership and Florence J. Mance; grant application of Silver Broadcasting Limited Partnership for new FM station on channel 294A (106.7 mhz) at Irondequoit and terminated proceeding. (By MO&O, June 3 MM Docket 87-517.)

Allocations

■ Opelika, AL—At request of Ronald Livengood, proposed amending FM table by allotting channel 244A (96 mhz) to Opelika as its first local FM service. Comments due Aug. 29, replies Sept. 13. (MM Docket 88-319.) NPRM [DA 88-1004] adopted June 7 by deputy chief, policy and rules division. Mass Media Bureau.)

■ Prattville, AL—Effective Aug. 22, amended FM table by substituting channel 236C2 (95.1 mhz) for channel 237 (95.3 mhz) at Prattville and modifying license WQIM(FM) to specify operation on new channel. (M Docket 87-406 by R&O [DA 88-1010] adopted June 7 by deputy chief, policy and rules division.)

■ York, AL—At request of Grantell Broadcasting Co. proposed amending FM table by substituting channel 285C (104.9 mhz) for channel 257A (99.3 mhz) at York, and modifying license of WSLY(FM) to specify operation on new channel. Comments due Aug. 29, replies Sept. 1 (MM Docket 88-318 by NPRM [DA 88-1006] adopted June 7 by deputy chief, policy and rules division.)

■ Glenwood, CA—At request of Gary Albarez, proposed amending FM table by allotting channel 297A (107.3 mhz) to Lenwood as its second local FM service. Comments due Aug. 29, replies Sept. 13. (MM Docket 88-317 by NPRM [DA 88-1007] adopted June 7 by deputy chief, policy and rules division.)

■ Lake City, FL—Effective Aug. 22, substituted channel 232C2 (94.3 mhz) for channel 232A at Lake City and modified license of WQPD(FM) to specify operation on channel 232C2. (MM Docket 87-439 by R&O [DA 88-1009] adopted May 31 by deputy chief, policy and rules division.)

■ Lanai City, HI—At request of Timothy D. Martz, proposed

Professional Cards

du Trell, Lundin & Rackley, Inc.
A Subsidiary of A D Ring, P. C.
1019 19th Street, N. W.
Third Floor
Washington, D. C. 20036
Telephone: 202/223-8700
Facsimile: 202/466-2042
Member AFCCE

SAIC Carl T. Jones
Corporation
A Subsidiary of Science Applications International Corporation
CONSULTING ENGINEERS
1901 YARNWOOD COURT
SPRINGFIELD, VA. 22153
(703) 569-7704
MEMBER AFCCE

LOHNES & CULVER
Consulting Radio-TV Engineers
1156 15th. St., N.W., Suite 606
Washington, D.C. 20005
(202) 298-2722
 Since 1944 Member AFCCE

COHEN and DIPPELL, P.C.
CONSULTING ENGINEERS
1015 15th St., N.W., Suite 703
(202) 783-0111
Washington, DC 20005
Member AFCCE

SILLIMAN AND SILLIMAN
8121 Georgia Ave. #700
Silver Spring, MD 20910
ROBERT M. SILLIMAN, P.E.
(301) 589-8288
THOMAS B. SILLIMAN, P.E.
(812) 853-9754
Member AFCCE

Moffet, Larson & Johnson, Inc.
Consulting Telecommunications Engineers
Two Skyline Place, Suite 800
5203 Leesburg Pike
Falls Church, VA 22041
703 824-5660
Member AFCCE

ANDRUS AND ASSOCIATES, INC.
ALVIN H. ANDRUS, P.E.
351 SCOTT DRIVE
SILVER SPRING, MD 20904
301 384-5374
Member AFCCE


HAMMETT & EDISON, INC.
CONSULTING ENGINEERS
Box 68, International Airport
San Francisco, California, 94128
(415) 342-5200
Member AFCCE

JOHN B. HEFFELFINGER
9233 Ward Parkway, Suite 285
816-444-7010
Kansas City, Missouri 64114
Member AFCCE

**JULES COHEN
& ASSOCIATES, P.C.**
Suite 400
1730 M St. N.W.
Washington DC 20036
(202) 659-3707
Member AFCCE

**CARL E. SMITH
CONSULTING ENGINEERS**
AM-FM-TV Engineering Consultants
Complete Tower and Rigging Services
"Serving the Broadcast Industry
for over 30 Years"
Box 2727 Bath, Ohio 44210
(216) 659-4440

**VIR JAMES
CONSULTING ENGINEERS**
Applications and Field Engineering
Computerized Frequency Surveys
3137 W. Kentucky Ave.—80219
(303) 937-1900
DENVER, COLORADO
Member AFCCE & NAB

**E. Harold Munn, Jr.,
& Associates, Inc.**
Broadcast Engineering Consultants
Box 220
Coldwater, Michigan 49036
Phone: 517-278-7339

**ROSNER TELEVISION
SYSTEMS**
CONSULTING & ENGINEERING
250 West 57 Street
New York, N.Y. 10107
(212) 246-2850

Mullaney Engineering, Inc.
Consulting Telecommunications Engineers
9049 Shady Grove Court
Gaithersburg, MD 20877
301-921-0115
Member AFCCE

HATFIELD & DAWSON
Consulting Engineers
Broadcast and Communications
4226 6th Ave., N.W.,
Seattle, Washington, 98107
(206) 783-9151
Member AFCCE

ENTERPRISE ENGINEERING P.C.
Consulting Engineers
FW HANNEL, PE
PO Box 9001 Peoria, IL 61614
(309) 691 4155
Member AFCCE

**STRUCTURAL SYSTEMS
TECHNOLOGY, INC.**
MATTHEW J. VLISSIDES, P.E.
PRESIDENT
TOWERS, ANTENNAS, STRUCTURES
New Tall Towers, Existing Towers
Studies, Analysis, Design Modifications,
Inspections, Erection, Etc.
6867 Elm St., McLean, VA 22101 (703) 556-9765
Member AFCCE

C. P. CROSSNO & ASSOCIATES
Consulting Engineers
P.O. Box 18312
Dallas, Texas 75218
(214) 669-0294
Member AFCCE

**JOHN F.X. BROWNE
& ASSOCIATES, P.C.**
525 Woodward Ave.
Bloomfield Hills, MI 48013
(313) 642-6226
Washington Office
(202) 293-2020
Member AFCCE

**D.C. WILLIAMS
& ASSOCIATES, INC.**
Consulting Engineers
AM FM TV LPTV CATV
POST OFFICE BOX 700
FOLSOM, CALIFORNIA 95630
(916) 933-5000

R.L. HOOVER
Consulting Telecommunications Engineer
11704 Seven Locks Road
Potomac, Maryland 20854
301 983 0054
Member AFCCE

CLARENCE M. BEVERAGE
COMMUNICATIONS TECHNOLOGIES, INC.
BROADCAST ENGINEERING CONSULTANTS
P.O. BOX 1130
MARLTON, N.J. 08053
16091 985 0077

 **LAWRENCE L. MORTON
ASSOCIATES**
21071 SUPERIOR LANE
LAKE FOREST, CALIFORNIA 92630
LAWRENCE L. MORTON, P.E.
AM • FM • TV
APPLICATIONS • FIELD ENGINEERING
(714) 859-6015
MEMBER AFCCE

SELLMEYER ENGINEERING
Consulting Engineers
P.O. Box 205
McKinney, Texas 75069
(214) 542-2056
Member AFCCE

PAUL DEAN FORD, P.E.
BROADCAST ENGINEERING CONSULTANT
R.R. 12, Box 351
WEST TERRE HAUTE, INDIANA 47885
812-535-3831
Member AFCCE

EVANS ASSOCIATES
Consulting Communications Engineers
AM-FM-TV-CATV-ITPS-Satellite
Broadcast Engineering Software
216 N. Green Bay Rd.
THIENSVILLE, WISCONSIN 53092
Phone (414) 242-6000
Member AFCCE

RICHARD L. BIBY, P.E.
**COMMUNICATIONS ENGINEERING
SERVICES, P.C.**
CONSULTING ENGINEERS
1600 Wilson Blvd., Suite 1003
Arlington, Virginia 22209
(703) 522-5722
Member AFCCE

**JOHN J. DAVIS
& ASSOCIATES**
CONSULTING ENGINEERS
P.O. BOX 128
SIERRA MADRE, CA 91024-0128
(818) 355-6909
Member AFCCE

BOND ASSOCIATES
TECHNICAL CONSULTANTS
3801 E. 14TH STREET #602
PLANO, TEXAS 75074
(214) 423-4935
ROBERT T. BOND

WILLOUGHBY & VOSS
BROADCAST TECHNICAL CONSULTANTS
SUITE 100-A
15102 JONES - MALTSBERGER
SAN ANTONIO, TEXAS 78232
(512) 525-1111 OR 490-2778
APPLICATIONS • FIELD SERVICES
Member NAB

S.S.E. Inc.
Radio Systems Division

Satellite, Cellular, SMR, & FM
Engineering Services
7315 Wisconsin Ave.
Fifth Floor East
Bethesda, MD 20814
Contact: R. Napp
(301) 652-4660

Vega Cellular Consultants
Telecommunications Engineers/Consultants
RSA APPLICATIONS
3312 Edgewater Drive
Orlando, Florida 32804
DAVID H. LARSEN
(800) 332-8342

 **OWL ENGINEERING, INC.**
Consulting Communications Engineers
GARRETT G. LYSIAK, P.E.
1306 W. County Road F, St. Paul, MN 55112
(612) 631-1338
"Member AFCCE"

 **LUNAYACH COMMUNICATIONS CONSULTANTS, INC.**
FM • TV • Cellular Applications,
System Design, Field Engineering
1835 K St., N.W. contact: S. Meeks
Suite 900, Penthouse D. Rose
Wash., D.C. 20006 (202) 828-5550

 **STUDIO DESIGN**
Consulting Radio Engineers
Building Studios & Transmitters
for C.P. Holders or Modifications
Proof • Inspections • Field Studies
Maintenance and Repairs
Offices Technico Comm.
N.E. US (718) 983-7616

**George Jacobs
& Associates, Inc.**
Consulting Broadcast Engineers
Domestic & International
Member AFCCE
Suite 410 8701 Georgia Ave.
(301) 587-8800 Silver Spring, MD
20910

DON'T BE A STRANGER
To Broadcasting's 116,427* Readers
Display your Professional or Service Card
here. It will be seen by station and cable TV
system owners and decision makers
* 1986 Readership Survey showing 3.5
readers per copy

contact
BROADCASTING MAGAZINE
1705 DeSales St., N.W.
Washington, D.C. 20036
for availabilities
Phone: (202) 659-2340

posed amending FM table by allotting channel 284A (104.7 mhz) to Lanai City as its first local FM service. Comments due Aug. 29, replies Sept. 13. (MM Docket 88-316 by NPRM [DA 88-1008] adopted June 1 by deputy chief, policy and rules division.)

■ Russellville, KY—At request of Target Communications of Kentucky, proposed amending FM table by substituting channel 266C1 (101.1 mhz) for channel 266C at Russellville and modifying license of WBVR(FM) to specify class C1 channel. Comments due Aug. 29, replies Sept. 13. (MM Docket 88-320 by NPRM [DA 88-1005] adopted May 31 by deputy chief, policy and rules division.)

■ Sartell, MN—At request of Sartell FM Inc., proposed amending FM table by substituting channel 244C2 (96.7 mhz) for channel 241A (96.1 mhz) at Sartell, and modifying its construction permit to specify C2 channel. Comments are due Sept. 1, replies Sept. 16. (MM Docket 88-333 by NPRM [DA 88-1018] adopted June 10 by deputy chief, policy and rules division.)

■ Batesville and Charleston, MS—Effective Aug. 26, amended FM table to substitute channel 263C2 (100.5 mhz) for channel 240A (95.9 mhz) at Batesville and channel 239A (95.7 mhz) for channel 232A (94.3 mhz) at Charleston; modified licenses of WBLE Batesville, and WGTG Charleston, accordingly. (MM Docket 88-14, by R&O [DA 88-1038] adopted June 10 by deputy chief, policy and rules division, Mass Media Bureau.)

■ Ocean Springs, MS—At request of Charles H. Cooper, proposed amending FM table by substituting channel 276C2 (103.1 mhz) for channel 276A at Ocean Springs, and modifying license of WOSM(FM) to specify operation on C2 channel. Comments are due Sept. 1, replies Sept. 16. (MM Docket 88-325 by NPRM [DA 88-1017] adopted June 1 by deputy chief, policy and rules division.)

■ Bolivar and Ava, MO—Effective Aug. 26, amended FM table to substitute channel 290C2 (105.9 mhz) for channel 292A (106.3) at Bolivar; modified license of KYOO-FM accordingly; substituted channel 222A (92.3 mhz) for channel 290A at Ava. (MM Docket 88-64, by R&O [DA 88-1037] adopted June 10 by deputy chief, policy and rules division.)

■ Reno, NV—Denied motion by Reno-Eleven Telecasters for extension of time to file petition for reconsideration in proceeding involving applications for new VHF Television station at Reno. (MM Docket 85-293, by order [FCC 88R-

40] adopted June 28 by review board.)

■ Egg Harbor City, NJ—At request of Rodio Radio Inc., proposed amending FM table by substituting channel 285B1 (104.9 mhz) for channel 285A at Egg Harbor City, and modifying license of WRDR(FM) to specify operation on B1 channel. Comments are due Sept. 1, replies Sept. 16. (MM Docket 88-332 by NPRM [DA 88-1019] adopted June 7 by deputy chief, policy and rules division.)

■ Fargo, ND, et al.—Denied petitions by PrimeMedia and Fleming to amend their respective FM applications in Fargo, Great Falls, MT, Orlando, FL, and Raleigh, NC; denied petitions by PrimeMedia and Fleming for reconsideration; returned without consideration PrimeMedia's petition for reconsideration for Great Falls. (By MO&O [FCC 88-218] adopted June 27 by commission.)

■ Roseburg and Canyonville, OR—Effective Aug. 26, amended TV table by allotting ch. 36 to Roseburg. MM Docket 87-478, by R&O [DA 88-1035] adopted June 7 by deputy chief, policy and rules division.)

■ Fort Bridger, WY—At request of Jim Dunker, proposed amending FM table by allotting channel 257A (99.3 mhz) to Fort Bridger as its first local FM service. Comments are due Sept. 1, replies Sept. 16. (MM Docket 88-324 by NPRM [DA 88-1016] adopted May 31 by deputy chief, policy and rules division.)

■ Gadsden and Holly Pond, AL—On request of Ron Hale, proposed amending FM table by allotting channel 238A (95.5 MHz) to Gadsden; on request of American Communications and Marketing Inc., proposed allotting channel 238A to Holly Pond. Only one of proposals can be granted. Comments due Sept. 2, replies Sept. 19. (MM Docket 88-330, by NPRM [DA 88-1033] adopted June 7 by deputy chief, Policy and Rules Division.)

■ Duluth, MN—On request of Minnesota Public Radio, proposed amending FM table by allotting channel *247C2 (97.3 mhz) to Duluth and reserve it for noncommercial use; comments due Sept. 2, replies Sept. 19. (MM Docket 88-331, by NPRM [DA 88-1032] adopted June 10 by deputy chief, Policy and Rules Division.)

■ Boonville, MO—On request of Big Country of Missouri Inc., licensee of KDBX-FM, channel 257A (99.3 mhz), proposed amending FM table by substituting channel 257C2 for channel 257A at Boonville; comments due Sept. 2, replies Sept. 19. (MM Docket 88-329, by NPRM [DA 88-1034] adopted June 10 by deputy chief, Policy and Rules

Division.)

■ Hilton Head Island and Bluffton, SC, and Darien, GA—Effective Aug. 26, amended FM table to substitute channel 295C2 (106.9 mhz) for channel 296A (107.1 mhz) Bluffton, and substitute channels 291C2 (106.1 mhz) at channel 300C2 (107.9 mhz) for channels 288A (105.5 mhz) and 292A (106.3 mhz) at Hilton Head Island; modified licenses of WLOW Bluffton, WHHR-FM Hilton Head Island and CP for WIJY Hilton Head Island, according (MM Docket 86-469, by second R&O [DA 88-1036] adopted June 10 by deputy chief, Policy and Rules Division)

Call Letters

Applications

Call Sought by

Existing TV

KCST-TV KNSD Gillett Communications of San Diego Inc., San Diego

Grants

Call Sought by

New AM

WKNJ Wendell & Associates, Lakeside, NJ

New FM's

KSSI Sound Enterprises, China Lake, CA
WJLF Central Florida Educational Network Gainesville, FL

KECC Miles Community College, Miles City MT

WQRT Altair Communications Inc., Salama ca, NY

KWRL Grande Ronde Broadcasting, La Grande, OR

WRHB Bland Group Inc., Barnesboro, PA

WVMM Messia College, Grantham, PA

WVAY Robin M. Rothschild, Wilmington, VT

KXAA Fine Arts Broadcasting, Rock Island WA

Existing AM's

WBLX WLIT Trio Broadcasters Inc., Mobile AL

WSGD WNAQ Sage Broadcasting Corporation, Hartford, CT

WNNW WVNH Costa Communications Corp Salem, NH

KKEL KUUX Robert D. Coker and Judy G Coker, Hobbs, NM

WBES WCCP Tri-County Broadcasting Corp of Clemson, Clemson, SC

WKGN WLIQ Paul Broadcasting Co., Knoxville, TN

WOCV WBNT Oneida Broadcasters Inc., Oneida, TN

KEYU KEYI Hicks Communications Partner L.P., Austin, TX

KBUG KCPX Price Broadcasting Co., Salt Lake City

Existing FM's

WBLX-FM WBLX Trio Broadcasters Inc., Mobile AL

WZHT WMGF New South Communications Inc., Troy, AL

KMPZ KWLN Dittman Group Inc., Osceola AR

KZKS KWWS-FM Sun Media Corp. of Colorado, Rifle, CO

WWRM WWBA WWBA Inc., St. Petersburg, FL

KFDC KFTX-FM Dodge Communication Co Fort Dodge, IA

WKNJ-FM WKNJ Kean College, Union, NJ

Existing TV

WAFB WAFB-TV WAFB Television Inc., Baton Rouge

We are pleased to announce that

Peter R. Kent

has become a partner in our firm providing

Merger & Acquisition and Corporate Finance services

Wessels, Arnold & Henderson

an investment banking and
institutional brokerage firm

900 INTERNATIONAL CENTRE • 920 SECOND AVENUE SOUTH • MINNEAPOLIS, MN 55402
612-344-1300

Classified Advertising

See last page of Classified Section for rates, closing dates, box numbers and other details

RADIO

HELP WANTED MANAGEMENT

ies manager. 12 person sales staff. Experience in local ect sales management required. 50,000 watt power-use in southern New England with metro and coastal verage Adult rock format. Send resume to General anager, WWRX, Box 325, Westerly, RI 02891.

neral manager, KSVP-KTZA-FM, serving Artesia, Carls- id and Roswell, New Mexico. Successful applicant must ve strong street sales background and enjoy heavy mmunity involvement. Liberal compensation plan ndes equity EOE. Send resume to Box K-43.

les manager Midwest AM/FM combo. Successful can- date will be able to motivate, recruit, and give ongoing les training to seven person sales staff while maintaining all personal account list. Group owner possible future -portunity for advancement. Our employees know of this i. EOE. Box K-41

neral manager for major market urban station. Must ve major market experience. Successful candidate real- izes that the main task is getting 110% performance from ployees. Station is nationally known flagship owned by ajor group broadcaster. This is your chance to play in the g leagues. Females and minorities especially encour- ed to apply. EEO-M/F. Box K-45

neral sales manager for major market urban station. -portunity for promotion with major well known broad- sting group. Successful candidate believes in sales ining, local direct, helping the rep and growing the best les department in the market. Females and minorities pecially encouraged to apply. EEO-M/F. Box K-46

idio station manager. Must be strong in sales with perience in radio. 3 KW FM station in Cadillac, Michigan. sort area. Evenings 517-321-1763

orthern California S.M. for 100,000 watt FM and 5,000 tt AM. Must be professional, aggressive and friendly th stable employment history. Send resume to. RZ/KHTE, PO Box 1918, Redding, CA 96099. No calls. 2E

ation manager for Iowa AM/FM combination. Group ner still searching for the right individual to lead sales ce to new highs. Apply to Bruce Cox, WMIX, PO Box 08, Mt. Vernon, IL 62864

id, profit oriented general manager sought for West ast AM/FM in top 25 market by major public broadcast- g company. Must have strong sales background, ability control expenses, strong budgeting skills, and stable ployment history. Submit letter with career and salary story, along with current references to Box K-66

ies manager. Medium market Texas, class C, C H R eds motivator for sales team. We don't need just another od salesperson. We need someone to set goals and an teach others to be good salespeople. Good oper- -on. Opportunity for future top ten position. EOE. Box K-

idwestern full-time gospel station needs a general les manager. Build and train your own sales force. Salary s override. Our only competition does 2 mill. Box K-76.

owing group seeks hands-on sales-oriented general anager for Wyoming small market station. Sales back- ound, stable employment and quality references de- ed. Engineering/technical ability helpful. Resume to Box 82

ies manager. Exceptional opportunity for experienced les professional. Established regional AM/FM power use looking for aggressive, organized person to take arge of sales management. Please send resume, earn- gs history and references to Box K-81

neral manager - California FM in growing medium arket needs manager with solid sales background. Pre- us GSM experience and proven track record required. ailed resume to Box K-73

ation manager needed for northern Wyoming AM/FM mbo. Sales oriented, experience preferred. Send re- me to D. Kehr, PO Box 22268, Billings, MT 59104. EOE.

neral manager for small Midwest AM operation. Strong les experience. Desk jockeys need not apply. You'll work an aggressive growing company with lots of opportuni- s. No hype or blue sky. Send resume. Box K-2

HELP WANTED SALES

istern Long Island, New York. Sell advertising time in s Hamptons. Unlimited earnings potential. Call Jeff Kim- al, GSM, 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, 1207 E. Ninth St., Albany, OR 97321

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

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 re- sume to J. McCullough, WLPO/WAJK, PO Box 215, La- Salle, IL 61301. EOE, M/F.

Let's have some fun in southern Minnesota! Wanted. Team members. Big FM/Little AM in phase two of turnar- ound. Sales Manager: Experienced, innovator, motivator, even-handed leader. Sales person: Loves radio, quality, winning! Resume, sales philosophy and goals to: Box K- 56

Account executive: WGMX/WNLK Stamford-Norwalk, Connecticut. Rapidly growing AM-FM combo in dynamic suburban market has an immediate opening for an ex- periented 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/BPB: Play-by-play for nationally ranked women's college basketball and local sales for 100,000 watt FM. Send PBP tape and resume to Charlie Boswell, K*FOX PO Box 588, Kulkin, TX 75901. EOE

Selling sales manager, 5kw AM fulltime, Texas. If you are a proven winner, send detailed resume to Box K-78. EOE/M/F.

Sales manager: to train, motivate and lead energetic team for well known regional CHR Class C in south central 175,000 market. AM sister is classic AC. Must be ex- periented, street-smart, aggressive, ambitious professional motivator. Salary, commission override and incentives. Send resume and present salary to Box K-69.

HELP WANTED ANNOUNCERS

Top-rated northern Indiana "full service station" needs afternoon communicator who can do more than intro re- cords. 2-years minimum experience. EOE. Tape/resume - WTRC, PO Box 699, Elkhart, IN 46515

Experienced writer/broadcaster to produce daily ski re- ports 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.

Radio announcer. University owned public radio station has immediate opening for versatile announcer-producer. Competitive entry level salary plus 12 days annual leave, 9 paid holidays and paid retirement. Applicants should have good working knowledge of jazz, bluegrass and folk mu- sic. Classical background helpful. Send tape including news and music, resume, references to Dick Ellis, Director, WETS-FM, Box 21, 400A, East Tennessee State University, Johnson City, TN 37614. ETSU is an equal opportunity/affir- mative action employer and employs only U.S. citizens and aliens authorized to work in the United States

SC coastal FM has immediate openings for enthusiastic team players. Attitude and love of business as important as experience. Clean adult styles only. Post Office Box 8648, Myrtle Beach, SC 29578.

HELP WANTED TECHNICAL

Maintenance engineer, 50kw FM, 5kw DA AM. Associate degree E.E. Technology or equivalent experience re- quired. 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.

Growing progressive Midwest broadcast group looking for engineer for AM/FM. Experience in automation/transmit- ter repair, installation of equipment helpful. Send resume and salary requirements. EOE. Box K-65

Chief engineer needed at Keymarket's Gulf Coast FM station WIZD, Pensacola/Mobile. Two years FM experience required. Call 803-278-4646 or send resume to Lynn A. Deppen, DOE, 804 Carolina Avenue, North Augusta, SC 29841, EEO.

Sales/engineer: Are you underpaid and unappreciated? Looking for flexible hours and growth determined by your own ambition? Our expanding nationwide firm is seeking ambitious sales people with good radio engineering back- ground that would like to supplement their income and establish a regional territory. Send your resume and refer- ences to P.O. Box 8782, BWI Airport, MD 21240.

Leading southern Connecticut class B FM, WEBS 108, has an immediate opening for chief engineer. Strong back- ground in transmitters preferred. SBE broadcast engineer AM/FM or FCC 1st class required. Send resumes to: WEBS, 50 Washington Street, Norwalk, CT 06854. EOE.

HELP WANTED NEWS

Anchor/editor/reporter with commercial experience for active local news operation. Writings, T & R: Box 910ND, Rockland County, NY 10970. EOE

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 air- check to Bob Lambert, P.O. Box C, Athens, OH 45701

DuPont Journalism Award winning radio station seeks reporter for sign-on shift (4:30a.m. - 12:30p.m.). Gather, write, edit and anchor newscast in morning drive time, produce stories for afternoon newscast and produce fea- tures and documentaries as assigned. Send audition tape, including newscast, at least one feature, and resume to Larry Strout, KOSU-FM, 302 PM Building, Oklahoma State University, Stillwater, OK 74078. Deadline August 5, 1988. No calls. KOSU is an AA/EEO employer

WSBY/WQHQ. Experienced announcer/disc jockey need- ed fulltime. Send tapes and resumes to Ed Hunt, Oper- ations Director, P.O. Box "U", Salisbury, MD 21801. EOE.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

Program director wanted: Small market combo on beauti- ful Lake Erie needs an ambitious program director. Must be able to do quality air shift as well as have strong manageri- al skills. Experience in marketing/promotion, leading and training. Some engineering knowledge helpful. EOE. Rush tape and resume to: Radio Enterprises, P.O. Box 738, Ashta- bulia, OH 44004. Attn: Station Manager

Morning show host wanted to work with established "sidekick" at leading CHR in the Southeast. Morning ex- perience and excellent use of phones a must. Send T & R and photo to: Brian Maloney, WKSF, P.O. Box 6447, Asheville, NC 28816. EOE.

Award winning radio station seeks programmer/an- nouncer to host daily classical music and/or jazz-new age programming. Need ability to interview, produce, and edit arts features. \$1,269/mo. plus benefits. Send resume, re- ferences, and air check with sample arts feature to Craig Beeby, KOSU-FM, 302 PM Bldg., Oklahoma State Universi- ty, Stillwater, OK 74078. Deadline August 15, 1988. KOSU is an AA/EEO employer.

Classical FM in California medium market seeks program director who can promote, market and program for ratings. Applicant must know music. Classical PD experience not required. Confidentiality assured. Send letter and resume, no tape, to Box K-75

Hear the difference! Better weathercasts are heard by all our affiliates' listeners. We're Athena Services Group. Call for free packet and tape today 1-800-RATINGS or 319- 556-4000

SITUATIONS WANTED MANAGEMENT

Experienced selling/programing GM seeks buy-in or work-in opportunity in Sunbelt. Medium or small markets. Looking for opportunity. References available. Currently employed. Box H-126.

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. Look- ing for PD job but will consider afternoon drive. Reply Box K-8

Career broadcaster, available now with strong sales, promotion, management background, 21 years expe- rience, 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/or owner-/CEO. Anxious to learn and contribute. Possibilities: assis- tant to president or radio head or assistant corporate counsel. Presently Minneapolis, all considered. Serious inquiries only. Box K-55.

GM - Turn arounds considered - strong in sales and promotions. Top 100 market experience. References: Box K-52.

General manager to lead your top 50 market FM or combo. Currently employed GM, successful, stable. Major market sales, programing, start-up, management experience. Box K-61.

Selling my station. GM/GSM with 18 years experience seeks new challenge. 817-751-0749.

Hire a part-time sales manager with full time experience. Help for the small to medium absentee or owner operator. Lets talk! East Coast, Al Wunder 201-538-1250.

18 year radio veteran, seeking programing or management position with small market country station in Midwest, Central or Mideast region. Call 301-957-4067.

SITUATIONS WANTED ANNOUNCERS

Professional attitude and sound. Experienced announcer available immediately. Midwest, South, anytime, Bill, 308-534-1211.

Announcing, sales, programing background! Love community minded, adult oriented, small market radio! Professional, versatile and affordable! Box K-54.

Entertaining personality, attractive voice and appearance, seeks medium/major market. 5+ years expertise. Charlene 414-421-3170.

Versatile disc jockey with 4 years experience. Experience in news, sports and production. Smooth delivery. Dave - 303-278-0106.

Christian now in secular radio seeks move to Christian broadcasting. 16 years experience in radio and television. Award winning news director. Telephone talk experience. Would like to relocate to Northeast. Call Carl 805-836-1323.

SITUATIONS WANTED TECHNICAL

Experienced Midwest chief seeking immediate opening. Will relocate. Leave electronic message for resume 608-757-8067.

Chief engineer seeking new opportunities. Ten years experience. Strong construction and maintenance skills. 804-276-4597.

Top quality engineer available for assignments anytime, anywhere. Call Bill Elliott, 413-442-1283.

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.

High-energy ND ready for the majors. Big sound, crisp writing, and positive attitude. Box K-63.

Sportscaster: Hockey PBP, three years major college experience, plus all sports expertise. Electrifying style - never miss a beat. Call now Rob 312-348-4386.

Sports director, ready for medium market, ready to relocate. PBP minor league baseball, college basketball, play-off football. Enthusiastic, hard-working, five years experience. David - 314-756-7097.

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.

CONSULTANTS

Number 1 management team can help you beat the competition! Call Bill Elliott, 413-442-1283.

TELEVISION

HELP WANTED MANAGEMENT

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.

HELP WANTED SALES

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.

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 Resources Group, 210 25th Ave. N., Suite 818, Nashville, TN 37203.

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.

Are you an experienced account executive looking for a better opportunity? This Midwest network affiliate is searching for a proven sales professional. Applicant should possess excellent presentation and marketing skills. Knowledge of Marshall Marketing & Research is a plus. Send resume and compensation expectations to Thomas Labuzinski, WSBT-TV, 300 W. Jefferson Blvd., South Bend, IN 46601.

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.

Maintenance engineer in Denver. Top skills needed in maintenance of studio equipment including Ampex 1", TCR-100s, Sony 3/4" and Beta, Chyron, DVE, switchers, Ikegami HK-322s, 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.

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, 3 Television Circle, Sacramento, CA 95814-0794. Please, no calls. EOE, M/F.

Small market, UHF, NBC affiliate/production house with state-of-the-art facility is seeking maintenance engineer/technician familiar with CMX editor, Illusion, Dubner paint 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 and modify broadcast videotape recorders, computer based editors and intelligent interfaces, broadcast video cameras, terminal equipment, high quality video monitors and 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 technological 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 9887, Rochester, NY 14623-0887. RIT is an equal opportunity employer.

Maintenance supervisor with hands-on experience. Should be knowledgeable with all studio equipment and functions. Experience with Sony U-Matic, Sony 1", RCA 2" and Grass Valley switchers a must. LA Cart experience not necessary but helpful. Contact Steve Ellis, Chief Engineer: 203-444-2626.

Maintenance technician: WTAE-TV is searching for experienced maintenance technician for more than simple bench work. We seek an individual whose creative thinking and ability to assume responsibility will enhance our maintenance team. The candidate for this position must have at least two years experience in broadcast maintenance, strong RF transmission background and an FCC general class license. If you are looking to be challenged by aggressive, locally oriented station philosophy, send your resume to: Ray Coleman, Personnel, WTAE-TV, 400 Armore Blvd., Pittsburgh, PA 15221. EOE, M/F.

Director of engineering: Full service teleproduction house in Philadelphia has immediate opening for a hand on director of engineering. Successful candidate will have had 5 to 10 years prior experience installing and maintaining state-of-the-art broadcast equipment, as well as above average ability to manage, train, and motivate staff members. Impressive salary and benefits. Call 215-564-4134.

Chief engineer: Medium market UHF independent. Experience with UHF transmitter and studio equipment required. Send resume and starting salary requirements to Box K-6.

Engineering technician. Must have 3 years experience television equipment maintenance in studio broadcast equipment and television translators. Sound knowledge analog and digital electronics. Contact: Fern Bibeau, KO TV, 4 Broadcast Plaza SW, Albuquerque, NM 87103. 505 243-4411 ext 441. EOE, M/F.

Television engineer for well equipped closed circuit television production facility with both broadcast and industrial equipment. Immediate opening for person to service, maintain, and troubleshoot television studio and portable equipment to the component level. Responsible for student supervision and participation in system planning and design. Cooperative working relationship with public relations engineer and A-V technician in same department. Must work well with students and faculty using television facility. Supervisory experience desired. Salary DOE. Letter of interest and resume with references to Mark Handlin, Director, Communications Center, Salisbury State University, Salisbury, MD 21801. Position open until filled. Salisbury State University is an affirmative action/equal opportunity employer. Qualified women, minorities and the disabled are encouraged to apply. Respond on or before August 2, 1988.

HELP WANTED NEWS

Can you report and anchor? Affiliate in growing Midwest market needs co-anchor to complement our male. Tape and resume to Ken Walker, KSFY, Suite 100, Sioux Falls, SD 57102.

News producer: NBC station in 70's market. Need experienced person with strong judgement, writing and people skills to produce two newscasts daily. Resume, tape. Jack Keefe, WICD-TV, Box 3750, Champaign, IL 61822. EOE, M/F.

Are you a news director, assistant news director, 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 issues. Send your resume, cover letter, and salary history to: Personnel Department, Medstar Communications, 591 Hamilton 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 beginner! Send tape with first letter to Jon Jones, News Director, WHO-TV, 1801 Grand Ave., Des Moines, IA 50308.

Producer to do 2 main shows. Must have production experience. Send tape and resume to Jon Jones, News Director, WHO-TV, 1801 Grand Ave., Des Moines, IA 50308.

Reporters - photographers - producers. For a start-up news operation in a small but aggressive Southern state. If you have what it takes to hit the ground running, send tape and resume immediately to: TV News, 1811 Englar Dr., Alexandria, LA 71303.

Seeking anchor for national religious television magazine series. Must have both on-camera and field production 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.

Editors 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, P.O. Box 105366, Atlanta, GA 30348-5366. Att: Editors. Include originals. No possibility of on-air work. Do not send tapes. Do not call.

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. and non-returnable tape & resume to Bill Miller, News Director, WREX-TV, PO Box 530, Rockford, IL 61105. No ill. EOE, M/F

News anchor wanted. Experience and maturity essential. Position in strong top 100 Midwest news operation. and tape and resume ASAP to General Manager, NTV Network, P.O. Box 220, Kearney, NE 68848. EOE.

Meteorologist: Network affiliate in fast-growing market is seeking an experienced meteorologist to anchor weathercasts. Send resume/tape and salary history to Personnel Department, Fairfield Dr., P.O. Box 24612, West Palm Beach, FL 33416-4612. Equal opportunity employer, M/F.

News producer with college degree in journalism or communications. At least one year experience in producing TV newscasts. Possess adequate writing and leadership skills. Reporting experience valuable. Send videotape and resume to Tim Larson, WIVB-TV, 2077 Elmwood Ave., Buffalo, NY 14207. EOE

Anchor/news director for small market CBS affiliate. Excellent news staff needs creative can-do leader. Must be strong writer, mature team player. Very competitive market with unlimited growth potential for experienced person. and tape and resume to Darrell Dorgan, KXMB-TV, P.O. Box 1617, Bismarck, ND 58501. No phone calls.

News producer. KTVN-TV has immediate opening for a position of newscast producer. We are a very aggressive news station. At least one year producing experience required. Great people skills, organization, and overflow with creativity and lots of energy a must! College degree preferred. Send resume only, no tapes, to Patricia Lemm, News Director, KTVN-TV, P.O. Box 7220, Reno, NV 9510. No phone calls. KTVN is an equal opportunity employer.

Weekend sports anchor/reporter. KTVN-TV has an immediate opening for the position of weekend sports anchor/reporter. Creativity in covering local sports a must. College degree preferred. One to two years anchoring/reporting experience preferred. Send tape and resume to Patricia Lemm, News Director, KTVN-TV, P.O. Box 7220, Reno, NV 9510. Tapes will not be returned. No phone calls. KTVN is an equal opportunity employer.

Reporter. Television station in 45th market looking for general assignment reporter with at least two years experience. Good writing ability a must. Demonstrated ability to live shots a plus. Send resume and tape to Personnel, ITF Communications Center, Box 2954, Harrisburg, PA 17105. EOE.

Sports photographer/reporter: An equal opportunity employer has exciting opportunity for individual to work in top-rated sports department. Minorities and women are encouraged to apply to this top 30's market station. Box K-71.

Meteorologist 100+ (#2) station looking for mature meteorologist willing to work hard to become number one. Agreed-with AMS seal preferred. Please list weather equipment you are familiar with. Send resumes to Box K-2.

Community affairs director. KMPH-TV 26, the nation's #1 HF independent television station is seeking an experienced community affairs director. Applicants must be experienced in all phases of writing, producing and hosting weekly public affairs program. Also must be creative with dynamic personality, able to maintain a high profile within communities served. Submit resume to Personnel Department, KMPH-TV 26, 5111 E. McKinley Ave., Fresno, CA 93727. Applications will be accepted until August 5, 1988. No phone calls, please. An EOE, M/F/H.

Reporter with live ability needed for independent in market. \$650,000. Send tape to ND, WFMZ-TV, East Rock Rd., Hometown, PA 18103. Absolutely no calls.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

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 and a dog" 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 great eye. That's all. You will be working with 13 other top-notch people in a unique, creative playground with a growing client base. Send resume and demo tape to Mr. Duffy, Video Ventures Productions, 16505 NW 13th Ave., Miami, FL 33169. 305-621-5266.

1 station in #1 market needs #1 art director. WABC-TV New York, seeks a highly qualified, hands-on art director with 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.

Producer-director. WNED-TV is seeking a production professional to conceive and execute quality local and national programs. Must be capable of dealing with a wide variety of subjects and formats. Production experience should include live and taped, studio and remote, multi-camera and single camera. Must be skilled at working cooperatively with others to meet production objectives. College degree required plus two years experience as a producer-director. Public television experience desirable. Dedication to quality, imagination, flexibility, ability to improvise, and writing skills are also required. Competitive salary and excellent benefits. (EEO) Please forward resume and cover letter to: Executive Producer, Dept. B, Western New York Public Broadcasting Association, P.O. Box 1263, Buffalo, NY 14240.

Promotion director. WVIT, Connecticut's NBC station seeks an experienced promotion director with strong production, media and public relations skills. Send resume to Al Bova, Vice President and General Manager, WVIT-TV, 1422 New Britain Ave., West Hartford, CT 06110. EOE.

Videographer/assoc. producer for promotion department. If you've got loads of great ideas, marketing instinct, and an exceptional eye behind the lens, here's your chance to join CBS affiliate in one of country's most desirable markets. 3+ years hands-on production or promotion experience required; film shooting and copywriting a plus. Rush resume to: Box K-70. Stand by with tape. EOE.

SITUATIONS WANTED MANAGEMENT

Attention bankers. Former TV network executive and investment banking/lending/brokering. Excellent references and track record. Self starter with great ideas. Will consider all competitive inquiries. 212-486-2520.

SITUATIONS WANTED ANNOUNCERS

Smooth attractive voice, 5+ years radio expertise seeks announcing behind or in front of camera. Charlene 414-421-3170.

SITUATIONS WANTED TECHNICAL

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.

Engineer with twenty years in business. Heavy transmitter experience. AM directional antennas, microwave, audio, video, design and manufacturing, and department management. Licensed amateur, editor two technical magazines. Box K-62.

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.

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.

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.

Meteorologist, ex-Air Force officer, Florida State University, two years overseas on-camera experience, seeking on-air position. Will consider all markets, all locations. Dynamic personality with top credentials. Tape available. Tom Hauf 301-467-8019.

Public affairs interviewer: Political analyst on local cable television. Seeks more challenging position in larger market. Tapes available. Box K-74

Hard working college grad seeking reporting position-prefer sports. Looking for a chance to shine. Brian Sharosky, 4149 West 210th St., Fairview Park, OH 44126. 216-331-4129

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.

Attention production managers: Creative pro with 3 years in #3 market seeks position in promotional/commercial production. Experienced in commercial, promotional and live sports production, A/B Roll, DVE, Chyron, stillstore & camera. Energetic, new ideas. Call Chris at 312-960-0613.

Travel more important than \$\$. Freelance cameraman/lighting director, 9 years experience-magazine, commercials + news. Call Richard 813-367-2546. Fl.

MISCELLANEOUS

Primo People Hosts, interviewers, entertainment critics and reporters we need you. Send tape and resume to Steve Poricelli or Fred Landau, Box 116, Old Greenwich, CT 06870-0116. 203-637-3653.

Be on TV. Many needs for commercials. Casting info. 1-805-687-6000 Ext. TV-7833.

Broadcast talent. Entertainment law firm seeking established on-air TV/radio broadcast clientele for representation with news management division. Minimum 3 years experience. Submissions to: Broadcast Management Division, PO Box 8257, Northridge, CA 91327.

The best just got better! That's because The Hot Sheet--broadcasting's popular source for job 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.

ALLIED FIELDS

HELP WANTED INSTRUCTION

North Central College, Naperville, Illinois, seeks a part-time instructor in the Communications Department beginning Fall, 1988. Teaching and professional experience required. M.A. preferred. Will teach mass media and writing for radio-TV-film (fall quarter, mornings) and mass media (spring quarter, Saturday afternoons). Basic speech communications courses may also be available. Send letter of application and resume by August 10, 1988 (or until position is filled) to John Madormo, Director of Broadcasting, North Central College, 30 N. Branard Street, Naperville, IL 60566. EOE.

Broadcast journalism assistant or associate professor. The Reynolds School of Journalism at the University of Nevada-Reno is looking for a tenure-track faculty member to teach undergraduate and graduate courses in radio and television news writing, editing and production beginning in August, 1988. The ideal candidate will have substantial professional experience in broadcast news and an advanced degree. Women and members of minority groups are encouraged to apply. Salary is negotiable. The Reynolds School of Journalism offers the BA and MA degrees, is accredited by the ACEJMC, and has approximately 300 undergraduate journalism majors, of whom approximately 40 are in the broadcast news sequence. The University of Nevada-Reno has 11 colleges and schools with 10,500 students in 73 undergraduate majors, 61 master's degree programs and 23 doctoral programs. Reno is located at the base of the Sierra Nevada and within easy driving distance of Lake Tahoe, Sacramento and San Francisco. Applicants will be considered beginning June 15, 1988, although applications will be accepted until the position is filled. Send letters of application, accompanied by (1) resume, (2) letters of recommendation, and (3) a brief statement of goals in teaching and in professional performance and research, to: Broadcast Journalism Search, Reynolds School of Journalism, University of Nevada-Reno, Reno, NV 89557-0040. AA/EEO. UNR employs only U.S. citizens and aliens lawfully authorized to work in the United States.

HELP WANTED MANAGEMENT

Controller. Publicly held national video production and post-production company with headquarters in New York City seeks aggressive, organized, detail-oriented, responsible individual to be controller. Candidates should have a minimum of four years related experience in the accounting/financial reporting field. (Preferably a combination of "Big Eight" public accounting and private.) College degree in accounting required, CPA a plus. Exposure to microcomputer systems necessary. Some travel required. Salary \$45-55K based on experience. Send resume to Controller, 20 W. 51st St., Suite 3201, New York, NY 10020.

HELP WANTED SALES

Jingles sales. Experienced only, please, for America's hottest (and one of the oldest) jingle companies. 1-800-825-9595.

HELP WANTED NEWS

Tampa Bay production company needs lead photographer. No beginners - Minimum income \$40,000 per year. Send resume, no tape, to Video Techniques, Inc., P.O. Box 9649, Bradenton, FL 34206-9649

HELP WANTED PROGRAMING PRODUCTION & OTHERS

Video production manager. Take charge, dynamic individual needed for leading biomedical communication division of major teaching hospital in New York City. Duties include supervision of projection service, location and studio television direction and leadership for a crew of six. College degree is preferred, seven plus years of audiovisual experience required; technical background essential. Resume only with salary requirements (no phones) to A.V. Service, 630 West 168th St., New York, NY 10032. EOE.

PROGRAMMING

Radio & TV Bingo. Oldest promotion in the industry. Copyright 1982 World Wide Bingo. P.O. Box 2311, Littleton, CO 80122. 303-795-3288.

EMPLOYMENT SERVICES

Government jobs. \$16,040 - \$59,230/yr. Now hiring. Your area. 805-687-6000 ext. R-7833 for current Federal list.

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.

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. 212-921-0774. Eckhart Special Productions (ESP).

MISCELLANEOUS

Scanner frequency directories: Police, fire, federal, transportation, medical, etc. Free catalog. CRB, Box 56-BC, Commack, NY 11725.

WANTED TO BUY EQUIPMENT

Wanting 250, 500, 1,000 and 5,000 watt AM-FM transmitters. Guarantee Radio Supply Corp., 1314 Irtubide 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.

Want Panasonic 9600 editor deck; top dollar if like new. Call collect 809-946-4627, or, P.O. Box 100858, Ft. Lauderdale, FL 33310.

FOR SALE EQUIPMENT

AM and FM transmitter, used excellent condition. Guaranteed. Financing available. Transcom. 215-884-0888. Telex 910-240-3856.

FM transmitters**Harris FM25K (1983), AEL 25KG (1977), **Harris FM20H3 (1976), RCA BTF20E1 (1983) **Harris FM10H3 (1974), RCA BTF10D (1968), CCA 30000DS (1968) **Transcom Corp. 215-884-0888. Telex 910-240-3856.

AM transmitters**CCA AM 10,000D (1970), Collins 820E (1978) **Gates BC-5P (1962) **Harris MW1A (1970), Harris BC-1H1, CSI T1A (1981), Bauer 707 (1970), Collins 20V3 (1968), **McMartin BA 2.5K (1981), **Transcom Corp. 215-884-0888. Telex 910-240-3856.

50KW AM**CCA AM 50,000D (1976), excellent condition- **Transcom Corp. 215-884-0888. Telex 910-240-3856.

Silverline UHF TV transmitters. New, best price and performance. 35 Kw, 70 Kw, 140 Kw, 280 Kw, also brand new air cooled 10 Kw klystron transmitter. Bill Kitchen or Dirk Freeman, Television Technology, 303-665-8000.

1000' Kline tower. Standing in Nebraska. Available immediately. Can move anywhere. Call Bill Kitchen, Television Technology 303-665-8000.

FM antennas. CP antennas, excellent price quick delivery, from recognized leader in antenna design. Jampro Antennas, Inc. 916-383-1177.

TV antennas. Custom design 60KW peak input power. Quick delivery. Excellent coverage. Recognized in design and manufacturing. Horizontal, elliptical and circular polarized. Jampro Antennas, Inc. 916-383-1177.

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.

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.

ENG van: 1980 Wolf Coach, 42 ft. mast, 6.5 kw generator - ready for equipment. \$16,000.00. Paul at 703-631-8666.

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, only 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-1271). Special bonus---we'll provide buyer with approximately \$5000 in broadcast quality used videotape (no junk) absolutely free! Contact J.M. Ragan, P.O. Box 5146, Clearwater, FL 34618-5146.

Cable insertion equipment, 2 sets. Arvis 7200. 1 year old. Extra equipment due to switching to hard interconnect. Call Steve 801-977-0062.

RCA UHF TV transmitter: 80 KW, mid-band Klystrons, available immediately \$85,000. Call Bill Kitchen or Dirk Freeman. 303-665-8000.

3/4" and 1" blank videotape. Evaluated tape, broadcast quality guaranteed. Sample prices UCA/KCA-5 minutes, \$4.99 each; KCS-20 minutes \$6.49; KCA-60 minutes, \$10.99; 1" - 60 minutes, \$37.99. Elcon evaluated, shrink wrapped, your choice of album or shipper and delivered free. Almost one million sold to professionals. For more info, call 1-800-238-4300; in Maryland, call 301-845-8888.

Electronics for Transter country format and Satellite Music country format. AM transmitter, needs some work...BL-40 modulator. Radio Station WCLD, P.O. Drawer 780, Cleveland, MS 38732. 601-843-4091.

RCA film equipment: We need 3 RCA TK-47s. We need one late TK-29 film camera. We have VPR-2Bs under \$20,000. We have some 1" equipment as low as \$12,000. Also presently have Abekas A-42s and 52s. Several Grass 100s and 1600s. Sony BVH-1100As under \$20,000. Call now - Media Concepts 919-977-3600 or FAX 919-977-7298.

For sale: Remote unit, 28 ft. box on 1985 Ford truck. Completely self-contained. 3 JVC Procams, 2-BVU 820's 16 input/3-ME swx, digital video, stereo audio, etc. Complete location package w/grip van available. \$225,000 O.B.O. Call 701-241-9073.

BVW40 Beta recorder/player. Clean unit. Available overnight. 813-746-4949.

For sale: Betacams BVW-40, 15, 10. BVP-3A camera/recorder, component Chyron RGU-2. Excellent condition. Available now. Call Jim Powell 202-333-3320.

RADIO

Help Wanted News

SOUTHWEST 50KW GIANT: NEWS LEADER

Aggressive, energetic News Director/Anchor for Legendary, full-service Major Market Station, who --

- knows the audience
- exhibits and teaches structure and presentation
- compatibly leads
- knows what winning feels like
- can depend on the confidentiality of this ad

Team up with one of the best radio groups in America!

Resume, salary requirements to:
Box K-60.
EOE

Help Wanted Management

GM - WFTW-AM/WKSM-FM FT. WALTON, FLORIDA, GOING TO C2 50,000 WATTS COVERING PENSACOLA LATE SEPTEMBER. NEEDS SALES ORIENTATED LEADER TO DIRECT SUCCESSFUL COMPANY POLICIES ON FLORIDA'S HOTTEST CHR LEADER. SALARY, COMMISSIONS BASED ON TOTAL COLLECTIONS, CAR, EXPENSES. COMPANY IN GROWTH POSITION AND NEEDS SOMEONE TO WORK AND EXECUTE STRONG SALES TEAM INTO PROFIT WINNER. SEND RESUMES TO JOHN MACKIN ADE C/O SPECTER BROADCAST CORPORATION, 3040 WEST BOUNDARY STREET, BEAUFORT, SOUTH CAROLINA 29902. EOE.

JOYNER COMMUNICATIONS, INC.

Joyner Communications is accepting applications for all positions for its newest acquisition in Virginia. G.M., S.M., air staff, and support personnel. Experience a must and references are crucial. Apply to Tom Joyner, P.O. Box 1125, Cary, NC 27512-1125. EOE. Absolutely no phone calls.

Help Wanted Programing Production & Others

PRODUCER

Radio network seeks Producer for Performance Today, daily network arts information and classical music performance program originating from Washington. Bachelors degree including some formal study in classical music and the arts or equivalent including substantial knowledge of radio production in music and the arts required. Please send resume with salary requirements to:

**National Public Radio
Personnel Department
2025 M Street, NW
Washington, DC 20036
EOE/AA**

Business News Broadcasting, Inc. will originate its all-business radio programming from Boston, New York and Washington D.C. this fall.

Business News Broadcasting now seeks experienced Anchors, Newswriters, & Producers for all shifts. Competitive salary and full benefits package. Please send tape and resume to:

**Business News Broadcasting, Inc.
50 Milk St., 15th Floor
Boston, MA 02109**

Attn: Fred Walters, VP News

An equal opportunity employer



**Help Wanted Programing
Production & Others Continued**



Major Sunbelt Country FM in need of a people oriented program director. Our Program Director was promoted to VP/GM of another company property. This is not a building situation. This radio station has consistently been number one in our target demographic, book after book for several years. Your job will be to maintain the winning tradition of this sunbelt legend. The inclination and ability to work with national consultants and research companies an absolute must. Excellent compensation and benefit package. Send tape and resume to JOHN BIBBS, WGKX/FM, 5900 Poplar, Memphis, TN 38119.

Situations Wanted Management

General manager for medium market. I understand budgeting, assembling and training a winning staff, and motivating that staff to perform as pros. Latest success: Lead staff in turning a losing combo, in a very depressed market, into the top biller now operating profitably. Current employer has no room for advancement, so I want to bring my talents to your organization.

Box K-68.

Miscellaneous

WRAS

Reunion in October for all former staff! Contact Jeff Walker, GSU, U. Plaza, Atlanta, GA 30309, or call 404-651-2237.

TELEVISION

Help Wanted News

JITOR

Assignment Editor

National award-winning local news operation seeks organized people oriented Assignment Editor. Applicants should have at least a year experience. Send resume to

Jim Sweeney

CABLEVISION NEWS 12

28 Cross Street, Norwalk, CT 06851

(No calls please)

Equal Employment Opportunity

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**

**NEWS EDITOR
NEWS VAN TECH/EDITOR**

KPIX has two openings in its award-winning ENG Operation. Prefer 3/4", BETA, CMX and AMPEX ACE editing. Microwave receive, news show tape playback. ENG maintenance experience a plus. Heavy duty experience only. No beginners. Send resume to:

Human Resources

KPIX

855 Battery Street
San Francisco, CA 94111

NO PHONE CALLS, PLEASE
KPIX IS AN EQUAL OPPORTUNITY
EMPLOYER

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

**This space could be
working for you for a
very low cost . . . and it
reaches a most
responsive audience.**

Help Wanted Technical Continued

CHIEF ENGINEER

Major southeastern market UHF station owned by major broadcast company is looking for a chief engineer with management experience and knowledge of UHF transmitter. Independent station operation experience is helpful. Good benefits package. Send resume with salary requirements in confidence to: Box K-10.

Help Wanted Management

Management

**GENERAL
MANAGER**

The Bay Area Interconnect has recently expanded to 1,000,000 homes and is seeking a seasoned General Manager with a proven track record to lead, manage and grow cable ad sales in the nation's 5th largest T.V. market.

Progressive and proactive individuals with a minimum of 7 years' successful business and operational experience, together with strong Ad Sales Management experience in Cable and/or Broadcast, are encouraged to apply.

Interested candidates should send resumes with salary history and requirements to: Viacom Cable, Employment Department #910BAI, P.O. Box 13, Pleasanton, CA 94566-0871. We are an Equal Opportunity Employer; Women and Minorities are encouraged to apply.

**B A Y A R E A
INTERCONNECT**

**SENIOR PUBLICITY AND CORPORATE
COMMUNICATIONS EXECUTIVE FOR
MAJOR BROADCAST ORGANIZATION -
WEST COAST BASED.**

10-15 YEARS HIGH LEVEL PUBLICITY AND MANAGEMENT EXPERIENCE, PREFERABLY IN NETWORK OR STATION GROUP, OR IN MAJOR PUBLIC RELATIONS OR MEDIA ENTERPRISE. MUST HAVE MANAGED LARGE STAFF AND SIGNIFICANT BUDGET. MUST HAVE EXTENSIVE INDUSTRY CONTACTS.

PLEASE SEND RESUME INCLUDING SALARY HISTORY TO BOX K-67. EQUAL OPPORTUNITY EMPLOYER.

PRODUCTION MANAGER

For National
Cable TV Network
On The Move

CVN Companies, Inc. is the force behind Cable Value Network, the nation's largest and fastest growing cable-exclusive video shopping channel, with a distribution of over 20 million households. We have an opportunity for a television production professional to manage and schedule studio operations, staff of over 50 on and off-line personnel, 3 studios, control rooms, and post production facilities. This will involve controlling costs and hiring, developing and supervising staff.

This dynamic challenge calls for a minimum of 4 years production experience to include a minimum of 2 years production management experience. You must have a solid understanding of all aspects of television production. Excellent supervisory and communications skills are essential. Requires a 4-year college degree in communications/TV production.

We offer a competitive salary and excellent benefit package. Qualified candidates please forward resume in confidence to: Human Resources, CVN Companies, Inc., 1405 Xenium Lane North, Plymouth, MN 55441. Equal opportunity employer.

**CVN
COMPANIES
INC.**

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
3415 University Ave.
St. Paul, MN 55114

Equal opportunity employer, M/F

Blind Box Responses:

BOX ???

c/o Broadcasting Magazine
1705 DeSales St., NW
Washington, DC 20036

(No tapes accepted)

AMERICA'S MOST WANTED IS LOOKING FOR YOU

WRITER

Television newswriter able to compose network-quality anchor continuity for our weekly broadcast, integrating b-roll and graphics. Seeking a written voice with a powerful, straightforward style. Will also edit and improve segment scripts. A veteran with newscast production credentials desired.

SEGMENT PRODUCERS

To bring cinematic values to exacting reconstructions of crimes. A creative challenge for storytellers with journalistic integrity and a proven ability to direct actors, coordinate multi-city shoots, conduct interviews and compose tight, powerful scripts. Freelance and staff positions.

POST-PRODUCTION SUPERVISOR

A production genius adept at producing original musical scores, voiceovers and on-line editing. Assemble program elements for a weekly studio broadcast with clockwork accuracy. 3+ years production experience a must.

EDITOR

A master storyteller to stretch their talents by editing compelling, true-life reconstructions. Using cuts, dissolves and transparent effects in cinematic style on a Sony 900 Beta system, you'll be an active partner with today's top field producers and a key contributor to our unique style.

Tapes and resumes, no phone calls, to:

Michael Linder
Executive Producer
AMERICA'S MOST WANTED
P.O. Box CRIME-88
Washington, DC 20016

An Equal Opportunity Employer



FORMER NETWORK T.V. NEWS PRODUCER

Sought for a very lucrative (\$75K+) N.Y.C., Chicago- or Washington, D.C.-based position as a consultant to an expanding, high-powered TV publicity firm with national clients and contacts. We are a group of former producers doing TV publicity to high journalistic standards. We require the same commitment plus a good working relationship with the most influential contacts at the network TV news level. Work from your home year-round, on easy schedule. Send resume plus general outline of areas of media influence to:

PRIMETIME
240 MOUNTAIN VIEW LANE
MILL VALLEY, CA 94941

TNT WRITER / PRODUCER

We need great promo writer/producers, people who can cut everything from tight topicals to breakthrough image spots.

We're staffing TNT-Turner Network Television. If you want to work very hard in exchange for alot of creative freedom, send a reel and resume to:

Sandy Knox / TNT Creative Services
1050 Techwood Drive, Atlanta, GA 30318
Don't even think about calling.



EOE

M/F

Help Wanted Programing Production & Others Continued

PRODUCTION COORDINATOR — VISUAL DESIGN

Milwaukee Public Television Channels 10 and 36 is seeking a talented professional who can create, design and execute original art forms and perform artistic services. The Coordinator will also be responsible for directing graphic television production design, multi and single camera projects and simple television program production.

Applicants should have a related Bachelor's or Associate degree plus extensive knowledge of methods, equipment and materials related to television graphics and design including use of electronic paintbox, character generator operations and other computer-based and digital video effect devices.

To be considered, please call 414-225-1800 for an application form and job description. Resumes or letters of application cannot be accepted in lieu of a completed application form. The closing date for applying is August 5, 1988.

Channels 10/36, Milwaukee Area Technical College, 700 W State St., Milwaukee, WI 53233. Equal Opportunity Employer. M/F/H

ALLIED FIELDS

Help Wanted Instruction

DIRECTOR CENTER FOR CONTEMPORARY MEDIA DePauw University

DePauw University seeks a Director to help plan and manage a Center for Contemporary Media. The Center will enhance the University's liberal arts alternative to professional school programs and its activities will extend beyond the classroom and curriculum, across disciplinary and media boundaries, and into off-campus settings through internships. The Center, to be housed in a new campus facility, will provide a place where working student journalists, broadcasters, and creative artists can pursue their talents with state-of-the-art equipment and faculty support. Through symposia and visiting fellows, the Center will also help focus campus attention on the role of media in contemporary society.

The ideal candidate would have experience in one or more professional media, an advanced degree in a relevant field, college teaching experience, and an interest in both the working media and the role of media in society. However, candidates with strong qualifications in only some of these areas are encouraged to apply.

For further information, write:

CCM Search
Dr. Fred Silander
Vice President for Academic Affairs
Administration Building
DePauw University
Greencastle, IN 46135

To receive fullest consideration, appropriate materials, including names of references, should be received by our extended deadline of September 15, 1988.

**DEPAUW UNIVERSITY IS AN
EQUAL OPPORTUNITY/
AFFIRMATIVE ACTION EMPLOYER**

Employment Services

JOB HUNTING?

If you need a job, you need MediaLine. MediaLine gives you instant access to jobs in news, weather, sports, production, promotion, programming, radio news and announcing. Access a daily report by phone or computer for less than 90 cents a day. To get the first word on the best jobs, call

1-800-237-8073



10,000 RADIO AND TV JOBS!

The most complete list of job openings ever published by anyone! Up to the minute, computer printed, and mailed to the privacy of your home. As many as 300 weekly. All formats, all market sizes, all positions! Many jobs for beginners and minorities. One week \$7.00 - SPECIAL SIX WEEKS \$15.95 SAVE \$20.00 MONEY BACK GUARANTEE. AMERICAN RADIO JOB MARKET, 1553 N. Eastern, Las Vegas, NV 89108

Programing

THE BASEBALL CARD SHOW "Start collecting listeners today!"

A daily 90 second update on the american sport of baseball card collecting. Cash in on one of America's fastest growing hobbies. For info and a demo contact: Preferred Broadcasting Corp., 107 N. Kenwood Drive, Levittown, PA 19055. 215-547-6199.

Miscellaneous

HOW GOOD IS YOUR SALES STAFF?

Your sales people are only as good as your commitment to their training.

1989 will be the most competitive year in broadcasting history. Now there is comprehensive, on-going and effective sales training available to your station.

Contact:

Broadcast Sales Training
1057 Red Oaks N.E.
Albuquerque, NM 87122
(505) 293-4323

VENTURE CAPITAL DEBT FINANCING

For broadcasters
Sanders & Co.
1900 Emery St., Ste. 206
Atlanta, GA 30318
404-355-6800

Business Opportunities

BALTIMORE/WASHINGTON, DC SCA CHANNEL FOR LEASE

Class B Baltimore FM station. Excellent Balto/Wash. DC metro area coverage. 67 kHz channel available Nov. '88. Call 301-247-4100.

Public Notices

NOTICE OF PUBLIC SALE

Notice is given that all equipment, including the equipment listed below, previously owned by KVKM, Inc., Radio Station, will be sold as a unit pursuant to the Uniform Commercial Code to the highest bidder for cash or certified funds on August 18, 1988, at 10:00 a.m. at KVKM Radio Station, 104 E. Fourth Street, Monahans, Texas. The following is a summary only of the equipment to be sold. All other equipment of KVKM will also be sold.

List of Items To Be Sold

Miscellaneous office equipment,
furniture and furnishings
Test Equipment
Tools
Remote Control Equipment
Transmitter Site Equipment
Control Room Equipment
Production/Recording Room Equipment
News/Continuity Room Equipment

Pursuant to The Uniform Commercial Code, this sale transfers to the purchaser all of the debtor's rights in the equipment and discharges the security interest under which it is made and any security interest or lien subordinate thereto. A complete list of all equipment may be obtained by interested parties from the undersigned.

HISEY & WAINWRIGHT, P.A.

By s/ Allan L. Wainwright
Allan L. Wainwright

Attorney for Small Business
Administration as Receiver
for Fluid Capital
Corporation assignee of Oil
Broadcasting Company
Park Square, Suite 650
6501 Americas Parkway, N.E.
Albuquerque, NM 87110
505-883-4774

PUBLIC NOTICE

Applications for Cable TV License Ashburnham, Massachusetts

The Town of Ashburnham, Massachusetts will accept applications for a CATV license pursuant to the regulations established by the Massachusetts Community Antenna TV Commission. Applications may be filed at the address below until 5pm on October 14, 1988. Applications must be filed on the Massachusetts CATV Commission FORM 100 and must be accompanied by a \$100.00 non-refundable filing fee, payable to the Town of Ashburnham. A copy of the application shall also be filed with the Massachusetts CATV Commission.

All applications received will be available for public inspection in the Town Clerk's Office during regular business hours, and for reproduction at a reasonable fee.

This is the only period during which applications may be filed.

Board of Selectman
Town Hall
Veterans Memorial Drive
Ashburnham, MA 01430

Blind Box Responses

BOX ???

c/o Broadcasting Magazine
1705 DeSales St., NW
Washington, DC 20036

(No tapes accepted)

AUCTION TO THE HIGHEST BIDDER

**KFKA/KISF-FM
Greeley, Colorado**

The beautiful city of Greeley borders on the front range of the Rockies . . . just 60 miles north of Denver. The FM is a Class C with a full 100,000 watts, and covers over one million people. The AM offers 5kW-D/1kW-N (DA).

The local economy is strong, and water is plentiful for agriculture. The stations have had a past successful history. Currently, they are dark.

These valuable stations will be auctioned in Denver on August 17th. The stations are available for inspection in Greeley on August 6th and 7th.

For complete details call:

Roy Rowan
Blackburn & Company, Inc.
9465 Wilshire Boulevard, Suite 518
Beverly Hills, California 90212
(213) 274-8151

RADIO

COLORADO AM/FM
"ON THE MORNING SIDE
OF THE ROCKIES"

\$550K

Contact Craig Chambers

**CLIFTON GARDINER
& ASSOCIATES INC**

Communications Brokers

433 Park Point Drive Golden, Colorado 80401 (303) 526-1458

AVAILABLE SAN BERNARDINO- RIVERSIDE COMBO

Hogan - Feldmann, Inc.
MEDIA BROKERS • CONSULTANTS

P.O. Box 148

Encino, California 91426

Area Code (818) 988-3201

NORTH CAROLINA

A little Daytimer in a small,
dream city.

It is a jewel for an Owner/Operator.
Asking \$100,000 with liberal terms.

SNOWDEN Associates

919-355-0327

GA SINGLE STATION AM MKT 220k
AL 10kw AM SERVES METRO 260k
KY AM/FM W/GROWTH 900k
AL-GA GROUP 2-AM & 2-FM 1.3m

JENNINGS & COMPANY

I-N-C-O-R-P-O-R-A-T-E-D
MEDIA BROKERS & CONSULTANTS

904-668-0263

BROADCAST MEDIA ASSOCIATES

RENO • 702-789-2700 • SEATTLE • 206-643-2116

FM'S & COMBOS
CALIFORNIA-HAWAII
NORTHWEST-SOUTHWEST
CLIFF HUNTER
800-237-3777

Regional Trade Center Rocky Mountain States 100,000 Watts FM

Brand New Equipment/Facilities/
Studios. Excellent Opportunity for
Qualified Buyer. 1.3 Cash.

216-771-3250.

Nationwide Media Brokers Chapman Associates

SOUTHERN ROCKIES
SW combo w/good cash flow in
medium mkt. \$2.4 million with
\$750,000 down. Contact:

BILL WHITLEY
214/788-2525

- Fulltime in large SC city. Good real estate. This station sold for \$1.2 million a few years ago. Unusual circumstances. Owners will sacrifice for \$325,000. Terms.
- Daytimer covering city in central Washington. \$84,000.

**Broadcast Communications Division
BUSINESS BROKER ASSOCIATES**
615-756-7635 — 24 Hours

R.E. Meador & Assoc.

MEDIA BROKERS

AM-FM-TV-Appraisals

P.O. BOX 36
LEXINGTON, MO 64067 KANSAS CITY, MO.
816-259-2544 816-455-0001

RADIO STATION FORECLOSURE

AM Station in Atlanta suburb reduced from
\$550,000 to \$325,000

MUST SELL (404) 237-3345

ESTABLISHED 1 kw AM-DAY
Includes Real Estate
**SOUTHERN CALIFORNIA
RECREATIONAL MARKET**
Growth Area
Box K-80

WASHINGTON STATE

SINGLE MARKET AM. ONLY DAILY ME-
DIUM. 100,000 POPULATION. ABC AF-
FILIATE.
GROWTH MARKET. 50 MILES FROM SE-
ATTLE. TERMS.

Box J-43

SEYMOUR, TEXAS

Fulltime Class IV AM FM-C2-CP-50,000 watts
coverage of Wichita Falls, Vernon and Sey-
mour, Texas. \$170,000 cash-\$200,000 with
terms. Write P.O. Box 1191, Seymour, TX 76380
or call 817-888-5588.

Brokers invited

Daytime with pre & post sunrise. One
thousand watts, single stick. New Har-
ris transmitter. Small market in Central
Kentucky. \$98,000 cash or terms.
Phone 812-738-3482.

AUCTION

The assets of KCLN AM/FM in
Clinton, Iowa will be sold by si-
lent auction. Details call 312-
419-0149.

RADIO

SOUTHWEST TEXAS
GREAT SMALL MARKET OPPORTUNITY
FM

LAND, HOUSES, SHOP, BUILDINGS

\$500K

Contact Craig Chambers

CLIFTON GARDINER
& ASSOCIATES INC

Communications Brokers

433 Park Point Drive Golden, Colorado 80401 (303) 526-1458

Nationwide Media Brokers Chapman Associates

FLORIDA FULLTIME

Highly rated coastal AM with
good cash flow. Asking \$1.45
million with terms available.

GEORGE REED

904/730-2522

RADIO

ALASKA

AM/FM

EXCELLENT OPPORTUNITY

\$985K

Contact Craig Chambers

CLIFTON GARDINER
& ASSOCIATES INC

Communications Brokers

433 Park Point Drive Golden, Colorado 80401 (303) 526-1458

Attention

Christian Broadcasters

Phoenix Market - 10,000 watts

Well-equipped - Must sell

Inspection invited

P.O. Box 25302, Dallas, TX 75225

MEDIA BROKERS • APPRAISERS

RADIO • TV • LPTV
A Confidential & Personal Service

BURT

SHERWOOD INC

3125 Maple Leaf Dr. • Glenview, IL 60025

312 • 272 • 4970



TRADE

Eight licensed MDS TV channels, low
power in growing W. Central Florida, for
operational low power AM/FM.

Box K-24

FOR IMMEDIATE SALE CLOVIS, NEW MEXICO AM

Including furniture, equipment and towers. Will
sell equipment only. SALE PRICE NEGOTIA-
BLE. Contact Warren F. Frost, Attorney at Law,
Box 790, Clovis, NM 88101. 505-763-4457.

THIS PUBLICATION AVAILABLE IN MICROFORM

University Microfilms International

300 North Zeeb Road,
Dept. P.R., Ann Arbor, MI 48106

FOR SALE

FULL TIME AM STATION IN TWO STA-
TION AM ONLY MARKET. PROFITABLE!
LOCATED IN THE FASTEST GROWING
AREA OF NORTH GEORGIA. OWNERS
HAVE OTHER INTERESTS. BOX K-77.

BROADCASTING'S CLASSIFIED RATES

All orders to place classified ads & all correspondence pertain-
ing to this section should be sent to: BROADCASTING, Classi-
fied Department, 1705 DeSales St., N.W., Washington, DC
20036.

Payable in advance. Check, or money order only. Full & cor-
rect payment MUST accompany ALL orders. All orders must
be in writing.

Deadline is Monday at noon Eastern Time for the following
Monday's issue. Earlier deadlines apply for issues published
during a week containing a legal holiday, and a special notice
announcing the earlier deadline will be published above this
ratecard. Orders, changes, and/or cancellations must be sub-
mitted in writing. NO TELEPHONE ORDERS, CHANGES, AND/
OR CANCELLATIONS WILL BE ACCEPTED.

When placing an ad, indicate the EXACT category desired:
Television, Radio or Allied Fields; Help Wanted or Situations
Wanted: Management, Sales News, etc. If this information is
omitted, we will determine the appropriate category according
to the copy. NO make goods will be run if all information is not
included. No personal ads.

Rates: Classified listings (non-display). Per issue: Help Wan-
ted: \$1.00 per word, \$18.00 weekly minimum. Situations Wan-
ted: 60¢ per word, \$9.00 weekly minimum. All other classifica-
tions: \$1.10 per word, \$18.00 weekly minimum.

Rates: Classified display (minimum 1 inch, upward in half inch
increments), per issue: Help Wanted: \$80 per inch. Situations
Wanted: \$50 per inch. All other classifications: \$100 per inch.

For Sale Stations, Wanted To Buy Stations, Public Notice &
Business Opportunities advertising require display space.
Agency commission only on display space.

Blind Box Service: (In addition to basic advertising costs)
Situations Wanted: \$4.00 per issue. All other classifications:
\$7.00 per issue. The charge for the blind box service applies to
advertisers running listings and display ads. Each advertise-
ment must have a separate box number. BROADCASTING will
not forward tapes, transcripts, writing samples, or other over-
sized materials; such materials are returned to sender.

Replies to ads with Blind Box numbers should be addressed
to: (Box number), c/o BROADCASTING, 1705 DeSales St.,
N.W., Washington, DC 20036.

Word count: Count each abbreviation, initial, single figure or
group of figures or letters as one word each. Symbols such as
35mm, COD, PD, etc. count as one word each. Phone number
with area code or zip code count as one word each.

The publisher is not responsible for errors in printing due to
illegible copy—all copy must be clearly typed or printed. Any
and all errors must be reported to the classified advertising
department within 7 days of publication date. No credits or
make goods will be made on errors which do not materially
affect the advertisement.

Publisher reserves the right to alter classified copy to conform
with the provisions of Title VII of the Civil Rights Act of 1964, as
amended. Publisher reserves the right to abbreviate, alter, or
reject any copy.

Media



Kakoyiannis

Michael Kakoyiannis, executive VP, Metropolitan Broadcasting, and VP, general manager, WNEW(AM) New York, joins Westwood One Radio Stations division there as executive VP.

George Hutton IV, VP and general manager, Centel Cable Television Co., Fla., named

executive VP, operations, Centel Cable.

Wallace Smith, VP, general manager, WNYC(AM)-WNYC(FM) New York, joins University of Southern California Radio as president and general manager, KUSC(FM) Los Angeles.

Bert Wahlen, VP, FM stations, Group W Radio, New York, adds duties of VP and general manager, KJQY(FM) San Diego.

Gary Newman, VP, business affairs, NBC-TV, New York, named VP, business affairs, prime time programs, NBC.

George Bullock, VP, customer operations, Cox Cable, Santa Barbara, Calif., named VP and general manager, Cox Cable South Carolina Inc., Myrtle Beach, S.C.

Joel Friedman, station manager, WSEN(AM)-WSEN(FM) Syracuse, N.Y., named VP and general manager.

William Chatman, VP and general manager, KNOK(AM)-KNOK(FM) Dallas, joins WTTB(AM)-WFXM(FM) Forsyth, Ga., in same capacity.

Rodney Krol, general sales manager, WOWO(AM)-FM Fort Wayne, Ind., joins WFMK(FM) East Lansing, Mich., as general manager.

Bruce Miller, general manager, WBTW(TV) Florence, S.C., joins WTOK-TV Meridian, Miss., in same capacity.

Tom Ptak, general manager, WTWA(AM)-WTHO(FM) Thompson, Ga., joins WRXR(AM)-FM Aiken, S.C., in same capacity.

Joe Swaty, promotion manager, KLRT(TV) Little Rock, Ark., named station manager.

Bob Bruno, program director, WOR(AM) New York, named general manager.

Daniel Gorby, general sales manager, WMYI(FM) Hendersonville, N.C., joins WKNC(AM)-WDNZ(FM) Mount Pleasant, S.C., as general manager.

Steve Candullo, general sales manager, WRKS-FM New York, named general manager.

Thomas Spock, director, finance and administration, NBC Entertainment, New York,

named director, financial planning, NBC Television Stations.

Robert Roll, production director/assistant program director, Golden West Broadcasters, Los Angeles, named director, operations, KMPC-FM Glendale, Calif. KMPC-FM is owned by Golden West Broadcasters.

Marketing



Shults

Joe Shults, director, special projects, MTV Networks, New York, joins Movietime, Los Angeles, as VP, affiliate sales, West. **William Allmendinger**, Western regional director, advertiser sales, Movietime, named manager, Western regional advertising sales.

Paul Almond, senior VP, production, New World, joins ITC Entertainment, Studio City, Calif., as VP, worldwide acquisitions.

Rose O'Connell, VP, director, network relations, Bayer Bess Vanderwarker, joins J. Walter Thompson, Chicago, as senior VP, director, network negotiating.

Lawrence Vodak, account supervisor, DDB Needham, Chicago, named VP, DDB Needham Worldwide.

Craig Gugel, senior VP, corporate director, media resources, Bozell, Jacobs, Kenyon & Eckhardt, joins Backer Spielvogel Bates Inc., New York, as director, media research.

David Gulik and **Stephan Nollau**, VP's/account group supervisors, D'Arcy Masius Benton & Bowles, Saint Louis, Mo., named management supervisors.

Appointments at Earle Palmer Brown Companies, Bethesda, Md.: **Amy Schlosser**, VP/account supervisor, to VP/management supervisor; **Rick Mastrioni**, librarian, manager, corporate information center, to information director; **Lisa Hagan**, senior copywriter, to VP/associate creative director.

David Gifford, director, Southwest region, Radio Advertising Bureau, New York, forms own sales training, advertiser presentation and sales turnaround company, David W. Gifford International.

Tony Judge, director of development, WFMT(FM) Chicago, named corporate sales manager.

Claire West, assistant to president, Jim West

Co., Dallas, joins Burns Media Consultant Inc., Studio City, Calif., as director of sale and marketing.

G. Scott Eymer, local/regional sales manager, KBCI-TV Boise, Ida., named general sales manager.

John McCutcheon, station manager, KPON TV Fort Smith, Ariz., named general sales manager.

Tom Hurley, local sales manager, KRRT-TV Kerrville, Tex., named general sales manager.

Richard Harbison, account executive, WTVO(TV) Rockford, Ill., joins WREX-TV there as general sales manager.

Karen Heniger, general sales manager, WJKS(TV) Jacksonville, Fla., joins KDNL-TV Saint Louis, Mo., as national sales manager.

Joe Leoce, account executive, Group V sales, New York, joins WINS(AM) there as sales manager.

Mary Dukes Hamrick, account executive, WQFM(FM) Milwaukee, Wis., joins Greater Milwaukee Interconnect, Milwaukee-based sales and marketing firm for cable advertising, in same capacity. **Charles Litting**, territory manager, residential specialist, roofing systems division, Manville Corp., Denver, joins Greater Milwaukee Interconnect as account executive.

Henry Krajewski, regional account executive, KXTZ(FM) Henderson, Nev., joins KLAS-TV Las Vegas, as account executive.

Brian Knox, sales representative, Caribbean sales division, American Airlines, joins Major Market Radio Sales, New York, as account executive.

Michael Connolly, district director, CBS Radio Network Affiliate Relations, Southeast region, named account executive, New York.

Programing



Coss



Fields

Paul Coss, VP, creative affairs, Rush Associates Inc., Los Angeles, joins ABC Distribution Company, a division of Capital Cities/ABC Video Enterprises Inc., New York, as VP, program acquisition and development.

Stephen Fields, VP, marketing, Disney

Channel, Burbank, Calif., named senior VP, original programming.

Bobby Cole, program director, KIOI(FM) San Francisco, adds duties of president, FM programming, Fairmont Communications Corp. here. Fairmont Communications Corp. owns and operates KIOI(FM).

Elizabeth Ladd King, program manager, ESPN, Bristol, Conn., named director, program acquisitions.

Michael Bair, assistant VP, marketing and sales, investment management division, Prudential-Bache, joins Showtime/The Movie Channel Inc., New York, as director, national sales. **Joseph Fulmino**, director, affiliate auditing, Showtime/The Movie Channel Inc., named VP, auditing.

Maryann Wiedeman, seminar manager, 1988 convention, Broadcast Promotion and Marketing Executives Inc., Lancaster, Pa., joins Paramount Pictures Corp., Los Angeles, as director, station relations, domestic television division. **Stephen Rose**, associate director, business affairs and legal, domestic television division, Paramount Pictures Corp., named director, business affairs.

Charles Morris, VP, national programming and development, South Carolina Educational Television Network, Columbia, S.C., retired June 29 after 29 years.

Larry Foley, executive producer, Arkansas Educational Television Network, Conway, Ark., named director, programming and production. **Dale Carpenter**, producer and videographer/editor, Arkansas Educational Television Network, named senior producer, *Arkansas Traveller* series.

Keith Pollard, morning drive announcer, WAOK(AM) Atlanta, named program manager.

Candace Fisher, executive producer, WFXT(TV) Boston, named program manager.

Skip Chasey, manager, business affairs, Telecom Entertainment Inc., New York, named VP, business affairs.

Jack Firestone, director of sales, Michael Krauss Syndication, White Plains, N.Y., named general sales manager.

Shelley Ignal, account executive, KCNC-TV Denver, joins Petry Television, New York, in same capacity.

Bob Levy, director, broadcast operations, KXTV(TV) Sacramento, Calif., joins KHOU-TV Houston, in same capacity.

Don Gollledge, production manager, KAKE-TV Wichita, Kan., adds duties of director of programming and operations.

Joe Kissak, account executive, WGNX(TV) Atlanta, joins Columbia Pictures Television, Burbank, Calif., as account executive, syndication, Southeastern region.

Joseph Pomaco, announcer, classical music programmer, noncommercial WITF-FM Harrisburg, Pa., joins noncommercial WHY-FM Wilmington, Del., as evening music producer and host.

Julie Crozier, intern, Wheatridge Regional Center, Wheatridge, Colo., joins Ohio University Telecommunications Center, Athens, as announcer, noncommercial WOUB(AM)-FM Athens, WOUC(FM) Cambridge and

WOUL(FM) Ironton, all Ohio. **Annette Bonaroti**, graduate, Ohio University, Athens, joins Ohio University Telecommunications Center as radio-television traffic/continuity assistant.

Cathy Bania, senior analyst, Christal Company, joins Eastman Radio as research manager.

Tammy Mathis, traffic assistant, KDKA(AM) Pittsburgh, joins WBZ(AM) Boston as traffic manager.

News and Public Affairs

Pierre Salinger, chief foreign correspondent, ABC News, London, adds duties of senior editor, Europe. **David Glodt**, bureau chief, ABC News, Los Angeles, named director of news coverage, Europe, Africa and the Middle East.

Bob Feldman, manager, news operations, WPVI-TV Philadelphia, joins WTNH-TV New Haven, Conn., as news director.

Ronald Miller, news director, KCST-TV San Diego, joins KATU(TV) Portland, Ore., in same capacity.

Dave Busiek, producer, co-anchor, KCCI-TV, Des Moines, Iowa, named assistant news director.

Kate Shaplen, producer, KARE(TV) Minneapolis, Minn., joins WNEV-TV Boston in same capacity. **Alix DeSeife**, press secretary, John Kerry for Senate campaign, joins WNEV-TV as production assistant.

Robert Manning, bureau chief, WWAY(TV) Wilmington, N.C., joins WLNE(TV) New Bedford, Mass., as news writer/editor and special projects producer, *Critics at Large*.

Barry Sprague, news director, WVII-TV Bangor, Me., joins WMTW-TV Poland Spring, Me., as director.

Gale Clevenger, news director, KMIZ(TV) Columbia, Mo., joins KCTV(TV) Kansas City, Mo., as producer.

Glendal Jones, and **Linda Eltzroth**, reporters, WTRH(TV) Indianapolis, Ind., add duties of weekend co-anchors.

Lesley Clary Hamer, co-host, producer, *P.M. Magazine*, WSAZ-TV Huntington, W.Va., joins Jim Owens Companies, Nashville, as staff reporter for *Crook and Chase*, *Weekend with Crook and Chase* and *This Week in Country Music*.

Sheldon Ingram, general assignment reporter, WRCB-TV Chattanooga, joins WVEC-TV Norfolk, Va., in same capacity.

Donna Foreman, weather/health anchor, WKBN-TV Youngstown, Ohio, joins WLOS-TV Asheville, N.C., as weekend news anchor/reporter.

Greg Lyon, executive producer, KRON-TV San Francisco, named business reporter.

Kam Carman, weekday anchor and producer, KNAZ-TV Flagstaff, Ariz., joins THE WEATHER CHANNEL, Atlanta, as on-camera meteorologist.

Dave Dusik, weatherman, KMBC-TV Kansas City, Mo., joins WDAF-TV there as meteorologist.

Broadcasting

The News Magazine of the Fifth Estate

1705 DeSales St., N.W., Washington, D.C. 20036-4480

Please send ... (Check appropriate box)

☐ **Broadcasting Magazine**

☐ 3 years \$190 ☐ 2 years \$135 ☐ 1 year \$70 ☐ 6 mos. \$35

(International subscribers add \$20 per year)

☐ **Broadcasting Cablecasting Yearbook 1988**

The complete guide to radio, TV cable and satellite facts and figures—\$110 (if payment with order \$95.) **Billable orders** must be accompanied by company purchase order. Off press March 1988. Please give street address for UPS delivery.

To order by MASTERCARD or VISA credit cards, phone toll free 1-800-638-SUBS

Name _____ ☐ Payment enclosed

Company _____ ☐ Bill me

Address _____ Home? Yes ☐ No ☐

City _____ State _____ Zip _____

Type of Business _____ Title/Position _____

Signature _____ Are you in cable TV operations ☐ Yes ☐ No (required)

For renewal or address change
place most recent label here

rologist.

Roberta Gonzales, weather forecaster, KTTV(TV) Los Angeles, joins KNTV(TV) San Jose, Calif., in same capacity.

Technology

Appointments at KRRT-TV Kerrville, Tex.: **Kevin Busselman**, assistant engineer, KAVU-TV Victoria, Tex., to chief engineer; **James Stanley**, maintenance engineer, Pittsburgh Studio One Productions, Pittsburgh, to assistant chief engineer; **Mike Shannon**, operations director, WICU-TV Erie, Pa., to production manager.

Mark Hutchins, VP, engineering, WKVT(AM)-(FM) Brattleboro, Vt., joins Omega International, Irvine, Calif.-based engineering services and systems firm, as manager, business development.

Promotion and PR



Bush

Phyllis Kirk Bush, associate director of communications for CBS News, Los Angeles, joins Stone/Hallinan Associates there as VP, media relations, effective Aug. 1. She will have immediate project responsibilities for IBM, Hallmark Hall of Fame and Thames TV/Euston Films. Bush joined CBS as assistant to general manager and manager of press information of KNXT(TV) Los Angeles; before that she was with ICPR and Stone Associates. During on-camera career she starred as Nora Charles in NBC-TV's "The Thin Man" series.

Rick Giacalone, VP, visual communication, ABC Television Network, forms own marketing and public relations company, Anagram Communications, with offices in New York and Los Angeles.

Robert Gould, VP, Porter/Novelli, Washington, named senior VP.

Wendy Wisele, promotion producer,

KTVK(TV) Phoenix, Ariz., joins KCOY-TV Santa Maria, Calif., as promotion manager.

Jojo Davis, nighttime air personality, WUSL(FM) Philadelphia, adds duties of director, community relations.

Lauren Kates, special events/promotion manager, United Way, Philadelphia, joins KYW(AM) there as advertising and promotion manager.

Ronald Hood, assistant promotion coordinator, WMTW-TV Poland Springs, Me., named public service coordinator. **Ursula Lipari**, public service coordinator, WGME-TV Portland, Me., joins WMTW-TV as assistant promotion coordinator.

Allied Fields



Ridder

Robert Ridder, general sales manager, KOSI(FM) Denver, joins Wood & Company Inc., Cincinnati-based brokerage firm, as VP.

Bob Crestani, VP, first-run syndication and pay television, William Morris Agency, Beverly Hills, Calif., named head of television, West Coast.

Janet Miles, VP, television membership, National Association of Broadcasters, Washington, will leave association on August 5. She will travel for several months; no further plans have been announced.

Ken Lindner, VP in charge of broadcasting, William Morris Agency, Beverly Hills, Calif., forms own agency, Ken Linder & Associates, Los Angeles.

Raymond Wisbrock, proofreader/production assistant, Nielsen Media Research, Northbrook, Ill., named promotion manager.

Harvey Speck, senior attorney advisor, Mass



Crestani

Media Bureau, enforcement division, complaints and investigations branch, Federal Communications Commission, Washington, will retire on July 22, after more than 31 years with commission. He will join Burke and Herbert Bank, Alexandria, Va., as assistant VP, trust department.

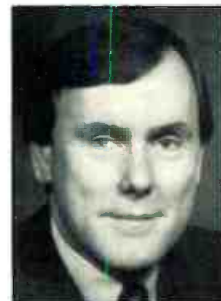
Arthur Ginsburg, chief, complaints and compliance division, Federal Communications Commission, Washington, joins Broadcast Intelligence Inc., Tucson, Ariz., as supervisor, FCC affairs, and executive board member. **Jay S. Zucker**, president, Lemmon Rock Communications Inc., joins Broadcast Intelligence Inc. as president.

T.C. Browne, director of sales, Private Satellite Network Inc., New York, named director, marketing and sales department.

Henry Sherman, senior consultant, Standard Research Consultants, New York, joins Kane Reece Associates Inc., Metro Park, N.J.-based financial and management consulting group, as VP.

Ronald Hranac, senior staff engineer, Jones Intercable, Englewood, Colo., name president, Society of Cable Television Engineers.

Deaths



Kennedy

Neil Kennedy, 52, executive VP, MMT Sales, New York, died of cancer July 18 at his home in Manhattan. When MMT was founded in 1972 Kennedy was hired as New York sales manager. He later was director of national sales of all MMT offices. In 1975 he was named executive VP and chief operating officer. Before joining MMT, he was sales manager, ABC and NBC divisions, Blair Television. Kennedy was also board member of Television Bureau of Advertising, New York, and past chairman of TVB's National Sales Advisory Committee. He is survived by his mother, Lillian Kennedy and one brother.

Milton Krims, 84, screenwriter, died of pneumonia July 11 at Motion Picture Country Home and Hospital in Woodland Hills, Calif. During his 40-year career, Krims wrote over 25 screenplays for Warner Brothers 20th Century-Fox, RKO and Universal. His movies include "Confessions of a Nazi Spy" (1939) and "The Iron Curtain" (1948). His novel "Dude Ranch" was made into a movie in 1931. He also wrote for several television shows in 1950's and 1960's including *Perry Mason* series. He is survived by his wife Shirley, one daughter and one stepson.

Hildegard K. Byrne, 44, senior account supervisor, WWWE(AM) Cleveland, Ohio, died of complications following surgery July 2 at Mount Sinai Medical Center, Cleveland. Byrne suffered from leukemia for over five years. Before joining WWWE in 1982 she had been account executive with WRQC(FM) Cleveland Heights, Ohio. She is survived by one daughter and two sons.

INDEX TO ADVERTISERS: American Gas Assn. 78 □ American Stock Exchange 79 □ Ampex 12-13 □ Associated Press Broadcast Services 26, 43 □ Audio Broadcast Group, The 94 □ Barclays Amercian 56 □ Blackburn & Co., Inc. 82 □ Bolton Research Corp. 76 □ Broadcast Electronics, Inc. 60 □ Business News Broadcasting 49 □ C.B. Distribution Co. 9 □ Chapman Associates 93 □ Donald K. Clark, Inc. 84 □ Classic Films Intl., Inc. 18 □ Classified Ads 99-107 □ R.C. Crisler & Co., Inc. 88 □ Custom Business Systems, Inc. 63, 65 □ Delta Electronics 53 □ Durpetti & Associates 39 □ Eagle Media Productions, Ltd. 50 □ Emmis Broadcasting 51 □ Fidelipac Corp. 56 □ Firstmark Financial 87 □ Gabriel Awards, Unda-USA 20 □ General Electric 14 □ Greyhound Financial Corp. 89 □ Health NewsFeed 62 □ Hillier, Newmark, Weschler & Howard 41 □ IDB Communications Group, Inc. 61 □ Katz Radio Group 35 □ H.B. La Rue 85 □ Legacy Broadcasting, Inc. 11 □ Leibowitz & Spencer 81 □ Lorimar Syndication 6-7 □ Mahlman Co., The 48 □ Marlin Broadcasting, Inc. 59 □ R.A. Marshall & Co. 95 □ MCATV 4 □ Media General Broadcast Services, Inc. 69 □ Media Venture Partners 86, Cover 3 □ MIPCOM 71 □ Multimedia Entertainment 25 □ National Assn. of Broadcasters Cover 2 □ National Public Radio 36, 47 □ Petry Cover 4 □ Professional Cards 97 □ Cecil L. Richards, Inc. 83 □ SCS Radio Network Services 77 □ Services Directory 96 □ Shiveley Labs 44 □ Sillerman-Magee 46 □ Spectrum Research 58 □ Starstream Communications Group, Inc. 54 □ TeleRep, Inc. 3, 15, 17, 19, 21 □ Edwin Tornberg & Co., Inc. 92 □ United Broadcasting Co. 45 □ United Stations Radio Networks 55, 57 □ Warner Bros. Television Distribution Front Cover □ Wessels, Arnold & Henderson 98

Warner's Gray and his winning road record

There is a plaque in the shape of an interstate road sign in James Gray's den. The Warner Cable president received the "I-71 award" from his staff in 1980 after Warner won the Cincinnati cable franchise. It served to commemorate the thousands of miles Gray had logged between Columbus and Cincinnati and the franchising record he had achieved in the towns and hamlets along the way: 50 political entities, 45 wins.

His staff's gesture, and the obvious pride Gray takes in the award, speaks volumes of his corporate philosophy: Stay close to your people and pay attention to the local nature of your business.

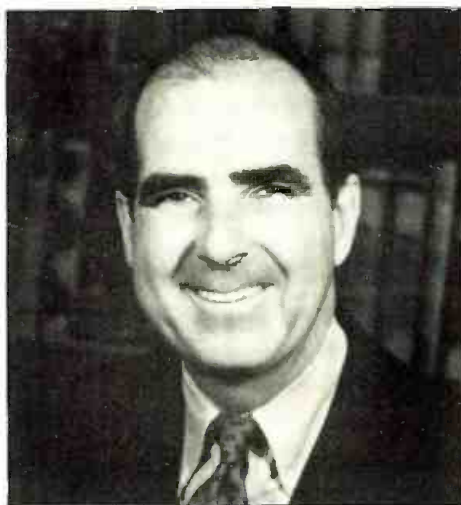
"I am a tremendous admirer of Jim Gray," says Cox Cable President James Robbins. "He's an admirable competitor [some of Gray's franchising victories were over Robbins at Continental] and a first-class individual."

Warner's name became synonymous with the franchising frenzy of the late 1970's and early '80's when the company spread itself thin with plans and promises for its Qube two-way interactive pay-per-view entertainment service. But except for Cincinnati, Gray was not involved in Warner's franchising during that period. He ran Warner's Columbus and nonmajor market systems, pumping badly needed cash flow into the company, said one cable colleague, only to see it expended on franchise promises. The company soon found itself in financial peril. Drew Lewis was brought in for damage control, selling off properties to streamline the company profile. Gray was tapped as president (a decision some in the industry say was long overdue), to steer the company into calmer waters. Said Martin Payson, of the office of the president at Warner Communications, the choice of Gray was simple, based on his strong track record at the company and "his proven operational skills."

Today, Warner has consolidated its operations near Columbus, has most of its urban builds completed (Cincinnati, Houston, Milwaukee and New York), boasts 1.5 million subscribers and a healthy balance sheet, and has reemerged as a leader in the industry on programming and technical issues and inter-industry relations. Revenue, which was \$28 million in 1974, will hit \$500 million next year.

Gray was born and raised in Ohio. He worked in the engineering department at a roller bearing manufacturer following high school, then continued working full time at night while going to classes at Kent State University. He graduated in 1961 and held steadily higher management positions at several companies before entering the cable business.

Contacted by a recruiter, Gray arrived at Warner in 1974 and concedes it took several



JAMES L. GRAY—president, Warner Cable, Dublin, Ohio; b. Nov. 1, 1935, Canton, Ohio; BA, Kent State University, 1961; assistant controller, PPG Co., 1961-63; management positions, Moog Inc., 1963-68; general manager, Silent Watchman Co., 1968-72; vice president, operations, Lozier Corp., 1972-74; VP, central region manager, Warner Cable, 1974-77; vice president, central area director, 1977-79; senior vice president, Western division, 1979-82; president, national division, 1982-86; present position since 1986; m. Patricia Good, July 10, 1960; children—Michael, 25; Lesley, 21.

months "to get completely comfortable" with the business. One of his first assignments was to secure rate increases in Akron, Ohio, for instance. Gray acknowledges that the company "didn't have much to offer the customers in those years," since most of the signals could be gotten off air. He got the rate increases, but watched subscribership plummet from 25,000 to 16,000.

What turned that around was the introduction of satellite services such as HBO and, in Warner's case, the initial pitch for Qube. "We felt we ought to be able to use technology to create a really compelling service that, if it were successful, would cause the large cities—which at that time were not attracted to cable—to be economically viable," says Gray.

The two-way interactive, multi-use Qube was introduced in 1977. "It was exciting," says Gray, but it also proved to be a drain on resources and finances. With Qube "we believed...that the new revenue streams would in fact come," says Gray, even into the last years of franchising. Although Qube did not prove a success, Gray's primary business, the traditional systems, remained strong.

In hindsight, Gray says that although the Qube brand name was not accepted, "what it contributed to the industry is really quite impressive." Nickelodeon, MTV, The Movie Channel, interactive pay-per-view and

some of the early home shopping approaches, he says, were all born of the Qube experience.

With Lewis already having sold off some of the company's unprofitable franchises by the time Gray arrived as president, "a lot of the bad times were gone," he says. My challenge was to reorganize the company... The thing I feel the proudest of is that we are consolidated in one location with a new management team, which I'm thankful for." Gray successfully argued that the cable division should stay close to its Columbus roots. "It was a logical place to locate," he says, since the company had just gotten a large mainframe computer up and running and had large systems nearby. It also insulates the division from the whirlwinds of corporate New York, cable insiders point out.

Warner's parent is Warner Communications Inc., a major Hollywood studio, so it is not surprising that WCI has made efforts to bring the cable and motion picture industries closer together. WCI is currently looking to get back into cable programming, making a first step with Warner Cable—both companies took a 10.6% stake in Movietime earlier this year.

On industry issues, Gray is a strong advocate of keeping the telephone companies out and bringing high-definition television in. He is on the National Cable Television Association committees that deal with both those subjects. The telcos are pushing their capacity to solve many ills with the use of fiber, he says. "You have to be very careful that you don't get so embroiled in the wonders of technology that you forget about the marketplace development issue and you try to measure, along the way, what is really going to sell," Gray says, recalling the Qube experience. Once telephone companies see what fiber and cable can do together, says Gray, "I think they'll become very savvy of what can and can't be done. I'm not so sure this whole idea of 'Let's build this super fiber pipe' will in fact continue. I think fiber will be used, but I think cable is going to use it," he says, and a lot earlier than the telcos will deliver it. Warner will introduce fiber for the long cascades (series of signal amplifiers) in its Columbus system in the next three to four years, says Gray. "That's going to become more and more a standard part of cable design," he says, and "we're very bullish on that."

In operations, Gray is a self-described fundamentalist. "I have always believed in building a very solid foundation in this industry...so we can really show the country we are a professional organization. Customer service has to be unquestionably sound," he says. Cable also has to show "a very extensive commitment and support in services to the community. That's just a very fundamental part of being a local service organization. Doing more than you're expected to do...That's the important franchise for the future," says Gray, "the customer." ■

Capital Cities ABC reported second-quarter results last Friday indicating "weakness in most aspects of the national advertising marketplace..." **Broadcasting revenue** inched up **3% to \$904.6 million**, while **operating income for segment decreased 2% to \$221.4 million**. Jay Nelson of Brown Brothers Harriman said that network revenue was virtually flat and profits were down 20% below second-quarter last year, although current results benefited less (55 cents per share, compared to 65 cents in prior-year's second quarter) from accounting write-downs of ABC programming, which effectively reduced reported costs. Company said that despite better-than-expected upfront television network advertising sales, "...the second-quarter softness in national advertising experienced through the company has not moderated." Revenue of owned television stations was thought to have exceeded 4%, while operating profits of group were up 5%-10%. Radio division was said to have reported "modest" revenue gain but declining profits; video enterprises had strong gains in both revenue and profits. Total second-quarter revenue was \$1.16 billion; income from operations was \$252.7 million, and net income was \$113.9 million, or \$6.78 per share.

ABC is currently reviewing pilot produced by King Features Entertainment as late night series, to follow *Nightline*. Hosted by former ABC correspondent Linda Ellerbee, show is described as news/entertainment show featuring mix of news, film clips, features and interviews. Idea for series came from executive at King Features, who after reading Ellerbee's book, *And So It Goes*, suggested idea for late night show to Bruce Paisner, president, King Features Entertainment, who contacted Ellerbee. ABC spokesman would not comment specifically on pilot, saying, "We're examining a number of possibilities for the late night day-part, and we're some ways away from a final decision."

FCC Chairman Dennis Patrick announced at press conference last Thursday that **commission has issued "citations or warning letters" to 19 vendors in 10 states, two Canadian provinces and West Indies suspected of selling equipment "whose sole purpose may be to defeat the Videocipher II satellite scrambling system."** List of 20 comprised "people who had been openly advertising in the mail and through newsletters," said another FCC spokes-

man. Patrick said "very serious, growing" satellite signal theft means "law-abiding [home dish owners] have to pay higher prices" and that home satellite delivery market "might dry up" if problem cannot be brought under control. Industry estimates that up to half of de facto standard VC-II's in market may be pirate, and past year has seen coordinated efforts of unit's manufacturer, General Instrument, FBI and Justice and Customs Departments to investigate and prosecute pirates. If problem continues, said FCC public notice issued at press conference, "many programmers are likely to implement more secure and more expensive scrambling techniques. This could eliminate program distribution to dish owners." Satellite operators this month reported shopping for VC-II replacement (see "Satellite Footprints"). Contacted later Thursday, Patrick said: "The commission has no present intention to revisit the standards issue. We observed...that the industry has effectively adopted standards. If there are improvements available, that's even better."

CBS has deal to provide news services and programs, including flagship *CBS Evening News with Dan Rather*, to **British direct broadcast satellite system due for launch in fall, 1989**, according to CBS Broadcast International Senior Vice President Donald Wear Jr. Wear said CBS made arrangements with four-channel DBS service's parent company, British Satellite Broadcasting, and with European news suppliers now vying for franchise to fill BSB's 24-hour news channel. *CBS Evening News* will also start morning airings next September on West German satellite channel Tele5, co-owned by Italian media magnate Silvio Berlusconi and TeleMunchen principal Herbert Kloiber, Wear said. Show, which already airs on tape-delayed basis in France, Italy and Japan, will air live in UK at midnight. UK deal will be on fee basis for CBS, rather than barter basis, as have been other overseas arrangements.

First of predicted Gillett sales emerged this week as Act III Communications announced it had purchased WRLH-TV Richmond, Va., from Busse Broadcasting, which is owned by trust for Gillett's children. No sales price was announced, but sources indicated price would fall in \$7 million-\$8 million range.

HDTV: the BellSouth of the ball

There was more to last week's Democratic National Convention (see page 27) than wall-to-wall media coverage. The event served as a proving ground for high-definition television. BellSouth seized the opportunity to promote its brand of HDTV by providing a closed-circuit feed of convention activities using fiber optic cable. The preview gave many Democratic policymakers and journalists a first-time look at the new technology, and it appeared to be well-received.

Observers such as Congressman John Dingell of Michigan, said the picture quality was "quite impressive." Dingell chairs the House Energy and Commerce Committee, which oversees telecommunications matters and will likely have a say in any policy associated with HDTV. "It is a technology whose broader applications should be explored," said Dingell.

The telephone company placed 16 HDTV monitors throughout the World Congress Center and one in BellSouth's hospitality suite at the Westin Peachtree Plaza hotel, where congressional members and party VIP's could privately view the new technology.

Two HDTV cameras from Bellcore (its research arm) were used to cover floor events. The monitors were supplied by Toshiba, and BellSouth laid some 1,063 miles of fiber optic cable to transmit the feed. The company claims it is "North America's first demonstration of multi-point, switched transmission of HDTV," as well as the "largest collection of HDTV equipment" ever assembled. The video switches were designed by Bellcore.

BellSouth's grab for the HDTV limelight was being viewed by

some as signaling an increasing desire to branch out into the video business. "I think what you have is an indication of just how badly the telephone companies want to get into the video distribution business," commented Eddie Fritts, president of the National Association of Broadcasters, who attended the convention. "They are trying to establish themselves as an alternative delivery system, and anything that bypasses local radio and TV stations, we are concerned about," Fritts added.

He also said BellSouth's demonstration was a replication of what NAB did "experimentally" at its convention this year. Moreover, Fritts indicated NAB had considered mounting an HDTV demonstration at the Democratic convention, but hesitated because the "only system up and running is Japanese." Consequently, he added, "we were concerned about the trade implications; that was one of the reasons for our coolness."

It is also a sensitive subject with the cable industry. There is growing debate over whether telcos should be permitted to offer cable services (currently prohibited by law). And last week, as BellSouth gained national recognition for HDTV, the FCC voted to recommend that Congress lift restrictions barring telcos from the cable business (see story, page 31).

But when BellSouth's president and chairman, John Clendenin, was asked if the HDTV feed was indicative of the company's long-term ambitions, he said it was merely a demonstration of "what the technology is capable of doing." And that BellSouth, as a technology-driven company, wants to respond to the "demands of the marketplace and nothing more."

George Dooley, president and CEO of noncommercial WPBT(TV) Miami, said last Friday that, to his knowledge, reported spring 1988 negotiations to swap his station's signal (ch. 2) with independent commercial WCIX(TV) Miami (ch. 6)—as part of CBS efforts to regain affiliate there—had not occurred (BROADCASTING, July 18). I've heard rumors," he said, "but no one has approached me, and the board here has made it clear that this station is not available for any swap." Senate Communications Subcommittee aide said that past legislation had been written to discourage swaps of noncommercial VHF signals for UHF signals "because it would diminish audience for the public station." Noting that it doesn't take much research to see that ch. 6 is the weaker signal," aide said. "If the VHF-to-VHF swap would have the same effect, we would be concerned."

Times Mirror reported second-quarter operating profit of \$139.4 million, down 11%, on 4% increase in revenue, to \$818.1 million. **Largest percentage drop among operating segments was in broadcast division**, where revenue fell 8% to \$28.3 million and operating profit dropped 21%, to \$14.3 million. Company attributed decline to "soft advertising demand" and "depressed" economy of Texas, where it has two stations. Earnings release also said, "KTVI, the company's ABC affiliate in St. Louis, has been adversely affected by an extremely competitive environment for market share." Good news came from Times Mirror cable television operations, where revenue climbed 18% to \$69.7 million, and operating income jumped 47%, to \$10.2 million.

Nielsen Media Research said it would expand local meter-based television ratings to St. Louis, 18th largest ADI, in May 1989, increasing number of metered markets to 19 and increasing coverage of total TV households to 42%. Nielsen said it had already sold service to two independents in market, KPLR(TV) and DNL(TV) both St. Louis.

For second quarter (ending June 30), Time Inc. reported earnings per share were \$1.45, up 11.5% from \$1.30 earned in second quarter 1987. Net earnings for second quarter 1988 were \$84 million on revenue of \$1.1 billion, compared to net earnings of \$79 million on revenue of \$1.04 billion for second quarter last year. For first six months of 1988, Time earned \$2.58 per share (revenue of \$2.17 billion, and net income of \$150 million), compared to \$2.06 per share in 1987 (revenue of \$1.98 billion and net income of \$124 million). Time said cable (ATC and 50%-ownership of Paragon Communications) and book operations were primarily responsible for EPS increase. From second quarter 1987 to second quarter 1988, cable division revenue rose 13.5% (from \$177 million to \$201 million), and earnings rose 30.5% (from \$36 million to \$47 million) as result of higher basic and premium subscriptions. Time said that it will have change in earnings when cost of moving ATC from Denver to New York is determined. Programming division (including HBO Inc.) reported revenue of \$258 million, up 12.2% from \$230 million last year, and net income of \$36 million, up 2.9% from \$35 million last year.

CBS has announced four new series to its interim fall lineup—*High Risk*, *The Dick Clark Variety Hour*, *Jake's Journey* and *Dolphin Bay*. Two shows, *High Risk* and *The Dick Clark Variety Show*, reality-based show and live entertainment show, respectively, are so-called "strike-proof" shows and can go into production immediately, said CBS. *High Risk* is one-hour magazine format series that focuses on people who risk their lives performing amazing feats. The Landsburg Co. is producer. *The Dick Clark Variety Hour* (working title), is one-hour variety show hosted by Clark, to be broadcast live from Hollywood with studio audience. Show is produced by Dick Clark productions.

Viacom Cable and TCI have formed partnership for creation of regional sports channel covering northern California. Bay area sports teams that could become pervue of new channel include baseball's San Francisco Giants and basketball's Golden State Warriors.

Major affiliation changes in Fox Broadcasting roster are occurring at Fox Broadcasting Co. Last week, in Tampa, Hubbard's WTOG(TV) was switched out of lineup for Scripps Howard's WFTS(TV). Scripps Howard also has FBC affiliates in Kansas City, Mo. (KSHB-TV) and Phoenix (KNXV-TV). FBC also confirmed it will not renew affiliation agreements with two United Television stations—KMSP-TV Minneapolis and KPTV(TV) Portland, Ore.—two of FBC's handful of VHF affiliates. Two stations are not carrying network's faltering Saturday night lineup, which was unacceptable to FBC. Fox is talking with two UHF stations in each market—KDTZ-TV and KHSP(TV) in Portland market and KITN(TV) and KTMA-TV in Minneapolis—and may have new agreements to announce as early as this week.

Accusations between two sides in writers' strike were flying last week. Writers Guild of America West executive director, Brian Walton, charged that Nicholas Counter, his counterpart at Alliance of Motion Picture and Television Producers, told him no progress would be made at bargaining session called for last weekend by federal mediator. "Nothing is going to happen [there]," Walton quoted Counter as saying. Walton suggested Alliance may attempt to bypass Guild leadership again with acceptable offer to settle strike. Counter's response to the charge: "That is a lie." An alliance source suggested Walton was simply trying to rally membership, which has been on strike for 21 weeks. It appeared unlikely, as result of latest charges and countercharges that any progress would be made at bargaining session, called for 1 p.m. last Saturday (July 23). Federal Mediator, Leonard Farrell, refused all comment.

MCA Inc. announced Thursday that second-quarter earnings were \$8.1 million, or \$0.11 per share, down 79% from year before. Primary losses came from LNJ Toys unit, maker of Gotcha! toy gun products, and from investment in preferred stock of Coleco Industries Inc., which filed for bankruptcy earlier this month. Film entertainment group reported operating income up 19% to \$54.4 million, helped, company said, by syndication of *The New Leave It to Beaver* series, pay television distribution of "The Secret of My Success" and "Dragnet," and higher videocassette sales. While broadcasting revenue, principally WWOR-TV Secaucus, N.J. (New York), increased 9.7% to \$35.6 million, operating income from that unit was down 40.1% to \$2.6 million.

Edens Broadcasting, Phoenix-based radio group of nine stations that is leaving representation services of Eastman Radio ("Riding Gain," July 11), has selected Christal Radio, which is part of Katz Radio Group, as its new national rep. "Christal made a commitment to represent all of our stations exclusively in their respective markets," said Edens Broadcasting President and COO Michael Osterhout. Edens stations are in five markets. "We hope to start with Christal on Aug. 1," Osterhout said. Christal selection came after nearly two-month review of rep industry, which included sales presentations from both Interep and Katz companies.

According to figures released by Nielsen Media Research, viewers of independent TV stations tend to be loyal to them. Independent stations in all TV households surveyed last May had 25% share compared to 59% for network affiliates. In noncable households, independent share increased to 28% and affiliates to 73%. In cable households, independent drop to 23% compared to affiliate drop to 51% suggests that cable takes more audience away from network affiliates than from independent stations.

With last Thursday's successful launch from Kourou, French Guiana, of India's telecommunications remote sensing and meteorological satellite, Insat 1C, and European Space Agency's ECS 5 telecommunications bird, both aboard Ariane 3 rocket, Arianespace "has now placed into orbit 11 commercial satellites in 11 months," said chairman and CEO, Frédéric d'Allest. Domestic U.S. satellites, GTE Spacenet's GStar III and Satellite Business Systems' SBS 5, will be aboard next scheduled Arianespace launch in "early September."

Editorials

Hanging in there for the First Amendment

The debate over the fairness doctrine and the public interest standard continues within the broadcasting industry. Two weeks ago, Meredith Broadcasting resigned from the Association of Independent Television Stations in protest of INTV's unabashed embrace of public interest and its readiness—bordering on eagerness—to accept the fairness doctrine as a *quid pro quo* for its legislative goals. This past week, the Television Operators Caucus, in a letter to this magazine (see page 23), sought to put distance between itself and the editorials we have written in opposition to a so-called public interest standard that would justify the government's telling broadcasters what to broadcast, in what amounts and when. In recent weeks, other prominent and respected broadcasters have written similar letters in protest of our policy, while still others have written in support.

We confess some amazement at this state of affairs. BROADCASTING's editorial policy—"Committed to the First Amendment and the Fifth Estate"—has been represented on this page for almost 57 years without facing challenge from a significant portion of the industry we cover. As we remarked in partial response to the TOC letter, we have never said we were speaking for the industry; on the other hand, until these recent divisions, it appeared that the magazine and the industry's leadership were in essential agreement. Our policy hasn't changed; one wonders what has.

Clearly, the principal impetus is a new willingness on the part of some broadcasters, primarily in television, to give the government what it wants in exchange for some assurance that they will be treated in a "special" way. We find that bargain not only bad but dangerous. There will be no end, ever, to things that will be found to be in the public interest when the government is empowered to call the tune.

As for the so-called public interest standard itself, few seem aware that it does not apply to broadcasters at all. Yes, the phrase "in the public interest, convenience and necessity" does appear repeatedly in the Communications Act, but it is imposed on the FCC, not on the constituents it licenses. It is the FCC that must license in its view of the public interest; there is no definition of a public interest to be followed by licensees. (The phrase itself goes back to Interstate Commerce Commission regulation of such common carriers as the railroads. We all know what happened to them.)

Now, may the FCC, in exercise of its public interest obligation, impose regulations on broadcasters? Yes, so long as those rules pass constitutional muster with the courts. By the same token, the FCC may decide that it is in the public interest for broadcasters to be free. That's what recent commissions have increasingly concluded, setting a clock the TOC and INTV would presumably turn back.

Should broadcasters operate in the public interest? Without doubt; should and do. In terms of tradition, it's as old as the industry. But as one broadcaster told us last week, it's not a quantifiable thing. "It's what every broadcaster does in his own special way." Are broadcasters special? There's no doubt that they are. And the more individual each is, the more special.

Is there anything to be said for the contrary point of view? Remarkably little, in our estimation. If broadcasters are content to operate more as the crown's carriers than as First Amendment speakers, then little may be lost by submitting to the fairness doctrine as well. And if the theory is that broadcasters will enjoy

more economic benefit from a public interest standard than they will pay to the government in tribute, then you pays your money and you takes your chance. Our own view is that broadcasters stand to lose their freedom and keep their insecurity—the worst of both worlds.

Speaking only for ourselves—and for any who may stand with us on these issues—there's just too much on the downside and too little on the up to make it worth the candle. Today's broadcasters are the inheritors of a great and grand tradition. Their job is to pass it on not only intact but enhanced.

Hear, hear

Mark Twain, commenting on reports of his death, said they were "greatly exaggerated." The radio industry can sympathize.

A year has passed since our last state of the industry report on radio found it in good health, and the aural medium, whose doom has been predicted with regularity since the first flicker of television, has yet to go the way of the eight-track tape. With broadcast and cable television offering a hundred-plus channels between them, with home video burgeoning, with telephone companies knocking on the door and getting a not inhospitable greeting from the FCC; in short, with competition hotter than ever, radio is still very much with us. Just ask Norm Pattiz, whose Westwood One now comprises both the Mutual and NBC radio networks, and whose philosophy is that radio's golden age has been surpassed by today's platinum.

Some of the luster has been taken off by a soft advertising marketplace, but Black Monday blues are not unique to radio. That sluggishness has led to at least two major advertising sales alliances: ABC with Satellite Music Network and Transtar with United Stations. And mirroring the consolidations in the radio rep industry over the past four years, network companies, particularly mid-sized models, are positioning themselves to more efficiently capitalize on national advertising opportunities.

On the regulatory side, in what many are calling an unprecedented flurry of technical and allocations activity, the FCC is currently considering proposals to expand and improve the AM band and to reduce FM interference. On the programming side, filling the schedules of those 11,000-plus outlets for music and information has left plenty of demand for supply, reflected in the record number of program producers and distributors. Meanwhile, Wall Street is busily backing the new breed of entrepreneurial operators who will lead the industry into the next century.

All this reads more like a foreword than a postscript. Don't touch that dial.



Drawn for BROADCASTING by Jack Schmidt

"It took him three hours to explain his 'less talk' format."

OLYMPIC BROADCASTING CORPORATION

has acquired

Clayton Webster Corporation



Acquisition Financing provided by
BarclaysAmerican/Business Credit, Inc.
COMMUNICATIONS GROUP

Barclays American

A subsidiary of
Barclays Bank



BARCLAYS

P.O. Box 118, Hartford, CT 06141 • 1-800-BARCLAY

Brokered by Elliot B. Evers



MEDIA VENTURE PARTNERS

WASHINGTON, D.C. • ORLANDO • DALLAS • SAN FRANCISCO

1700 Montgomery Street, Suite 322, San Francisco, CA 94111 • 415-391-4877



PETRY MEANS BUSINESS

....for each of our client stations. Our research, marketing and sales experts know how to convert the numbers into orders.

Petry creates innovative selling strategies based upon each station's distinctive advantages. We have proven the ability year after year to deliver outstanding sales performance.

That's why Petry is Number One in Spot Television.

It's our only business.

PETRY

Petry, Inc., The Original Station Representative