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CHRISTMAS IS

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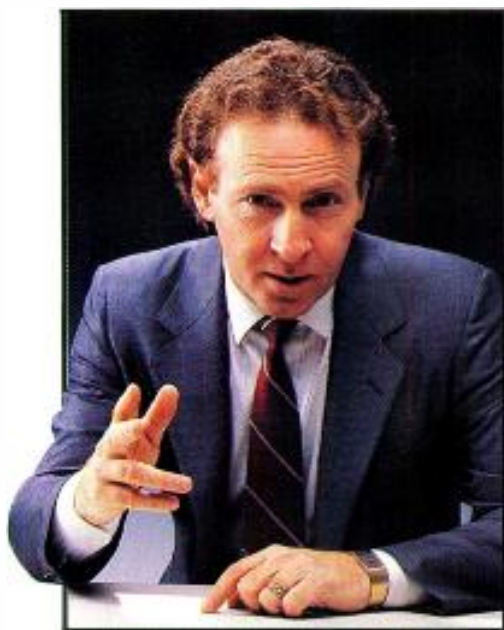
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57th Year 1988

RADIO 88 RADIO 88 RADIO 88
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RADIO 88 RADIO 88

KVVU's Rusty Durante he joined A



“At KVVU, we look beyond a show’s network rating and rank when acquiring programming. We’ve learned that a show’s success in prime does not guarantee a hit five-days-a-week. Instead, to predict a show’s

potential for success in syndication, we look at its demographic balance on the network.

When we analyzed ALF, we discovered that it had the same audience comp as syndication’s biggest hits; paralleling shows like “Three’s Company” and “M*A*S*H.” That’s the kind of show that’s bound to succeed as a strip. That’s the kind of show we look for at KVVU.

Add to that ALF’s broad appeal to young adults, especially young men, as well as kids and teens, and you have an independent’s ideal early fringe to access sitcom strip.”

Rusty Durante
Vice President and General Manager
KVVU-TV, Las Vegas

Arante tells why ALF's family.



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“Bill Steding presented us with two capable buyers who would pay us more for our Seattle combo than other brokers ever suggested, let alone delivered”.



“Olympia’s operating strategy is to double the value of the assets we own in three to five years. We were not aware that KRPM-AM/FM could attract a \$12,000,000 price until Bill Steding showed us why... then followed through by presenting two very capable buyers who would pay it.

Within a few weeks we had a deal with Heritage Media Corp. for \$12,008,000”.

James D. Ireland, III, Chairman
Ivan E. Braiker, President/CEO
Olympia Broadcasting Corporation
(Publicly Traded NASDAQ OBCCC)

What other radio station owners say about Americom:

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Jim Arcara, President
Capital Cities/ABC Radio
(Publicly traded NYSE CAPCTS)

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Beware the telcos... NAB

President Eddie Fritts tells broadcasters that telephone companies are "working diligently" to enter HDTV and video businesses. **PAGE 30.**

HDTV demos... House

Telecommunications Subcommittee brings several competing HDTV broadcasting systems together on



Capitol Hill to provide demonstration for members of Congress, administration officials, communications executives and media. At Association of Maximum Service Telecasters conference across town, Subcommittee's chairman, Ed Markey (D-Mass.), asks broadcasters to work quickly to make HDTV reality. **PAGES 30, 31.**

Opening statements...

NAB radio executive committee members Bill Clark, L. Lowry Mays and George C. Hyde Jr. discuss forces at work in radio as industry heads to NAB's Radio '88 convention. **PAGE 60.**

28/SOVIET INITIATIVE

Vice chairman of Soviet radio and television seeks to establish world production standard for high-definition television, calling some of world's engineering elite to Moscow to consider what might be done to establish such standard.

29/SEC CHARGES

Securities and Exchange Commission files complaint against Drexel Burnham Lambert Inc., alleging that investment banking firm and head of its junk-bond department, Michael Milken,

violated securities laws.

33/EASTERN SHOW

Participants at Eastern Cable Show in Atlanta tell broadcasting industry they are not beyond telcos' reach.

37/NAB BLOCK PARTY

National Association of Broadcasters' four-day Radio '88 convention gets under way this week in NAB's backyard, with some 6,500 radio executives expected to attend. Complete agenda and lists of exhibitors and hospitality suites for Washington convention begin on page 37.

54/TOP 500

BROADCASTING's annual ratings survey based on Arbitron spring metro rankings finds adult contemporary format most popular programming choice among top 10 stations in top 50 markets.

65/BY PROXY

Proxy statement for upcoming shareholder meeting of Lorimar Telepictures Corp. says that suits to block Lorimar/Warner merger have been settled and that Lorimar chairman and CEO, Merv Adelson, will move ahead with plan for new company with Warner.

70/POLICY PROBE

FCC's proposals to allow "flexible use" and "negotiated interference" concepts attracts little support.

75/OFF THE BLOCK

GTG Entertainment's *USA Today* debuts with strong clearance numbers. But stiff competition from new shows entering syndication and some less than desirable placements in small but important group of markets could make *USAs* first year difficult.



'USA Today' anchors

76/RECORD BREAKER

The Cosby Show debuts in syndication Oct. 3, shattering all previous off-network program revenue records by hundreds of millions of dollars.

78/MORE GERALDO

Geraldo Rivera and Tribune

Entertainment plan one hour weekly newsmagazine program—*The Investigators*—that would draw stories from ad hoc TV station cooperative.

86/TVRO TRADE SHOW

Satellite Broadcasting and Communications Association gathering in Nashville discusses business and politics surrounding growing home earth station medium.

111/REWRITING THE RULES

Quantel's Richard Taylor says that his business is really about rewriting way things are done in television and graphic arts.

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Here Are The Facts

1.

"It's a Living" is tied for the highest share of all fringe and access sitcom strips in Philadelphia!

		HOUSEHOLD SHARE
WTXF	It's A Living	12
WTXF	Family Ties	12
WTXF	Happy Days Again	12
WTXF	What's Happening	12
WTXF	MASH (7:30PM)	11
WTXF	That's My Mama	11
WGBS	All In The Family	8
WPHL	Good Times	8
WTXF	MASH (11:00PM)	7
WPHL	Diff'rent Strokes	6
WPHL	One Day At A Time	6
WTXF	Taxi	5

2.

"It's a Living" moved WTXF from 5th to 2nd place in the time period!

JULY 1987		HHSH	JULY 1988		HHSH
WPVI	ABC World News	34	WPVI	ABC World News	34
WPHL	Facts of Life	13	WTXF	IT'S A LIVING	12
WCAU	CBS Evening News	12	KYW	NBC Nightly News	10
KYW	NBC Nightly News	11	WCAU	CBS Evening News	10
WTXF	PRIVATE BENJAMIN	8	WPHL	Good Times	8
WGBS	Battlestar Galactica	5	WGBS	SWAT	4

3.

"It's a Living" pulls important teens, kids, and adult demos for WTXF!

MONDAY-FRIDAY 6:30PM		(000'S)				
STATION	PROGRAM	W18-49	W25-54	M18-49	M25-54	TNSKDS
WPVI	ABC WORLD NEWS	148	155	128	120	32
WTXF	IT'S A LIVING	88	73	44	42	105
WPHL	Good Times	56	35	21	16	75
KYW	NBC Nightly News	30	31	31	33	12
WCAU	CBS Evening News	45	51	48	51	10
WGBS	SWAT	23	26	21	17	17

s In Black & White.

4

"It's a Living" continues to grow even when its lead-in weakens!

	May 1988 IT'S A LIVING <u>Lead-In: Family Ties</u>	July 1988 IT'S A LIVING <u>Lead-In: That's My Mama</u>
Household Share	12	12
Women 25-54 Share	17	19
Men 25-54 Share	14	15
Teens/Kids Share	36	42

5

"It's a Living" builds demos over its "That's My Mama" lead-in!

	HH SH	W18-49	W25-54	(000'S) M18-49	M25-54	TNS/KDS
6:00PM That's My Mama	11	72	53	34	34	82
6:30PM It's A Living	12	88	73	44	42	105
Increase	+9%	+22%	+38%	+29%	+24%	+28%

6

"It's a Living" paints a brighter profit picture for its stations.

Now that you've seen all of the facts in black and white, consider how "It's a Living" can add lots of green to your bottom line. With "Living's" solid performance as a strip and its reasonable license fee, it'll keep you in the pink and make your competition's face red!

It's a Living

A WITT/THOMAS PRODUCTION
Source: ARB as dated



SALLY SPARKLES!



She's the talk of the towns!

		RTG	SH	RANK
PHILADELPHIA WPVI-TV 10-10:30am				
SALLY		6	27	#1
New Card Sharks		5	20	#2
People Are Talking		3	12	#3
PHOENIX KTVK-TV 10-10:30am				
SALLY		6	35	#1
\$25,000 Pyramid		4	22	#2
Wil Shriner		2	10	#3
HARTFORD WTNH-TV 10-11am				
SALLY		5	25	#1
Sale of the Century/ Concentration		4	18	#2
Geraldo		3	16	#3
RALEIGH WTVD-TV 10-10:30am				
SALLY		8	43	#1
Hour Magazine		2	12	#2
Sale of the Century		2	10	#3

		RTG	SH	RANK
BALTIMORE WMAR-TV 10-11am				
SALLY		6	35	#1
Hollywood Squares/ Dating Game		4	24	#2
Wil Shriner		2	12	#3
GRAND RAPIDS WWMT-TV 9-10am				
SALLY		5	25	#1
Wil Shriner		4	21	#2
Geraldo		3	15	#3
WILKES-BARRE WBRE-TV 9-10am				
SALLY		5	24	#1
Hour Magazine		3	17	#2
Wil Shriner		1	7	#3
COLUMBUS, OH WCMH-TV 10-10:30am				
SALLY		7	43	#1
Wil Shriner		4	22	#2
Good Morning Columbus		1	8	#3

Source: NSI, May 1988.

...AND MORE!

Sally Jessy Raphael

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Whither TIO—or whether

Fact that there is still no replacement for Television Information Office (TIO) President Bob Mullholland, whose departure last month had been long-anticipated, may portend change for industry trade organization. Board's search committee for new president has yet to come up with candidate pending full board's reevaluation of TIO's mandate and funding. Currently two-thirds of roughly \$1.5 million budget is underwritten by NAB and three broadcast networks and owned stations, with other third coming from other stations. Discussion of whether organization should continue to exist, and what its purpose would be, will take place this Wednesday in New York.

All eyes on Cos

Television station managers around country indicate that pace of license deals for current batch of off-network comedies being offered has slowed somewhat as station executives wait to see *The Cosby Show's* initial ratings performance in syndication this November. "We are in a wait-and-see position," said Jonathan Rogers, general manager, WBBM-TV Chicago. "We want to see how *Cosby* does as a news lead-in on affiliates" before acquiring further off-network properties, said Rogers. "That is happening almost everywhere," confirmed another major-market station executive. And prices for new comedies in market, including *Golden Girls*, *Alf*, *227*, and *Amen*, are coming in at levels 50%-60% off *Cosby* mark, or lower, sources say. But those sources stress that current prices are not "bargain rates by any means," as one put it. "But it is a buyer's market."

Making room

Request by three television network affiliate associations for as many seats on National Association of Broadcasters TV board as well as representative on NAB executive committee is still under review. NAB executive committee is taking up matter at September meeting but is split on issue. Some question need for three seats; others feel addition of affiliates to board will improve caliber of NAB representation. And while it is likely affiliates' request will be granted in some form or another, there is little enthusiasm for increasing size of executive committee.

Snag?

Major New York radio transaction involving exchange of WEVD(FM) for Spanish Broadcasting System's WFAN(AM) New York

and upwards of \$60 million in cash (BROADCASTING, Aug. 22) may have run into stumbling block. Problem involves Salem Communications Corp., which in 1981 bought WEVD(AM) from WEVD(FM) owner, Forward Association. Salem, as of last week, indicated it may have right of first refusal for FM station. WEVD said Salem, which now operates AM station under call letters WNYM(AM), has no authority to block deal. Salem did not return phone calls made to its Camarillo, Calif., offices. FCC says application for WEVD(FM) deal went on public notice Sept. 2 and objections must be filed within 30 calendar days.

Sticking around

Jack Kent Cooke may have his systems on block but billionaire businessman apparently will keep toe in cable waters. Not long after Cooke's reentry into cable business he took small stake in Nostalgia Channel, basic service that programs old movies. He has since increased that stake to about 8%. Sources from inside both Cooke Cablevision and Nostalgia say Cooke has no plans to sell interest in network. His ownership in program service was classified as personal as opposed to corporate interest. Nostalgia has benefitted from rollout on Cooke systems that increased its subscriber base to over two million at time when other program competitor, American Movie Classics, has been aggressive in signing more systems for its classic movie service.

Marketing men

Television networks continue to restructure sales organizations in effort to bolster marketing of medium. CBS is expected to announce reassignments within sales division of executives reporting directly to sales chief, Jerry Dominus. NBC is expected to announce hiring of Pillsbury executive Ronald J. Kos as vice president of client marketing. Kos currently holds title of director of advertising and brand communications for U.S. foods division of Pillsbury, and oversees advertising, package design, cookbook publications and consumer public relations. In new job, which begins Sept. 21, he will work with network clients on helping them make most effective use of network television. Kos will report to NBC's vice president of sales marketing, Bob Niles.

Reluctant affirmation

Attorneys involved in *Winter Park* case, in which constitutionality of minority preferences in awarding broadcast licenses is at issue, expect FCC to submit brief this Friday (Sept. 16) supporting preferences. Consensus is that FCC has

little choice given congressional measure passed late last year ordering FCC to affirm long-standing policy of granting preferences and to terminate proceeding reexamining their validity under Fifth Amendment. Only question in their minds is how strong FCC support will be.

Writing brief in support of preferences will be troublesome, however. It will be reversal of position in brief in related *Steele* case (now headed for out-of-court settlement) that stunned many two years ago. In that, agency questioned constitutionality of preferences for minorities and women. What's more, supporting brief will put FCC at odds with Justice Department. In 35-page amicus filed two weeks ago, Justice argued that preferences are unconstitutional, saying justifications for policies—to promote diversity and to correct past discrimination—are not persuasive.

Double threat

Analog-digital technology at heart of Zenith's Spectrum Compatible High-Definition Television system, among seven HDTV broadcasting systems demonstrated on Capitol Hill last week, has more immediate application: conventional cable television. Zenith is incorporating technology in cable transmission system that promises to significantly improve cable pictures and sound through reduction of cross-channel interference that now plagues industry. Modulators and home converters may be ready for market next year.

Zenith's proprietary analog-digital signal format requires fraction of transmission power necessary for conventional NTSC-formatted signals. As consequence, there will be less interference among channels as they are squeezed through cable system amplifiers and coax. Other plusses: less interference may allow for more channels on system, and use of non-standard signal obviates need for encryption.

Common cause

Incipient alliance between National Association of Broadcasters and National Cable Television Association on at least one issue may have been forecast last week when NAB President Eddie Fritts delivered speech expressing serious reservations about telephone industry's desire to get into TV business (page 27). Realization that cable and broadcasters may have common enemy probably took root when two associations began exchanging information on telcos this year. NCTA has conducted extensive research into telcos' research and development efforts in video area as well as their strategic planning on matter.

Where Things Stand

■ Solid box indicates item has changed since last issue.

AM-FM Allocations

NAB and other broadcast groups, in comments on FM translator inquiry, urged FCC to reject proposed expansion of service to allow for local origination by translators. Commission was asked to insure that rules establish translators as secondary services, to be used to fill in underserved areas of full-powered stations and not as "low-power FM" stations.

FCC received mixed reviews in comments on rulemaking to authorize FM's to use directional antennas and permitting allocation of stations in short-spaced positions. NAB was among those opposing proposal, restating its view that an increase in FM directional antenna use would lead to AM-ization of FM band. Some broadcast groups, however, favored commission's goal of providing more flexibility for FM broadcasters seeking suitable sites to locate transmission facilities. Commission says it has no plan to change table of FM allotments.

FCC asked for comment 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. FCC is also seeking comment on proposals to allow class A stations to increase maximum power from 3 kw to 6 kw, proposed by New Jersey class A FM Broadcasters, and on counter proposal by NAB to allow 60% of class As to double power. NAB opposes New Jersey plan because of possible interference to class B and C FM's. Commission has also proposed creating intermediate class C3 FM station class (25 kw maximum ERP, antenna height 100 meters) for most of U.S.

Western hemisphere countries on June 2 concluded second and final session of conference to plan use of 100 khz of spectrum added to top of AM band that had ended at 1605 khz. FCC is in midst of inquiry designed to help it determine how to use 10 new channels. Commission has indicated at least some of those channels will be reserved for national licensees. Target for implementation of plan for using spectrum is July 1, 1990.

AM Stereo

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

Rationale is that C-Quam is already close to being de facto standard because 100% of

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receivers can receive it and majority of AM stereo stations transmit it.

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 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 congressional efforts to crack down on perceived trafficking. Industry gained enough support to sink proposal of Senator Ernest Hollings (D-S.C.) to impose 4% transfer fee on broadcast licenses transferred within three years of last sale. But Hollings has revived transfer fee idea, which was subject of Senate Commerce Committee hearing in April.

Cable Regulation

National Cable Television Association is trying to maintain status quo in cable regulation, much of which is based on Cable Act of 1984 and Copyright Act of 1976.

Motion picture industry and independent broadcasters have been pushing for stricter regulation of cable until there is more competition in delivering cable programming to homes. House Commerce Committee Chairman John Dingell (D-Mich.) has warned cable industry to be on its best behavior or Congress may feel need to reevaluate regulatory environment.

Second House Telecommunications Sub-

committee cable oversight hearing May 11 served as forum for discussing cable's growing market power. Cable industry has been under increased congressional scrutiny.

At first hearing, in March, Subcommittee Chairman Ed Markey (D-Mass.) announced he was asking Government Accounting Office to study cable rate increases. Third oversight hearing is not expected to occur until next year.

Allegations that cable industry has been anticompetitive were subject of March hearing by Senator Howard Metzenbaum (D-Ohio), chairman of Senate Antitrust Subcommittee. Metzenbaum warned industry that unless situation changes he may offer legislation to curb what he sees as cable's growing anticompetitive behavior. But before making move, Metzenbaum queried cable competitors on issue of whether cable operators are impeding their access to cable programming. Results of inquiry will be issued this month.

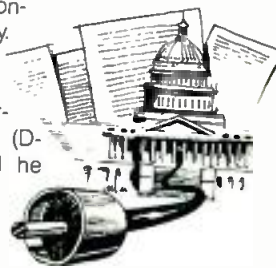
FCC has adopted new rules that more narrowly define television markets where, in accordance with Cable Act, rates of cable systems cannot be regulated because systems are subject to effective competition. FCC opened rulemaking in response to U.S. Court of Appeals, which upheld FCC's basic ruling that effective competition exists where three broadcast signals are available. But it said that definition of "available" was too broad.

It has been mixed bag for cable in other regulatory areas. While courts have struck down must-carry rules requiring systems to carry local television signals (see below), FCC has resurrected syndicated exclusivity rules, which would force systems to delete programs carried by imported distant signals that duplicate programs on local stations (see below).

Children's Television

Action for Children's Television withdrew petition in July that had asked FCC to investigate alleged "unfair and deceptive" children's advertising. 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 *Wall 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. Chances for Senate action were considered good, but Senator Tim



THE WINNING ANSWER TO THE TOP 40 PUZZLE.

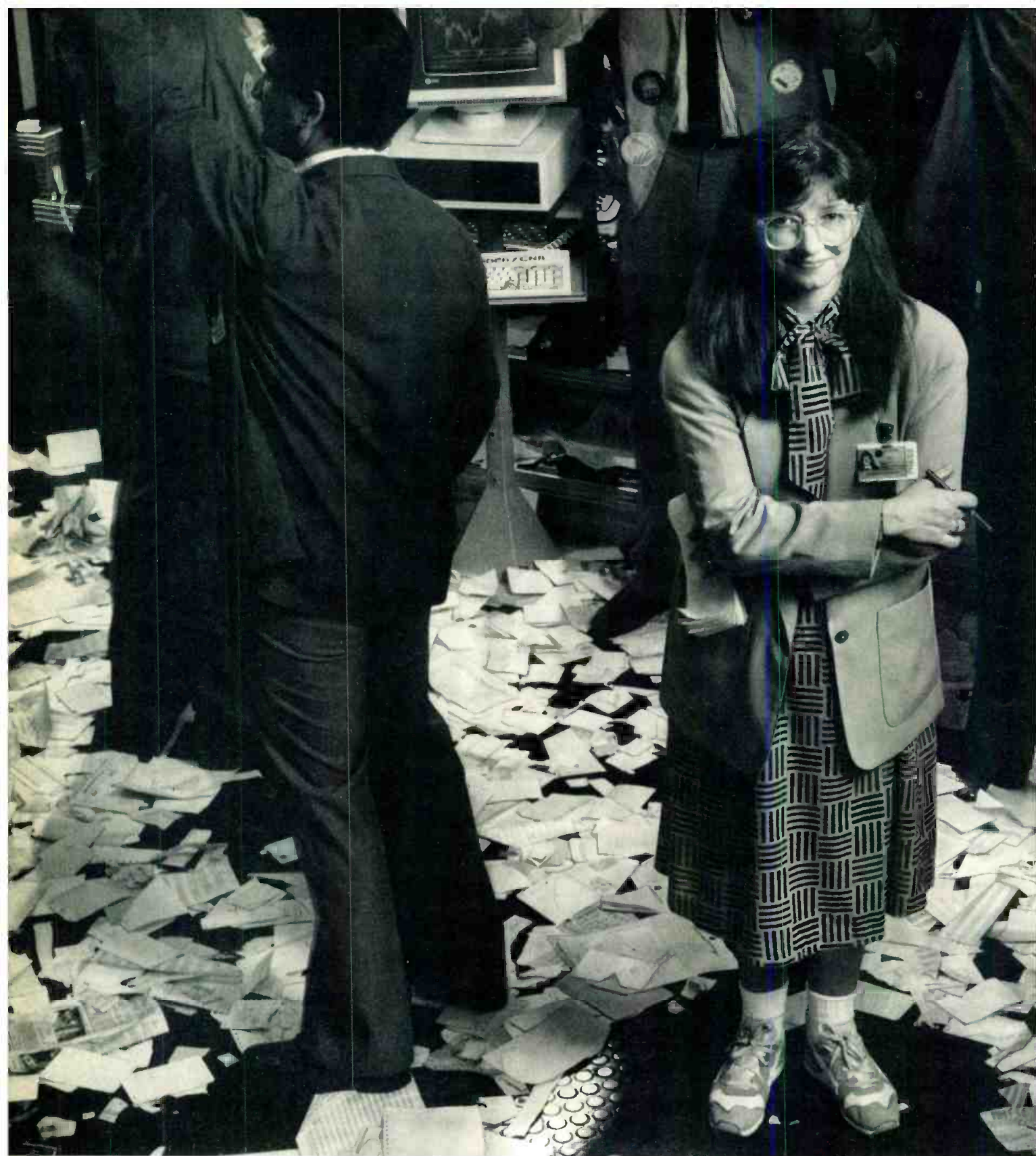
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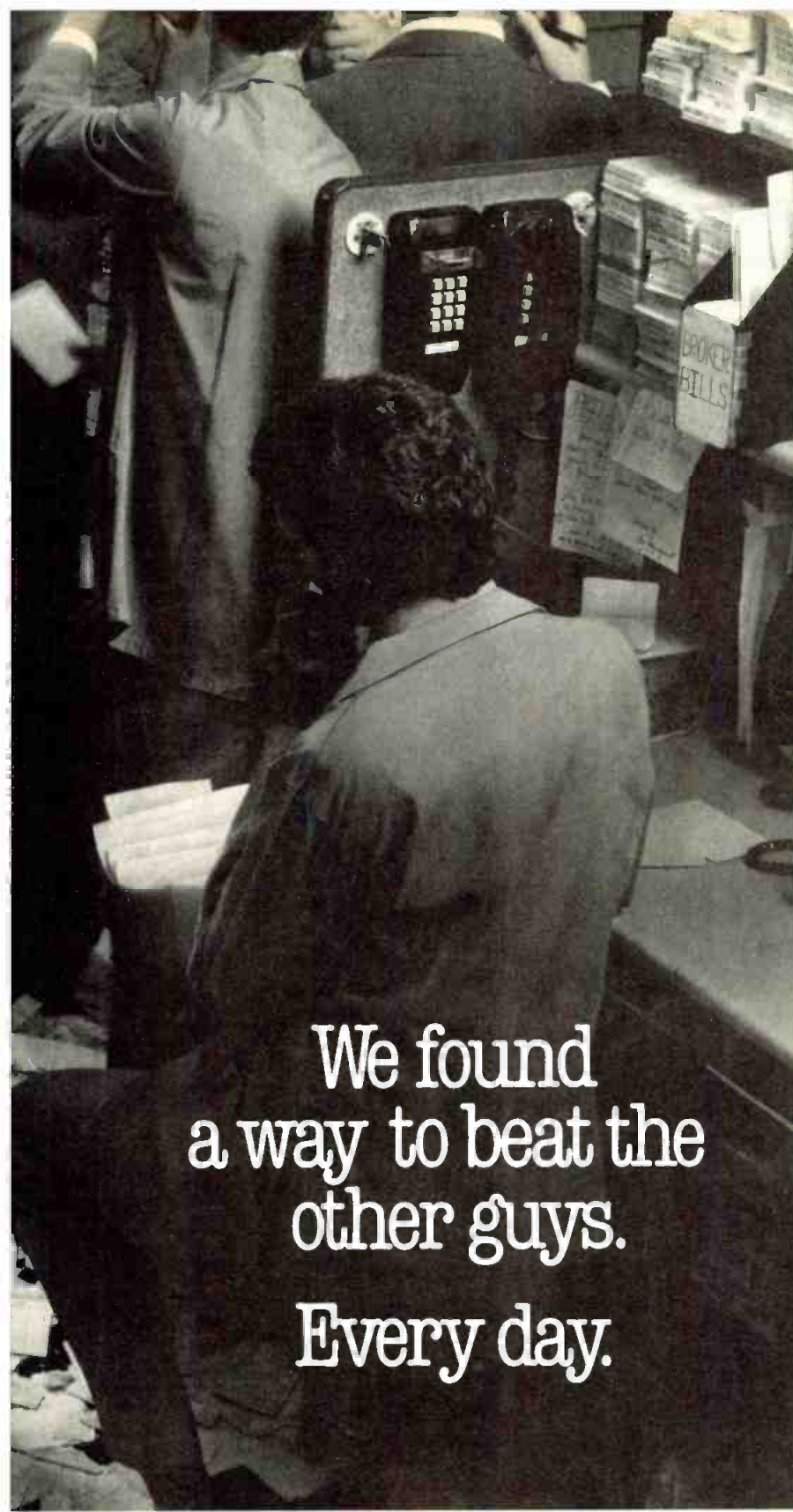


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make their deals in a relentless frenzy
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waving.

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bring your running shoes."

Chicago's markets are where much of
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Recognizing this reality and making the
commitment to nonstop quality coverage
is just another way Knight-
Ridder keeps its eyes open
to the possible.



-R I D D E R

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

Wirth (D-Colo.) says he may amend measure, which could complicate prospects for passage. Wirth is drafting alternative proposal (with more stringent requirements) to House bill (BROADCASTING, Aug. 8), which is expected to draw opposition from broadcasters. NAB says it won't fight House bill, but would oppose any amendments that might occur when Senate acts. Moreover, Justice Department has written Senate Majority Leader Robert Byrd (D-W.Va.) opposing House legislation and promising to recommend presidential veto (BROADCASTING, Aug. 1). Office of Management and Budget released statement opposing bill prior to House action, but stopped short of recommending veto.

Bill is product of negotiations between Subcommittee Chairman Ed Markey and NAB and proposes commercial limits in children's programs of 10½ minutes per hour on weekends and 12 minutes on weekdays. Measure has undergone considerable revisions and excisions, among latter language requiring broadcasters to air one hour per day of informational and educational programming and provisions to curb so-called program-length commercials.

Comparative Renewal

FCC took first step toward revamping much-maligned comparative renewal process, launching combined rulemaking and inquiry

at June 23 meeting aimed at making it easier for broadcasters to win comparative renewal hearings and discouraging groups from using process to "extort" money from broadcasters.

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

FCC stopped short of proposing two-step renewal process, by which FCC would first decide whether to renew license before considering competing applicants.

Talk of reform comes as thousands of radio and television stations file for renewal over next few years.

Compulsory License

FCC is conducting inquiry into cable compulsory license, and may have "front burner" item ready for action in late summer or early fall. If views of FCC Chairman Dennis Patrick are guide, inquiry could lead to recommendation that Congress abolish license, although Pat-

rick has acknowledged that abolishing it for carriage of local stations would create some practical problems.

Reexamination of license on Capitol Hill could occur in context of broadcasters' efforts to resurrect must-carry requirements there, but time is running out and issue is not likely to be resolved until next session of Congress. House Telecommunications Subcommittee member John Bryant (D-Tex.) has offered legislation (BROADCASTING, April 4) to condition compulsory license on whether cable operator is carrying local broadcast signals. Senate Copyright Subcommittee Chairman Dennis DeConcini (D-Ariz.) offered similar measure in June (BROADCASTING, June 20). NAB television board has directed staff to investigate all aspects of compulsory license as part of joint board's consideration of must-carry issues. In comments on license inquiry, cable generally supported retention of license while program producers opposed it. NAB softened its longstanding opposition, arguing that license should be left alone for time being.

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

Advertisement

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RATHER HIDES BEHIND THE ANTHEM

For three days in the last week of August, CBS anchorman Dan Rather hid behind The Star Spangled Banner. If you phoned him at CBS News, you were greeted not by a cheery secretary, but by a scratchy recording of the national anthem. There was no explanation for this sudden display of patriotic fervor on the part of Mr. Rather, but most of the callers probably figured it out. They were calling Rather to tell him what they thought of a documentary he had narrated that insulted and angered many Vietnam veterans. Playing the anthem instead of taking the calls was Dan Rather's way of giving them the finger.

This all started with an inconspicuous two-line ad on the front page of The New York Times on August 30. It read, "Are you mad at Dan Rather? Call 1-800-825-2286. Accuracy in Media." Those who called heard this recorded message:

"Are you afraid of Vietnam veterans? There's no reason to be. Nearly all of them are normal, well-adjusted people. So why did a TV critic say after a recent

program on CBS that it was scary that there were so many crazy Vietnam veterans loose on the streets? That's because Dan Rather presented a half-dozen vets with serious emotional and mental problems and suggested that there were as many as a million suffering from the same disorders.

"Rather also left the impression that these men were deranged because they had done horrible things in Vietnam, like killing babies and cutting them into pieces. He did this by airing unverified stories told by the mentally disturbed men he interviewed. Vietnam veterans are angry about this, and they have every right to be. They weren't baby-killers in Vietnam. They served honorably and most of them are justifiably proud of what they did. If this CBS slander of Vietnam veterans makes you angry too, tell Dan Rather how you feel." It gave his phone number.

Evidently a lot of people saw the AIM ad, heard the recorded message and tried to tell Dan Rather how they felt about his defamation of the Vietnam veterans. Rather has never been one to welcome criticism, and instead of risking getting an earful he took refuge behind that scratchy rendition of The Star Spangled Banner.

That response backfired when reporters discovered his unusual way of handling phone calls. Channel 5, the Fox Network

station in New York, aired a story in which they played the Accuracy in Media message and Rather's musical response. They also aired some of Reed Irvine's stinging comments on Rather. Some of this was also aired by the CBS affiliate in Pittsburgh, KDKA-TV, based on an AP story. The New York Post ran Rather's photo on the front page and a big story on page 3. The New York Daily News, Newsday and The Washington Times also reported the controversy.

Dan Rather avoided getting a direct earful of criticism by hiding behind the national anthem, but his bizarre behavior helped AIM get its message to a far bigger audience than it expected. CBS News has been ignoring complaints about factual errors and distortions for years. This has already hurt its credibility, which won't be helped by Rather's display of contempt for his callers.

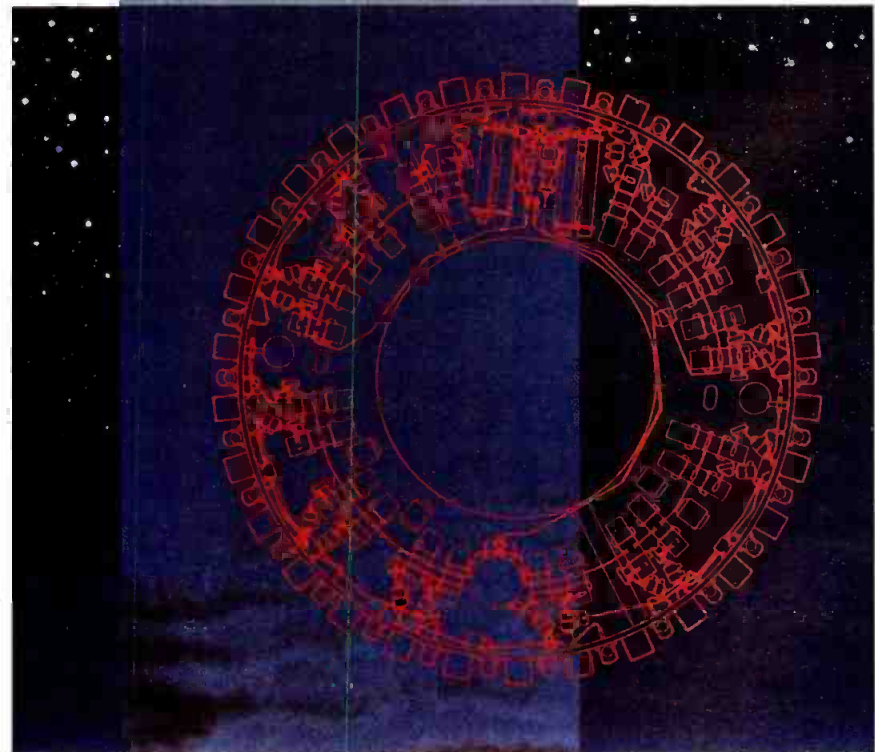
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A three-minute radio commentary available five days a week as a public service. For a sample tape, please call Deborah Lambert at **ACCURACY IN MEDIA** 1275 K Street, N.W., Washington, D.C. (202) 371-6710



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For further information, contact the Galaxy Program Office at 1-800-824-8133 (in California, 213-607-4300).

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its July 20 meeting, will seek comments on subject, as well as on 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. Not waiting for FCC, Representative Howard Nielson (R-Utah) introduced legislation to eliminate statutory ban.

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

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

rules unlikely at this time.

Broadcast-newspaper—Rupert Murdoch won victory in U.S. Court of Appeals in Washington March 29 when court ruled that statute passed by Congress in session's final hours violated First and Fifth Amendments by prohibiting FCC from extending current waivers of rule banning newspaper-television station crossownership. Court did not rule on constitutionality of substance of provision that bars commission from repealing or modifying television-newspaper crossownership ban.

Network-cable—See Network Rules.

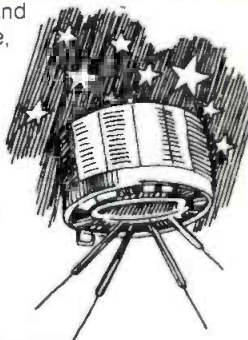
Direct Broadcast Satellites

April 8 round of applications at FCC brings current total to eight 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. But Hughes Communications, as major established fixed-service satellite operator and DBS CP holder, is likely best qualified to launch and operate first U.S. high-power, direct-to-home delivery of entertainment programming. Combination of Hughes's solid relations with major cable programmers and high power of its proposed 200-watt bird give it major advantage over new entrepreneurs. DBS's high-power signals allow delivery to very small, affordable earth stations, promising consumer market much larger than current two million backyard dish market. Already dominant mode of program distribution in Japan and moving fast in Europe, DBS will definitely become reality in U.S. in 1990's, Hughes has said. DBS plan will go to parent, General Motors, for go-ahead by end of year.

Next most viable competitor in race to provide first DBS service here may be GE Americom, also with long record of serving cable programmers. With 60-watt Ku-band birds, Satcom K-1 and K-2, already in orbit in fixed satellite service arc, GE is trying to bring together "business system," including programmers and cable operators, to launch Satcom K-3 and K-4, to provide service to both cable industry and home dish owners, with cable likely retailers (BROADCASTING, July 18).

Hughes says such service would only be "interim" step toward its 200-watt service. However, programmers could begin GE's DBS business immediately, at first on K-1 or K-2 and eventually migrating to K-3, instead of waiting for Hughes to launch its DBS bird in 1992.

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



to impede development of competitive technologies." TCI backing of Tempo DBS venture may indicate that cable operator resistance to a distribution form that threatens to bypass cable may be passing. Dominion Video, granted 1986 construction permit for 16 DBS channels, announced finalizing deal to purchase one, possibly two, birds from GE Astro-Space, proposing to launch one by spring 1989.

Equal Employment Opportunity

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

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

High-Definition TV

■ FCC tentatively decided to eliminate from standardization consideration transmission systems with continuous 9 mhz channel, incompatible with NTSC sets. Move eliminates possibility of terrestrial standardization of NHK's MUSE-E. Commission also decided to restrict any possible additional spectrum for advanced television broadcasting to currently allotted VHF and UHF television spectrum. Use of band above 1 ghz for augmentation channels was ruled out.

At same time, FCC released inquiry asking which of four high-definition transmission methods will be most suitable: one 6 mhz channel; 6 mhz channel with 3 mhz augmentation channel; 6 mhz channel with 6 mhz augmentation channel, or 6 mhz NTSC channel and simulcast noncompatible high-definition 6 mhz channel.

Telecommunications Subcommittee held second hearing of summer on HDTV last week (see page 68). Focus was on economic and trade implications of new technology. Subcommittee Chairman Ed Markey (D-Mass.) expressed desire to see U.S. industry take part in development and manufacture of HDTV equipment. Markey has asked Electronic Industries Association, American Electronics Association and Semiconductor Industry Association to submit report (no later than Jan. 4, 1989) recommending policy that

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BY THE NUMBERS

Summary of broadcasting and cable

BROADCASTING			
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	1,378	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

CABLE†	
Total subscribers	47,042,000
Homes passed	73,900,000
Total systems	8,000
Household penetration†	52.8%
Pay cable penetration	32%

* 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.

would encourage U.S. activity in area. FCC's HDTV advisory task force and NTIA also were asked to prepare report on subject. Other congressional activity on HDTV included equipment demonstration on Capitol Hill (see "Top of the Week").

Systems subcommittee of FCC's advisory committee on Advanced Television Services (ATS) has begun work on second interim report on HDTV transmission. Report will review claims of 18 system proponents and detail procedures to be used in testing of prototype hardware in terrestrial transmission tests.

Peter Fannon, former president of National Association of Public Television Stations, has been named executive director of Advanced Television Test Center (ATTC), project co-sponsored by NAB, ABC, NBC, CBS, PBS, Association of Maximum Service Telecasters and Association of Independent Television Stations. He joins Charles Rhodes of Philips Labs who was named chief scientist of center last June. After suitable permanent site for ATTC's headquarters is found, center will provide facilities for Advanced Television Systems Committee (ATSC) and FCC's ATS com-

mittee to test HDTV and ATV systems. Funding for center's first two years is being provided through \$700,000 donations each from NAB, NBC, CBS and ABC and from fund-raising drives by other partners.

Cable industry is still considering participation in ATTC, but operators may put any dollars available for study or testing of HDTV into Cable Television Laboratories Inc. (Cable Labs), newly created research and development consortium of major cable operators. Cable Labs is expected to start up later this year with annual operating budget of \$7.5 million. Richard Green, senior vice president, engineering, Public Broadcasting Service, will take over as executive director of Cable Labs next fall.

Indecency

U.S. Court of Appeals in Washington has affirmed in part FCC's new, tougher position on indecency. Court rejected arguments that commission's definition of indecency was un-

constitutionally vague or that it suffered from overbreadth. But court remanded case to commission to consider its decision to reduce its safe harbor for allegedly indecent programming from 10 p.m. to 6 a.m. to midnight to 6 a.m. Commission said its aim was to protect children from exposure to indecent language or pictures. But court said commission's explanation for reducing safe harbor was inadequate and said key to channeling rule is what "will most effectively promote parental—as distinguished from government—control." At issue in case was get-tough indecency policy FCC adopted in April 1987 in conjunction with action against three radio stations for broadcasting programming FCC deemed to be indecent.

Court decision was seen as setback for Senator Jesse Helms (R-N.C.) and his effort to require FCC to enforce its indecency policy around clock. Senate passed amendment to appropriations bill to that effect, but it must be accepted by House, whose version of appropriations bill does not contain similar provision. House-Senate conferees will take up matter this month when Congress returns from recess.

Another effect of court decision: FCC voted Aug. 5 to stay \$2,000 fine for indecency against Media Central's KZKC-TV Kansas City, Mo., for its 1987 prime time broadcast of "Private Lessons." FCC had levied fine June 23 by 2-1 vote. It was first time television station had been fined for indecency.

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

International Satellite

Pan American Satellite Corp. saw its first satellite, PAS 1, go into orbit June 15 aboard Ariane rocket launched from Kourou, French Guiana. The satellite is intended to provide domestic services in South American countries as well as international services.

Lack of "substantial" U.S.-to-South America data and video services, said PAS, exemplifies "gap" in Intelsat services which PAS intends to fill.

President Reagan in November 1984 determined that separate U.S. systems providing international communications satellite service are in public interest, provided restrictions are imposed to protect economic health of International Telecommunications Satellite Organization. Thus far, eight systems have received conditional authorization from FCC, but only PAS has secured foreign correspondent (Peru) and received Intelsat consultation. Assembly of Parties, acting on recommendation of Board of Governors, approved consultation at its extraordinary meeting in April 1986. Although PAS, only American separate system thus far authorized to compete with Intelsat, has complained that European Postal Telephone and Telegraphs are combining to deny PAS access to their markets, United Kingdom has taken two actions in past month to permit international systems entry into that market. First, Britain's Department of Trade and Industry issued ruling that will permit individuals



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and businesses, using on-site earth stations within UK, to receive signals of independent international satellites directly. Then, three weeks later, UK's Office of Telecommunications declared that operating licenses of British Telecom, UK's signatory to Intelsat, require it to provide "conveyance of messages to or from" international satellite system when customer in UK requests such service.

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

Land Mobile

Last fall, FCC delayed decision on petition to reallocate UHF channels in eight markets to land mobile radio until completion of report on whether UHF channels in question will be needed for broadcasting high-definition systems. But report released in June by FCC's advisory committee on advanced television service advised commission that more time will be needed to perform ATV system tests before spectrum needs can be determined.

NAB sent comments opposing FCC proposal of minimum mileage separations between new UHF television stations on channels 14 and 69 and existing mobile radio operations on adjacent channels. NAB also opposed proposal that station may try to negotiate settlement with mobile radio operator if new station cannot meet spacing requirements. LMCC agreed with mileage separations on condition

that spacings be increased substantially from 10-25 miles proposed by FCC. It also agreed with private agreement provision.

Low-Power TV

FCC's nine-day "window" for LPTV applications closed June 24, but not before nearly 1,000 were received. Initial processing is expected to be completed by end of September.

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

Mergers

■ Malrite Communications Group announced Aug. 15 that it had received buyout offer from management group led by chairman and majority stockholder, Milton Maltz. Offer was \$10.25 per share in cash for approximately 13.7 million shares of common and class A stock. Malrite, operator of 11 radio and six television stations, announced Aug. 30 that shareholder group had filed lawsuit seeking to block buyout and asking for damages. Kidder, Peabody & Co. has been retained as financial advisor for special independent committee

Continues on page 91

The Fifth Estate Broadcasting TELEVISION

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Sept. 11-13—Arkansas Broadcasters Association annual convention. Fayetteville Hilton, Fayetteville, Ark. Information: (501) 227-7564.

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. 12-16—International Institute of Communications 19th annual conference. Washington. Information: (202) 775-3199.

Sept. 13—Cabletelevision Advertising Bureau local advertising sales workshop. Hyatt Regency O'Hare, Chicago.

Sept. 13—Advanced media seminar, sponsored by American Association of Advertising Agencies. Fairmont hotel, Chicago. Information: (212) 682-2500.

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

Sept. 14—New York Television Academy luncheon. Speaker: Ruth Otte, president-chief operating officer. The Discovery Channel. Copacabana, New York.

Sept. 14—American Women in Radio and Television, Florida Hurricane chapter, fall television programming panel. Hyatt Regency Westshore, Tampa, Fla.

Sept. 14-16—National Association of Black Owned Broadcasters fall broadcast management conference. Ramada Renaissance hotel, Washington. Information: (202) 463-8970.

Sept. 14-16—Promotion strategy seminar, sponsored by Association of National Advertisers. Golden Tulip Barbizon hotel, New York. Information: (212) 697-5950.

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

Sept. 15—Sixth annual Everett C. Parker Ethics in Telecommunications lecture. Speaker: Mary Alice Williams, VP, CNN. Interchurch Center, New York.

Sept. 15—Philadelphia Advertising Club meeting. Speaker: Sally Jessy Raphael. ABC-TV talk show host. Franklin Plaza hotel, Philadelphia. Information: (609) 234-7930.

Sept. 15—Cabletelevision Advertising Bureau local advertising sales workshop. Radisson hotel, Columbus, Ohio.

Sept. 15—Women in Cable, Chicago area chapter, meeting, "The Changing Broadcast World." Lawry's restaurant, Chicago. Information: Jeanne Brady, (312) 635-5574.

Sept. 15—Washington Metropolitan Cable Club luncheon. Speaker: Harold Vogel, Merrill Lynch Capital Markets. Washington Marriott, Washington. Information: (202) 775-3550.

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. 17—"Improving communications between communicators—firing and being fired," speech by Fresno, Calif., County district attorney William Smith, and "How to put together a good audition tape," speech by Don Fitzpatrick, who works in broadcast placement.

Seminar sponsored by Associated Press Television-Radio Association of California-Nevada. University Picadilly Inn, Fresno, Calif. Information: Rachel Ambrose, AP, (213) 746-1200.

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

Also in September

■ **Sept. 19**—"Tax Certificates in Telecommunications Ventures," seminar hosted by FCC and sponsored by National Telecommunications and Information Administration and law firm of Verner, Lipfert, Bernhard, McPherson and Hand. FCC, room 856. Washington. Information: (202) 632-5050.

Sept. 20—Federal Communications Bar Association monthly luncheon. Speaker: William McGowan, chairman, MCI Communications Corp. Marriott hotel, Washington.

Sept. 20—Cabletelevision Advertising Bureau local advertising sales workshop. Amfac hotel, San Francisco.

Sept. 20—Deadline for entries in Forum Award competition, sponsored by U.S. Council for Energy Awareness, "honoring excellence in reporting that best contributes to public understanding of civilian nuclear energy." Information: Scott Peters, (202) 293-0770.

Sept. 20-22—Satellite Communications Users Conference. Las Vegas Hilton, Las Vegas. Information: Kathy Kriner, (303) 220-0600.

Sept. 21—Oklahoma Association of Broadcasters sales seminar. Oklahoma City. Information: (405) 528-2475.

Major Meetings

Sept. 14-17—Radio '88 convention, 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. Future meeting: Oct. 3-5, 1989, Atlantic City.

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. Future meeting: Oct. 12-16, 1989, Cannes.

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. Future meeting: Nov. 13-15, 1989, Century Plaza, Los Angeles.

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. Future meeting: Sept. 13-16, 1989, Kansas City, Mo.

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. Future meeting: Jan. 3-6, 1990 (tentative).

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. 2-4, 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.

March 1-4, 1989—20th annual Country Radio Seminar, sponsored by Country Radio Broadcasters. Opryland, Nashville. Information: (615) 327-4488.

April 9-12, 1989—Broadcast Financial Management Association 29th annual meeting. Loews An-

atole, 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 11-15, 1989—American Women in Radio and Television 38th annual convention. Waldorf-Astoria, New York.

May 17-20, 1989—American Association of Advertising Agencies 71st annual convention. White Sulphur Springs, W. Va.

May 17-21, 1989—Annual Public Radio Conference, coordinated by National Public Radio. St. Francis hotel, San Francisco.

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.

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Sept. 22—Oklahoma Association of Broadcasters sales seminar. Tulsa, Okla. Information: (405) 528-2475.

Sept. 22—Cabletelevision Advertising Bureau local advertising sales workshop. LAX Hilton, Los Angeles.

Sept. 22—International Radio and Television Society newsmaker luncheon featuring FCC Chairman Dennis Patrick. Waldorf-Astoria hotel, New York. Information: (212) 867-6650.

Sept. 22—New England Broadcast Association "Cable Day" luncheon. Speaker: Kay Koplovitz, president, CEO, USA Network. Lafayette hotel, Boston. Information: Mark Mastromatao, (617) 731-9653.

Sept. 22—Memorial program for Ted Koop, former CBS vice president, who died July 7. National Press Building, Club Ballroom, Washington. Information: John P. Cosgrove, (202) 628-3400.

Sept. 22—International Television Association kickoff meeting. WNET(TV) New York. Information: Carl Levine, (212) 265-3600.

Sept. 22—"Covering Reagan: The Final Days or the Final Daze?" *American University* forum. Kay Spiritual Center, AU campus, Washington. Information: (202) 885-2058.

Sept. 22-23—Broadcast Technology Society/IEEE 38th annual broadcast symposium. Washington hotel, Washington. Information: (301) 948-7151.

Sept. 22-25—Third annual Society of Broadcast Engineers national convention. Convention Center, Denver. Information: John Battison, (614) 888-3364.

Sept. 23—Southern California Cable Association eighth annual dinner dance. Theme: "Cable Goes Hollywood." Streets of the World, Universal City, Calif. Information: (213) 463-2186.

Sept. 23-24—North Dakota Broadcasters Association convention. Holiday Inn, Bismarck, N.D. Information: Neil McCutchan, (701) 777-2806.

Sept. 23-25—Maine Association of Broadcasters annual convention and election of officers. Sebasco Estates, Sebasco, Maine.

Sept. 23-25—"Science, Pseudoscience and Quackery: Knowing the Difference," conference for journalists co-sponsored by *Foundation for American Communications*, *Gannett Foundation* and *Detroit News*. Hyatt Regency Dearborn, Dearborn, Mich. Information: (213) 851-7372.

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. 23-30—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: Bill Mahan, (617) 449-6600.

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

Sept. 25-27—New Jersey Broadcasters Association 42d annual convention. Bally's, Atlantic City, N.J. Information: Arnie Zucker, (201) 247-3337.

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. 26-27—Hispanic Media and Marketing Conference, sponsored by *Media Institute* and *Advertising Age*. Marriott Marquis, New York. Information: (212) 210-0209.

Sept. 27—"A Communication Policy for the Next Administration," seminar hosted by *Gannett Center for Media Studies* with Columbia Communication and Society. Gannett Center, Columbia University, New York. Information: Shirley Gazsi, (212) 280-8392.

Sept. 27—Association of National Advertisers media workshop. Plaza hotel, New York. Information: (212) 697-5950.

Sept. 27—Third annual fall forum luncheon co-sponsored by *National Academy of Cable Programming* and *Museum of Broadcasting*. Panelists: Ted Turner, Turner Broadcasting System; Gerald Levin, Time Inc.; Charles Dolan, Cablevision Systems Corp.; and Bernie Brillstein, Brillstein Co. Moderator: Bernard Shaw, CNN anchor. Sheraton Center, New York. Information: Steven Schupak, (202) 775-3611.

Sept. 27—Roast of Bill Daniels, Daniels & Associates, Denver, sponsored by *Women in Cable*, Washington chapter. Omni Shoreham, Washington. Information: Susan Hayes, (800) 752-9663.

Sept. 27—Cabletelevision Advertising Bureau local advertising sales workshop. Hilton Airport Plaza Inn, Kansas City, Mo.

Sept. 27—Ninth annual Midwest Radio Theater Workshop, sponsored by noncommercial KOPN(FM) and funded by *National Endowment for the Arts* and *Missouri Arts Council*. Columbia, Mo. Information: (314) 874-1139.

Sept. 27-28—"Forging a New Telecommunications Strategy: Choices for the Next Administration," sponsored by *Public Service Satellite Consortium's National Center for Telecommunications and Information Policy* and co-sponsored by *Comsat*, *Pacific Telesis*. National Press Club, Washington. Information: (202) 863-0890.

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

Sept. 27-29—"Cable Management and Organizational Behavior," course offered by *University of Denver Center for Management Development* and *Women in Cable*. Denver. Information: (303) 871-2927.

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—Fifth annual Walter Kaitz Foundation dinner, honoring Ralph Baruch. Hilton hotel, New York.

Sept. 28—New York Television Academy luncheon. Speaker: Gerry Hogan, president, Turner Entertainment Networks. Copacabana, New York.

Sept. 28—Presentation of 28th annual Hatch Awards, regional advertising awards sponsored by *Advertising Club of Greater Boston*. Wang Center for the Performing Arts, Boston. Information: (617) 262-

1100.

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. 28—"Beyond the Basics," course sponsored by *Women in Cable*. Viacom Conference Center, New York. Information: Claire Stern, (212) 532-6680.

Sept. 29—Cabletelevision Advertising Bureau local advertising sales workshop. Dallas Parkway Hilton, Dallas.

Sept. 29—Gannett Center for Media Studies reception introducing 1988-89 Gannett Center fellows to Columbia University community and New York media. Gannett Center, Columbia University, New York. Information: Shirley Gazsi, (212) 280-8392.

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.

Sept. 30—"Covering Liability, Risk and Insurance Reform," conference for journalists co-sponsored by *Foundation for American Communications* and *Sacramento Bee*. Sacramento Community/Convention Center, Sacramento, Calif. Information: (213) 851-7372.

October

Oct. 1—Deadline for entries in Mobius Awards, "honoring outstanding achievement in the creation and production of broadcast advertising," sponsored by *U.S. Television & Radio Commercials Festival*. Information: (312) 834-7773.

Oct. 2-4—New York State Broadcasters Association and Pennsylvania Association of Broadcasters joint annual convention. Speaker: FCC Commissioner Patricia Diaz Dennis. Hershey Lodge, Hershey, Pa. Information: (518) 434-6100 or (717) 233-3511.

Oct. 2-4—Joint annual meeting of Oregon Association of Broadcasters and Washington State Association of Broadcasters. Jantzen Beach Red Lion, Portland, Ore. Information: (206) 625-0714.

Oct. 2-6—Southern Educational Communications Association conference. Hyatt Regency Louisville, Louisville, Ky. Information: Jeanette Cauthen, (803) 799-5517.

Oct. 4—Cabletelevision Advertising Bureau local advertising sales workshop. Omni hotel at CNN Center, Atlanta.

Oct. 4—Deadline for station entries in New York Area Emmy Awards, sponsored by *New York Chapter of National Academy of Television Arts and Sciences*. Information: (212) 765-2450.

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

Oct. 5—New York Television Academy luncheon. Speaker: Tim Robertson, CBN Family Channel. Copacabana, New York.

Oct. 6—Caucus for Producers, Writers and Directors general membership meeting. Chasen's, Los Angeles. Information: (213) 652-0222.

Oct. 6—"Beyond the Basics," course sponsored by *Women in Cable*. Viacom Conference Center, New York. Information: Claire Stern, (212) 532-6680.

Oct. 6—Cabletelevision Advertising Bureau local advertising sales workshop. Radisson Inn Maingate, Orlando, Fla.

Oct. 7—Radio Broadcasters of Chicago 10th annual Windy Awards honoring excellence in creative use of radio as advertising medium. Hotel Nikko, Chicago. Information: Susan Kraus, (312) 329-9002.

Oct. 7-Jan. 2—"On the Air: Pioneers of American Broadcasting," exhibition co-sponsored by *National Portrait Gallery* and *Museum of Broadcasting*. New York. Smithsonian National Portrait Gallery, Washington.

Oct. 7-8—Southeast Regional Intercollegiate Broadcasting System convention, sponsored by WRAS-FM Atlanta. Urban Life Center, Georgia State University, Atlanta. Information: (404) 651-2237.

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A commentary on ratings/research from Jhan Hiber, research VP, Malrite Communications Group, Cleveland

Issues to ponder on the eve of Radio '88

Soon the air lanes approaching Washington will be filled with broadcasters converging for NAB's Radio '88 confab. As always there will be buying and selling, some schmoozing and even tidbits of knowledge shared or imparted. In that context, let's hope that the conventioners spend some time mulling over vital ratings and research issues that can affect their livelihood.

Rarely has a major radio gathering taken place when so many crucial research topics are hot. Let's look at several that deserve scrutiny—and take a stab at assessing their implications for broadcasters—both radio and TV.

■ **Arbitron's plans for TV peplemeters** (*Scan America*). Arbitron President Rick Aurichio must be one hell of a craps player. He must feel confident in his luck because his announcement this summer about the expansion of Arbitron's Scan America People Meters to 20 markets is a huge roll of the dice. The future of Arbitron as a broadcast measurement firm hangs in the balance.

Among the key questions facing broadcasters from both electronic media is who's going to pay for this ambitious roll out? Aurichio has been quoted as saying that his company may lose approximately \$125 million on the Scan America effort by the time it is operational in 20 markets—by the end of 1995.

Will radio broadcasters have to shoulder part of this burden? Could be, especially since the Radio division has reportedly consistently been more profitable than Arbitron's TV side. Might it not be that as radio contracts come up for renewal in the next several years the rates radiocasters are asked to pay take an upward spike?

Arbitron execs have been sensitive to charges from their radio clients that TV was the beautiful step-sister while radio was the chambermaid. Does this Scan America move reinforce that? Can we imagine Arbitron spending tens of millions to upgrade its radio measurement system? No.

Arbitron officials do offer some insight as to how this peplemeter expansion will be paid for. The advertisers themselves (as opposed to ad agencies) are the new revenue source that Arbitron's Rhody Bosley and other spokespeople cite.

Many radio broadcasters may not have given much thought to the implications of the Scan America expansion (can Control Data really sustain such loss? Might Arbitron have grabbed for too much this time? Could they fail and disappear?). Suffice it to say this is an issue that will be talked about and watched carefully over the next few years. We'll see how well Rick Aurichio's gamble pays off.



Jhan Hiber is vice president of research for Malrite Communications Group, Cleveland, with responsibility for perceptual/market research and ratings analysis for the Malrite television and radio properties. Before joining Malrite he was president of Jhan Hiber & Associates, a research and marketing consulting firm. He is also a former manager of Arbitron's Radio Market Reports.

■ **The new radio diary.** The diary certainly isn't extinct yet. In fact, as the still dominant scorekeeper in the game of radio wars, Arbitron's every diary modification nuance is closely scrutinized. That will be especially true when the fall survey starts in two weeks and sees the debut of a new diary look.

The last time Arbitron made notable changes in diary design in the summer 1986 sweep. At that time the so-called "Daypart Diary" debuted. An outcry soon was heard as overall listening levels across the markets dropped (unusual for summer). That diary is now being phased out in favor of the "COL-RAM" diary.

The new diary was developed jointly by Arbitron and the NAB's COLRAM research committee. Over all, it looks like an improvement over the Daypart Diary. The "look" is more impressive—contemporary, with *Miami Vice*-like colors—and the instructions and directions have been simplified. Page layouts are cleaner, less imposing for the diarykeeper.

Arbitron's tests in 26 markets show the new diary design boosts response rates and listening levels. Yea! However, the impact in *real* sweeps is the question. Certainly Arbitron didn't expect to raise the ire of the industry with the introduction of the Daypart Diary in '86—that too was tested before rollout. Thus, although the tests through which the COLRAM diary was put were more thorough, there will still be some GMs and PDs on pins and needles 'til the fall Arbitron results are released in January.

Additional questions about the impact of the new diary are worth mulling over:

■ **Which formats, if any, benefit most?** According to Arbitron test data no format is

really hurt, but AOR and Easy Listening stations seemed to record the most growth.

■ **Do any dayparts win or lose?** Probably because of increased emphasis in the layout regarding recording of listening "at work," the hours between 9 a.m. and 5 p.m. showed an increase in listening levels. It will be interesting to see how stations target diarykeepers in those hours.

Stay tuned for results in your market—and let's hope the new diary design proves to be a winner.

■ **Other radio research issues.** If convention goers and others in the industry need a change of pace from the two topics above, here are some morsels for thought:

■ **Will there be an electronic diary for radio?** And if so, when? The answers are "possibly" and "not soon" if you talk to Arbitron officials.

The quest to improve radio measurement—to find a more accurate way to monitor the airwaves—is something akin to the search for the fountain of youth. Sounds good—but maybe too good to be true.

At any rate, Arbitron has tested a handheld "meter" device that contains a keypad for punching in call letters and retains the listening entries throughout the day. A modem is built into the back of the unit so the user's listening record can be downloaded on a daily basis over the phone.

Assuming such an electronic diary ever proves feasible—and Arbitron's Rhody Bosley recently said it was at least five years away—would the radio industry really want the information? What if the "more accurate" data it would provide showed listening levels down? Maybe ad agencies would like that result, from a negotiating viewpoint. Broadcasters, however, may not want that version of the "truth."

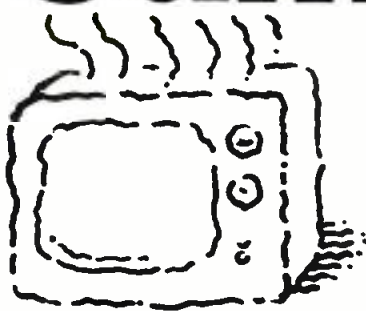
One other point regarding the eventual electronic diary: Costs. As Bosley told a gathering recently, "This would be much more expensive."

■ **Whither Birch?** Have they peaked? Are there problems with key agencies/group subscribers? Can they effectively market the Scarborough qualitative/product usage product? If Arbitron weren't around, would Birch become the standard? There are feelings in the industry that Birch needs to recapture some momentum, such as the firm had in the 1984-'86 period.

Arbitron's new diary is a counterattack to fend off some of Birch's thrusts. Now it's Birch's turn to turn up the heat—or settle for number two.

In our competitive society and industry, the scorecard is a crucial element. As Radio '88 convenes, it's likely that radiocasters and other thoughtful folk will mull over the items and issues raised here. How radio wrangles with these ratings and research matters may have significant bearing on the future health of our business.

The Weather Wasn't The Only Hot News This Summer.



It wasn't just the soaring temperatures that had Chicago's network affiliates sweating this summer. It was the heat of competition, because at WGN-TV we gave them plenty of it.

In July our 7:00 PM Movie, the nation's #1 independent prime time movie, was in a dead heat with NBC/WMAQ and ABC/WLS for #1 in prime time programming, while CBS/WBBM did a slow burn bringing up the rear.

Our Nine O'Clock News cooked right along too. Already the #1 independent newscast in the country, it pulled an average 10 rating and caught fire during the Democratic National Convention with a 13 rating, smoking every

other news show in town.

As if that wasn't enough to make the competition's blood boil, WGN out-delivered WBBM and tied WMAQ for #2 station in the market from sign-on to sign-off.

After a book like that, the other stations in town are no doubt happy the dog days of summer are behind them. But at WGN, we're still flushed with excitement. Because, while summer's over, we have no intention of cooling down.

In fact, with the return of Cheers and the premieres of Night Court and Hill Street Blues, we're in for one of our hottest falls ever.

SOURCE: July 88 NSI



Broadcasting Sep 12

Vol. 115 No. 11

TOP OF THE WEEK

Fritts warns broadcasters: The telcos are coming

NAB president says phone companies are hard at work trying to get FCC and Congress to allow them into HDTV and video businesses

The prospects of telephone company entry into high-definition television and the video business in general has broadcasters worried—so worried that last week National Association of Broadcasters President Eddie Fritts sounded an alarm.

In remarks at an Association of Maximum Service Telecasters HDTV conference (see page 31), the NAB president warned that it may not be in broadcasters' best interests for the telephone industry to be permitted to offer video services. He said the telcos are "working diligently" to convince the FCC and Congress to eliminate any restrictions barring their participation in the television business.

He said telephone industry representatives have indicated the telcos "are going to put us and cable out of business." Moreover, the NAB president quoted one telco executive who suggested that "a payment of \$1 million a year might not be unreasonable for a major station in Los Angeles to pay for access to their future gateway [video] system."

NAB is not alone in voicing concern about the telcos. The Association of Independent Television Stations expressed its reservations last year in commenting on an FCC inquiry that might result in the elimination of the agency's cable-telco crossownership restrictions that prevent telcos from owning cable systems in their service areas, and also may lead to a recommendation that Congress repeal the prohibitions in the Cable Act.

The seriousness of the issue was underscored again last week by INTV President Preston Padden, who told BROADCASTING that "the number one issue of our time is deciding whether to fight, fight, fight against telco entry or, perhaps bowing to the inevitable, whether we should work out a strategic alliance."

NAB's qualms about the telephone industry's television ambitions have been growing ("Closed Circuit," Sept. 5), although for the most part the debate has focused on telco entry into cable. But after private discussions with telephone representatives, Fritts told BROADCASTING: "It became clear what the phone company agenda is and it is time the television industry catches up to that."

NAB's television board has yet to take a formal position on the issue, but Fritts said he feels a need to "stake out our concerns

and point out what could happen if the issue is not handled properly."

Later this month (Sept. 19), broadcasters will hear more on the subject at an NAB executive forum for TV group heads. Don R. Strohmeyer, vice president of marketing, BellSouth Services, is participating in the forum.

Fritts cited BellSouth's HDTV demonstration at the Democratic convention as an example of where the company is headed. "The demonstration not only alerted political leaders and lawmakers to the sophisticated technical ability of telcos, but to the



Fritts

industry's larger interest in providing state-of-the-art television over fiber optic cable. It was clear their intent is to position themselves as a high-tech firm capable of delivering the highest quality video services that we are all discussing here."

He said a coordinated effort is under way within the telco industry to achieve that goal. "Most of the major telcos are coordinating their lobbying efforts before Congress, the FCC and the administration—they include BellSouth, Southwestern Bell, US West, Bell Atlantic, GTE Corp., Contel and NYNEX, all operating under the USTA (U.S. Telephone Association) banner. We are all aware it is the political season, and I would hope as members of Congress call on your stations, you would suggest to them that it is premature to make commitments without adequate study and review," advised NAB's president.

It is true, said one telephone executive, that USTA has established a committee to work toward elimination of the cable-telco

crossownership restrictions: nevertheless, there is "a lot of misinformation being thrown around." He admitted telcos are "obviously interested in cable," but he felt the likelihood of a company getting into the content business was being overblown. "They [the telephone industry] wouldn't know where to start...these guys are not Hollywood types; they are engineers," he said. Broadcasters, he thinks, are getting "hysterical."

The idea of broadcasters paying for access raises serious questions, Fritts told the AMST audience. "What would that do to the free and local nature of the service we offer, including news and public service programming? Will broadcasters as an industry be better off in the future, and will the public be better served?"

Other questions also need to be answered, he said, including whether there will be "adequate safeguards to be sure telcos are not cross-subsidizing." And if the telcos package their own programming, would broadcasting become a programming service? he asked.

And would telcos get into the production business? They have "deep pockets," Fritts said. "For comparative purposes, the total advertising revenue of the television industry last year was about \$23 billion. But those revenues were spread across hundreds of broadcast groups, including all the local stations as well as the three networks. Telephone industry revenue, on the other hand, was five times larger last year—a total that included only AT&T and the seven regional Bell holding companies. A couple of those Bell holding companies are individually as large as the entire cable industry. If the telcos were able to cross-subsidize, could anyone possibly compete with companies with such vast financial resources?"

While the telcos may think broadcasters were overreacting, cable leaders did not. "I think Fritts is calling the shot correctly. It is not the cable business but the television business that the phone companies want to get into," commented Jim Mooney, president of the National Cable Television Association.

A speech delivered at the Eastern Cable Show last week in Atlanta by James Robbins, president of Cox Cable and chairman of an NCTA committee keeping tabs on the cable-telco debate, conveyed a similar message. "The telcos," said Robbins "want to be in the television business as programmers, not just as transmission conduits." □

A bold initiative to set HDTV standard

USSR's chief TV technologist calls engineering elite to Moscow for last-ditch effort to set world production standard; series of objective tests will compare contenders side by side

In an extraordinary seizing of engineering initiative, the vice chairman of Russian radio and television is seeking to establish a world production standard for high-definition TV—a goal that has so far eluded more formal efforts through the world's engineering establishment, the CCIR (International Radio Consultative Committee).

Henrikas Yushkiavitchus, the USSR's chief TV technologist and long prominent in international engineering circles, called a meeting in Moscow Sept. 2 to consider what might be done to establish such a standard and to avoid erecting a "technological curtain" in place of the iron and bamboo curtains that once divided nations of the world. The 11 in attendance were among the world's most prominent engineering authorities. Included:

William G. Connolly, president of ad-

vanced systems, Sony USA; Joseph A. Flaherty, CBS vice president for engineering and development and chairman of the FCC planning subcommittee on an advanced television standard; Richard Kirby, director, CCIR; Professor M. Krivocheev (USSR), chairman of CCIR Study Group 11 (broadcasting service [television]); Masahiko Morizono, deputy president, Sony Corp.; Bernard Pauchon (France), vice director of technical affairs, TDF; Carlo Terzani (Italy), from RAI, chairman of CCIR Study Group 10 (broadcasting service [sound]); Norbert Wassiczek (Austria), chairman of the European Broadcasting Union technical committee; Paolo Zaccarian, chairman of CCIR Joint Interim Working Party 10-11/4 (digital television tape recording), and Albrecht Ziemer (Germany), technical director of ZDF.

The spirit of the Yushkiavitchus initiative was captured in a recorded statement he dictated exclusively for BROADCASTING (see box, below). In it, he expressed concern that failure to achieve a world standard—an effort under way throughout the 80's and which will deadline again in 1990—will

fracture television systems into the kind of divisions occasioned by NTSC, PAL and SECAM systems of color television. "The trouble is that if systems are not chosen on a logical, rational, technical and economic basis, but only as a result of a fight between different groups, I think, ultimately, the world's television viewers will suffer."

Yushkiavitchus's plan is to organize tests in Moscow of various high-definition systems—principally, three. One would be Japan's NHK system, with 1,125 lines and 60 hertz. Another would be Europe's Eureka system, with 1,250 lines and 50 hertz. A third would be a Russian-developed HDTV system with 1,350 lines and 50 hertz. "This way we could say to the world that we have done everything that was possible to achieve a single worldwide HDTV production standard. This information will show which system should be chosen, or, in the worst case, which multiple systems should be chosen to simplify transcoding from one to another," he said. "One good production standard is better than two perfect ones."

(There are two standard-setting efforts proceeding in HDTV. The first is to find a

Trying to avoid a technological curtain

This statement, exclusive to BROADCASTING, was dictated by Henrikas Yushkiavitchus, vice chairman of USSR television and radio, to explain his initiative in convening an elite group of the world's engineers in pursuit of a production standard for high-definition television.

High-definition television development is proceeding in such a way that I am afraid, once again, that the world will come apart with different television systems, and will repeat the same error made 20 years ago when we could not agree on a single world color television standard.

This it would be even worse because transcoding from one high-definition standard to another will be much more technically complicated, and much more expensive. Transcoding black-and-white television signals was comparatively simple. In color television it was more complex, and in high definition it will be extremely complex.

In fact, today, the picture quality in international exchanges is suffering due to the rather poor technical quality of the transcoding process. Viewers can see the inferior quality during live transmissions of such events as the Olympic games and other live events.

In recent years we have managed to overcome many political barriers to international program exchange, and today we have many international program exchanges, or cultural bridges, between the Soviet Union and the United States, West Germany, Japan and so on. The danger is that instead of an iron curtain or a bamboo curtain, we will erect a technological curtain that will realistically be a major obstacle to the free flow of information and international program exchange.

Naturally these are only my personal views, but as I look at the situation today, high-definition television technology is much more advanced in Japan and with the Japanese manufacturers. Today the United States, Canada and Japan are already trying to implement high-definition television in their countries. On the other hand, Western Europe is also trying to develop a high-definition television system. The trouble between these two groups is that there is an industrial war for world markets.

Until now there has been no possibility to compare these incompatible systems objectively and to evaluate their performance. The trouble is that if systems are not chosen on a logical, rational, technical and economic basis, but only as a result of a fight between different groups, I think, ultimately, the world's television viewers will suffer.

Because of that, I thought it would be a good idea to have a meeting of recognized television technological experts to discuss and to exchange ideas, to see if anything can be done to achieve a single worldwide production standard, or if we have already failed.

The people I invited were participating on a personal basis, not representing any organization or official viewpoint, because it was important that everyone could freely express his views, not being bound by any responsibility to a given organization or group of organizations.

We believe there is still a chance for something to be done to have a single high-definition production system in the world. Thus, I decided to invite to Moscow a group of international experts from different organizations around the world and to organize objective comparison tests of various high-definition production systems in Moscow. This way we could say to the world that we have done everything that was possible to achieve a single worldwide HDTV production standard. This information will show which system should be chosen, or, in the worst case, which multiple systems should be chosen to simplify transcoding from one to another.

I know that it is a difficult and expensive task, and the producers should not be the last ones to be involved since they must ultimately use this equipment. This time it is also important that the cinema people be involved, since more and more cinema productions are being made for television, and they will more and more be made for videotape, not just for television, but also for the electronic cinema. So the cinema needs to be considered in choosing a standard, and here too a single worldwide HDTV production standard will be required not only to exchange television programs but to exchange cinema programs as well.

production standard; that is, the system for capturing HDTV images. The second is to determine a transmission standard for broadcasting HDTV images. Essentially, the two can be considered independently; any production standard can be broadcast on any transmission standard. In the best of all worlds, of course, there would be but one of each.)

The disparity in lines of the three contending systems is not considered significant, although it would be easier to transcode between 1,125 and 1,350 lines than between 1,125 and 1,250. The real hurdle has to do with the difference between 60 and 50 hertz. The U.S., Canada and Japan are 60 hertz nations, while Europe and the USSR are 50 hertz.

The differences emerged because of pow-



Yushkiavitshus

er standards; earlier generation television sets had to be locked to their power supplies in order to avoid aberrations in the picture. That's no longer necessary, but allegiance to the old patterns remains. The lower frame rates of European television are responsible for "flicker" in the picture; generally speaking, the higher the frame rate, the better the picture (although extremely high frame rates require exceptionally high light levels for effective operation).

Independently of the standards effort, Yushkiavitshus announced that the USSR will begin experimental transmissions of HDTV in 1995. Moreover, he said that nation would not entertain using MAC as an interim approach to HDTV, but would go directly to the higher fidelity medium. That announcement is considered of special importance in that it frees the USSR to adopt an HDTV system not compatible with MAC. (MAC, originally developed in the United Kingdom, is a transmission system

in component form, as opposed to the composite form of NTSC.)

This outline emerged for the test effort. It will be accomplished by an international group of "well known and respected experts" (perhaps 12 to 15), with Yushkiavitshus as chairman. The group will consist of broadcasters and program producers invited by the chairman, with each broadcasting union or its members invited to nominate no more than two experts from its geographic area. The group will design appropriate objective and psychophysical tests and evaluations; the tests will be based on theoretical evidence, and will include both 50 and 60 hertz equipment. The quality of down conversion to transmission systems will also be evaluated. Tests will be performed at the Radio and Television Central Research Institute in Moscow. Work should be accomplished within six months, with a preliminary report produced if possible for the World Conference of Broadcasting Unions in March 1989. It was noted that the extraordinary meeting of CCIR Study Group 11 "may need to be delayed."

Any action taken by the Yushkiavitshus initiative would have no official standing of its own. But various of the participants could then submit the conclusions for CCIR review. It is believed that this CCIR cycle will afford the last chance at standards setting. After that, de facto standards will be the way of the world. □

SEC charges Drexel Burnham with violating securities laws

Government says investment bank used inside information, kept false records in junk-bond deals

The Securities and Exchange Commission filed a complaint last Wednesday (Sept. 7) against Drexel Burnham Lambert Inc. alleging that the New York-based investment banking firm, and the head of its junk-bond department, Michael Milken, violated several securities laws. Almost half of the alleged violations mentioned in the 184-page complaint concerned securities of Fifth Estate companies, which have been heavy users of junk-bond financing. Last week's indictment and possible upcoming criminal indictments cast a shadow on the future of junk-bond financing in broadcasting and related fields.

Among the companies mentioned in last week's complaint were Storer Communications, Viacom International, Lorimar, MGM Entertainment and MCA Inc. Among the allegations are that Drexel traded on inside information, failed to disclose beneficial ownership of securities as required by law and kept false and misleading books and records.

Much of the complaint alleges securities

violations committed in a scheme with arbitrageur Ivan Boesky, in which Boesky traded securities at the direction of Milken and other Drexel employees. Drexel and Milken, according to the allegations, retained secret beneficial ownership interest in Boesky's holdings. Although much of the complaint appears to be based upon Boesky's testimony, the alleged illegal activities regarding Viacom and part of the allegations involving Lorimar do not involve Boesky's participation.

Among the SEC allegations:

■ In 1985, while Drexel was retained by Kohlberg Kravis Roberts and Co. in connection with KKR's venture to purchase Storer Communications, Drexel made a profit of \$1 million on Storer stock by trading on "material nonpublic information" that KKR was going to sweeten its offer for the company's shares.

■ While in possession of insider information in 1985 that Lorimar and Telepictures were moving toward a merger, Drexel bought 159,900 shares of Lorimar stock. The company prevented a loss of \$568,000 by covering a "short" position, and made an additional profit of \$1.23 million.

■ After an officer of Viacom International contacted Milken in 1986 regarding a proposed leveraged buyout of the company, Drexel eliminated a short position in the company before the proposal was made public, avoiding a loss of \$1.78 million.

■ Drexel failed to disclose its beneficial ownership of MGM/UA Communications stock held by Boesky in 1985, while Drexel was representing both MGM/UA and Turner Broadcasting System in negotiations for TBS's purchase of MGM/UA's assets.

■ Drexel's books and records did not accurately reflect its beneficial ownership of shares of MCA Inc. in 1984, nor of its positions in Lorimar and Lorimar Telepictures in 1986.

Where the complaint might lead is unclear. The complaint seeks disgorgement of profits from illegal conduct, plus civil penalties of triple that amount. If found liable, the SEC could even seek to put Drexel, Milken and the other defendants out of the securities business.

Drexel staff members are on the boards of companies including Lorimar, TBS, Aaron Spelling Productions and Telemundo Group. A partnership of Drexel employees held about 5% of the stock in Olympia Broadcasting until earlier this year. Another Drexel employee partnership bought into WTTV(TV) Bloomington, Ind., in 1984. The station went into bankruptcy in 1987, and was sold earlier this year.

Prices of some major junk bond issues were holding steady the day following the crash, one measure of investor confidence in the future of the market.

An investment banker at another firm predicted that, as in previous cases of bad publicity for Drexel, some clients would "walk out" but eventually "drift back."

"All of Drexel's clients have known that something like this is coming," continued the banker. "But it's a little worse seeing it in black and white." □



Technician sets up VISTA display for HDTV demonstration on Hill

HDTV proponents show their stuff

Capitol Hill demonstration includes views of seven systems

To generate interest in Washington for a national policy regarding the development of high-definition television in the U.S., the House Telecommunications Subcommittee last week brought together several competing HDTV broadcasting systems on Capitol Hill. Invited to witness demonstrations of the systems were congressmen, Administration officials, communications executives and the press. "I am not aware of any demonstration of so many advanced television systems in one room at one time," Subcommittee Chairman Edward Markey (D-Mass.) told reporters at a briefing in which he and the system proponents fielded questions. "Certainly no such demonstration has taken place in Washington before."

Showing systems in the darkened caucus room of the Cannon House Office Building were the David Sarnoff Laboratories (Advanced Compatible Television), The Del Rey Group (HD-NTSC), Faroudja Laboratories (SuperNTSC), New York Institute of Technology (VISTA), NHK (MUSE), North American Philips (HDS-NA) and Zenith (Spectrum Compatible HDTV). In addition, Bell Communications Research, the R&D arm of the seven Bell operating companies, demonstrated the feasibility of transmitting compressed HDTV signals to homes over two-way fiber optic networks.

With the exception of Zenith's SCHDTV, all of the systems have been showcased before, many last spring during the the National Association of Broadcasters and National Cable Television Association conventions. The systems were in various states of development. Only NHK's MUSE-E (one of

several members of the MUSE family) and Faroudja's SuperNTSC are fully realized systems, but the former may have been precluded for broadcasting in the U.S. by the FCC's actions two weeks ago and the latter is more an enhancement of NTSC than true high definition.

The exhibition was not comprehensive. At least 11 other systems are now being worked on and are under consideration by the FCC's HDTV advisory committee.

Due to a unique analog-digital format, Zenith claims, SCHDTV signals can be broadcast over "taboo" VHF and UHF channels, permitting full use of the television band and supplying the additional spectrum broadcasters need for HDTV. Under the Zenith plans, today's TV stations would continue broadcasting NTSC signals to the 160 million NTSC sets in use, and use the formerly "taboo" channels to simulcast HDTV. At its booth, Zenith demonstrated the lack of noticeable interference from SCHDTV signals on the same or adjacent channels.

At the press briefing, Markey repeated the call he made the day earlier at a subcommittee hearing for concrete proposals from system proponents and affected industry on what the federal government can do "to insure an American presence in the development and manufacture of advanced television technology, related componentry and derivative products."

It will be up to the Congress to "construct a policy" on HDTV because the issues are so far-reaching, Markey said. The FCC will have a significant role, he said, but it does not have the jurisdiction to address the jobs and trade issues.

Repending to questions, the system proponents agreed it will be at least two or three

years before HDTV is broadcast or cablecast into U.S. homes. Most also agreed that there will be a premium on HDTV sets. Robert Hansen, president, consumer products group, Zenith, said the premium would be \$100 per set and more if the adopted HDTV standard calls for a wider picture tube. However, Michael Sherlock, of NBC, a proponent of the Sarnoff system, said the set will "start high, go lower and end up the same."

Mark Rochkind, president of Philips Laboratories, said HDTV sets will be expensive because they will have large screens to take full advantage of the increased resolution. It does not make sense to watch HDTV on sets smaller than 26 inches, he said, because "it doesn't make any difference." Hansen disagreed. He said he has seen HDTV on 14-inch sets and it is "vastly different."

Richard Iredale, of the Del Rey Group, said the real question is how are the various system proponents "going to get together on this?" Each is spending millions on developing its system and has generated patents in the process, he said. Nobody wants to "eat crow" and acknowledge that another system may be the way to go, he said.

Rochkind challenged Iredale. "If there is a better system, Philips is prepared to adopt a better system," he said. But as the press conference wound down with Sherlock and Yves Faroudja, of Faroudja Labs, giving what amounted to sales pitches for their systems, Iredale's observation seemed to be right on the mark.

Although held under the subcommittee's aegis, the demonstration was organized by the National Association of Broadcasters, the National Cable Television Association and the Television Operators Caucus. □

U.S. industry reacting late to HDTV, Markey charges

He stresses need for 'public interest' approach to technology at AMST conference

American broadcasters must begin now to make decisions about how high-definition television is going to break into the marketplace. "You as broadcasters must develop a comprehensive strategy for confronting the HDTV era, and you must communicate your ideas to the Congress and to the FCC. There is no more time for procrastination or introspection," said Representative Edward Markey (D-Mass.), the featured speaker at a Washington conference on high-definition television held last Wednesday (Sept. 7) by the Association of Maximum Service Telecasters (AMST). But Markey warned that progress toward reaching HDTV transmission solutions will depend greatly upon broadcaster repudiation of the "marketplace" philosophy that has been dominant in the 1980's and a return to a belief in the "public interest" ideal.

The conference, entitled "HDTV Update: Narrowing the Choices," provided AMST members with news of the latest advancements of the proposed HDTV transmission systems since a similar conference was held last summer. Other hot conference topics were the issues raised during a special meeting on HDTV held by the FCC two weeks ago (BROADCASTING, Sept. 5).

Markey's message to TV broadcasters was that action by private industry is coming late, but not too late, to insure that America's trade deficit is not worsened by the introduction of HDTV. In his speech, Markey said money must be invested for America's reentry into the consumer electronics industry so that it may benefit from the "anywhere from \$50 billion-\$250 billion of economic activity before the year 2000" that economists estimate HDTV could produce. Otherwise, he said, those benefits will go to Japanese and European companies that already have developed more advanced technology and implementation strategies. "American industry is not poised to take advantage of these potentially extraordinary opportunities offered by the HDTV revolution."

Markey arrived at the conference directly from a hearing of his House Telecommunications Subcommittee where he gave a similar message to representatives of the consumer electronics and semiconductor industries (see story, page 68). At the hearing, he asked representatives of those industries, as well as the National Telecommunications and Information Administration and the FCC's advisory committee on advanced television service (ATS), to provide a report by Jan. 4, 1989, on how Congress should proceed on HDTV trade, transmission and other issues. At the AMST conference, he asked that broadcaster perspective also be submitted at the same time.

He charged that American high-technology companies have been late to respond to foreign HDTV developments because they

are "overinvesting in quick gratification and underinvesting in engineering, industrial production and information technology." He called for those companies to begin "an economic reorientation" by investing more in research and development.

There was criticism of many in the broadcasting industry and of the FCC for embracing a laissez-faire, marketplace approach to policy rather than a public interest standard. "As broadcasters contemplate the challenges posed by the HDTV age, you will be much better served by the public interest standard... Pure market forces, left unattended, likely would propel HDTV right past broadcasters to the consuming public through the media of cable or DBS," Markey said.

But the FCC received praise for its new HDTV inquiry. Markey said it "is asking many of the right questions," but raised objections to the negotiated interference and flexible use questions in the document (see story, page 70). But its issuance marks great progress in finding a way for broadcasters to provide HDTV compared to a year ago. He especially praised Commissioner James Quello for taking a key role in seeing that UHF-TV spectrum that might be used by broadcasters to transmit HDTV was not allotted to land mobile radio operators.

Quello, who also spoke at the conference, said he was "especially pleased we held off"

on the land mobile spectrum proceeding. Like Markey, he generally supported the commission's actions but was concerned about some aspects of the inquiry. He would have preferred that the FCC had made a statement that it intended to eventually set an HDTV transmission standard. Instead, the inquiry asks for comment on the option of allowing the industry to choose a de facto standard. "We should have learned our lessons from the confusion and uncertainty of the marketplace approach to AM stereo," Quello said. "It resulted in delay of AM stereo service to customers."

He restated his belief that the FCC was premature in eliminating consideration of wideband 9 mhz systems not compatible with NTSC sets (such as NHK's MUSE-E) and the use of augmentation spectrum from the band above 1 ghz for HDTV broadcasting. "The data used to develop the proposed scenarios for allocating additional spectrum to broadcasters are based on assumptions whose validity should be tested once we actually have ATV technology available for over-the-air tests," he said.

The commission's spectrum actions were based in part on data provided in the ATS committee's first interim report by the planning subcommittee's working party on spectrum utilization and alternatives. The chairman of that group, engineering consultant Dale Hatfield, confirmed Quello's claim that their findings were based on several assumptions and not real world tests. He was "cautiously optimistic" that all broadcasters could be allotted additional spectrum for HDTV, but said it will depend in part on ingenuity on the part of systems proponents



Markey



Quello



The proponents: Del Rey Group's Iredale; MIT's Schreiber; Philips's Toth; NYIT's Glenn; Sarnoff's Carnes; Zenith's Luplow; NHK's Sugimoto.

telephone companies."

Both Kriser and Robak said they believe fiber is a technology worth exploring. Robak blasted the cable industry for saying three years ago "that fiber would never work." Because of the better products and services it can provide, Robak said, "fiber was the right direction for me." And he criticized the cable industry for being slow to roll out fiber. "We're the first ones to step over the line and try it," he said. The question for the cable industry, he said, is: "How long is John Malone going to hold out?"—referring to the Tele-Communications Inc. president who believes the fiber issue has not shaken out yet. "I'd rather be on the leading edge," said Robak. "On-demand video will be the wave of the future," he continued, and fiber will make that possible plus allowing the delivery of more sophisticated home shopping and banking services. He estimated that set-top terminals capable

Atlantic has said it doesn't want to provide cable to its consumers, but when Effros asked him if he believed that, he said: "I'm hedging my bets."

Robbins was joined by Frank Lloyd, a Washington attorney with Mintz, Levin, Cohn, Ferris, Glovsky and Popeo, who also warned of telco's entry into the cable business. Lloyd said it was the telephone companies that argued against Cox Cable's business data experiments in Omaha, which crippled its rollout there, yet those same telephone companies want to get into the cable business. Lloyd said the California Public Service Commission found that Pacific Telesis had used "ratepayer revenues to cross-subsidize its other unregulated ventures."

He also referred to inconsistency over fiber installation, where in one venue a telephone company will say voice-only fiber is cost justified, while in another forum they

The telco representative on the panel, Dick Snelling, executive vice president, Southern Bell, concentrated his remarks on technology, but offered an olive branch in his more general remarks. "CATV operators are my customers as far as I'm concerned," he said, adding that cable and telcos "have a great opportunity for accommodations that would benefit our customers."

He reviewed the company's fiber plans for its telephone network and also spoke about the two fiber video experiments the company was conducting in Florida.

Snelling said that by 1990 fiber to the home for voice only will be economically viable. He said Southern Bell will continue to replace copper telephone wire with fiber and predicted that by 2010 the company would be all fiber.

In Hunter's Creek, where some homes are reached by coaxial cable plant and others by fiber plant, Snelling said he has 98% penetration from the fiber plant, but only 77% from the coaxial plant, in an experiment that has been running for nearly two years. At Heathrow, he said, Southern Bell will have three simultaneous fiber video channels by next June, along with one for telephone service and another for data.

Phil Hogue, president of Daniels & Associates, which has represented PacTel in its bid to become a cable operator, said the BOC's bid for Rogers Cablesystems "fore-shadows things to come." Although he said Daniels does not favor telcos owning cable within their telephone service area, he reiterated his company's stand that a cable-telco dialogue should be established. "It's a changing world," he said, "and the communications boundaries are blurring." The accord between the newspaper and telephone industries over data delivery could serve as a cable-telco model, he said.

Hogue said that in Pactel's case "these guys have done their homework" and are familiar with the business. He said they have an understanding of the industry, have no intent to operate cable systems within their own markets and realize that the cable business is different from the telephone business. He said "they are good business people and won't pay more than the market demands" for cable systems. □



Harris Bagley, president, Southern Cable Television Association, and regional manager, Telescripps Cable

of integrating with fiber would be ready between 18 months and 36 months after GTE's Section 214 application is approved by the FCC. Robak, who has been in the cable business for five years, said he has poured \$5 million of his own money into the Cerritos project. And his dealing with GTE has not been a one-way street. "We've shown them a few interesting things," he said, such as ways to save money by using smaller trenches for plant.

Kriser was also bullish on fiber, saying maintenance costs are lower, signal security is improved and there is less interference, which provides better pictures. Still, he said, Helicon has just finished upgrading its coaxial plant to 36 channels, and a Bell Atlantic vice president, on hand for ceremonies in Perryopolis, remarked that the signal on the coax system looked just as good as what the fiber will deliver. Kriser said Bell

will say they need to deliver video services to justify the fiber's expense. And whereas Pactel will say fiber will not replace copper "within our lifetime," BellSouth will say fiber is viable in the next few years, Lloyd said. "Which BOC view is the one to believe?" he asked.

Lloyd, who counts several cable companies and the California Cable Television Association among his clients, said the cable industry could deliver fiber to the home more easily than the telcos. The formation of the Cable Labs "shows this potential for leadership."

Still, he said, the cable industry does have things to learn from telcos, including "help with upstream ordering of cable's downstream video services." Lloyd said cable should have a dialogue with the telcos, but said it should "dance with the giant very carefully."

CNBC takes shape

Details of NBC's new business network on cable, Consumer News and Business Channel, emerged last week, both from the Eastern Cable Show and from Denver, where CNBC officials met with several cable operators. A CNBC executive said the network has seen interest from three or four of the top 10 MSOs in addition to TCI, which is already backing the service.

Operators have until Nov. 30 to sign up as charter affiliates, which provides for the 7-11-cent rate card through year five and rebates on advertising if 25% of the subs are on line at launch, 50% by the end of year one, 75% by year two and 90% by year three. Operators also have exclusive rights to sell CNBC to TVRO and SMATV operators.

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KSSR(FM)	Bastrop, TX	5,000,000
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KUAD(FM)	Windsor/Fort Collins, CO	2,300,000
KZAN(FM)	Ogden/Salt Lake City, UT	1,825,000
WTLB/WRCK	Rome/Utica, NY	1,750,000
WGAM/WRSI	Greenfield, MA	1,535,000
WLLI/WGOL	Lynchburg, VA	1,450,000
KKQX(FM)	Widfield/Colorado Springs, CO	1,250,000
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Top Ten combo w/ Class B FM
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cash flow, terms - \$2,500,000
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NE Combo w/ Class B FM
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Owner/op., terms - \$625,000
BILL LYTTLE 816/932-5314

Top 50 Class C combo
Excellent market - \$2,300,000
GREG MERRILL 801/753-8090

Coastal Florida C-1 combo
with cash flow - \$6,000,000
GEORGE REED 904/730-2522

TV: Small market ABC affiliate
\$2,500,000
KENT REPLOGLE 202/822-1700

Excellent owner/op. FM with cash
flow; terms - \$775,000
ERNIE PEARCE 404/698-9100

SW upgrade to Class C: 90K pop.
Terms - \$1,150,000
GREG MERRILL 801/753-8090

So. California Spanish AM
Profitable - \$4,000,000
RAY STANFIELD 818/893-3199

TV, independent: Large sunbelt
growth market - \$18,000,000
KENT REPLOGLE 202/822-1700

California B-1 FM upgrade
Attractive terms - \$2,500,000
RAY STANFIELD 818/893-3199

Southern Class C combo, monster
signal - \$1.5M terms, \$1.25M cash
BILL WHITLEY 214/788-2525

SE Growth mkt. combo, terms
\$1,200,000
ED SHAFFER 404/698-9100

California Class A with mkt.
pop. of 350K - \$1,300,000
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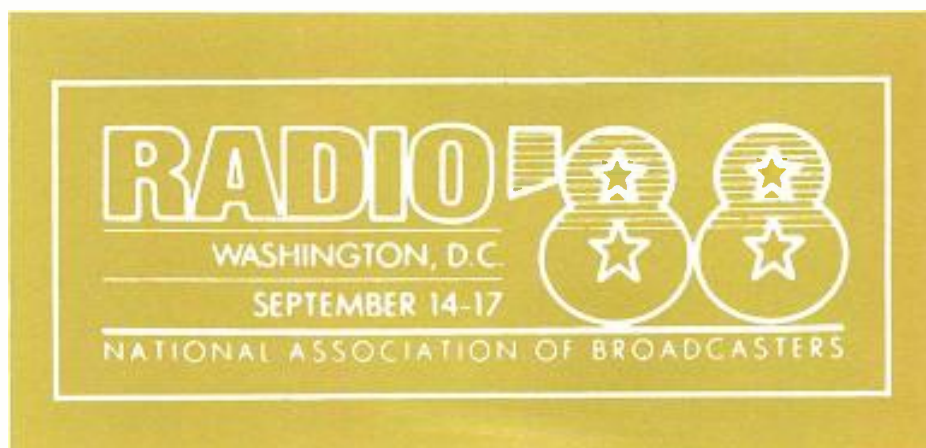
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Celebrating radio in Washington

The four-day Radio '88 convention that begins this Wednesday (Sept. 14) in Washington is expected to draw 6,500 participants. That's the word from the National Association of Broadcasters, which is organizing the full lineup of exhibitions and seminars for radio station managers, engineers and programmers. More than 180 exhibitors covering 37,000 square feet will crowd the convention center, up substantially from last year's 143 exhibitors covering 27,000 square feet.

On Tuesday, Sept. 13, radio station engineers will get a jump on the convention with a full-day engineering seminar on directional antennas. The engineering forums will continue throughout the week, addressing concerns about issues including digital radio and radio frequency regulation.

The convention gets into gear Wednesday at 12:15 p.m. with two seminars, "EEO/Hiring-Firing: Getting Things Right the First Time" and "Marketing for the 1990's." Later that afternoon there will be a radio station/NAB headquarters tour and a seminar, "Radio-Only Legislation: Laying the Foundation." A welcoming reception, sponsored by Westwood One, runs from 6 to 8 p.m. at the J.W. Marriott, followed by the opening of 100 hospitality suites

there and at the Grand Hyatt hotel. Westwood One will also broadcast the Mutual Broadcasting System's *Larry King Show* and Talknet's *Bruce Williams Show* live from the convention.

Ambitious convention-goers will have little time for rest from Thursday through Saturday. Scheduled events will begin as early as 7:30 a.m., and will include workshops and seminars on a variety of topics including "No Cost, Low Cost Promotions," "Selling Spanish Radio," "Recruiting and Retaining Sales People" and "Making the Most of a Group Operation." The last seminar, exemplifying the major industry players who will be in attendance, will feature Cox Broadcasting's Nicholas Trigony, Noble Broadcast Group's Norm Feuer, Genesis Broadcasting's Marty Greenberg, Infinity Broadcasting's Mel Karmazin and Emmis Broadcasting's Jeff Smulyan.

Exhibitors at Radio '88 will include financial and other consultancy services, network and syndication programmers, satellite and other transmission services, data services and a varied list of equipment manufacturers. Convention attendees will also have the opportunity to check in at the show's 15 format rooms. Radio '88 ends Saturday, Sept. 17.

An agenda and lists of exhibitors and hospitality suites follow.

On the agenda at Radio '88

Tuesday, Sept. 13

11 a.m.-6:30 p.m. Engineering Forum I—Directional Antenna Seminar, Part I. *Grand Hyatt.*

Introduction: Michael Rau, NAB. *Panelists:* Steve Kramer, Steve Kramer, P.E. Consulting Engineers; Alan E. Gearing, Jules Cohen & Associates; Ronald Rackley, du Treil, Lundin & Rackley; Carl Smith, Smith Electronics; John Sadler, FCC; Karl Lahm, consultant, Fairfax, Va.

Wednesday, Sept. 14

Note: All rooms are in the Washington Convention Center unless otherwise noted.

8 a.m.-6 p.m.: Engineering Forum I—Directional Antenna Seminar, Part II. *Grand Hyatt.*

Panelists: (See list, part I.)

12:15-1:30 p.m.:

■ EEO/Hiring-Firing: Getting Things Right the First Time. *Room 20.*

Moderator: Valerie Schulte, NAB. *Panelists:* Glenn Wolfe, FCC; Stanley Brown, Arent, Fox, Kintner, Plotkin & Kahn; Bruce Reese, Bonneville International Corp.; Henry Rivera, Dow, Lohnes & Albertson.

■ marketing for the 1990's. *Room 15.*

Moderator: Ilene Adams, The Marketing Works. *Panelists:* Gary Firth, Starstream Communications Group; Norm Goldsmith, Radio Marketing Concepts; Courtney Thompson, Harte-Hanks Direct Marketing; Susan Wagner, Katz Radio Group Marketing.

2-5 p.m.:

Radio Station/NAB headquarters tour. *Center lobby.*

■ Radio-only Legislation—Laying the Foundation. *Room 20.*

Invited guests: Senator Nancy Kassebaum (R-Kan.); Senator Pete Wilson (R-Calif.); Representative Jim Cooper (D-Tenn.); Representative Terry Bruce (D-Ill.).

6-8 p.m.: Welcome Reception (sponsored by Westwood One). *JW Marriott.*

8 p.m.: Hospitality suites open.

Thursday, Sept. 15

8:30 a.m.-4:15 p.m.: Engineering Forum II—Digital Radio Station Seminar. *Grand Hyatt.*

Panelists: Stan Salek, NAB; Richard Cabot, Audio Precision; Jim Tucker, Broadcast Electronics; Dick Wagner, Concept Productions; Skip Pizzi, National Public Radio; Nick Richards, Harris Corp.; Frank Sullivan, New England Digital; Robert Zavrel, Digital R.F. Solutions.

Luncheon speaker (noon): Judith Gross, editor, *Radio World*. "Radio Redisco-

vered: Back to the Future."

9:15-11:15 a.m.: Opening Celebration (sponsored by American Security Bank). *Hall C.*

Participants: NAB Joint Board Chairman Wally Jorgenson; Radio Board Chairman L. Lowry Mays; NAB President and CEO Eddie Fritts (keynote remarks); immediate past Joint Board Chairman Ted Snider; Radio Executive Committee member Bill Clark; Radio '88 Steering Committee Chairman Dick Ferguson; NAB Radio Senior Vice President David Parnigoni.

11 a.m.-6 p.m.: "Celebration of Radio" exhibit hall open.

11:30 a.m.-1 p.m.: Exhibit hall lunch (sponsored by Arbitron). *Exhibit hall.*

12:30-1:45 p.m.:

■ Training Airstaff. *Room 15.*

Moderator: Dan Fabian, WGN(AM) Chicago. *Panelists:* Don Anthony, Talent Masters; Bobby Bennett, WHUR-FM Washington; Dave Dillon, WAIV-FM Jacksonville, Fla.; Bill White, WSTC(AM) Stamford, Conn.

■ Rap Music: Money and Messages—The Debate Continues. *Room 35.*

Moderator: Dwight Ellis, NAB. *Participants:* Bill Stephney, Def Jam Productions; Brute Bailey, WDJV(FM) Washington; Nelson George, *Billboard* magazine.

■ AM Rally. *Room 30.*

Participants: FCC Commissioner Patricia Diaz Dennis; Lex Felker, FCC; Art Suberbielle, KANE(AM) New Iberia, La.; Ron Frizzell, WLAM(AM) Lewiston and WKZS(FM) Auburn, both Maine; Al Martine, Martine Broadcasting Inc.

■ Jokes, Trick Phone Calls and Libel. *Room 31.*

Moderator: Steve Bookshester, NAB. *Participants:* Harry Cole, Bechtel, Borsari, Cole & Paxson; James Grossberg, Ross, Dixon & Masback; Chad Milton, Media/Professional Insurance; Daniel Waggoner, Davis, Wright & Jones.

■ Grassroots Lobbying in Major Markets. *Room 24.*

Invited guests: Representative Rod Chandler (R-Wash.); Representative Thomas Downey (D-N.Y.); Representative Edward Feighan, D-Ohio).

2-3:15 p.m.:

■ No Cost, Low Cost Promotions. *Room 30.*

Moderator: Lance Webster, BPME. *Panelists:* Matt Farber, Burkhart/Douglas & Associates.

■ Playing Music Outside Your Format. *Room 34.*

Moderator: Mike Philips, The Research Group. *Panelists:* Bob Dunphy, WWSR(FM) New York; David Isreal, WNYR(AM)-WEZO(FM) Rochester, N.Y.; Joel Lind, WMJL(FM) Cleveland; Clark Smidt, Clark F. Smidt Inc.

■ Radio Renewals Resume: A Survival Guide. *Room 15.*

Moderator: Robert Branson, NAB. *Panelists:* Matthew Leibowitz, Leibowitz & Spencer; Lawrence Secrest III, Wiley, Rein & Fielding; Howard Weiss, Mullin, Rhyne, Emmons & Topel; Susan Wing, Hogan & Hartson.

■ Brainstorming: Nuts and Bolts for Managers. *Room 10.*

Speakers: Rich Reis, WFTQ(AM)-WAAF(FM) Worcester, Mass.; Gerardo Tabio, KRMG(AM)-KWEN(FM) Tulsa, Okla.

■ Power of Sound. *Room 33.*

Speaker: Andrew Goodman, The American Comedy Network.

3:30-4:45 p.m.:

■ The Authentic Broadcasting Personality. *Room 33.*

Participants: Bill McMahon, Mediavision Ltd.; Diana Morelli, Mediavision Ltd.

■ Selling Spanish Radio. *Room 24.*

Moderator: George Hyde Jr., WOBA-AM-FM Miami. *Panelists:* Carlos Aguirre, Radio Cadena Centro; Luis Alvarez, Radio WADO Inc.; Gene Bryan, Katz Hispanic Radio; Manuel Escalante, Tichenor Media Systems.

■ Using Programing Consultants. *Room 15.*

Moderator: Jay Meyers, WRMM(AM)-WEZO(FM) Rochester, N.Y. *Panelists:* Don Kelly, Don Kelly & Associates; Joe McCoy, WCBF-FM New York; Mike McVay, McVay Media; Jim Wood, Malrite Communications Group.

■ Daytimers' Forum (Part I). *Room 10.*

Moderator: Bayard (Bud) Walters, The Cromwell Group. *Panelists:* Larry Eads, FCC; Louis Maierhofer, WKMC(AM) Roaring Spring and WHPA(FM) Hollidaysburg, both Pennsylvania; Alan Okun, WGFP(AM) Webster, Mass.; Barry Umansky, NAB.

■ Radio Sales in the 1990's. *Room 20.*

Panelists: Steve Berger, Nationwide Communications; Paul Fiddick, Heritage Broadcasting; Carl Hirsch, Legacy Broadcasting.

■ The Mature Market. *Room 34.*

Participants: Jeff Ostrow, Ostrow Associates; Ted Dorf, WWRC(AM)-WGAY-FM Washington; Maurie Webster, The Webster Group.

3:30-6:15 p.m.:

■ CEO/COO Roundtables. *Room 22.*

Discussion leader: Dick Ferguson, NewCity Communications.

5-6:15 p.m.:

■ Interference: Causes, Complaints and Cures. *Room 20.*

Moderator: Glynn Walden, KYW(AM) Philadelphia; *Panelists:* Richard Engle-

mann, FCC, Investigations and Inspections Branch; Terry G. Mahn, Bell, Boyd & Lloyd; Fred Lawless, PEPCO; Bob Deitsch, WHND(AM)-WCSX(FM) Detroit.

■ Hot and Cold Contesting. *Room 31.*

Moderator: Walter Sabo, W.R. Sabo Inc.; *Panelists:* E. Alvin Davis, E. Alvin Davis & Associates; Jeff Green, Film House; John Jenkins, WMAG-FM High Point, N.C.; Jay Meyers, WRMM(AM)-WEZO(FM) Rochester, N.Y.

■ Recruiting and Retaining Sales People. *Room 34.*

Speaker: Jo An Mann, Prep Inc.

■ Daytimers' Forum (Part II); Idea Exchange. *Room 10.*

■ The New America: Radio Programing Strategies. *Room 33.*

Presenters: John Parikhal, Joint Communications Corp.; David Oakes, FOR/CAST Communications.

■ The Formula for Buying and Selling Stations. *Room 15.*

Moderator: Gary Stevens, Gary Stevens & Co.; *Panelists:* Michael Berg, Miller, Young & Holbrooke; Tom Buono, Broadcast Investment Analysts; Bishop Cheen, Kagan Media Appraisals; Susan Ness, American Security Bank; John Oxendine, Broadcast Capital Fund Inc.

6 p.m.: Hospitality suites open.

Friday, Sept. 16

7:30-8:45 a.m.: Breakfast with Alfred Sikes, assistant secretary, Department of Commerce. *Room 31.*

8 a.m.-12:00 p.m.: Engineering Forum III—RF Radiation Regulation Compliance. *Grand Hyatt.*

Participants: Ralph Justus, NAB; Robert Cleveland, FCC; Jules Cohen, P.E., Jules Cohen & Associates; Richard Tell, Rick Tell & Associates; Barry Umansky, NAB.

9-10 a.m.: Talking with the Top: One-on-One with NAB President and Chief Executive Officer Eddie Fritts and FCC Chairman Dennis Patrick. *Room 33.*

9 a.m.-6 p.m.: Exhibit hall open.

9:45 a.m.-12 p.m.: Bus tour—Spanish-language broadcasters. *Convention Center lobby.*

10:15-11:30 a.m.:

■ Format rooms.

Urban: *Room 21. Participants:* Ray Boyd, WVEE(FM) Atlanta; James Alexander, WULB(FM) Detroit; Tony Grey, WRKS-FM New York; Lee Michaels, WBMX(AM) Oak Park, Ill.; Pam Wills, KACE(FM) Los Angeles.

Country: *Room 15. Participants:* Martin Lessard, WOKO(FM) Dover, N.H.; Les Acree, WTOR(FM) Winston-Salem, N.C.; Rick Candea, KILT-AM-FM Houston; Eric Marshall, WSiX-AM-FM Nashville; Bob McNeill, WMZO-AM-FM Washington.

Soft Adult Contemporary: *Room 34. Participants:* Bill Conway, WEZC(FM) Charlotte, N.C.; Rob Edwards, KBIG(FM) Los Angeles; Phil Redo, WMJX(AM) Boston; Jack Taddeo, WLAK(FM) Chicago; Jim Teeson, Transtar.

Easy listening: *Room 35. Participants:* Chris Ackerman, WJYE(FM) Buffalo, N.Y.; Gil Boucher, KCTC(FM) Sacramento, Calif.; Craig Hanson, KSF(FM) Salt Lake City; Lee Martin, WLIF(FM) Baltimore; Rich Washer, WEZW(FM) Wauwatosa, Wis.

Nostalgia: *Room 24. Participants:* Jon Holiday, Holiday Broadcasting/Kalamusic; Dave Allison, Stardust; Dan Banda, WOKY(AM) Milwaukee; Al Brody, WFLG(AM) Fitchburg, Mass.; George Johns, "Music of Your Life"; Dean Tyler, WPEN(AM) Philadelphia.

Classic rock: *Room 30. Participants:* Phil Hall, KRTH-AM-FM Los Angeles; Andy Bloom, WYSP(AM) Philadelphia; Steve Goldstein, Saga Communications; Fred Jacobs, Media Strategies; Bill O'Brien, WCPT(AM) Alexandria and WCXR-FM Woodbridge, both Virginia.

News/talk: *Room 20. Participants:* Kenneth Mellgren, Wrc Talk Radio; Michael Douglass, WTOP(AM) Washington; Bruce Marr, Bruce Marr & Associates; Michael Packer, Packer Communications; Jack Swanson, Kgo Radio.

■ SRA Sales Session. *Room 33.*

Moderator: Don MacFarlane, CBS Radio Representatives. *Panelists:* Jerry Cregan, Republic Radio; Jerry Feniger, Station Representatives Association; George Pine, McGavren Guild Radio; Bonnie Press, Katz Radio Group Network; Bill Stakelin, Radio Advertising Bureau. *Video Reports:* Carl Butrum, Eastman Radio; Les Goldberg, Interep; Tony Miraglia, CBS Radio Representatives; Ken Swetz, Katz Radio Group.

■ Making the Most of a Group Operation. *Room 22.*

Moderator: Nicholas Trigony, Cox Broadcasting. *Panelists:* Norm Feuer, Noble Broadcast Group; Marty Greenberg, Genesis Broadcasting; Mel Karma-zin, Infinity Broadcasting; Jeff Smulyan, Emmis Broadcasting.

11 a.m.-12 p.m.: Coffee hour. *Exhibit hall.*

12:30-2:15 p.m.: Radio Award luncheon (sponsored by McGavren Guild Radio). *Hall C. Toastmaster:* Radio Board Chairman L. Lowry Mays, Clear Channel Communications. *National Radio Award:* Ben Hoberman, former ABC Radio president. *Keynote speaker:* Paul Harvey, ABC Radio newscaster.

2:45-4 p.m.:

■ Listener Expectations about AM Sound: AM Might Become FM. *Room 30.*

Moderator: Ed Cohen, NAB. *Panelists:* Joe Adler, B. Angell & Associates;

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Levin, WMMR(FM) Philadelphia; Anne Grassi, WNBC(AM) New York; Mathilde Krim PhD, American Foundation for AIDS Research; Adele Mieta, KALI(AM) San Gabriel, Calif.; Herbert W. Nickens MD, Department of Health and Human Services.

■ Specialty Formats. *Room 34. Moderator:* Rick Sklar, Sklar Communications. *Panelists:* Dwight Case, NetworksAmerica; Vera Gold, KMNY(AM) Pomona, Calif.; Scott Meier, WFAN(AM) New York; Joseph Nuckois, WNNY(AM) Pompano Beach, Fla.

■ Hard Facts on a Soft Format Diary. *Room 34.*

Moderator: Rick Ducey, NAB. *Panelists:* Charlie Cook, McVay Media; Chuck DuCoty, WYYY(FM) Baltimore; David Kennedy, Susquehanna Broadcasting; Jim Peacock, Arbitron Ratings.

■ Idea Depository: Small and Medium Markets. *Room 15.* Tom Young, Young Radio.

■ Do's and Don'ts for Broadcaster Lobbyists. *Room 24.*

Invited guests: Senator William Armstrong (R-Colo.); Senator Malcolm Wallop (R-Wyo.); Representative Nick Rahall (D-W.Va.); Larry Harlow, special assistant to the President, office of legislative affairs, the White House.

■ *Room 10.* "FM Technical Improvement," Don Lockett, National Public Radio; "FM Boosters," Ed Anthony, Broadcast Electronics; "Reducing Multipath," Tom Rucktenwald, Broadcast Technology Partners; "FM Receiver Design," Richard Sequerra, R. Sequerra Associates Ltd.

4-6 p.m.: Exhibit hall party (sponsored by Associated Press). *Exhibit hall.* Programing Showcase: *Emcee:* Dave Brannan, The Perfect Impression.

4 p.m.: Hospitality suites open.

Saturday, Sept. 17

8:15-9:30 a.m.:

■ Format rooms.

Album-Oriented Rock. *Room 15. Participants:* Dennis Constantine, KBCO-AM-FM Boulder, Colo.; Bob Buckman, WBAB-FM West Babylon, N.Y.; Chris Gable, Harris Communications; Jeff Sattler, Sandusky Group; Ted Utz, WMMR Philadelphia.

Full Service. *Room 34. Participants:* Gary Berkowitz, WJR(AM) Detroit; Vic Bremer, WCCO(AM) Minneapolis; Mike Elliot, WTMJ(AM) Milwaukee; Jim Gallant, WMAL(AM) Washington; Van Harden, WHO(AM) Des Moines, Iowa.

Adult Contemporary. *Room 30. Participants:* Lorna Ozmon, WROR(FM) Boston; Dave Ervin, WCLR(FM) Skokie, Ill.; Paul Zachary, WRDU(FM) Wilson, N.C.; David Isreal, WRMM(AM)-WEZO(FM) Rochester, N.Y.; Randy Michaels, Jacor Communications.

Oldies. *Room 21. Participants:* B.J. Hunter, KOOL-FM Phoenix; John Gehron, WODS-FM Boston; Gary Guthrie, Edinborough Rand; Mike Harvey, Transtar Radio Network; Diane Sutter, WWSW-AM-FM Pittsburgh.

Contemporary Hit Radio. *Room 31. Participants:* Paul Christy, KRBE-AM-FM Houston; Larry Berger, WWPB(FM) New York; Rick Stacy, WAPW(FM) Atlanta; Jim White, Jim White Creative Services; Guy Zapoleon, KZZP-AM-FM Mesa, Ariz.

Spanish. *Room 24. Participants:* Jimmy Gimenez, WKDM(AM) New York; Alejandro Carrasco, WILC(AM) Laurel, Md.; Alfonso Gimenez Porrata, WPAB(AM)-WOGL(FM) Ponce, P.R.; Guillermo Prince, WOJO(FM) Evanston, Ill.; Marcos "Mark" Rodriguez Jr., KESS(AM) Dallas.

New Age. *Room 20. Participants:* Tom Pelissero, "The Breeze," Minneapolis; Bob Brooks, WBMW(FM) Manassas, Va.; Frank Cody, Cody/Leach Broadcast Architects; Frank Forest, Musical Starstreams; Robert Hall, The Wave Network.

Classical/Fine Arts. *Room 35. Participants:* Mario Mazza, WNCN(FM) New York; Joseph A. Ryan, WFCC-FM West Chatham, Mass.; Ceci Sommers, WOED-FM Pittsburgh.

9 a.m.-1 p.m.: Exhibit hall open.

9:30-11 a.m.: Coffee hour (sponsored by ASCAP). *Exhibit hall.*

10-11:15 a.m.:

■ AIDS and Your Community: What's Radio's Role? *Room 35. Participants:* Peter

Levin, WMMR(FM) Philadelphia; Anne Grassi, WNBC(AM) New York; Mathilde Krim PhD, American Foundation for AIDS Research; Adele Mieta, KALI(AM) San Gabriel, Calif.; Herbert W. Nickens MD, Department of Health and Human Services.

■ What America Thinks about AM Radio: A National Survey. *Room 33. Speaker:* Bill Moyes, The Research Group.

■ Guerilla Warfare: Tricks of the Trade. *Room 15.*

■ Startups and Turnarounds. *Room 31. Participants:* Peter Ferrara, WPRD(AM)-WJYO(FM) Orlando, Fla.; Jon Coleman, Coleman Research; John Dew, KZFX(FM) Houston; Dave Pearleman, WMAQ(AM) Chicago; Dan Vallie, Vallie Consulting.

■ How to Plan and Run a Good Sales Meeting. *Room 34. Participants:* Ray Holbrook, Radio Advertising Bureau; Beth Murphy, The Freeman Co.; Sarah Taylor, WTOP(AM) Washington.

■ FM Directional Antennas. *Room 10. Participants:* Bert Goldman, KUOL(FM) Merriam, Kan.; Marvin Crouch, Tennaplex Systems Ltd.; Robert du Triel, du Triel, Ludin & Rackerly; Charles T. Morgan, Susquehanna Radio Corp.; Tom Silliman, Electronics Research.

10 a.m.-12 p.m.: Computer fair. *Exhibit hall.*

11:30 a.m.-12:45 p.m.:

■ Waging Business Warfare. *Room 30. Speaker:* David J. Rogers, Service Innovations Corp.

■ Making the Mornings. *Room 31. Participants:* Ross Brittain, WHTZ(FM) Newark, N.J.; Dave Maynard, WBZ(AM) Boston; Dale Mitchell, WTOR(FM) Winston-Salem, N.C.; Don O'Brien, WBSB(FM) Baltimore; Bill Quinn, ProMedia; Toby Young, Winston-Salem, N.C.

■ RadiOutlook: Forces Shaping the Radio Industry. *Room 33. Participants:* John D. Abel and Rich Ducey, NAB.

■ Generating Revenue through Promotions. *Room 34. Participants:* Nancy Vaeth, WFMS(FM) Indianapolis; John F. Casey, WIOG(FM) Saginaw, Mich.; Katie Eyerly, KMEL(FM) San Francisco; Sharon H. Hass, WROW-AM-FM Albany, N.Y.; Rick Sellers, WMT-AM-FM Cedar Rapids, Iowa.

■ Improving and Creating Stations: FM Translators. *Room 24. Participants:* Barry D. Umansky, NAB; David Donovan, FCC; Craig J. Blakeley, Schnader, Harrison, Segal & Lewis; John P. Crigler, Haley, Bader & Potts; D. Mitchell Seif, WLAY-AM-FM Sheffield, Ala.; Richard R. Zaragoza, Fisher, Wayland, Cooper & Leader.

■ AM Technical Improvement (Part I). *Room 10. Participants:* Art Suberbielle, KANE(AM) New Iberia, La.; William Hassinger, FCC; Charles T. Morgan, Susquehanna Radio Corp.; Michael C. Rau, NAB; Joseph Adler, B. Angell & Associates.

1-2:15 p.m.:

■ AM Technical Improvement (Part II). *Room 10. Participants:* Art Suberbielle, KANE(AM) New Iberia, La.; Brad Holmes, FCC Mass Media Bureau; Ogden Prestholdt, A.D. Ring & Associates; Wally Johnson, Moffet, Larson & Johnson; Richard Sequerra, R. Sequerra & Associates Ltd.

■ Strategic Principles of TV Advertising. *Room 33. Participants:* Bob Grossman, CMI, Venice, Calif.; Aubrey Potter, Broadcast Marketing Group; Tony Quinn, Film House; Doyle Rose, Emmis Broadcasting; Steve Stockman, Custom Productions.

■ Attracting, Motivating, Rewarding People. *Room 34. Participants:* Phil Zachary, WRDU(FM) Wilson, N.C.; William T. Brower Jr., Brower & Associates; Linda Hyman, Integrated Human Systems; Dick Harlow, WMFR(AM)-WMAQ(FM) High Point, N.C.

■ Anatomy of a Winning Sales Presentation. *Room 20. Speaker:* Irwin Pollack, Irwin On Radio.

■ Entrepreneurship: The Good, the Bad, the Ugly. *Room 30. Participants:* Erwin Krasnow, Verner, Liipfert, Bernhard, McPherson & Hand; Darrel Clark, C.M. Communications; Al Kaneb, Barnstable Broadcasting; Clara Oxley, KNIC(FM) Lamar, Colo.; Jeff Smulyan, Emmis Broadcasting.

2:30-3:45 p.m.:

■ Waging Business Warfare (repeat). *Room 30.*

■ PC's for Engineering Applications. *Room 10. Participants:* Stan Salek, NAB; John Reiser, FCC; Tom Osenkowsky, WLAD(AM) Danbury, Conn.; Karl D. Lahm, Karl D. Lahm & Associates.

■ Selling Against the Competition. *Room 34.*

■ EBS: What's Old, What's New, What's Changing. *Room 35. Participants:* Ed Minkel, FCC; Ed Williams, NAB; Ray Seddon, FCC; Rod Becker, National Weather Service; Ted Delozier, Federal Emergency Management Agency.

4:55 p.m.:

■ Background Radio vs. Foreground Radio. *Room 20. Participants:* Steve Goldstein, Saga Communications; Buzz Bennett, Evergreen Media; Barry Gaston, Great Empire Research Co., Wichita, Kan.

■ Successful Radio Promotions. *Room 34. Speaker:* Roxanne Miller, The Research Group.

■ FCC's Engineers Forum. *Room 10. Participants:*

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■ New World of Telemarketing. Room 21. Participants: Cidney Murth, The Marketing Works; Tom Durney, Trans America Telemarketing Broadcast Services; Jay William Jr., Broadcasting Unlimited; Peter Coughlin, WCMF(FM) Rochester, N.Y.; John Duffy Campbell, ICT.

7 p.m.: Dinner/entertainment with Natalie Cole (sponsored by BMI). Dinner: Grand Hyatt; entertainment: Hall C.

On exhibition

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33065
Radio ratings and multimedia research
company. BirchPlus; D.A.R.T.S.; 1987-
1988 Scarborough Reports; Multi-Media
Consumer Profile; CountyAmerica; Birch
Radio Target Market Report Series.

Bradley Broadcast Sales 841
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20879
TeloS System's Digital Telephone Hy-
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audio work station from E-Mu systems.

The Breeze 922, 924
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55414
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radio format: soft jazz, light new age and
pop vocals.

Brite Voice Systems 322, 324
555 N. Woodlawn, Wichita, Kan. 67208
CityLine.

Broadcast Audio Corp. 127
11306 Sunco Dr., Rancho Cordova,
Calif. 95742
Stereo audio consoles, monitor amplifi-
ers, distribution amplifiers and phono
preamplifiers.

Broadcast Automation Inc. 1015
4125 Keller Springs, #122, Dallas 75244

Broadcast Components Corp. 1042
470 Mamaroneck Ave., #205, White
Plains, N.Y. 10605
Monitoring services.

Broadcast Credit Association 152
701 Lee St., #1030, Des Plaines, Ill.
60016

Broadcast Electronics Inc. 205
4100 N. 24th St., P.O. Box 3606, Quincy,
Ill. 62305
Cart machines; modular, on-air console;
Phase Trak 90 Record/Playback Produc-
tion Cart Machine; Mix Trak 90; DV-2
Solid State Digital Recorder; AX-10 AM
Stereo Exciter; AS-10 AM Modulation
Monitor, and Control 16 Automation Sys-
tem.

**Broadcast Financial
Management Association** 152
701 Lee St., #1030, Des Plaines, Ill.
60016

**Broadcast Investment
Analysts Inc.** 937
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20041
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services.

Broadcast Print Marketing 714
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**Broadcast Products Inc./
Super Roving Radio** 313, MR29
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cast studio/promotional vehicle).

Broadcaster's Bulletin Board 444, 446
c/o Success Broadcasting, 1196 Hamp-
shire St., San Francisco 94110
Direct mail program.

**Broadcast Supply
West (BSW)** 617, 619
7012 27th St., W., Tacoma, Wash. 98466
Distributor of broadcast audio equip-
ment.

Broadcasting and the Law Inc. 117
3050 Biscayne Boulevard, #501, Miami
33137
Newsletters, broadcasting publications.

Bureau of the Census 252
Data User Services Division, Washing-
ton 20233

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Century 21 Programming Inc. 522
14444 Beltwood Pkwy., Dallas 75244

Master Control multiple compact disk playback and music scheduling system; station I.D.'s; music libraries; production libraries.

Charles J. Givens Org. Inc. 340
921 Douglas Ave., Altamont Springs, Fla. 32714

Charles Michelson & Sons 701
9350 Wilshire Blvd., Beverly Hills, Calif. 90212

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Circuit Research Labs Inc. 1025, 1027
2522 W. Geneva Dr., Tempe, Ariz. 85282

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CMI 526
612 Hampton Dr., Venice, Calif. 90291

Custom and syndicated TV campaigns promoting radio stations.

Cody/Leach Broadcast Architecture 816
103 Carnegie Center, #215, Princeton, N.J. 08540

Research, product development.

Columbine Systems Inc. 135
1707 Cole Blvd., Golden, Colo. 80401

Unified System software systems; Columbine/Financial software; IBM's AS/400 computer.

Communication Graphics Inc. 427, 429
313 N. Redbud, Broken Arrow, Okla. 74012

CompuSonics Corp. 553, 555
P.O. Box 27516, Concord, Calif. 94527

Digital audio record/reproducers with editing software and hard drive storage or removable disk storage.

Concept Productions 716, 718
1224 Columna Way, Roseville, Calif. 95661

CAPS I—Computer Assisted Programming System featuring Digital Audio Tape (DAT) decks; CAPS II—Computer Assisted Programming System featuring DAT decks and Digital Tape Loader; radio formats available on DAT; formats for automated or live radio stations available on analog or digital audio tape; voice-tracked programming.

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Spanish-language radio programming, delivered live via satellite 24 hours a day.

CRN International 823
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Data Express 856
2822 Remington Green, #204, Tallahassee, Fla. 32308

Sales newsletter service; Radio Ammo sales material (available for Radio Advertising Bureau members only).

Datacount Inc. 246, 248
P.O. Box 3078, Opelika, Ala. 36801

DARTS—Datacount Accounts Receivable and Traffic System.

Dataworld 935
P.O. Box 30730, 4827 Rugby Ave., #200, Bethesda, Md. 20814

Databases and computational programs for AM, FM, TV, LPTV and ITFS.

Decision Inc. 325
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Delta Electronics Inc. 213
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Dielectric Communications 335

Tower Hill Rd., Raymond, Me. 04071

FM antennas, transmission lines, filters, multi-station combiner-multiplexer systems, switches, patch panels, RF directional couplers, terminations and air dryers for transmission line.

Discovery Systems 444, 446

7001 Discovery Boulevard, Dublin, Ohio 43017

Classics Vol. 1; Classics Vol. 2; Party Collectibles 1; Home Cookin'.

DKW Systems Inc. 544, 546

730, 9919, 105 St., Edmonton, Alberta T5K 1B1, Canada

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Consulting services, music research, syndicated programing, Digitotal music management system.

Dynatech NewStar 1029

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Eagle Media Productions Ltd. 1057

Grant Rd., N. Salem, N.Y. 10560

EFM Media Management 654

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The Rush Limbaugh Show; Dr. Dean Edell Hour Program; Medical Minutes.

Electronic Research Inc. 852, 854

108 Market St., Newburgh, Ind. 47630

Ellason Weather Radar 1053

739 Spirit of St. Louis Blvd., Chesterfield, Mo. 63005

Emergency Broadcast System 148

500 C St., S.W., Washington 20472

Eventide Inc. 812

One Alsan Way, Little Ferry, N.J. 07643

H3000-B Broadcast Ultra-Harmonizer Pitch Change, Special Effects of Time Compression System, with Auto Time SqueezeR and custom presets for on-air use.

Federal Emergency Management Agency & FCC 148

500 C Street, S.W., Washington 20472

Emergency broadcast system information.

Fidelipac Corp. 405

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NAB tape cartridge recorder, players, cartridges, cartridge racks, alignment tapes and gauges, bulk tape erasers, "on air" and "recording" studio warning lights, eraser/splice detectors, back-lubricated recording tape.

Film House Inc. 215, 217

230 Cumberland Bend, Nashville 37228

Television marketing campaigns.

Financial Broadcasting Network 347

9777 Wilshire Boulevard, #915, Beverly Hills, Calif. 90212

Fireworks by Grucci 501

One Grucci Lane, Brookhaven, N.Y. 11719

Firework productions.

FirstCom Broadcast Services 541, 543

13747 Montfort Drive, #220, Dallas 75240

DATGOLD oldies library; CD sales library; 1988 KIIS-FM, Los Angeles ID package; Rosler creative TV spots; digital production system.

FMX (NAB) 802, 900

1771 N St., N.W., Washington 20036

Gary Null Health Network 957

200 W. 86th St., #17A, New York 10024

Gentner Electronics Corp. 741, 743

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Giant Boom Box Industries & The Pulse of Broadcasting 813

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Givens Radio Network 340

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Great Takes 147

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Harris Corp. Broadcast Division 206, 208

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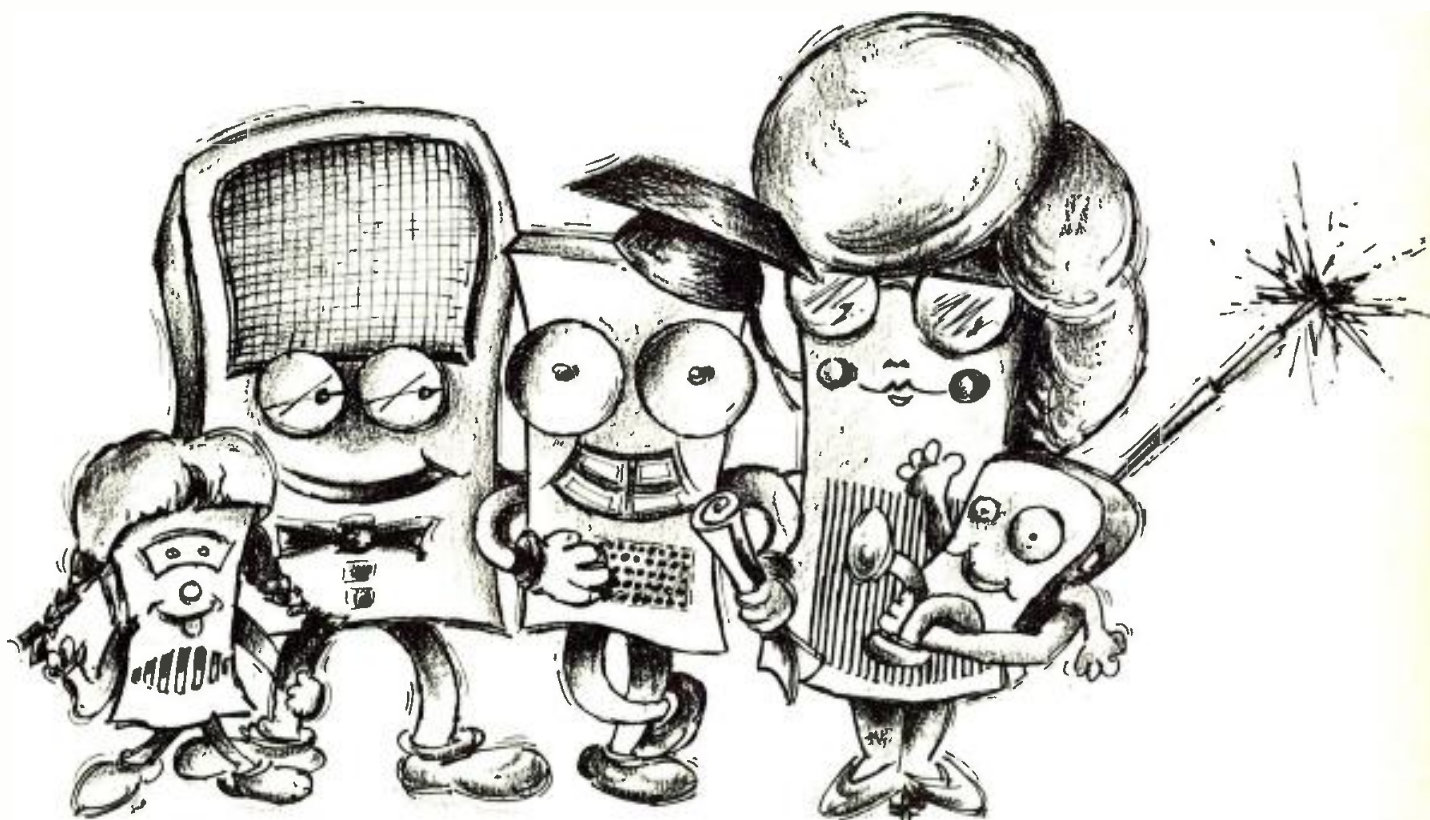
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trol systems.

Harrison Systems Inc. 250
618 Grassmere Dr., #17, Nashville
37211

Manufacturer of audio equipment for on-air and post-production applications.

Hazel's Fantasy Factory 524
1515 N. Portland, Oklahoma City 73107
Custom mascot costumes.

HLC/Killer Music 326, 328
6528 Sunset Blvd., Hollywood, Calif.
91356

Both custom and syndicated broadcast jingle packages.

Hoberg Communications Consultants 1017
12 Country Club Hts., Minot, N.D.
58701

U.S. distributor of "mini" FM radio stations for use in radio sales and promotions; radio sales and promotion consulting services.

Holiday Industries Inc. 713
14825 Martin Dr., Eden Prairie, Minn.
55344

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IDB Communications Group Inc. 847
10525 W. Washington Blvd., Culver City, Calif. 90232
Satellite services.

IGM Communications 705, 707
282 W. Kellogg Rd., Bellingham, Wash.

98226

IGM-SC and IGM-EC program automation controllers; advanced P.C.-based audio switchers and machine control systems; automated or live assist and satellite program delivery; Instacart and Gocart 24 random access delivery systems.

In-Fisherman Communications Network 444, 446
651 Edgewood Dr., Brainerd, Minn.
56401

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Integrated Media Systems 658
1552 Laurel St., San Carlos, Calif.
94070

Intercollegiate Broadcasting System Inc. 150
Box 592, Vails Gate, N.Y. 12584-0592

Nonprofit association of school and college radio stations providing educational, informational, consulting services, mailing services, industry and professional associate programs, low-cost taped programs for noncommercial stations, national and regional conventions, conferences.

International Tapetronics/3M 502, 600
2425 S. Main St., Bloomington, Ill.
61704

Audio routing switchers, NAB cartridge machines, 99B, Delta, Omega Series and ScotchCart II NAB cartridge.

JJ the DJ Productions 444, 446
348 Poplar Ave., Moundsville, W.Va.
26041

Auto Jock music scheduling system.

Jampro Antennas Inc. 719
6939 Power Inn Rd., Sacramento, Calif.
95828

TV and FM broadcast antenna and associated products.

Jefferson-Pilot Data Services 601, 700
501 Archdale Dr., Charlotte, N.C. 28217
JDS Broadcast Management Systems for radio station sales, traffic and accounting applications.

Kalamusic 149
4200 W. Main St., Kalamazoo, Mich.
49078

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Keepers 227
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Kenetics Radio Entertainment 1054
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LDL Communications 613, 615
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LeaseAmerica Corp. 712

4333 Edgewood Rd. N.E., Cedar Rapids, Iowa 52499

Library Book Exhibit (NAB) 223, 225

LPB Inc. 540, 542

28 Bacton Hill Rd., Frazer, Pa. 19355

Signature III and Citation Series of audio consoles; low-power AM transmitters (AM-100P, AM-30).

M.T.C. Productions Inc. 1043

2450 E. Commercial Boulevard, #2, Ft. Lauderdale, Fla. 33308

Marketron 747

101 Lincoln Center Dr., Foster City, Calif. 94404

Computerized traffic and accounting systems.

Master Software Systems 153

One Lumberman's Square, #303, Muskegon, Mich. 49440

Radio Office Management System (ROMS) for traffic, billing, accounting and sales management.

Maxagrid Inc. 902

1350 Walnut Hill Ln., #135, Irving, Tex. 75038

Media General Broadcast Service 818

2714 Union Extended, Memphis 38112

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mats; station ID's; commercial jingles.

Media Touch Systems Inc. 907

4012 Mendenhall Dr., Dallas 75244

Touchstone Touch Screen Broadcast Control Systems; OpLog Air Control/Automation System; OmniPlay Compact Disc; Digital Audio Tape Systems; Omni-Play Automation Engine; DAMS Digital Mass Audio Storage.

Metro Traffic Control 723

4828 Loop Central Dr., #800, Houston 77081

Daily traffic reports.

Michael Fox Auctioneers Inc. 943

3835 Naylor Lane, Baltimore 21208

Sale of AM and FM radio stations using auction method of marketing.

Miller, Kaplan & Arase 445, 447

10911 Riverside Dr., North Hollywood, Calif. 91602

Broadcast accounting services, including financial/operational audits, tax planning and preparation, acquisition reviews, financial forecasts, market revenue reports and market salary surveys.

Motorola AM Stereo 212, 214, 216

121G Remington Rd., Schaumburg, Ill. 60173

New model 1400 C-Quam AM Stereo Exciters, Model 1410 C-Quam Modulation Monitors, information on C-Quam AM Stereo Receivers and Decoder IC's.

Multi Media Travel Services 559

3221 W. Big Beaver Rd., Troy, Mich. 48064

Travel promotion material for all formats.

Music Director Programming Services 401

P.O. Box 103, Indian Orchard, Mass. 01151

Music Supply Service on DAT or reel-to-reel; oldies library; Joel Whitburn's Record Research books.

Musical Starstreams 444, 446

P.O. Box 44, Mill Valley, Calif. 94942

Syndicated New Age music programming.

Musicscan Inc. 835

3000 Riverchase Galleria, #1111, Birmingham, Ala. 35244

Tapscan software suppliers; Musicscan scheduling/inventory system.

NAB Insurance and Financial Services 126, 128

333 S. Wabash Ave., #3650, Chicago 60685

NAB-endorsed general business insurance program.

NAB Legal 715, 717

NAB library book exhibit 223, 225

1771 N St., N.W., Washington 20036

NAB National Campaigns

Office 545, 547

1771 N St., N.W., Washington 20036

NAB NRSC 800, 801

1771 N St., N.W., Washington 20036

National Religious Broadcasters 146

P.O. Box 1926, Morristown, N.J. 07960

Nautel Maine Inc. 928

201 Target Industrial Circle, Bangor, Me. 04401

AM transmitters with class D power amplification and patented switched (PTO) mode modulation system.

Naval Reserve 142, 144

CNRF Code 923, New Orleans 70146-5000

Public service announcements on various naval reserve part-time employment opportunities.

Network Production Music Inc. 925

11021 Via Frontera, San Diego 92127

Music and sound effects libraries; I.D. packages; news/image packages.

New Century Broadcasting Inc. 1005

444 Gulf of Mexico Dr., Longboat Key, Fla. 34228

New England Digital Corp. 135A

49 N. Main St., P.O. Box 546, White River Junction, Vt. 05001

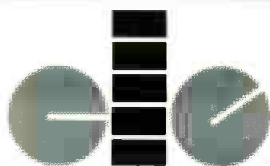
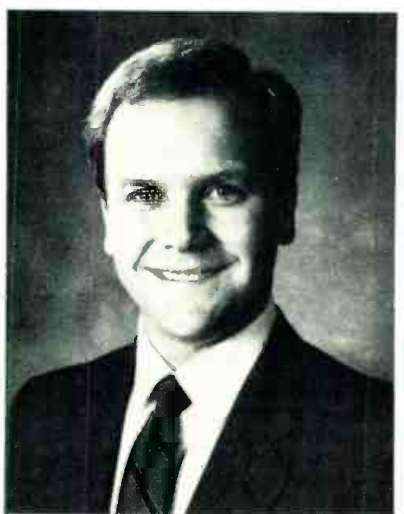
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Nordic Software Inc. 551

3939 N. 48th, Lincoln, Neb. 68504

Log and billing software system for Ma-

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cintosh II; produces sale management, financial and month-end reports.

North American Network 746
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Northeast Broadcast Lab. Inc. 1025, 1027
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NPR Satellite Services 640
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Olympia Broadcasting Networks 107, 109
22 N. Euclid, St. Louis 63108

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Omega International 1036, 1038
2691 Richter, #116, Irvine, Calif. 92714

FM synchronous repeaters, composite distribution amplifiers, custom engineering services.

Omnimusic 220
52 Main St., Port Washington, N.Y. 11050

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On Air Software Inc. 1013
P.O. Box 823, Coppell, Tex. 75019
Studio Information System storage system.

Otis Conner Companies 805
4801 Spring Valley Rd., #105B, Dallas 75244

Producer of syndicated radio and television IDs; promotion music; sales library; digital instrumental library; special feature programs.

Pacific Recorders & Engineering Corp. 947
2070 Las Palmas Dr., Carlsbad, Calif. 92009

Dolby SR system for carts; BMX Series III and BMX Series II on-air consoles; ABX Production console; Stereomixer compact rack-mounted console; TOMCAT and Micromax high-performance cart machines.

Pike & Fischer Inc. 939
4550 Montgomery Ave., #433N, Bethesda, Md., 20814
BRS—FCC compliance information.

Profit Plus 842
2300 Bridgeway, Sausalito, Calif. 94965
Traffic scheduling program for IBM PC's, PS/2's and compatibles.

Progressive Music Network 922, 924
1069 Tenth Ave., S.E., Minneapolis

55414

Radio Advertising Bureau 110, 112
304 Park Ave. South, New York 10010
Radio sales and marketing tools and publications, including computer on-line sales data bank, *E Z RAB*.

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WECK/Buffalo
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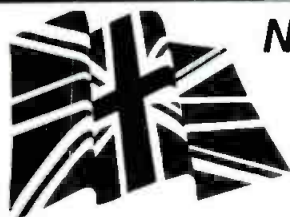
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mirrored last year's survey with slight variation.

Contemporary hit radio took the first-place spot in three of the top 10 markets: WHTZ(FM) New York, KPWR(FM) Los Angeles and WXXS-FM Boston. Urban contemporary also was the programming format at number one stations in three top 10 markets: WGCI-FM Chicago, WUSL(FM) Philadelphia and KMIQ(FM) Houston-Galveston. The AC format led in only one of the top 10 markets, eighth-ranked Dallas-Fort Worth, at KVIL-AM-FM.

AOR placed high in several of the top 50 markets, including a three-way contest between KBPI(FM), KAZY(FM) and KBCO-AM-FM in the 24th ranked Denver-Boulder market. The growing classic rock format accounted for one-fifth of the total AOR stations in the survey.

Country grabbed the top spot in the ninth market, Washington, with WMZQ-AM-FM. The category also maintained its traditional stance as a strong format in markets 26 to 50 (in 35th-ranked San Antonio, Tex., four country stations—KITY(FM), KCYY(FM), KBUC-FM and KAJA(FM)—made the top 10).

Easy listening placed high within several markets, ranking number one in five of them: KDUO(FM) Riverside-San Bernardino, Calif.; KCTC(FM) Sacramento, Calif.; WLYF(FM) Miami-Ft. Lauderdale-Hollywood; WLIF(FM) Baltimore, and WHIO-FM Dayton, Ohio.

Ratings data used in the survey is supplied by Arbitron and is copyrighted by the ratings service. The information may not be reprinted or used in any form by nonsubscribers to the company's radio ratings service. The format listings below generally reflect the spring 1988 rating period and were compiled from various sources.

Following are the top 10 stations in the top 50 markets. The Birmingham, Ala., market listing, which was included in last year's BROADCASTING roundup, has been replaced this year by Orlando, Fla.

Tops in popularity

AC continues to lead list of radio's most used formats in top 50 markets, followed by CHR, AOR and country

The adult contemporary (AC) format, comprising the wide spectrum of "soft" and rock music, has once again maintained its stronghold as the most popular choice of programming among the top 10 stations in the top 50 markets. The finding was one of several determined by BROADCASTING's annual

ratings survey based on Arbitron spring metro rankings (total persons, 12-plus, average quarter hour, Monday-Sunday, 6 a.m.-midnight) from March 31 through June 22.

Contemporary hit radio maintained its second-place position from last year's survey, with third place format album-oriented rock (AOR) and "classic rock" following closely behind. The next leading category was country, followed by easy listening and urban contemporary. The overall results

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Station	Format	Persons
1. New York		
1. WHTZ(FM)	contemp. hit	158,800
2. WPAT-AM-FM	easy listening	147,800
3. WRKS(FM)	urban contemp.	121,700
4. WOR(AM)	talk	120,900
5. WLTW(FM)	soft contemp.	119,700
6. WWPR(FM)	contemp. hit	112,000
7. WCBS-FM	oldies	111,000
8. WQHT(FM)	contemp. hit	109,300
9. WBLS(FM)	urban contemp.	107,500
10. WINS(AM)	news	105,500
2. Los Angeles		
1. KPWR(FM)	contemp. hit	122,100
2. KIIS-AM-FM	contemp. hit	106,200
3. KABC(AM)	talk	101,500
4. KOST(FM)	soft contemp.	74,900
5. KLOS(FM)	AOR	69,900
6. KTNQ(AM)	Spanish	68,600
7. KJOI(FM)	easy listening	68,300
8. KRTH-FM	adult contemp.	60,600
9. KROQ-FM	AOR	55,800
10. KBIG(FM)	soft contemp.	55,500
3. Chicago		
1. WGCI-FM	urban contemp.	109,600
2. WGN(AM)	MOR/talk	106,500
3. WBBM(AM)	all-news	68,100
4. WLUP-FM	adult rock	59,800
5. WXEZ-FM	easy listening	57,000
6. WCKG(FM)	classic rock	52,700
7. WLAK(FM)	soft contemp.	48,200
8. WBBM-FM	contemp. hit	44,300
9. WJMK(FM)	oldies	43,800
10. WYTZ(FM)	contemp. hit	41,800

Station	Format	Persons	Station	Format	Persons	Station	Format	Persons
4. San Francisco			4. WBLI(FM)	contemp. hit	21,700	2. WBZZ(FM)	contemp. hit	37,600
1. KGO(AM)	news/talk	71,400	5. WXRK(FM)	classic rock	17,500	3. WSHH(FM)	easy listening	27,000
2. KABL-AM-FM	easy listening	52,600	6. WCBS-FM	oldies	16,600	4. WMYG(FM)	classic rock	23,500
3. KMEL(FM)	contemp. hit	48,000	7. WOR(AM)	talk	16,200	5. WAMO-FM	urban contemp.	22,700
4. KCBS(AM)	news/talk	45,600	8. WNEW-FM	AOR	15,500	6. WDVE(FM)	AOR	19,800
5. KOIT-AM-FM	soft contemp.	37,900	9. WQHT(FM)	contemp. hit	14,200	6. WWSW-FM	oldies	19,800
6. KSOL(FM)	urban contemp.	31,600	10. WLTW(FM)	soft contemp.	13,500	8. WTAE(AM)	news/talk	14,700
7. KIOI(FM)	adult contemp.	30,500	13. Atlanta			9. WJAS(AM)	nostalgia	14,000
8. KNBR(AM)	adult contemp.	30,200	1. WVEE(FM)	urban contemp.	37,900	10. WHTX(FM)	adult contemp.	13,800
9. KSAN-FM	country	24,500	2. WKLS-FM	AOR	36,800	17. Baltimore		
10. KRQR(FM)	AOR	24,200	3. WSB-FM	adult contemp.	29,700	1. WLIF(FM)	easy listening	33,700
5. Philadelphia			4. WPCB(FM)	easy listening	29,400	2. WBAL(AM)	talk	32,300
1. WUSL(FM)	urban contemp.	63,600	5. WSB(AM)	adult contemp.	27,500	3. WBSB(FM)	contemp. hit	26,600
2. WMMR(FM)	AOR	60,800	6. WKHX-FM	country	24,800	4. WXYV(FM)	urban contemp.	24,800
3. WEGX(FM)	contemp. hit	54,000	7. WZGX(FM)	contemp. hit	23,900	5. WWMX(FM)	adult contemp.	19,500
4. KYW(AM)	all news	53,600	8. WAPW(FM)	contemp. hit	21,600	6. WPOC(FM)	country	17,900
5. WPEN(AM)	nostalgia	48,600	9. WQXI-FM	contemp. hit	20,000	7. WIYY(FM)	AOR	17,000
6. WEAZ(FM)	easy listening	47,300	9. WYAY(FM)	country	20,000	8. WFBZ(AM)	talk	14,300
7. WKSZ(FM)	soft contemp.	42,400	14. Seattle-Tacoma			8. WQSR(FM)	oldies	14,300
8. WYSP(FM)	AOR	37,600	1. KIRO(AM)	news/talk	33,800	10. WGHT(FM)	contemp. hit	10,900
9. WWDW(FM)	talk	33,800	2. KUBE(FM)	contemp. hit	25,500	18. Minneapolis-St. Paul		
10. WXTU(FM)	country	33,000	3. KPLZ(FM)	contemp. hit	25,000	1. WCCO(AM)	news/information	55,100
6. Detroit			4. KMPS-AM-FM	country	17,400	2. KQRS-AM-FM	AOR	38,500
1. WJR(AM)	MOR/news/talk	69,800	5. KISW(FM)	AOR	15,400	3. WLOL-FM	contemp. hit	31,100
2. WJLB(FM)	contemp. hit	52,500	6. KOMO(AM)	adult contemp.	15,300	4. KSTP-FM	adult contemp.	29,900
3. WJOL(FM)	easy listening	38,100	7. KXRX(FM)	AOR	13,800	5. KEEY-FM	country	20,400
4. WLLZ(FM)	AOR	32,300	8. KIXI(AM)	MOR	13,400	6. WLTE(FM)	soft contemp.	19,100
5. WHYT(FM)	contemp. hit	30,500	9. KBRD(FM)	easy listening	12,200	7. KJJO-FM	AOR	17,500
6. CKLW(AM)	MOR	30,300	10. KBSG(FM)	adult contemp.	10,700	8. KDWB-FM	contemp. hit	15,700
7. WCZY-FM	contemp. hit	30,300	15. St. Louis			9. WAYL-FM	adult contemp.	15,400
8. WWJ(AM)	all-news	28,400	1. KMOX(AM)	talk/sports	90,600	10. KTCZ-FM	AOR	14,400
9. WWWW(FM)	country	27,100	2. KSHE(FM)	adult contemp.	34,500	19. San Diego		
10. WNIC-FM	adult contemp.	25,700	3. KMJM(FM)	urban contemp.	23,400	1. KGB-FM	AOR	27,900
7. Boston			4. WIL-FM	country	22,500	2. KKLB-FM	contemp. hit	25,200
1. WXKS-FM	contemp hit	50,400	5. KEZK(FM)	easy listening	21,700	3. KSDO(AM)	news/talk	22,600
2. WRKO(AM)	talk	45,100	6. KSD-FM	classic rock	19,300	4. KFMB(AM)	adult contemp.	21,700
3. WBZ(FM)	adult contemp.	38,700	7. KHTZ(FM)	contemp. hit	17,300	5. KJQY(FM)	easy listening	21,000
4. WBCN(FM)	AOR	38,500	8. KYKY(FM)	adult contemp.	14,400	6. KFMB-FM	contemp. hit	18,800
5. WZOU(FM)	contemp. hit	33,800	9. KRJY(FM)	adult contemp.	13,400	7. XTRA-FM	AOR	16,200
6. WJIB(FM)	easy listening	28,400	10. WKBC(FM)	contemp. hit	11,700	8. KPOP(AM)	MOR	15,200
7. WODS(FM)	oldies	26,300	16. Pittsburgh			9. KSON-FM	country	11,600
8. WHDH(AM)	adult contemp.	25,500	1. KDKA(AM)	MOR/talk	56,500	10. KCBQ-AM-FM	oldies	11,300
9. WSSH-FM	soft contemp	24,900						

Station	Format	Persons	Station	Format	Persons	Station	Format	Persons
20. Anaheim-Santa Ana, Calif.			26. Milwaukee-Racine			2. WEZB(FM)	contemp. hit	21,100
1. KIIS-AM-FM	contemp. hit	21,000	1. WTMJ(AM)	adult contemp.	32,000	3. WYLD-FM	urban contemp.	15,000
2. KPWR(FM)	contemp. hit	19,000	2. WKTI(FM)	contemp. hits	24,000	4. WLMG(FM)	adult contemp.	12,000
3. KABC(AM)	talk	16,900	3. WKLH(FM)	adult contemp.	20,900	5. WWL(AM)	news/talk/country	11,900
4. KROQ-FM	AOR	15,700	4. WMIL(FM)	country	19,500	6. WBYU(FM)	easy listening	11,700
5. KOST(FM)	soft contemp.	15,400	5. WLZR-AM-FM	AOR	17,200	6. WLTS(FM)	adult contemp.	11,700
6. KJOI(FM)	easy listening	15,000	6. WLUM-FM	urban contemp.	16,400	8. WCKW-FM	classic rock	8,700
7. KMPC(AM)	MOR	13,800	7. WEZW(FM)	easy listening	15,200	9. WRNO-FM	contemp. hit	8,200
8. KRTH-FM	oldies	13,000	8. WOKY(AM)	MOR	14,100	10. WSMB(AM)	talk	8,200
9. KLOS(FM)	AOR	12,100	9. WLTV(FM)	soft contemp.	13,300			
10. KBIG(FM)	soft contemp.	10,900	10. WQFM(FM)	AOR	9,100			
21. Cleveland			27. Kansas City, Mo.			33. Norfolk-Virginia Beach-Newport News, Va.		
1. WMMS(FM)	contemp. hit	31,100	1. WDAF(AM)	country	27,800	1. WNOR-AM-FM	AOR	20,300
2. WQAL(FM)	easy listening	27,600	2. KYYS(FM)	AOR	19,600	2. WFOG(FM)	easy listening	16,800
3. WMJI-AM-FM	adult contemp.	27,300	3. KFKE-AM-FM	country	17,100	3. WCMS-AM-FM	country	15,000
4. WWWF(AM)	news/talk	25,400	4. KBEQ(FM)	contemp. hits	17,000	4. WNVZ(FM)	contemp. hit	12,500
5. WLTV(FM)	soft contemp.	22,900	5. KMBZ(AM)	news/information	14,400	5. WGH-FM	contemp. hit	12,200
6. WZAK(FM)	urban contemp.	21,700	6. KPRS(FM)	urban contemp.	12,800	6. WQWI(FM)	urban contemp.	11,700
7. WNCX(FM)	classic rock	19,300	7. KCPW(FM)	urban contemp.	12,400	7. WLTY(FM)	adult contemp.	11,200
8. WGAR-FM	country	17,100	8. KCMO(AM)	talk	11,900	8. WMYK(FM)	urban contemp.	9,300
9. WDOK(FM)	soft contemp.	14,700	9. KMBR(FM)	easy listening	11,600	8. WWDE-FM	adult contemp.	9,300
10. WNWV(FM)	soft contemp.	10,900	10. KCFX(FM)	AOR	11,400	10. WJQI-AM-FM	adult contemp.	7,700
22. Tampa-St. Petersburg-Clearwater, Fla.			28. Providence-Warwick-Pawtucket, R.I.			34. Columbus, Ohio		
1. WRBQ-AM-FM	contemp. hit	50,500	1. WPRO-FM	adult contemp.	39,100	1. WSNY(FM)	adult contemp.	20,600
2. WWBA(FM)	easy listening	28,500	2. WLKW-FM	easy listening	28,800	2. WNCI(FM)	adult contemp.	19,500
3. WQYK-FM	country	23,300	3. WHJY(FM)	AOR	18,400	3. WTVN(AM)	adult contemp.	17,300
4. WYNF(FM)	AOR	20,600	4. WHJJ(AM)	news/talk	14,700	4. WBNS-FM	easy listening	15,700
5. WUSA(FM)	adult contemp.	17,600	5. WSNE(FM)	adult contemp.	12,500	5. WLWQ(FM)	AOR	13,500
6. WFLA(AM)	news/talk	17,400	6. WWLI(FM)	soft contemp.	11,400	6. WXGT(FM)	contemp. hit	11,600
7. WFLZ(FM)	adult contemp.	13,500	7. WPRO(AM)	adult contemp.	10,200	7. WMGG(FM)	classic rock	10,100
8. WNLJ(FM)	soft contemp.	11,800	8. WODS(FM)	oldies	6,300	8. WHOK(FM)	country	9,000
9. WKRL(FM)	classic rock	11,700	9. WBRU(FM)	AOR	5,200	9. WCOL(AM)	MOR	5,100
10. WSUN(AM)	country	10,800	10. WHIM(AM)	country	5,000	10. WMNI(AM)	country	4,700
23. Phoenix			29. San Jose, Calif.			35. San Antonio, Tex.		
1. KNIX-AM-FM	country	36,200	1. KGO(AM)	news/talk	15,000	1. KITV(FM)	country	17,700
2. KTAR(AM)	news/talk	29,500	2. KBAY(FM)	easy listening	13,100	2. KQXT(FM)	easy listening	16,700
3. KMEO-AM-FM	easy listening	26,600	3. KHQT(FM)	contemp. hit	11,700	3. KCOR(AM)	Spanish	16,300
4. KZZP-FM	contemp. hit	26,500	4. KWSS(FM)	contemp. hit	9,500	4. KTFM(FM)	adult contemp.	15,500
5. KUPD-FM	AOR	19,500	5. KCBS(AM)	news/talk	9,000	5. KCYY(FM)	country	15,000
6. KSLX(FM)	oldies	12,500	6. KOME(FM)	AOR	7,300	6. KISS(FM)	AOR	13,500
7. KLT(FM)	soft contemp.	12,300	7. KMEL(FM)	contemp. hit	6,900	7. KMMX(FM)	adult contemp.	9,600
8. KDKB-FM	AOR	12,100	7. KSAN-FM	country	6,900	8. WOAI(AM)	news/talk	9,000
9. KFYI(AM)	news/talk	12,100	9. KOIT-AM-FM	adult contemp.	6,200	9. KBUC-FM	country	8,600
10. KOOL-FM	oldies	11,400	10. KSJO(FM)	AOR	6,100	10. KAJA(FM)	country	8,500
24. Denver-Boulder			30. Cincinnati			36. Indianapolis		
1. KRXY-AM-FM	contemp. hit	22,000	1. WEBN(FM)	AOR	26,100	1. WFBQ(FM)	AOR	24,300
2. KOSI(FM)	soft contemp.	19,800	2. WLW(AM)	adult contemp.	23,600	2. WIBC(AM)	MOR	21,400
3. KXKL-FM	oldies	19,100	3. WKRQ(FM)	contemp. hit	19,000	3. WZPL(FM)	adult contemp.	19,900
4. KOA(AM)	news/talk	18,100	4. WVEZ(FM)	easy listening	14,400	4. WFMS(FM)	country	16,900
5. KBPI(FM)	AOR	17,000	5. WKRC(AM)	adult contemp.	13,300	5. WXTZ(FM)	easy listening	14,100
6. KAZY(FM)	AOR	16,400	6. WUBE(FM)	country	11,000	6. WENS(FM)	adult contemp.	13,800
7. KBCO-AM-FM	AOR	16,400	7. WCKY(AM)	news/talk	9,200	7. WTLC(FM)	urban contemp.	12,600
8. KYGO(FM)	country	16,200	8. WWNK-FM	adult contemp.	8,800	8. WTPJ(FM)	adult contemp.	7,200
9. KMJI(FM)	soft contemp.	15,600	9. WRRM(FM)	adult contemp.	7,600	9. WKLR(FM)	classic oldies	7,100
10. KOAQ(FM)	adult contemp.	9,800	10. WBVE(FM)	country	6,500	10. WTUX(AM)	MOR	3,900
25. Portland, Ore.			31. Sacramento, Calif.			37. Salt Lake City-Ogden-Provo, Utah		
1. KKRZ-FM	contemp. hit	18,200	1. KCTC(FM)	easy listening	16,400	1. KISN(FM)	adult contemp.	16,400
2. KKCW(FM)	adult contemp.	14,400	2. KFBK(AM)	news/talk	14,700	2. KCPX-FM	contemp. hit	14,400
3. KXL(AM)	news/talk	13,900	3. KZAP(FM)	AOR	13,700	3. KKAT(FM)	country	14,000
4. KINK(FM)	adult contemp.	13,000	4. KXOA-FM	adult contemp.	12,900	4. KRSP-FM	AOR	13,700
5. KEX(AM)	adult contemp.	12,700	5. KSFM(FM)	contemp. hit	11,700	5. KSFI(FM)	easy listening	12,300
6. KUPL-FM	country	11,400	6. KRXQ(FM)	AOR	11,000	6. KSL(AM)	adult contemp.	11,100
7. KXYQ(FM)	contemp. hits	11,200	7. KRAK-FM	country	10,300	7. KSOP-AM-FM	country	9,500
8. KMJK-FM	classic rock	10,500	8. KROY(FM)	contemp. hit	10,100	8. KMGR-FM	adult contemp.	6,200
9. KGON(FM)	AOR	10,000	9. KWOD(FM)	contemp. hit	8,700	9. KLCY-FM	adult contemp.	5,500
10. KXL-FM	easy listening	9,900	10. KHYL(FM)	adult contemp.	7,800	10. KTKK(AM)	talk	4,400
			32. New Orleans			38. Buffalo-Niagara Falls, N.Y.		
			1. WQUE-AM-FM	contemp. hit	29,400	1. WKSE(FM)	contemp. hit	18,000

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Station	Format	Persons	Station	Format	Persons	Station	Format	Persons
4. WHCN(FM)	AOR	11,000	7. WQQK(FM)	urban contemp.	8,300	9. WCAT-FM	contemp. hit	6,000
5. WDRC-FM	oldies	10,900	8. WGFY(FM)	classic rock	8,100	10. WJYO(FM)	adult contemp.	5,500
6. WIOF(FM)	adult contemp.	9,100	9. WSM(AM)	country	7,500	50. Greensboro-Winston Salem-High Point, N.C.		
7. WKSS(FM)	contemp. hit	8,800	10. WRMX(FM)	adult contemp.	6,000	1. WTQR(FM)	country	21,500
8. WCCC-AM-FM	AOR	5,800	49. Orlando, Fla.			2. WKRR(FM)	AOR	16,400
9. WRCC(AM)	MOR	3,900	1. WWKA(FM)	country	12,900	3. WKZL(FM)	contemp. hit	8,700
10. WDRC(AM)	oldies	3,200	2. WSTF(FM)	adult contemp.	12,500	4. WMAG(FM)	adult contemp.	8,300
10. WWYZ(FM)	adult contemp.	3,200	3. WDBO(AM)	adult contemp.	10,300	5. WOJY(FM)	adult contemp.	6,400
41. Charlotte-Gastonia-Rock Hill, N.C.			4. WOCL(FM)	adult contemp.	10,100	6. WBIG(FM)	country	6,200
1. WSOC-FM	country	19,900	5. WDIJ(FM)	AOR	9,500	7. WQMG(FM)	urban contemp.	5,700
2. WCKZ(FM)	urban contemp.	14,400	6. WSSP(FM)	easy listening	9,100	8. WKSI(FM)	contemp. hit	5,600
3. WRFX(FM)	AOR	12,400	7. WJHM(FM)	urban contemp.	9,000	8. WSJS(AM)	MOR	5,600
4. WPEG(FM)	urban contemp.	12,000	8. WBJS-AM-FM	contemp. hit	8,700	10. WAAA(AM)	blues/gospel/jazz	3,100
5. WBT(AM)	adult contemp.	9,700						
6. WEZC(FM)	adult contemp.	9,000						
7. WBCY(FM)	contemp. hit	8,500						
7. WLK(FM)	country	8,500						
9. WWMG(FM)	adult contemp.	8,400						
10. WROQ-FM	contemp. hit	7,500						

42. Memphis		
1. WMC-FM	adult contemp.	18,800
2. WHRK(FM)	urban contemp.	17,400
3. WGKX(FM)	country	14,500
4. KRNB(FM)	urban contemp.	13,800
5. WRVR-FM	adult contemp.	10,500
6. WLOK(AM)	gospel	9,200
7. WDIA(AM)	urban contemp.	7,600
8. WEGR(FM)	AOR	7,200
9. WEZL(FM)	adult contemp.	6,400
10. WHBQ(AM)	news/talk	4,700

43. Rochester, N.Y.		
1. WCMF(FM)	AOR	22,300
2. WPXY-AM-FM	contemp. hit	18,700
3. WBEE-FM	country	15,800
4. WHAM(AM)	adult contemp.	14,900
5. WVOR-FM	adult contemp.	13,400
6. WZSH(FM)	easy listening	9,000
7. WEZO(FM)	easy listening	8,500
8. WKLY(AM)	classic oldies	5,600
9. WDKX(FM)	urban contemp.	5,500
10. WNYR(AM)	MOR	4,100

44. Oklahoma City		
1. KXXY-FM	country	18,100
2. KJYO(FM)	contemp. hit	17,200
3. KATF-FM	AOR	13,500
4. KPRW(AM)	urban contemp.	9,800
5. KTOK(AM)	talk	8,800
6. KEBC(FM)	country	8,400
7. KMGL(FM)	adult contemp.	7,900
8. KRKO(FM)	classic rock	7,800
9. KKNQ(FM)	easy listening	6,700
10. KZBS(FM)	adult contemp.	6,600

45. Monmouth-Ocean counties, N.J.		
1. WOR(AM)	talk	11,000
2. WPAT-AM-FM	easy listening	10,800
3. WADB(FM)	easy listening	10,000
4. WHTZ(FM)	contemp. hit	8,700
5. WXRK(FM)	AOR	8,100
6. WOBN-FM	adult contemp.	7,900
7. WWPR(FM)	contemp. hit	7,100
8. WNEW-FM	AOR	6,200
9. WJLK-FM	contemp. hit	5,400
10. WABC(AM)	talk	5,100

46. Dayton, Ohio		
1. WHIO-FM	easy listening	15,700
2. WTUE(FM)	AOR	15,700
3. WGTZ(FM)	contemp. hit	12,500
4. WHIO(AM)	MOR	11,900
5. WONE(AM)	country	7,200
6. WLW(AM)	news/talk	7,000
7. WWSN(FM)	adult contemp.	6,600
8. WYMJ-FM	adult contemp.	5,400
9. WBLZ(FM)	urban contemp.	5,200
10. WVUD-FM	adult contemp.	4,500

47. Louisville, Ky.		
1. WAMZ(FM)	country	20,300
2. WHAS(AM)	adult contemp.	19,500
3. WDJK(FM)	contemp. hit	13,800
4. WQMF(FM)	AOR	11,200
5. WVEZ(FM)	adult contemp.	8,700
6. WRKA(FM)	adult contemp.	8,300
7. WJYL(FM)	adult contemp.	7,500
8. WLRS(FM)	AOR	7,300
9. WAWG(AM)	adult contemp.	5,600
10. WLOU(AM)	urban contemp.	4,100

48. Nashville		
1. WYHY(FM)	contemp. hit	16,400
2. WSIX-FM	country	13,400
3. WSM-FM	country	12,500
4. WKDF(FM)	AOR	11,300
5. WZEZ(FM)	easy listening	9,200
6. WLAC-FM	adult contemp.	8,500



It's reel

The Seattle-based Broadcast Programming Inc. has acquired Century 21's reel-to-reel tape format division for an undisclosed sum, the third such purchase by the company in the past year. Industry estimates place the price at around \$2 million. BPI, a division of Kaye-Smith Enterprises, said the Century 21 acquisition includes more than 200 clients of 10 formats, which boosts BPI's client list to almost 500 stations and its product line to more than 30 formats. Earlier this year, BPI also purchased the reel-to-reel businesses of San Diego-based Peters

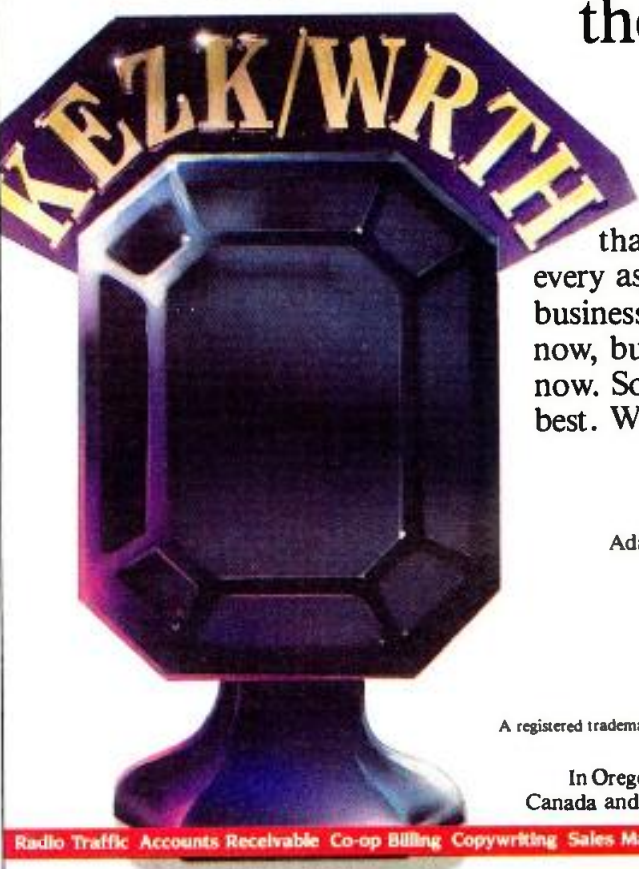
Productions and Los Angeles-based Radio Arts.

Century 21 said that in the last three years, its reel-to-reel division dropped from 400 to 212 stations. Nevertheless, said Century 21 President Dave Scott, "at 212, it's still a good deal." The primary focuses for Century 21 now will be jingles, CD's, digital tape and music rotation software for computers. BPI will operate from Century 21's Dallas headquarters for several weeks before moving the division to Seattle.

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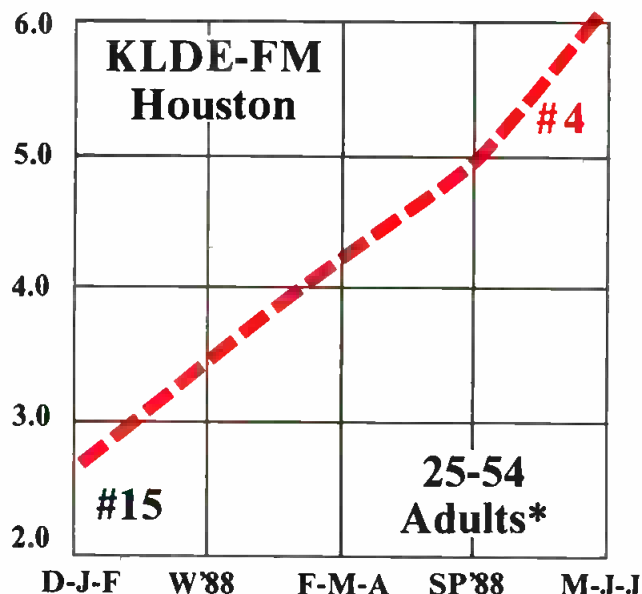
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has set an Oct. 24 premiere date for *Sports Byline USA*, a daily two-hour show produced and hosted by San Francisco sportscaster Ron Barr. The bartered show, which will air at 11 p.m. (NYT), Monday through Friday, is an outgrowth of Barr's *Evening Sports Magazine* show on KSFO(AM) San Francisco. *Sports Byline* will include live remote broadcasts from major sporting events and in-depth interviews with major players in sports. Listeners will be invited to participate in the new show through a toll-free telephone number. Starstream will handle advertising sales for the program.

Ground breaking in Missouri

Learfield Communications Inc. has just broken ground at the site of its new corporate headquarters in Jefferson City, Mo. The company's four radio divisions—The Brownfield Network agricultural service, the MissouriNet and Radio Iowa news networks and satellite sports services—will occupy one-half of the 30,000-square-foot facility. The other half of the building will be leased. Plans include nine studios and a newsroom complex covering more than 1,100 square feet. Another 1,700 square feet will house engineering facilities, including a 35-by-27 foot master control room.

Bird prize

"We'll toss you the keys," says SCS Radio Network Services literature promoting the contest it will conduct at next week's NAB Radio '88 convention in Washington. Following a drawing on the last day of the convention some lucky attendee will walk away with the keys—one year of free satellite uplinking and space segment—for one full-power 15 khz audio channel that will "reach more than 2,500 radio stations." Said Al Stem, SCS vice president and general manager: "The contest winner will have an opportunity to...start a new network, add a new format to an existing network or to link a group of stations together to form a totally new network." SCS will provide entry forms at its convention booths or send them on telephone request, via 1-800-331-4806, extension 277.

Spot radio billings up in 1988. Marmonneck, N.Y.-based Radio Expenditure Reports Inc. said that national spot radio billings for July 1988 were \$95,225.80, a 21.7% jump from July 1987's \$78,214.50. However, since July 1988 had five weeks over July 1987's four, adjusted figures revealed that there was actually a 2.6% drop in billings. The adjusted July 1987 figure was \$97,768.10. Year-to-date 1988 billings were \$540,650.1, up 6.6% over the unadjusted year-to-date 1987 figure of \$507,227.40. There was a 3.2% gain in the year-to-date 1988 total over the \$524,135 adjusted year-to-date figure for 1987. RER compiles figures from the top 15 rep agencies.



Welcome aboard. Three major market Group W stations—WINS(AM) New York, KFWB(AM) Los Angeles and KYW(AM) Philadelphia—have joined the list of more than 50 affiliates signed on to receive the Financial News Network Business Radio News when the service premieres Oct. 3. Pictured above are (l-r): Michael Wheeler, executive vice president, Financial News Network; Art Kriemelman, executive vice president, Starstream Communications Group Inc.; Dick Harris, president, Group W Radio; Warren Mauer, vice president, AM stations, Group W Radio, and Gary Firth, president, Starstream Communications Group. The satellite-delivered service is a joint venture between Financial News Network and Houston-based Starstream Communications.

Talk for the elephants

Los Angeles-based Belling Productions has written and produced two public service announcements featuring actor

Jimmy Stewart speaking on behalf of the African Wildlife Foundation. The 30- and 60-second radio spots are part of the foundation's campaign to stop the slaughter of elephants in East Africa.

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Putting radio's best foot forward

Pictured above, and quoted hereafter, are the three broadcasters who make up the radio executive committee of the National Association of Broadcasters (l to r): Bill Clark, Shamrock Broadcasting, San Francisco; L. Lowry Mays, Clear Channel Communications, San Antonio (radio board chairman), and George C. Hyde Jr., Susquehanna Stations, Miami (radio board vice chairman). Assembled after the merger of the National Radio Broadcasters Association into the NAB, their mission is to insure that radio's interests get a high priority. This is their report on the state of the medium's art on the eve of Radio '88.

What are the principal forces at work on the radio industry in 1988 that may end up changing the future of the medium?

Clark: One of the key questions will be what force emerges from the FCC after the election; what the composition of the commission will be and what direction the commission will take in response to this continuing dialogue that's been taking place between Congress and the FCC, and where those two entities will come out of this with relation to the amount and type of regulation that we get.

Right now, one of the key questions is the commission's handling of the question of FM directionalization and translator issues. To those of us in the business, that translates into how much potential degradation of the FM band could take place and what this would mean to the future of the industry. We've already seen what it meant to AM, and now we're concerned about what it might mean with FM.

Depending on the composition of the commission, it could be a significant change. But I don't think that's an issue that Congress is overly concerned about: the commission apparently is concerned about it now, although how they'll be a year from now remains to be seen.

Does that suggest that Washington issues and regulatory or deregulatory issues are more important than the market in what is going on with radio?

Clark: No. But it helps define the market and how well we're able to serve it—at least technically. And from that flows our ability to serve it in terms of responding to the needs of listeners. That is the overwhelming question—is now, has been and always will be—the ability of the industry to respond to the needs of its listeners.

Hyde: There's an inextricable link between whatever happens here and the forces in the marketplace, as we found out in our little situation in Florida last year [the threat of an advertising tax]. There's a very tight link between what was decided in the legislature there and a number of taxation related issues that we're likely to confront in the next Congress. A key issue for me is trying to be prepared for whatever sort of presidential leadership we're likely to have on some of those taxation issues, the deductibility of advertising issues in the coming Congress.

The tax situation in Florida is a devastating mess. I'm still trying to collect money from people who didn't pay the tax and for whom I had to pay the tax before the whole thing was repealed. It goes on and on.

Do you have any sense yet as to the quality of the options in a Dukakis administration versus a Bush administration in terms of broadcast regulations?

Mays: If you have an administration that is more in tune with the leadership of the telecommunications subcommittee, then you're likely to have certain issues that will be more healthily received on the Hill and the appointees to the commission are more likely to be in concert with Congressman [John] Dingell [D-Mich.] and Senator Fritz Hollings [D-S.C.] and whoever. There's little doubt that those three bodies would work more in concert. Whether that's good or bad is something that we'll all visualize over the next several months.

One of the forces that we expect to highlight at our upcoming convention is radio-only legislation, particularly in the comparative renewal area. Whether it's a Republican or a Democratic administration, I think there's agreement that there's a difference between radio and television. The people on the Hill understand that as well. This is a principal goal of this radio executive committee.

Hyde: We all seem safe in assuming that the Congress will still be under Democratic control.

That's true. And there also is a sense that there will be a greater regulatory bent to the Congress the next time around.

Clark: Well, there's a regulatory bent right now. But maybe what Lowry said is related to the fact that if there is a Democratic administration, there might be more coordination rather than combativeness between the commission and the Hill.

As a general thought, it seems to me that things are never as bad as your worst fears and never as good as your best hopes. There's a lot of compromise that takes place, and I just hope that through it all, regardless of who is in power, we're able to maintain some of the

best things that have come out of the deregulatory era and not surrender those things back to the days where they were prior to the time that the move toward deregulation took place.

We have all benefitted enormously from this as operators, and I think from time to time the industry tends to have a short memory in that regard; we tend to forget how things really were in the days when we were prevented from playing an individual record too often, when we had to make rather ridiculous announcements about who was really behind whatever contest that we had, and so forth. All kinds of things that Mark Fowler fondly referred to as "the underbrush of regulation" are gone. And I think happily so.

You feel a radio renewal bill is doable. What are some of the tradeoffs?

Mays: We have not discussed tradeoffs within this body. Once you distinguish the difference between radio and television, some of those tradeoffs take a lesser profile in importance. Obviously, children's television is not a tradeoff for comparative renewal for radio. I would think the EEO question would certainly come up in any type of comprehensive comparative renewal bill for either side, but tradeoffs as such are not something that we have given any attention to.

Hyde: We've got an educational job to do; we've got a job to do in making our members more aware and mobilizing our members more on this issue, and I think we've got a tremendous job ahead of us determining the political temperature in Washington after the convening of the 101st Congress. I think it's premature and politically unwise for anyone to be suggesting that we are staking out positions now that would be used in any discussions of something that might not happen until well into the 101st Congress. I may be at odds with you on this, but I don't see a mad rush once Congress convenes of senators and congressmen rushing to their desks saying, "Hey, let's do something on radio only renewal reform or radio-only legislation." I don't see that happening. I think we're in for a long haul on this. But we sense that we're now in a position to give it that educational effort, and that we can make some progress in the coming year.

One of the initiatives that may erupt in a Democratic administration is a spectrum fee in return for deregulation. How would you react to that?

Clark: I haven't heard that espoused by anybody in Congress; in our discussions with the leaders on the Hill, that idea has been given a rather cold shoulder. As you know, it surfaced some years ago when then Congressman Tim Wirth proposed it to the industry—and it was turned down flatly by the industry at that time. Since then I haven't heard it being championed by anybody on the Hill.

It is something that's been talked about by broadcasters for a long time, and I think it's been proposed at least for discussion by some of our board members, but I think it's way too early for us to talk about what our position would be on that as an association.

Mays: I agree with that, and I specifically agree with what Bill is saying regarding the feeling on the Hill. I think they are very public interest oriented, particularly [Ed] Markey [D-Mass.] and Dingell and that type of leadership within the Commerce Committee on the Democratic side. They are much more comfortable with the public interest issue than with generation of income.

Clark: Whether or not we have some mandate to serve the public interest, we do in fact serve the public interest every day. There isn't a newspaper in this country that has a mandate to serve the public interest from a legal point of view, but they serve the public interest in their respective communities, and they do it without any law that forces them to do it. They do it because it's good business. They are in the business of serving the public interest—and radio and television stations are in the business of serving the public. So from that standpoint, I find it philosophically unfortunate that a lot of people think it is necessary to have that imposed on us as a mandate for government.

What position do you think the FCC ought to take on the spectrum issue that began this discussion?

Clark: Well, I personally feel—and our board has expressed itself on this—that they ought to be damn careful about what damage they may do to the FM spectrum following on the heels of this unfortu-

nate experience that we had with AM. We see the same tendencies emerging at the commission. Sometimes they couch it in different language, but we think that underneath it all there may be a move in the direction of perhaps even having a different allocation system—a demand allocation system—which is precisely what led to what we now refer to as the potential “AM-ization” of the FM band.

Clark: The convention is going to be talking about a lot of things relating specifically to AM. There's an AM rally and a lot of sessions that are devoted to trying to carry through the policies that have been adopted by this executive committee and the board with regard to trying to help the revitalization of AM radio. Some are technical and some aren't.

Neither the radio executive committee nor the radio board has ever taken the position that the NAB could solve the AM broadcaster's problems. What we have said is that we want to help create an environment in which AM broadcasters will be able to survive and prosper.

But in the final analysis they have to make decisions themselves. They have to make the decision to support the moves that are being undertaken by the association and by government. More of them have to adopt AM stereo, more of them have to adopt the NRSC standard, even prior to the time that it would become law. And more of them have to be prepared to give financial support toward better programming and a better understanding of what the audience's needs are and then try to fulfill those needs.

Was it \$250,000 that you've allocated for AM improvements?

Mays: Between the research projects and the NRSC work, it's up around \$400,000.

Clark: There was a sense of the board resolution at the Hawaii meeting this past winter in which Bernie Mann [of Mann Media] posed a resolution which was adopted by the board and said they would spend up to a half million dollars necessary in terms of research. The research costs are not going to be that high, but the research I think is going to be very, very beneficial in understanding what the problems are.

What about the Radio Futures project? Is that going to be completed in time for the convention?

Mays: It will be brought up in a status report of exactly where we are at this juncture. Where we are is that we're getting ready to test the concept of the program in a test market beginning Sept. 15, which should be concluded at the end of October. We're very hopeful concerning the results of that test market, and we will then approach the industry in general.

The timing is not right for us to ask our members to specifically have a game plan for supporting it.

What do you hope to accomplish? To increase listeners' awareness of radio?

Awareness of the role that radio plays in their lives. What we found is that once you get beyond the top of mind awareness of what that



Lowry Mays

role is, there is a great appreciation for radio and a great appreciation for what it does for the individual listeners and for the public in general. But we want to raise that awareness level, which will then make it easier for us to accomplish a lot of other things, including perhaps increasing radio's share of the advertising dollar.

Is this campaign directed at advertisers or the public?

Clark: The public in general.

Hyde: But advertisers are part of the public; advertisers listen to the radio the same as you and I.

Clark: It's also aimed at our own public, at our own industry—raising the level of pride in radio.

Mays: And emphasizing what life would be like without radio.

Clark: What we're trying to do, as I said, is improve the top of mind awareness, and exploit this underlying feeling that exists. As far as a lot of people are concerned within and without the industry and on the part of some of the people who have a direct effect on our welfare—like advertising agencies, for example—there is the feeling that radio is not at the front of the bus.

Mays: That it's taken for granted.

Is there an underlying concern among this group with the overall sales situation of radio and the sales effort being made out there?

Mays: We think we deserve a larger share of the pie, which is now close to 7%.

Clark: That figure is a bit misleading. When you start looking at percentages, it's always weighted heavily toward newspapers, and a lot of that is because of classified, and it's very difficult for radio or television to ever tap the classified market. Gordon McLendon once tried to start an all-want-ad radio station years ago in Los Angeles but it was a big failure. They got a lot of people on the air but they couldn't collect.

Classified amounts to 36% of newspapers' \$30 million—some \$10.8 million. That's more than radio's total. But if you take classified out of it our percentage of the overall share jumps from 6.5% to 7.5%.

The positive side is that, considering the increasing amount of competition that has come on stream in the last decade or so, and particularly with the advent of cable these days, radio is continuing to get the same share.

But a lot of that has shifted from the national to the local scene. Radio has grown much more rapidly in local advertising than it has in national advertising. And that's a concern. National advertising is a specific concern in the overall share.

This campaign is the first joint effort between NAB and the Radio Advertising Bureau to accomplish a broad scope of things, including our advertising revenue, which is not the specific concern of NAB. That is RAB's primary function.



Bill Clark

What else is on your agenda at this point?

Clark: One of our concerns has to do with the changing face of the menu of entertainment that is available to the American public and how radio will continue to maintain its position. We have done very well thus far, but the situation is changing daily. My own view is that to the extent that radio has declined in in-home listening, it has picked up in listening to new areas that were never available before. You walk down the street in New York for example, and just look at the people who are walking around with a Walkman. It's amazing. Our out-of-home audience has grown, and in technology radio has kept pace with the changing trends.

Most of the recent technological change has threatened television, while nothing seems to threaten radio.

Clark: The capacity to deliver audio signals directly to the car via DBS will become a reality. There will be more audio entertainment delivered via cable, in home, and wherever cable reaches. Right now, cable is primarily a living room function where it is available, but as it expands throughout the household and perhaps into other areas outside the home—obviously, cable will never be in cars, but it could be in other places like stores and places of business and so forth—and audio entertainment that is not radio-based could become a factor. Our challenge is to make sure that we're on top of that.

Hyde: It's pretty exciting from a competitive viewpoint in terms of what other sources of audio might be out there. In some places there are some that attract enough audience to make an Arbitron cutoff.

But look at the excitement of an AM broadcaster with a really tight night directional signal, and the AM antenna project that we're about to embark on that will reduce the skyway traffic. And look at what he or she will be able to do in terms of increasing the ground wave signal at night—to more effectively cover their market, without contributing additional interference or without exacerbating the over the air interference situation. I think it's a really exciting project for us to be involved in.

Clark: One of the unanswered questions about the future is where radio will be with regard to the potential for digital transmission, and the whole question of digital audio and what role radio will play. A majority of the stations are using CD's to some extent now, particularly FM stations.

And then we have digital audio tape on the horizon and the possibility of digital transmissions. I once asked the guys at Sony what they could do with digital transmission, and I asked whether you can actually broadcast on existing bandwidths, on FM for example, 20 or 30 channels of information, and they said yes. Who knows what can be next in that regard?

But right now, radio is doing well and has done well in the face of increasing competition—and also, as I said earlier, in the face of increasing competition for the advertising dollar, it's done well to hold its own, but what we have to do is admit that we started off from a pretty low position and when maintaining a low position, you have to expand.

If you look at it from the standpoint of the time that the American consumer spends with various types of media, radio's relation of time spent to advertising dollars is not in our favor. We get a lot more of their time and attention than we do the advertising dollars.

Mays: But on the other hand, we shouldn't suggest that revenues—either actual or real—have been static. You know, you look at every year from 1922—with the exception 1949 or 1950 when radio was going out of business in favor of television—every year since 1922, radio revenues have increased. And they've in-



George Hyde

creased somewhere generally between 8% and 12%. That's really an exciting growth industry that is anti-recessionary and one that has created a lot of excitement.

Clark: Lowry is absolutely right. I think last year's increase in radio dollars was roughly equivalent to the total amount of radio dollars that were spent the year I got into the business. We've done well in that regard.

Do you feel that radio has a separate and distinct strong voice in the NAB?

Clark: Absolutely.

Mays: It's interesting that you bring that up. I had dinner with the past chairman of Telocator and he asked me whether the perception is true that the NAB is really a television organization? Here is an outsider who's getting ready to get into the radio business, with that

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exact question: What part does radio play in NAB?

That really surprised me because the resources are about equal, the voting is of course equal between radio and television, and, more importantly, I think the direction and the resources of staff—either by coincidence or for whatever reason—are pretty much equally balanced. The issues change from year to year, but they're pretty much divided between radio issues and television issues. I think that I can say very straight out that radio matters occupy half the attention of this organization.

Hyde: There's a lot more going on quietly here at the NAB to benefit radio than I think most people realize. TV seems to get the big splashy events, the big splashy things in Congress, but there are a lot of things going on here that are going to make radio better—better in many ways. Better because you'll be able to hear it better, better because the quality will be better, better because you will have less interference, better for the broadcaster because you'll have a cleaner, more efficient means of communication with your listeners. There's a lot of that going on here.

Could all the success of the radio convention lead to a television convention, say, in the spring and the radio convention in the fall? Or will there always be a combined annual NAB convention?

Clark: We continue to take the temperature of the industry and what its needs are, and this past spring convention was incredibly successful in terms of the attitudes of the broadcasters who attended. I was particularly interested in noting that the attitudes of the radio attendees were very positive. That doesn't mean that we can't—you know, television has some separate conventions, too. There's no reason why we can't have this convention and continue to be part of the spring show, too, in my opinion. But if the industry wants otherwise, then we're prepared to do what the industry wants.

There has been a suggestion that NAB institute a radio presidency so that medium would have its own chief executive within the organization. What is the current feeling about that?

Clark: I think that's another idea that will be evaluated as we go along. It was formally evaluated, by the way, as part of the NRBA merger agreement. The unification task force said that they did not see the need for proceeding on that point.

It wasn't couched in terms of a president for radio but of elevating the stature and goal of the top radio staff person. There was some feeling that evolution would take care of that. That's something that will constantly be looked at as a possibility for the future, but I don't think it is a strong possibility near term.

One of the most contentious issues of the present day involves the fairness doctrine and how the NAB is going to come down on that. Has the radio board considered that issue and do you now know what stand you will take on it?

Mays: I don't think there has been any change on NAB's position on that issue. The radio board certainly doesn't have a separate position from the joint board. And I don't envision that position changing at all.

But what is the position?

Clark: The position is that we're opposed to the fairness doctrine. We're in court and we will continue to pursue whatever avenues we can to avoid the reimposition of the fairness doctrine on the industry. I think we made that pretty clear. And I would personally hope that we continue to advocate that position and that future boards will endorse that position.

Won't you be taking the issue up again at the winter board meeting? I thought you put off any kind of a final decision in June.

Mays: I'm sure the discussion will surface, but I wouldn't expect any change in our position.

Clark: One of the underlying purposes of this organization—stated in its objectives and in the long-term strategic plan—is the pursuit of full First Amendment rights for broadcasters. This organization has been an advocate of that position, and we have followed that mandate. Yes, there has been discussion of all these issues which may be revisited, but the position of the association hasn't changed.

What about television? Is it your impression that the television board may be coming to some new conclusions?

Hyde: Well, I got the distinct impression that the Association of Independent Television Stations came to a different conclusion, and there was a letter published in your magazine that indicated that a large number of television broadcasters—and some very prominent and influential broadcasters—may feel differently about it. I hope I didn't draw the wrong conclusion from that letter, but certainly there have been some who believe the fairness doctrine is not such a bad thing.

I happen to believe we can continue to subscribe to the public interest standard without subscribing to the notion that we should be encumbered by the fairness doctrine or anything like it.

If Chairman Hollings or Dingell introduce a fairness doctrine bill in the next Congress, will NAB oppose it with the same vigor that it did last time?

Hyde: At this point, we don't know in what form it's going to take place, but the policy of the association is to oppose it. Unless we change the policy, we'd have to oppose it.

Any closing statements?

Clark: I'd like to mention one thing: the fact that this convention is being held in Washington. I think if we can impress upon the convention attendees one thing and one thing alone, and something that George referred to earlier, it is the utter necessity of radio broadcasters becoming more involved in the process of lobbying.

I was dismayed to read recently in another publication that the NAB should get out of lobbying, that that wasn't important to the radio industry. Well, it is of absolute vital importance that the radio broadcasters get more involved rather than less involved in terms of building relationships with their representatives in Washington and at the state government level. If there is one thing that we can say now, that's really very important.



Adelson move spelled out in Lorimar proxy

It says suits to block move have been settled and chairman will go ahead with plan for new company with Warner

The proxy statement for the upcoming shareholder meeting of Lorimar Telepictures Corp. confirms previous reports that Lorimar Chairman and Chief Executive Officer Merv Adelson plans to set up his own entertainment company partially financed by Warner Communications Inc. after Warner's expected merger with Lorimar.

Lorimar, Warner and Lorimar shareholders who had filed suit objecting to terms of the Lorimar/Warner merger also reached a tentative settlement, according to Lorimar's proxy statement. The settlement limits the amount of money Lorimar would pay Warner and the number of Lorimar shares Warner would be able to purchase in the event that Lorimar did not merge with Warner.

Lorimar shareholders are scheduled to vote on the merger agreement at the company's Oct. 3 shareholder meeting. Under the terms of the tax-free transaction, Lorimar shareholders would exchange each of their shares for .415 of a share of Warner stock. With Lorimar's stock closing at \$13.875 on Sept. 7, the deal is worth at least \$635 million.

The probability that the merger will be consummated "is increasingly likely every day," said Christopher Dixon, an analyst with Kidder, Peabody & Co.

Adelson's venture, "which would seek acquisitions and other investment opportunities," would be backed with approximately \$22 million of his own money and about \$56 million from Warner, according to the proxy. It is expected that Drexel Burnham Lambert and other corporate and institutional investors would provide "substantial" additional financing. Adelson would direct the venture, and would determine major investments jointly with Warner, the proxy stated.

Under the terms of the merger, Adelson's employment contract with Lorimar will be settled for \$4.8 million. Upon completion of the merger, Warner would hire Adelson as a senior corporate officer at a salary of \$150,000 per year for three years, with options to purchase up to 100,000 shares of Warner stock. If the above-mentioned venture were formed with Warner's backing, Adelson would resign from Warner and finish out the balance of the three years as a part-time consultant. Adelson stands to receive 956,083 Warner shares as a result of the merger, with an option on about 89,000 more.

The proxy stated that on Aug. 29 a class-action suit brought by Lorimar shareholders in response to merger-related activities of

the Lorimar directors had reached a stipulation of settlement, subject to court approval and approval of the boards of Lorimar and Warner. The lawsuit alleged that Lorimar's directors breached their fiduciary duty by, among other activities, refusing to negotiate with Marvin Davis, who made a \$17-per-share, all-cash acquisition proposal for Lorimar, and preventing all bids other than

fee will instead be equal to Warner's actual legal and business expenses related to the merger, with a \$10 million dollar cap.

Also under the terms of the agreement, Warner has an option to buy up to 8.475 million shares of Lorimar stock as a result of "generally, events that might involve an acquisition by a third party of all or a substantial portion of the Lorimar Shares or the

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Warner's by granting Warner a cancellation fee and stock options in the event that the merger with Warner does not go through.

Under the terms of the agreement with Warner, Lorimar will have to pay Warner a merger cancellation fee of \$10 million dollars in the event that Lorimar, for a variety of reasons, does not go through with the Warner merger. Under the terms of the stipulation of settlement, the merger cancellation

assets of Lorimar." Under the terms of the proposed settlement, Warner's option would be limited to 4 million shares, or about 8.7% of outstanding Warner stock.

Lorimar will be able to cancel the merger if the average closing price of Warner shares on the New York Stock Exchange composite tape "for the ten consecutive trading days ending on the third consecutive trading day prior to the date" of the Lorimar annual

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stockholder meeting is less than approximately \$36.14. Such an average would result in a per-share price of less than \$15 for the Lorimar shares, at the merger agreement's ratio of .415 Warner shares for each share of Lorimar. If Lorimar exercised its right to cancel the merger, it would still owe Warner the cancellation fee. Warner's stock closed at \$35 on Sept. 7, implying a per-share value of \$14.525 for Lorimar and a total value of approximately \$665 million.

MSO's venture into video retailing

Some see move as 'natural extension' of their own businesses; others wonder whether cable industry is equipped to get into videocassette rentals

United Cable Television is not alone among MSO's in its current venture into the videocassette rental business (BROADCASTING, Sept. 5); it is alone in the depth of its commitment to such a venture.

While at least two other MSO's operate video rental outlets, the operation is in one case being treated as an isolated action, and in another, as a cautious three-year experiment. A third MSO, after an unsuccessful venture in a store featuring video rental, has given up on the idea altogether.

At issue is whether cable MSO's are truly equipped to get into video retailing. The participating MSO's see the video business as a "natural extension" of their own, according to Glenn Colvin, regional vice president of Comcast Cable Communications. On the other hand, skeptics question whether MSO's are wandering too far afield in their video ventures. "You can get carried away viewing your business in too-broad terms—'delivery of entertainment,'" said Barry Kaplan, an analyst with Goldman, Sachs & Co. "If I were a cable operator, I would stick to my knitting."

Comcast Cable Communications opened up its first video store in June 1985, in an experiment proposed by Comcast President Robert Clasen. The location, Meridian, Miss., is a city where Comcast has operated a system since 1963. Comcast wanted to see whether going into the videocassette business would hurt its pay cable market and whether its long-standing participation in local cable would give it a boost in the videocassette market.

The company invested \$100,000 in setting up a "Comcast Video To Go" store adjacent to the Meridian franchise headquarters, according to Colvin, the vice president for the company's South Central region. The company has run store advertisements on unsold ad time on the cable system, and promoted the store in cable bills. Salespeople in the store win commissions for signing customers up for cable or upgrades, and cable installers have passed out blank tapes and free rental certificates to customers who own VCR's. The video store's mailing list has been used to prospect for cable customers.

Colvin said that after three years, the results are encouraging. The store recouped

its investment in 90 days, Colvin said. Although revenue flattened out in a year, Colvin said, the store still operates at a profit, taking in about \$1,000 per 12-hour store day. And the cable business does not appear to be hurt: three years ago, the pay-to-basic ratio for cable customers was 65%; now it is 70%, he said. Basic penetration has also grown about one-half to one percent each year, he said.

The company opened up another store in June 1986, in its franchise area of Tupelo, Miss., and another in Michigan. Comcast is waiting until the end of the year before making a decision to add more, Colvin said, so that the company can judge the stores' performances over three- or four-year time periods. One of the major questions to be decided is whether the benefits of the store outweigh the costs of the management time to run it, Colvin said. As an alternative, the company might even use videocassette vending machines instead of the stores, Colvin said.

In May 1987, Cox Cable San Diego opened up a video store in its franchise area, but it has not cross-promoted the venture as heavily as Comcast has with its system. Although located next door to Cox's main customer service center in a San Diego shopping center, the store, named Video Central, is not identified with Cox. Salespeople in the store are not trained to sell cable services, according to Art Reynolds, vice president of marketing for Cox Cable San Diego. Although the system did some on-air promotion for the store when it first opened, avails are mostly used to promote pay services rather than the store, Reynolds said. The store brings in revenue of about \$28,000 per month, he said. "We're reasonably happy with the results," Reynolds said, adding that "we don't have, at this point in time, major plans for widespread expansion."

Reynolds said that consumer behavior in the store is dominated by high demand for a few hits. "It really reinforces our belief that pay per view has a lot of upside," he said.

In a joint venture, Heritage Communications and Daniels & Associates opened a

videocassette-related store in McAllen, Tex., in November 1983, only to close it one year later. Known as The Connecting Point, the store started out as an all-purpose communication store, featuring videocassette rental and computer and telephone sales. "The synergy wasn't there that we were looking for," said Rod Thole, executive vice president of Heritage, so the store was scaled back to become a video rental outlet. The results were not encouraging, Thole said. Part of the difficulty was that the rental business was such a competitive, highly fragmented business, according to Thole. The company was competing with two different rental chains, as well as supermarkets and convenience stores that were offering video rentals at loss-leader prices, Thole said. Along with the local competition, another problem was the stagnant local economy: "We couldn't have picked a worse time" to get started, Thole said.

"It took too much attention for the revenues that were generated," Thole continued. "We decided that it wasn't a good mix at all.... We just decided to get back to our primary business, which was cable." The company now believes it is better off serving consumers "through the electronic wire—pay per view," Thole said.

Regarding UCT's venture into operating up to 100 franchised Blockbuster videocassette rental outlets, Thole said: "We'll watch that with interest. Maybe our experiment was a little too early." □

Two sides to the cable equation

While per-subscriber prices for systems are on the rise, stock prices for MSO's are lagging back due to uncertainty over interest rates and telco plans

Two roads diverge in cable television prices these days as system sale prices climb slowly, but stock prices lag behind asset values.

BottomLine

Anixter acquisition. Anixter Bros., wholly owned subsidiary of ITEL Corp., has reached definitive agreement to acquire Cable TV Industries for \$5.25 per share or \$15.75 million. Purchase of Cable TV Industries, national distributor of cable television system equipment, is subject to several conditions, including Cable TV Industries' board and stockholder approval. □

GI goes for fiber. General Instrument Corp. announced it will enter into agreement with Alcatel NA Inc. to establish venture for manufacture and marketing of cable television fiber optic and coaxial cable, along with computer LAN cable. Closing of transaction is expected later this month. □

Getting ratings. US West has agreed to acquire Media Management Plus and Broadcast Management Plus, two Palo Alto-based firms providing microcomputer application software enabling access to and analysis of audience research data from Nielsen, Arbitron and Birch. □

Growing MSO. MSO Century Communications, New Canaan, Conn., has entered agreement to purchase all shares of Mickelson Media, which owns and operates cable TV systems in New Mexico, Florida and Idaho, serving approximately 26,500 subscribers. Purchase price is about \$46 million, subject to adjustment.

As the industry pays more for cable properties but the public holds back on industry stock, observers credit the phenomenon to investor fears about the future of cable television, especially regarding telco competition and rising interest rates.

In three deals since May, per-subscriber prices have been \$2,000, \$2,300 and \$2,500, according to estimates by Barry Kaplan, an analyst at Goldman Sachs. On Aug. 9, Houston Industries announced its purchase of Rogers Communications systems at a price approximating \$2,400 per subscriber. And soon afterwards, Cablevision Systems Corp. paid more than \$2,700 per subscriber to Viacom for systems in Long Island and Cleveland, convenient to systems it already owned.

Yet in the past six months, stock prices for such companies as American TV & Communications, Comcast, Falcon Cable Systems, Jones Intercable and Tele-Communications Inc. have dropped or remained flat. Meanwhile, according to Kaplan's analysis, stock prices for ATC, Comcast, TCI and United Artists Communications were selling in mid-July at a 43% to 51% discount on private market value. And in the past month, the prices of all these stocks have dropped. ATC closed Aug. 29 at \$23.25, down from \$24.625 one month ago and \$29.375 a year ago. TCI, which sold at \$23.125 one month ago and \$26.875 last year, closed Aug. 29 at \$22.875.

The gap between the prices of cable systems and cable stocks "is as wide a disparity as we've seen in the past two years," said William Bell, president of Cablevision Systems Corp., whose "A" stock was selling at \$32.50 on Aug. 29, down from \$34.625 on Aug. 3. Judging the value of systems from forward-looking cash flow analysis, Bell confirmed, "prices have increased in terms of multiples of forward-looking cash flow that people are willing to pay." Three years ago, 10 times forward-looking cash flow was a standard price for system purchases; Bell said Cablevision's recent purchase was at 13 times 1989 estimated cash flow. The Houston Industries price, by one estimate, was about 16 times 1989 expected cash flow. Bell said he saw three reasons for the gap: caution in the stock market, concern about rising interest rates and uncertainty about the issue of possible telephone company competition. "We're mostly institutionally held," Bell said; most cable stocks are. The uncertainty "doesn't play well" with institutional investors, he explained, adding, "Those guys are paid to be nervous."

"At this point in time, it's a very interesting issue in the industry," said Mike Marocco, senior associate at Morgan Stanley & Co. "The business has very good forward momentum. The private market value these deals have been getting reflects that." On the other hand, he said, "you've got a very skittish stock market. You have a very bearish attitude in the market overall." Further elements that are driving down public prices for cable stock are headlines about telephone company competition, threats of overbuilding and speculation that the industry has peaked in growth, Marocco said. But he said the difficulties faced by cable are being blown out of proportion. "These

International outlook. The international market for U.S. television programming is expected to exceed \$1.31 billion this year, up from \$1.2 billion in 1987, and the figure could rise as high as \$3.6 billion in 1992, according to a study on the international programming market by research firm Frost & Sullivan.

Program buyers in Western Europe account for the single biggest market for U.S. programmers, with the Frost & Sullivan report estimating \$844 million worth of product will be sold in the region in 1988, compared to \$675 million last year. Western European buyers are expected to spend as much as \$2.6 billion by 1992, the report predicted. American-produced programming will represent 40% of European television in the next five years, it added.

Japan is also a major buyer of U.S. programs. American program sales there in 1987 were \$265 million and will rise to \$318 million this year, with 1992 sales estimated at \$715 million.

The 359-page report also reviews domestic program buyers. Pay cable networks, for instance, accounted for \$375 million in U.S. program sales in 1987, and are expected to spend \$900 million by 1992.

Sales to the three major networks will grow 5%-10% over the next five years, from \$1.5 billion in 1987 to \$2.2 billion in 1992, the report said. Other U.S. networks, including Fox and PBS, will spend 15%-20% more per year. Accounting for 44.4% of the total domestic market in 1987, the sector will buy 53.8% of the product in 1992.

The report, "International Programming Production Market for Television and New Video Technologies in the U.S.," is available (at \$1,950) from Frost & Sullivan offices in New York and London.

things have been around years and years. There's nothing new about these things," he said. "Even the danger of rising interest rates is overblown," Marocco said. "A lot of these companies have fixed-rate debt anyway, so they're not really exposed."

The "relatively uninspiring recent performance" of cable stocks is due to investor reaction to interest rates, legislative/regulatory activity, and potential telephone competition, according to Kaplan's July report on the cable industry. Kaplan pointed out that while rising interest rates (all other things

being equal) have a negative effect on merger market prices in any industry, that hasn't been the case recently with cable. Asset prices, as indicated above, are going up. Thus, according to Kaplan's analysis, the negative reaction of stock prices to slowly rising interest rates seems to be based more in theory than in current merger market history. Neither legislative/regulatory activity nor telco competition posed a deep threat to the future of cable, Kaplan wrote.

Both Marocco and Kaplan are encouraged in their bullishness by the roster of

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companies participating in recent purchases. "All the guys who've been in there for years, for decades, they're buying," Marocco said. "The participants paying these record prices are not Johnny-come-latelies to the cable business," said Kaplan. "They are the old hands, the John Malones of TCI, the Ralph Roberts of Comcast, the Alan Gerrys of Cablevision Industries and the Chuck Dolans of Cablevision Systems."

When faced with the choice of following the public market or the private one, said Marocco, "I would bet with the private market."

"We've certainly voted with our pocket-book," Bell said. "I think it's very bullish for the cable industry that people who are in the cable business and know it best are reinvesting in it."

Like other publicly-held companies, cable stocks have nearly always sold at a discount to asset values. David O'Hayre,

ATC senior vice president, said that since the early 1970's: "I don't recall a time when public values were even close to private values." Bell said that Cablevision has traded mostly at around 50% to 70% of underlying asset values. Its current price is probably below that range. By Kaplan's estimate, TCI sells at about 45% of its private market value, which he places at \$51 per share based upon his estimates for 1989 cash flow, taking into account company debt and full dilution of shares. Kaplan's calculations for ATC place that stock's price at around 43% of estimated private-market value.

Stock price discounts, in most cases, result from "ownership form," said James Mason, a vice president and director of Merrill Lynch Capital Markets. Most publicly held cable companies, Mason said, have high concentrations of stock and voting power held by founders and management, who are concentrating on expansion rather

than asset sales. It is public recognition of the expansion strategy, Mason said, that discourages many from buying the stock in the hopes of short-term profits.

Mason also said most valuations of cable system assets do not take into account the taxes on system sales, which diminish the estimated asset value of the properties. Since recent tax law changes, Mason said, many vehicles for postponing or eliminating taxes on transactions are no longer available.

The question arises as to how cheaply stocks sell before companies contemplate buyback programs. Bell said that point has been reached, but that Cablevision has decided to use its capital for other purposes. "If we had no expansion opportunities," Bell said, "we would buy back stock."

Regarding the public and private market prices of Cablevision stock, Bell said, "We're long-term players.... It will all catch up to itself. It always does." □

Law & Regulation

America should cash in on HDTV

House hearing considers economic implications of advanced TV; urges U.S. industry to prepare to exploit new opportunities

House Telecommunications Subcommittee Chairman Ed Markey (D-Mass.) is calling on the U.S. consumer electronics industry to prepare a "blueprint for action" that will enable it to benefit from the more than \$200 billion worth of revenue that the development and manufacturing of high-definition television equipment is expected to generate in the coming decades.

At a subcommittee hearing last week on the trade and economic implications of HDTV, the Electronics Industry Association, the American Electronics Association and the Semiconductor Industry Association were each asked to prepare a report suggesting "legislative and/or executive action to

facilitate American involvement in HDTV." The same request was made of the National Telecommunications and Information Administration and the FCC's advisory committee on advanced television service (ATS). Markey wants the reports by Jan. 4, 1989.

Later Markey, in a speech at an HDTV conference sponsored by the Association of Maximum Service Telecasters (see "Top of the Week"), asked AMST to participate, and the National Association of Broadcasters says it will offer its views on the matter.

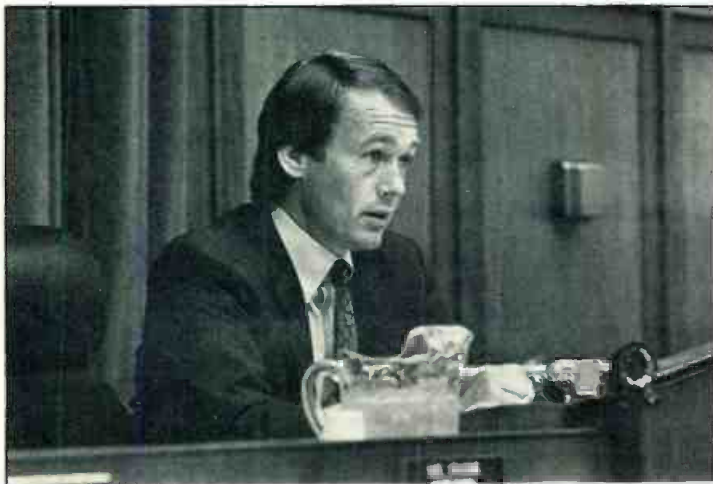
It was the third hearing held by the subcommittee. The others focused more on the development of HDTV and how broadcast, cable and satellite interests can make use of the new technology. Two weeks ago, the FCC issued a tentative decision setting guidelines for establishing a standard system for broadcasting HDTV. The FCC would require HDTV broadcasts to be com-

patible with conventional NTSC sets in the same way NTSC color broadcasts are compatible with black-and-white sets (BROADCASTING, Sept. 5).

"So now this nation and our electronics companies are confronted with a new challenge: how to become players in HDTV," said Markey. "Over the past 10 years, the U.S. balance of trade in electronics has shifted from a \$6.7 billion surplus in 1980 to a \$16.9 billion deficit in 1986, a \$23.6 billion turnaround. Over the past decade our nation has become a net importer of electronics, and the situation is worsening," said Markey.

Attendance by subcommittee members was light, although John Dingell (D-Mich.), chairman of the parent Energy and Commerce Committee, dropped in to express his desire to see the U.S. compete in the advanced television marketplace.

It was the first time Dingell expounded on



Markey



Wiley and Schott



Topol, Elkus and Pearlman

the subject. He stated the need for a national policy that would not displace broadcasting or any of its video competitors and that would also protect the interests of viewers. There is a "great deal more at stake than most people appreciate," said Dingell. He also voiced concern that the issue be considered with "vigor" and not languish from inattention. He warned that Congress might have to "intervene" to speed up the process.

Like Dingell, others are fearful that time is running out. "I am afraid we could study this to death and come up with another AM stereo scenario cubed," commented Don Ritter, a Republican from Pennsylvania.

Richard Wiley of Wiley, Rein & Fielding, chairman of the FCC's ATS committee, told the lawmakers that it could take up to two years before a system for broadcasting HDTV is thoroughly tested. He said an ATS subgroup was exploring the trade aspects of HDTV and that the matter was not being ignored. As to whether or not the U.S. can compete, Wiley said it was an issue that could not be "solved overnight." He said that although the U.S. might not be able to take the lead in television set manufacturing, it will be a "leader" in the development of HDTV video programming and possibly other associated hardware.

Wiley took some heat from Representative Jim Cooper (D-Tenn.), who questioned whether the FCC's recommendation to adopt an HDTV terrestrial system compatible with current NTSC receivers was in the consumer's best interest. Cooper felt the decision would only help broadcasters protect their "existing franchises." He feared the move would freeze out the delivery of HDTV by satellite, denying the service to many rural home satellite dish owners.

But Wiley defended the FCC's decision and said it would not eliminate cable, satellite or VCR delivery of any proponent HDTV system. The commission made the compatibility choice, Wiley explained, because it wanted to insure that the public's investment in TV equipment will not be made obsolete overnight.

Charles Schott III, NTIA's deputy assistant secretary for communications and information policy, said his agency was "assessing the commercial and industrial importance of this technology and its potential for reinvigorating U.S. consumer electronics." It might be, he testified, that Con-

gress would want to look at antitrust exemptions for American companies that could benefit from joint research and development projects. And "further technology transfers from U.S. government labs working on high-resolution imaging might assist," Schott said.

Witnesses from the consumer electronic industry were asked if it was "too late" for the U.S. to become a player in the advanced-TV marketplace. Richard Elkus, chairman of Prometrix Corp., thought the U.S. had no other choice but to move quickly. Testifying on behalf of the AEA, Elkus called for a "comprehensive U.S. strategy."

Sidney Topol, chairman of EIA's Advanced Television Committee and of Scien-

for the U.S. not to make a move. Jerry Pearlman, chairman and president of Zenith Electronics, advised Congress to seek input from the U.S. picture tube manufacturers and semiconductor industry. □

St. Paul wins again in its fight to restrict number of cable franchises

The city of St. Paul, Minn., has won another round in its drawn-out court fight to limit its cable franchises to the one it issued to Continental Cablevision. Chief U.S. District Judge Donald D. Alsop has accepted the findings of a jury, issued in June, that Nor-West Cable Communications Partnership lacked the "financial ability, technical capability or intent necessary" to build and operate cable systems in competition with Continental (BROADCASTING, June 20). Accordingly, Alsop said, Nor-West "was not, and is not, a cable operator entitled to First Amendment protection." Nor-West's claim that it was central to its case.

Left unanswered is a key question: the constitutionality of the ordinance under which the city granted a franchise to Continental. Alsop said that since it lacked the financial ability and will to build a system, Nor-West lacked the standing to raise that

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question. And flowing from that holding were Alsop's conclusions that Nor-West had suffered no injury and lacked standing to assert a constitutional claim to equal protection, or to seek injunctive relief.

But if the underlying constitutional question remains unanswered, cable operators and franchise authorities are certain to welcome the decision. It indicates that the First Amendment cannot always be used to open a city to an applicant proposing an overbuild. Cable operators see the decision as striking a blow to those who would threaten to overbuild for the purpose of seeking a payoff from an incumbent operator.

Robert J. Sachs, Continental's senior vice president for corporate and legal affairs, did not put his reaction in those terms. But he said that Alsop's decision "is significant because it clearly establishes that a party has

to show it that it is ready, willing and able to engage in an overbuild before a court is going to balance its First Amendment interests against municipal interests as required by the Supreme Court in the *Preferred* case." In *Preferred Communications v. City of Los Angeles*, the high court held that trial courts must weigh First Amendment claims against the impact of a proposed system on the rights of way and utilities of a city.

"The U.S. District Court's decision," said Sachs, "confirms the jury's finding that Nor-West's claim to want to compete head-to-head in St. Paul was totally unbelievable."

However, the case, which has been in litigation since 1983, is not yet over. Harold Farrow, counsel for Nor-West, said he is preparing motions for a new trial. And, he said, he is confident he will prevail. The motions will argue that the jury erred in

concluding that Nor-West lacked the means and will to build and operate a system. He said his clients have an existing \$25 million loan from a Houston bank. If the motions are denied, he said, "we'll appeal again and win again."

That was a reference to a decision of the U.S. Court of Appeals for the Eighth Circuit during an earlier round of litigation in the case. After the city in 1983 had selected Continental as its franchisee—denying the applications of Nor-West and Group W—Nor-West filed suit in district court. It contended that its First Amendment rights had been violated.

The court dismissed the suit, on the ground that Nor-West had no constitutional right to a cable franchise. The appeals court, on appeal, remanded the case to the district court. □

How heavy a hand should the FCC wield?

Battle lines are being drawn over the commission's proposals to allow 'flexible use' and 'negotiated interference' concepts

From its beginning more than half a century ago, the FCC's principal job has been to divvy up the electromagnetic spectrum among various services and users and to make sure the users did not interfere with one another.

But in keeping with its marketplace-for-regulation philosophy, the Reagan FCC over the past three years has been trying to shift part of the spectrum management burden to the dynamics of the marketplace. It has proposed giving broadcasters and other radio users greater freedom in determining how they use their channels and allowing them to negotiate interference among themselves or, put another way, the reach and quality of their services.

The push behind the "flexible use" and "negotiated interference" concepts is borne not out of the FCC's unwillingness to shoulder its responsibility, but out of its belief that individuals and companies sensitive to market demands and free to respond to them will make more efficient use of the spectrum and all forms of radio service—from AM to two-way taxi dispatching—will improve.

Despite the good intentions, FCC Chairman Dennis Patrick and FCC staff who have been developing and promoting the ideas have been able to attract little support for them. Indeed, opposition has been near universal. Commissioner James Quello has resisted them at every turn, and, although Commissioner Patricia Diaz Dennis is willing to consider them, she too has serious reservations.

The proposals have given Congress one more reason to believe the Patrick commission is out to gut the public-interest underpinnings of broadcast regulation. And the broadcasting industry, which would be profoundly affected by widespread implementation of flexible use and negotiated interference, has been untempted by the promised freedom and has consistently condemned the concepts.

Patrick's latest attempts to incorporate the concepts in public policy came just two

weeks ago when somewhat watered-down versions of them showed up in the FCC's inquiry on how it should distribute extra spectrum (3 mhz or 6 mhz) to television stations for broadcasting high-definition television. The inquiry asked for comment on whether broadcasters should be allowed to use any additional spectrum they receive for HDTV for other non-broadcast services such as paging on an interim basis and whether they should be allowed to engage in "post-allotment" negotiations among themselves to determine the interference or converge contours of the supplemental channels.

The ideas were in the item because Dennis lent her support, but it was highly qualified. In her statement, she said her interest in negotiated interference is restricted to the "unique circumstances" of HDTV. "I would not support negotiations that would result in viewers losing any of their existing NTSC service." And she said she would consider flexible use only as an interim measure. "If we approve non-broadcast use...it will be strictly limited in time and secondary to broadcast service."

At a high-definition television seminar sponsored by the Association of Maximum Service Telecasters last week, Quello iterated his opposition to both schemes. He said the proposal to use additional HDTV spectrum for non-broadcast services on an interim basis was not worth the inevitable legal battle over the *Ashbacker* case precedent that holds that everyone be given a shot at new spectrum.

"Any philosophical marketplace ideology" is out of place in the HDTV inquiry, he said. "Negotiated interference rights should only be considered for the most essential and exceptional reasons after all other possibilities have been exhausted."

House Telecommunications Subcommittee Chairman Edward Markey (D-Mass.) followed Quello, saying he was "troubled" by the inclusion of flexible use and negotiated interference in the inquiry. The former "seems fundamentally at odds with the requirements of the Communications Act and totally unprecedented in broadcasting," he said. "The requirement that spectrum be licensed for the public interest, convenience

and necessity would be turned on its head and spectrum instead would be used according to the licensee's perceived private interest whether or not it's related to HDTV. That is an unacceptable retreat from 50 years of established law. Moreover, the commission's proposal marks a retreat from the proposition that spectrum reserved for television licensees should be utilized for television broadcasting."

The flexible use proposal is "particularly troubling" when considered in conjunction with flexible use, Markey said. "I am far from convinced that these proposals are permitted under the Communications Act, and I am virtually certain that they do not reflect sound policy."

The philosophical roots of flexible use and negotiated interference go back to 1982, when then FCC Chairman Mark Fowler and aide Daniel Brenner introduced the ideas in the context of an article on broader exposition of their belief in marketplace forces in lieu of regulation.

A year later, the FCC's Office of Plans and Policy, the FCC's in-house think tank, generated a report specifically outlining the policy. The principal authors were Alex Felker, now chief of the FCC's Mass Media Bureau, and Ken Gordon.

The concepts first flowed into the FCC mainstream in 1985 in the context of a proposal to reallocate UHF channels in several major markets to the land-mobile service. Since then, variations have popped up in the FCC AM improvement inquiry and in land-mobile and cellular radio proceedings.

The FCC is charged with deciding how spectrum is to be used, but is ill-equipped to make such judgements, said Patrick in defense of flexible use and negotiated interference. "We have scant information about the public-interest utility of using spectrum for a given purpose," he said. "We have relatively no information about the tradeoff as between two possible services, say, high-definition television versus another television station.... You could triple the size of the agency and we would still have little information and resources to make all these incredibly complex esoteric tradeoffs—interference tradeoff, spectrum-use tradeoffs."

Patrick said the FCC has already imple-

mented flexible use in a "very conservative fashion," authorizing FM stations to use their subcarriers and television stations to use their vertical blanking interval for any service they wanted. "What we were doing there was empowering the party that has more information of what the particular community would value most and taking the decision out of the hands of the five commissioners who know diddly squat about how that spectrum should be used in a particular community."

Felker explained that "there is a real fundamental tradeoff between quality and quantity in using radio.... Historically, the commission has tried to deal with the tradeoff by establishing technical assignment criteria standards...that represent average or expected types of results. But most engineers acknowledged...that actual results can vary substantially from the criteria."

If broadcasters are freed from the FCC criteria and are allowed to negotiate with other broadcasters the extent of interference they cause and receive, they may be able to improve the quality of their service or coverage. Negotiated interference "is not about more stations," Felker said. "The idea is to get a better, a more optimum tradeoff between quality and quantity."

Negotiated interference could be particularly beneficial for AM, Felker said. Over the years, broadcasters have squeezed into communities. Now faced with increased competition, they are locked in by the FCC interference criteria and cannot exploit the technical advantage of their medium. "Everybody talks about how great FM is, how it

is so clean and doesn't fade," Felker said. "But from a technical perspective AM can be just as hi-fi as FM and it's got a lot of technical advantages that FM doesn't. It can go over mountains. You don't have the picket-fence effect. The coverage is a lot more uniform."

"The commission frequently draws circles to describe coverage," Felker said. "But in the real world, it's a lot more complicated than that. It's much more like a jigsaw puzzle piece. We would like to inject a little real world factor into these circles to see if we can't make it look like what it really is."

Felker said the FCC would also be willing to accept some overlap of coverage contours. "The cost might be small enough compared to the public benefits."

As an alternative, the FCC could figure out the proper interference parameters for stations on a case-by-case basis, Felker said. But the FCC could not undertake such a job even with "an order of magnitude greater budget," he said.

Arguments against flexible use and negotiated interference are grounded on the belief that they forsake the commission's obligation to the public and are turning the radio spectrum into nothing more than real estate.

"Private parties are going to sit down and come up with something that is not overall in the public interest," said Brain Fontes, special assistant to Quello. "If you are going to allow private parties to negotiate, some people will have reception negotiated away and have no input into that process."

It would allow a form of redlining, he said. Broadcasters could simply eliminate

areas that don't contribute to their advertising revenue, or that do not account for a lot of listeners, he said.

In addition to the *Ashbacker* concerns, Fontes said, flexible use could lead to broadcasting losing spectrum now allocated to it. Any broadcast channel that is used for a nonbroadcast service on an "interim basis" may build a "constituency" that may prevent broadcasting from reclaiming the spectrum. At the very least, he said, the nonbroadcast service may pressure the FCC to find it a new "spectrum home."

Fairness also argues against flexible use, Fontes said. The FCC has denied the mobile radio service additional UHF spectrum, he said. In the HDTV proceeding then, he said, it would be unfair to grant broadcasters additional spectrum for HDTV and use it to compete with mobile radio operators.

Fontes said Quello also vigorously opposes another leg of Patrick's spectrum management plan that has had even less success than the others: the awarding of spectrum through an auction or, as the chairman's office now prefers to call it, "competitive bidding."

In the HDTV proceeding, Quello was able to keep Patrick from including competitive bidding as an option for awarding additional spectrum for HDTV. If adopted for HDTV, Fontes said, auctioning would have created a group of "second-class" broadcasters—those who lacked the wherewithall to bid for the additional spectrum. It would have been particularly unfair to noncommercial broadcasters, he said.

"I don't trust the concept of putting this in private hands," said Jeff Baumann, senior vice president and general counsel of the National Association of Broadcasters. "It's a quick fix and it gets some decisionmakers out of making some very difficult decisions. I do concede they are difficult, but that's their job."

From an economic point of view, the proposals probably would work, diverting spectrum to where the most dollars are and the greatest demand is, Baumann said. "But once you begin to give entrepreneurs or spectrum holders the ability to negotiate these things, you sow the seeds of the destruction of the public interest because the public interest is no longer regulated by the government. It is controlled by private parties and, in effect, the public has no say in the thing."

"I don't buy the fact that the public is always better served by allocating resources on the basis of those who are willing to pay more for them," Baumann said. "I see this as the application of a pure economic principal to broadcast spectrum and I don't think it fits." For broadcasters, the issue comes down to one of "spectrum integrity," Baumann said. What broadcasters prize most is "the ability to have a block of spectrum and have that spectrum protected so [they] can compete." They are wary of "new ideas" that they feel are aimed at "breaking down protection to enable more stations to get more power," he said.

If spectrum decisions were put in private hands, the broadcasting industry would suffer economically, he said. And, he added, "the public would also be a big loser."

Michael Rau, NAB's vice president, sci-

Campaign communications consultants. The Dukakis campaign's communications policy group includes an array of Capitol Hill aides, communications lawyers and lobbyists, and consumer activists. Operating under the aegis of Charles Ferris, former FCC chairman in the Jimmy Carter administration and now a partner with Mintz, Levin, Cohn, Ferris, Glovsky & Popeo, the lawyers appear to represent more cable television systems than broadcasters. And there seems to be little representation of broadcast industry trade organizations on the group.

According to Ferris, five or six subgroups have been assigned to work on a range of subjects. He would not elaborate and emphasized that the group does not intend to make specific policy recommendations. Rather, he said, they were outlining the various issues, "what the evolution has been and ultimately give some range or time frame when decisions might have to be made."

Among those involved in the task are: **William Adler**, Pacific Telesis; **Paul J. Berman**, Covington & Burling; former FCC Commissioner **Tyrone Brown**, Steptoe & Johnson; **Thomas Casey**, Mintz, Levin, Cohn, Ferris, Glovsky & Popeo; **Tom Cohen**, senior counsel for the Senate Communications Subcommittee; **Dennis Corbett**, Leventhal, Senter & Lerman; **Thomas K. Crowe**, Hopkins, Sutter, Hamel & Park; **Eric Fishman**, Sullivan & Worcester; **Robert Fleming**, Fried, Frank, Harris, Shriver & Jacobson; **Henry Geller**, Washington Center for Public Policy Research; **Neal Goldberg**, special counsel for Dukakis for President; **Michael J. Hirrel**, Davis, Graham & Stubbs; **Larry Irving**, senior counsel, House Telecommunications Subcommittee; **Joel Jankowsky**, Akin, Gump, Strauss, Hauer & Feld; **Thomas M. Keane Jr.**; **Gene Kimmelman**, Consumer Federation of America; **David Leach**, formerly with Orion Telecommunications, now with the House Energy and Commerce Committee as staffer responsible for telecommunications policy matters; **Frank Lloyd**, Mintz, Levin, Cohn, Ferris, Glovsky & Popeo; **Philip Malet**, Steptoe & Johnson; **Glenn Manishin**, Jenner & Block; **Steven Miles**, Arent, Fox Kintner, Plotkin & Kahn; **Alan Naftalin**, Koteen & Naftalin; **Sharon Nelson**, chairman, Washington Utilities and Transportation Commission; **David Nicoll**, National Cable Television Association; **Benjamin Perez**, Abacus Communications; **Thomas Rogers**, NBC Cable; **Robert Sachs**, Continental Cablevision; **Gerard Salemm**, senior policy analyst, House Telecommunications subcommittee; **Andrew Schwartzmann**, Media Access Project; **Larry Sidman**, chief counsel and staff director for the Telecommunications Subcommittee; **Daniel Singer**, Fried, Frank, Harris, Shriver & Jacobson; **Alan Sternstein**, Baskin, Flaherty, Elliott, Mannino, Gordon & Scully; **Lisa Stevenson**, Democratic National Committee; **Howard Symons**, Mintz, Levin, Cohn, Ferris, Glovsky & Popeo; **Peter Tannenwald**, Arent, Fox, Kintner, Plotkin & Kahn; **Joseph Waz**, Wexler, Reynolds, Harrison & Schule, and **Kathy Zebrowski**, Motion Picture Association of America.

since and technology, questioned whether the shifting of the spectrum management decision to private interest is practical. Because of the imprecision of interference parameters, he said, it would be difficult to accurately put into words the degree of interference between two stations so that it can be included in a contract. "I'm not sure we can package spectrum for sale or lease," he said.

A problem with flexible use is that it undermines the standardization that is key to broadcasting. If another service is allowed to "colonize" particular UHF channels, he said, set manufacturers may stop making sets capable of tuning those channels, cutting adrift any broadcasters that may still be using those channels. "The one thing broad-

casters don't have to worry about today is all sets receiving all channels."

Another problem is services are different in the types of interference they generate. It is not clear that broadcasting and some types of other non-broadcast services can co-exist in the same band, he said.

Rau, who combines his engineering experience with a law degree, has also questioned the legality of what the Patrick commission is trying to do. In an article for the *Catholic University Law Review* published a year ago, he concluded that adoption of a flexible radio service would stretch the Communications Act of 1934 "significantly further" than its drafters intended. "The act's vision of radio spectrum regulation would, in effect, become no regulation at all." □

Book Review

Broadcasters define public interest

The role of public interest in broadcasting—and, indeed, what the term means—is a continuing subject of debate for those in and around the industry. After all, broadcasting is a for-profit business. Must broadcasters focus on public service rather than the bottom line? Or are other elements involved? Are the public interest and the bottom line compatible? The questions are more than academic. A broadcaster can lose its license by not serving the government's view of the public interest.

Public Interest and the Business of Broadcasting: The Broadcast Industry Looks at Itself (\$39.95) does not answer those questions. But the book, published by Quorum Books of Westport, Conn., brings together in 193 pages a variety of views on them, from former FCC Chairman Newton N. Minow to National Association of Broadcasters President Eddie Fritts to Gene Jankowski, former president and now chairman of the CBS Broadcast Group.

All told, 16 essays are included in the

book, which was edited by Jon I. Rowell, professor of communication studies and instructional technology at Northern Illinois University, and by Wally Gair, executive director of the Illinois Broadcasters Association.

Minow, who gained lasting notoriety with a speech to the NAB in 1961 in which he described broadcasting as a "vast wasteland," says the description still applies—"In the sense of wasted opportunities." However, he also says "the oases are hearteningly lush and prospects look good for continued growth."

Fritts, like other broadcast industry representatives who contributed to the book, says that broadcasters are driven by "a dedication to serving the public" and that successful operators are those who cover the local scene.

Jankowski's view is similar. The network-affiliate partnership has survived because "it serves the public. It satisfies their needs and responds to their interests." Indeed, he adds, "all broadcasting succeeds for that reason and that reason alone. And that is the final, immutable fact."

Other contributors to the volume include Richard Zaragoza, Richard J. Bodorff and Jonathan W. Emord, communications lawyers who collaborated on one essay; Arthur C. Nielsen Jr., former chairman of the board and chief executive officer of A. C. Nielsen Co.; Thomas C. Sawyer, NBC Washington vice president, and Ted L. Snider, owner of KARN(AM)-KKYK(FM) Little Rock, Ark., the Arkansas Radio Network, MUZAK and Snider Communications and former chairman of the NAB joint board.

Also in the book are essays by William O'Shaughnessy, president and chief executive officer of WVOX(AM)-WRIN-FM New Rochelle, N.Y.; Wayne R. Vriesman, vice president of Tribune Radio Group; Lindsay Wood Davis, general manager of WFAD(AM)-WCVM(FM) Middlebury, Vt.; Charles E. Wright, president and general manager of WBYS-AM-FM Canton, Ill.; Charles F. (Chuck) Harrison, former vice president and general manager of WHBF-TV Rock Island, Ill.; Jim Oetken, general sales manager of WLKY-TV Louisville; Ward L. Quaal, president of Ward L. Quaal Co., management consulting company and retired president of WTGN Continental Broadcasting Co., Chicago; Joseph W. Ostrow, executive vice president and director of communications services, Young & Rubicam, New York, and Edgar A. Vovsi, executive vice president of the American Heart Association, Illinois Affiliate. □



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Dial-a-participant. The Arbitron Ratings Co. will open a 5,000-square-foot interviewing center in Norfolk, Va., next December. The company said it will hire 200 full- and part-time employees at the facility, which will be used to telephone households for the purpose of recruiting participants for its radio and television diary services. Arbitron has not yet determined which regions will be contacted from the facility.

Stock Index

	Losing		Closing		Net	Percent	P/E	Market
	Wed	Wed	Wed	Wed	Change	Change	Ratio	Capitali-
	Sep 7	Aug 31	Sep 7	Aug 31				zation
	(000,000)							
BROADCASTING								
N (CCB) Capital Cities/ABC	320	1/4	316	1/2	3 3/4	01.18	19	5,181
N (CBS) CBS	163	7/8	160	1/4	3 5/8	02.26	9	3,872
A (CCU) Clear Channel.....	14		14	1/4	- 1/4	-01.75	25	54
O (JCOR) Jacor Commun.	6		5	7/8	1/8	02.12	-13	58
O (LINB) LIN	57	3/4	57	1/8	5/8	01.09	37	2,984
O (MALR) Malrite	10	1/4	10	1/4		00.00	-22	139
O (MALRA) Malrite 'A'	10		9	7/8	1/8	01.26	-14	136
O (OBCCC) Olympia Broad....	3	1/2	3	1/2		00.00		8
O (OSBN) Osborn Commun....	6	7/8	6	7/8		00.00	-5	35
O (OCOMA) Outlet Commun..	21	3/4	22	3/4	- 1	-04.39	-8	142
A (PR) Price Commun.....	8	1/4	8	1/2	- 1/4	-02.94	-6	79
O (SAGB) Sage Broadcasting	4	3/4	4	3/4		00.00	-7	18
O (SCRIP) Scripps Howard	82		82			00.00	66	846
O (SUNNC) SunGroup Inc.....	1	7/8	1	7/8		00.00	-2	4
O (TLMD) Telemundo	7		7	1/2	- 1/2	-06.66	-1	53
O (TVXGC) TVX Broadcast.....	1	1/2	1	3/4	- 1/4	-14.28		8
O (UTVI) United Television	28	1/4	27	3/4	1/2	01.80	46	309

BROADCASTING WITH OTHER MAJOR INTERESTS						
N (BLC) A.H. Belo.....	27	3/4 26 3/8	1 3/8	05.21	11	292
O (ASTV) Amer. Comm. & TV		1/16 1/16		00.00		4
N (AFL) American Family.....	12	1/2 11 7/8	5/8	05.26	10	1,011
O (ACMA) Assoc. Commun.....	22	3/4 23 1/2	- 3/4	-03.19		216
O (BMAC) BMA Corp.....	31	3/4 31 3/4		00.00	85	332
N (CCN) Chris-Craft.....	22	1/4 21 3/8	7/8	04.09	49	484
N (DNB) Dun & Bradstreet.....	50	3/8 47 1/2	2 7/8	06.05	19	7,657
O (DUCO) Durham Corp.....	32	1/2 32 1/2		00.00	27	273
N (GCI) Gannett Co.....	32	5/8 31 1/4	1 3/8	04.40	16	5,282
N (GY) GenCorp.....	21	3/4 21 3/4		00.00	2	690
O (GMXC) GMX Commun.....		3/32 3/32		00.00	2	690
O (GACC) Great Amer. Comm..	9	1/2 9 1/2		00.00	9	250
N (JP) Jefferson-Pilot.....	35	1/8 34 3/8	3/4	02.18	15	1,386
N (KRI) Knight-Ridder.....	39	1/2 39 5/8	- 1/8	-00.31	14	2,246
N (LEE) Lee Enterprises.....	28	27 1/4	3/4	02.75	20	695
N (LC) Liberty.....	39	39		00.00	14	361
N (MHP) McGraw-Hill.....	67	1/2 66	1 1/2	02.27	20	3,254
A (MEGA) Media General.....	38	5/8 37 3/4	7/8	02.31	25	1,089
N (MDP) Meredith Corp.....	30	1/8 29 1/8	1	03.43	12	578
N (MCG) Mich. Energy.....	32	1/8 30 1/2	1 5/8	05.32	21	87
O (MMEDC) Multimedia.....	69	3/4 70	- 1/4	-00.35	67	767
A (NYTA) New York Times.....	26	1/2 25 1/8	1 3/8	05.47	13	2,172
N (NWS) News Corp. Ltd.....	16	3/8 16 3/8		00.00	9	4,363
O (PARC) Park Commun.....	28	1/2 27 3/4	3/4	02.70	22	393
O (PLTZ) Pulitzer Publishing...	28	1/2 29	- 1/2	-01.72	19	298
N (REL) Reliance Group Hold..	4	7/8 5	- 1/8	-02.50	5	365
O (RTRSY) Reuters Ltd.....	23	7/8 24	- 1/8	-00.52	16	19,823
T (SKHA) Selkirk.....	24	1/4 23 7/8	3/8	01.57	20	196
O (STAUF) Stauffer Commun.....	139	140	- 1	-00.71	46	139
N (TMC) Times Mirror.....	31	1/2 29 7/8	1 5/8	05.43	15	4,075
O (TMC) TM Communications		1/2 1/2		00.00	2	3
O (TPCC) TPC Commun.....		1/8 1/8		00.00		1
N (TRB) Tribune.....	37	35 1/2	1 1/2	04.22	20	2,823
A (TBSA) Turner Bcstg. 'A'.....	14	3/4 14 7/8	- 1/8	-00.84	-2	321
A (TBSB) Turner Bcstg. 'B'.....	15	15		00.00	-2	326
A (WPOB) Washington Post...	200	3/4 192	8 3/4	04.55	13	2,578

PROGRAMING						
O (SP) Aaron Spelling Prod....	6	1/4 6 3/8	- 1/8	-01.96	5	114
O (ALLT) All American TV.....	2	3/4 2 7/8	- 1/8	-04.34		3
O (BRRS) Barris Indus.....	6	3/4 7 3/8	- 5/8	-08.47	-3	53
N (KO) Coca-Cola.....	41	5/8 40	1 5/8	04.06	17	15,626
A (CLR) Color Systems.....	3	3/8 3 1/2	- 1/8	-03.57	-2	18
N (KPE) Columbia Pic. Ent.....	10	9 3/4	1/4	02.56	142	1,097
O (CAVN) CVN Cos.....	14	1/8 12 3/4	1 3/8	10.78	11	245
A (DEG) De Laurentis Ent.....		3/16 3/16		00.00		2
O (dcp) dick clark prod.....	4	1/4 4 5/8	- 3/8	-08.10	10	35
N (DIS) Disney.....	62	7/8 62 5/8	1/4	00.39	19	8,335
N (DJ) Dow Jones & Co.....	35	33 1/2	1 1/2	04.47	16	3,370
O (EM) Entertainment Mktg.....	4	1/2 4 1/2		00.00	15	55
O (FNNI) Financial News.....	7	1/2 6 7/8	5/8	09.09	34	90
A (FE) Fries Entertain.....	1	3/4 2	- 1/4	-12.50	7	9
N (GW) Gulf + Western.....	41	7/8 40 3/4	1 1/8	02.76	7	2,517
A (HHH) Heritage Entertain....	2	5/8 2 1/2	1/8	05.00	2	12
A (HSN) Home Shopping Net....	3	3/8 3 3/4	- 3/8	-10.00	15	294
N (KWP) King World.....	22	21 1/2	1/2	02.32	14	634
O (LAUR) Laurel Entertain.....	2	1/4 2 1/4		00.00	5	5
A (LT) Lorimar-Telepictures....	13	7/8 13 1/8	3/4	05.71	-4	642
N (MCA) MCA.....	46	1/2 41 5/8	4 7/8	11.71	25	3,381
N (MGM) MGM/UA Commun.....	12	7/8 13 1/8	- 1/4	-01.90	-7	645
A (NHI) Nelson Holdings.....		3/8 3/8		00.00	-3	10
A (NWE) New World Enter.....	2	7/8 2 3/4	1/8	04.54	7	31

	Closing		Closing		Net	Percent	P/E	Market	
	Wed		Wed		Change	Change	Ratio	Capitali-	
	Sep 7		Aug 31					zation	
								(000,000)	
PROGRAMING									
O (NNET) Nostalgia Network.....	1	1/8	1	1/8			00.00	-1	6
N (OPC) Orion Pictures.....	14	5/8	14	3/4	-	1/8	-00.84	13	252
O (MOVE) Peregrine Entertain.....	1	1/8	1	3/8	-	1/4	-18.18	-37	2
N (PLA) Playboy Ent.....	13	3/4	13	3/4			00.00	15	129
O (QNTX) Quintex.....	3	3/4	3	3/4			00.00	-8	26
O (QVCN) QVC Network.....	9	3/8	9	1/2	-	1/8	-01.31	-19	94
O (RVCC) Reeves Commun.....	6		6	1/2	-	1/2	-07.69	30	76
O (RPICA) Republic Pic. 'A'.....	7	1/4	7	1/4			00.00	80	30
O (RPICB) Republic Pic. 'B'.....	6	3/4	6	3/4			00.00	48	5
O (SMNI) Sat. Music Net.....	4		4	1/8	-	1/8	-03.03	-100	35
N (WCI) Warner.....	35		33	1/2		1 1/2	04.47	18	4,415
O (WONE) Westwood One.....	11	1/4	12		-	3/4	-06.25	15	162

SERVICE									
O (AMEA) A.M.E. Inc.....	8	3/8	8	3/8			00.00	8	41
O (AGRP) Andrews Group	4	3/4	4	3/4			00.00	-1	31
O (BSIM) Burnup & Sims	14	1/2	13	1/2		1	07.40	31	231
N (CQ) Comsat	26	1/4	26	1/2	-	1/4	-00.94	-10	481
N (FCB) Foote Cone & B.	24	7/8	24	7/8			00.00	12	207
O (GREY) Grey Advertising	114		119		-	5	-04.20	15	138
O (IDBX) IDB Communications	8	1/2	8	1/2			00.00	34	34
N (IPG) Interpublic Group	33	1/2	32	3/4		3/4	02.29	14	751
O (OGIL) Ogilvy Group	26	1/4	25	3/4		1/2	01.94	12	373
O (OMCM) Omnicom Group	19	3/8	19	5/8	-	1/4	-01.27	13	476
N (SAA) Saatchi & Saatchi	17	1/2	17	1/2			00.00	8	2,549
O (TLMT) Telemation	1	5/8	1	5/8			00.00	6	7
A (TPO) TEMPO Enterprises...	8	1/8	8	1/8			00.00	27	46
A (UNV) Unitel Video	9	5/8	9	3/4	-	1/8	-01.28	14	20

CABLE						
A (ATN) Acton Corp.....	12	3/4 12 1/8	5/8	05.15	2	15
O (ATCMA) Amer. TV & Comm.	26	1/8 24 1/4	1 7/8	07.73	58	2,841
O (CTEX) C Tec Corp.....	40	39 5/8	3/8	00.94	17	220
A (CVC) Cablevision Sys. 'A'.	32	7/8 32 3/4	1/8	00.38	-11	691
N (CNT) Centel Corp.....	42	41 3/4	1/4	00.59	11	1,826
O (CMCSA) Comcast.....	14	5/8 14 1/8	1/2	03.53	-66	653
A (FAL) Falcon Cable Systems	21	3/8 20 5/8	3/4	03.63	-66	136
O (JOIN) Jones Intercable.....	11	7/8 11 7/8		00.00	37	151
T (MHRQ) Maclean Hunter 'X'...	11	5/8 11 1/4	3/8	03.33	32	856
T (RCIA) Rogers Commun. 'A'...	57	1/2 58	- 1/2	-00.86	-88	711
T (RCIB) Rogers Commun. 'B'...	51	1/2 52 1/2	- 1	-01.90	-79	637
O (TCAT) TCA Cable TV.....	32	30 7/8	1 1/8	03.64	62	386
O (TCOMA) Tele-Comm.....	23	3/4 22 3/4	1	04.39	47	3,594
N (TL) Time Inc.....	96	3/8 95 3/4	5/8	00.65	23	5,632
O (UACI) United Art. Commun.	27	1/2 27 1/2		00.00	229	1,129
N (UCT) United Cable TV.....	34	33 3/4	1/4	00.74	-178	1,267
N (VIA) Viacom.....	27	7/8 27 1/4	5/8	02.29	-3	1,487
N (WU) Western Union.....	2	1/4 2 1/8	1/8	05.88		71
O (WSMCA) WestMarc.....	18	1/2 19	- 1/2	-02.63	23	265

ELECTRONICS/MANUFACTURING						
N (MMM) 3M.....	61	1/8 60 3/8	3/4	01.24	15	13,905
N (ARV) Arvin Industries.....	23	1/4 22 3/4	1/2	02.19	9	442
O (CCBL) C-Cor Electronics...	9	7/8 9 1/2	3/8	03.94	16	20
O (CATV) Cable TV Indus.....	4	5/8 4 3/4	- 1/8	-02.63	-30	13
N (CHY) Chyron.....	3	7/8 4 1/4	- 3/8	-08.82	13	39
A (CXC) CMX Corp.....		7/8 7/8		00.00	9	7
A (COH) Cohu.....	9	7/8 9 7/8		00.00	9	17
N (EK) Eastman Kodak.....	43	5/8 43	5/8	01.45	12	14,784
N (GRL) Gen. Instrument.....	31	1/8 29 3/8	1 3/4	05.95	-22	1,040
N (GE) General Electric.....	41	1/2 40 3/8	1 1/8	02.78	17	37,986
O (GETE) Geotek Inc.....		11/16 11/16		00.00	-2	2
N (HRS) Harris Corp.....	26	7/8 27	- 1/8	-00.46	11	1,100
O (ITEL) Iteq Corp.....	19	3/4 19 1/4	1/2	02.59	45	524
N (MAI) M/A Com. Inc.....	10	10		00.00	-6	271
N (IV) Mark IV Indus.....	10	5/8 10 1/2	1/8	01.19	6	114
O (MCDY) Microdyne.....	3	5/8 3 5/8		00.00	-2	15
O (MCOM) Midwest Commun.	3	3/4 4 1/2	- 3/4	-16.66	9	11
N (MOT) Motorola.....	41	1/8 42	- 7/8	-02.08	17	5,317
N (OAK) Oak Industries.....	1	1		00.00	10	75
A (PPI) Pico Products.....	2	1/8 2 3/4	- 5/8	-22.72	-42	7
N (SFA) Sci-Atlanta.....	11	7/8 12 1/4	- 3/8	-03.06	9	278
N (SNE) Sony Corp.....	50	7/8 48	2 7/8	05.98	83	11,764
N (TEK) Tektronix.....	22	1/8 22 1/4	- 1/8	-00.56	737	613
O (TLCR) Telecrater.....	4	5/8 4 1/2	1/8	02.77	21	7
N (VAR) Varian Assoc.....	27	3/4 28 1/2	- 3/4	-02.63	-146	606
N (WX) Westinghouse.....	51	1/8 50 1/8	1	01.99	9	7,338
N (ZEN) Zenith.....	21	1/4 21 1/4		00.00	-27	550
Standard & Poor's 400.....	304.72	300.05		4.67		01.56

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

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



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AP **Associated Press**
Broadcast Services

'USA Today': video edition hits the airwaves

Program looks strong at start, clearing 95% of country; problems include tough competition and late-night clearances in some major markets

USA Today, produced by GTG Entertainment, debuts today (Sept. 12) on 160 stations clearing 95% of the country's television viewers. Despite the impressive clearance numbers, gained quickly and without benefit of a pilot, the show will need to clear some hurdles during the next year. Stiff competition from new shows entering syndication, such as *The Cosby Show* and *Night Court*, and existing shows with "infotainment" formats such as *Entertainment Tonight* and *A Current Affair*, could make *USA Today*'s first year a difficult one. In addition, a small but important group of markets are airing the show in less than attractive time periods.

According to Joel Berman, GTG senior vice president, sales and marketing, 75% of the show's clearances are in prime access with the remainder evenly split, either as lead-in for early news or lead-out for late news. While GTG has succeeded, for the most part, in placing the show where it wants, in prime access, detracting from the show's national ratings average will likely be its several late-night clearances, most notably in New York, but also in Philadelphia and two other top 25 markets.

In New York, WCBS-TV last month decided it would bump the show to a 2 a.m. weekday airing ("In Brief," Aug. 8) to make room for game show *Win, Lose or Draw* at 7 p.m., which replaces *CBS Evening News with Dan Rather*, now at 6:30 p.m.

GTG maintains little damage will result from the late scheduling in New York. While it is difficult to gauge how much the WCBS-TV move may hurt the show's national ratings average, the market represents nearly 8% of the nation's TV households. At least one rep firm, Seltel, estimates that in late night the show will get a three or four rating at best, but could have have expected twice that at 7 p.m. GTG does have an option to move the show to another station next season to gain a better time slot. "We have 150 or so other stations running the show in very visible time periods, so what New York does with it doesn't have much impact," said Berman, adding: "We expect that the show is going to be on the air for many years and we expect the situation in New York is going to change."

Los Angeles is another market where a late-night clearance is a possibility, although at least not until next season. KCBS-TV will air the show this season at 7 p.m., followed by *The Gong Show* at 7:30. But both programs will be forced out of the slot next year when the CBS-owned station begins airing



'USA Today' anchors each host a segment of the show. L to r: Bill Macatee (sports); Edie Magnus (USA); Robin Young (life), and Kenneth Walker (money).

top-ranked game shows *Wheel of Fortune* and *Jeopardy!*

KCBS-TV, which picked up *Wheel* and *Jeopardy!* from independent KCOP-TV in a three-year deal with syndicator King World, is contractually obliged to air both in access next season, leaving a late-night slot as a good possibility for *USA Today*. Although Berman indicated KCBS has been a strong supporter of the show, he said GTG could go to another station in the fall of 1989 should the station move the show to a late-night position. However, Berman said: "It's premature to discuss what [GTG] might do in the fall of 1989. Our energies are focused on producing the show now and dealing with this year."

But the show's concerns in Los Angeles will not wait until next year. In the nation's number-two market, KCBS-TV will air the show at 7 p.m. against *Entertainment Tonight* on KNBC-TV. *ET* will go into this fall with changes that will make the show more competitive with *USA Today*. According to Frank Kelly, senior vice president, programming, Paramount, *ET*'s changes represent "an expansion of the show, not atypical of what we've done in the past, or tried to do." In addition to "going a little deeper into their stories," some of the stories will have a harder edge, "more investigative," said Kelly. One way the show will be broadened is the addition of Ahmad Rashad as sports correspondent. The show will also make changes in graphics and set, to start off the new season.

The changes in *ET* are not in direct response to *USA Today*, said Kelly, but he said: "We're always aware of the competition and we're willing to make changes to stay ahead of the competition."

Other late-night clearances include a 1:30 a.m. slot in the nation's fourth largest market, Philadelphia, on KYW-TV. WTAE-TV Pittsburgh has scheduled the show for 12:30 a.m. and WJZ-TV Baltimore will air it at midnight.

The show is also being used as a late-news leadout in more than a dozen stations around the country, including Columbus, Ohio; Little Rock, Ark.; Rochester, N.Y.; Tucson, Ariz., and El Paso, Tex.

In Denver, the 19th market, Gannett-owned ABC affiliate KUSA-TV will use the show to replace *M*A*S*H* as a lead-out from late news at 10:30 p.m. (Mountain time) and as a lead in to ABC's *Nightline*.

According to John Rohr, vice president and associate director of programming for Blair TV, which represents the Gannett television stations, KUSA-TV had little option but to run the show as part of a late-news block. In early fringe, the station's lineup has *Oprah* at 3-4 p.m., *Jeopardy!* at 4 p.m. followed by local news between 4:30 p.m. and 6 p.m., ABC network news at 6 p.m. and *Wheel* at 6:30 p.m.

On strong news stations, Rohr said Blair has recommended positioning the show similar to *Entertainment Tonight* or *PM Magazine*. Some stations are pairing the two shows. In Sacramento, Calif., for example,



Grant Tinker, president, GTG Entertainment

KCRA-TV is using the two shows in tandem, *USA Today* at 7 p.m. and *ET* at 7:30 p.m. "We're a dominant news and information station," said Linda Bayley, program director, KCRA-TV. "It [*USA Today*] is a definite alternative in that access time period against game shows and sitcoms that everyone else in the market is running," she said. *USA Today* will have tough competition in the 7 p.m. slot, with *Jeopardy!*, *Family Feud*, *Cosby*, *Night Court* and *Magnum, P.I.* also

programed in that time period on competing stations.

Rohr was optimistic of *USA Today's* chances against programs such as *Wheel of Fortune* and *Jeopardy!* Based on past successes of shows such as *ET*, *PM Magazine* and more recently *A Current Affair*. "there is a precedent it can be successful," he said.

However, one rep firm source said his company had not recommended the show to stations because the firm does not believe it can beat *Wheel of Fortune*. More generally, the source said, the firm does not see the magazine show genre, with the possible exception of *A Current Affair*, as the type of program which would beat the dominant game show. "*USA [Today]* is not titillating enough. *A Current Affair* is," the source said, comparing the shows to the newspapers *USA Today* and *National Enquirer*.

Rohr said he is counseling stations against running *USA Today*, *ET* and *PM Magazine* against each other. "There's a finite number of viewers for shows like this. Why split the audience?" Indeed, the crowded marketplace for magazine format shows is illustrated by the fact that last fall, when details of *USA Today* were first making their way to the marketplace, there were at least a half dozen other new magazines in the works. Among the survivors: *A Current Affair* and *USA Today*; the casualties have included *TV Guide* from Lorimar and *Today's People* from Buena Vista.



'USA Today' producer Steve Friedman

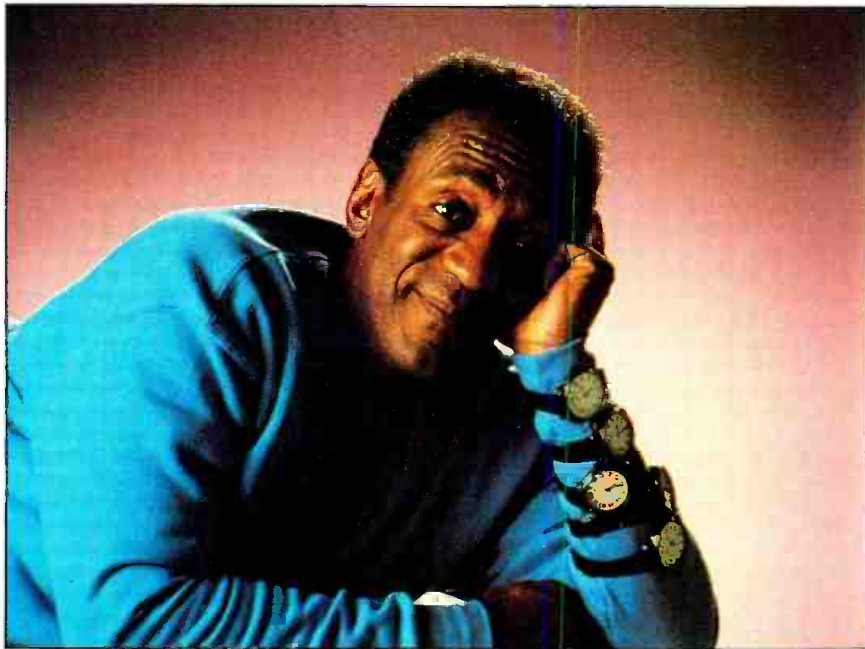
Paramount's Frank Kelly sees a brighter future for magazine format shows. "I think three years ago if someone had said that another talk show could survive and succeed alongside *Donahue*, people wouldn't have believed it," he said. "Today, besides *Donahue* and *Oprah*, there are a number of others, like *Geraldo* and *Sally* [Jessie Raphael]. I think that like the growth of talk shows, the audiences for magazine-type shows will support that format," said Kelly. □

'Cosby': Off-network's biggest deal ever

For most part, 'Cosby' is being used by network affiliates as lead-in to early local news programs; initial cycle of syndication said to have generated \$600-\$650 million in revenue

Shattering all previous off-network program revenue records by hundreds of millions of dollars, *The Cosby Show*, on 174 stations covering 97% of the country, will bow in syndication Oct. 3. For the initial three-and-a-half-year syndication cycle the program has generated between \$600 million and \$650 million in revenue, according to a well-placed source at Viacom Enterprises, which is selling the program in syndication. Most of that revenue has come from license fees for local market rights to the show. However, more than \$100 million of the total revenue is being generated by the one minute of barter time in *Cosby*, the first off-network strip to be sold on a cash-plus-barter basis.

For the most part, *Cosby* is being used by network affiliates (accounting for 159 stations on the 176-station roster for the program) as a lead-in to early local news programs. The Viacom pitch is that *Cosby* will generate a so-called "halo" effect, improving performance not just in its own time period, but also in the time periods leading in and out of the broadcast. "We believe the program is the single show in syndication today that can change the competitive balance of power in favor of stations that have bought it," said Dennis Gillespie, Viacom Enterprises senior vice president, market-



Cosby can be watched five days a week in syndication.

ing.

For the kind of money stations have paid, observers feel that's the least the program should do for those picking it up. And there are many in the industry who feel some stations overpaid dramatically for the program and will be quite disappointed with the results. WWOR-TV New York, for example, paid slightly more than \$40 million for the initial cycle of *Cosby* syndication episodes. According to sources with knowledge of the

bidding for the program in New York, that was about \$10 million more than the second highest bidder in the market.

According to one program analyst, the early bidding pace set by MCA-owned WWOR-TV probably helped Viacom boost its license fees for the program nationwide by 25%, or over \$100 million. "Viacom ought to write Larry Fraiberg [MCA broadcast division president] a \$10 million commission check," the programmer quipped. KCOP-

TV Los Angeles anted up close to \$40 million itself for *Cosby* rights, which was followed by record-breaking bids in most of the larger markets.

In response, Fraiberg countered that "overpaying has something to do with what you think the value [of the property] is. We took a station that had no inventory and no image, at least not the one we felt it ought to have, and established the fact that we were important players in the marketplace, serious competitors." Fraiberg denied the station overpaid. "That show will work for us," he said. "And when we add *Who's The Boss?* next year there will be a geometric alteration" in the competitive picture for early fringe.

Viacom's Gillespie, responding to a number of industry executives who question whether *Cosby* is worth anywhere near what stations paid, replied: "That is just plain baloney. The industry has never been more bottom-lined oriented." Most of the "naysayers" within the broadcast station community, he said, "are, by definition, losers. I mean no disrespect, but it is only human nature to justify your decision if you came in with a low bid that didn't get the show."

Few, if any, doubt the program will be a strong performer in syndication. The key questions are: How strong? For how long? How much of a boost will the show give to time periods surrounding it?

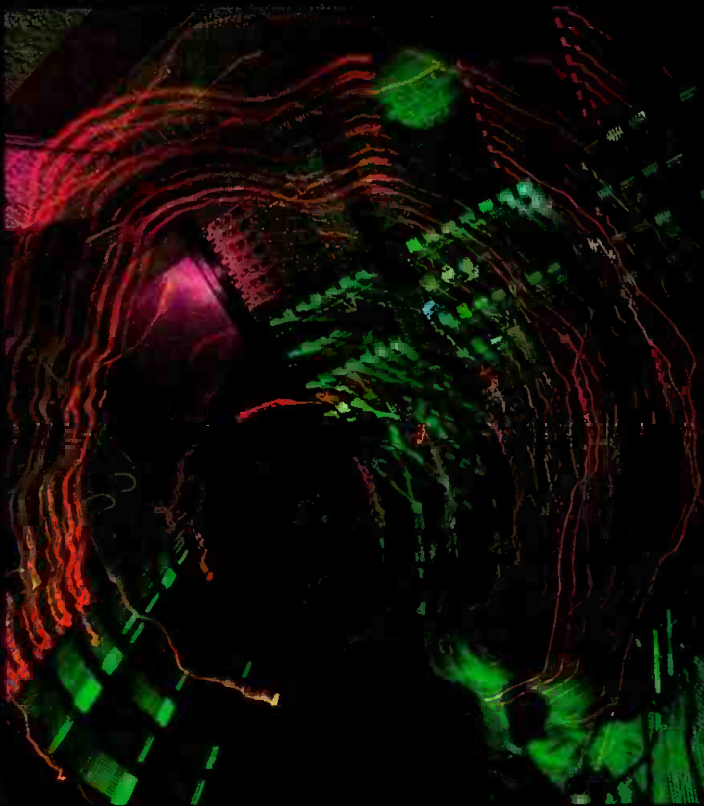
Cosby is "an excellent program that will perform well in syndication," said John von Soosten, vice president and director of programming, Katz Communications. But, he qualified that statement by suggesting that "some stations may have overestimated what the show might do." He said that those stations coupling *Cosby* with another solid situation comedy are likely to get the most mileage out of the show, not unlike the coattail effect the program has had on other NBC Thursday night comedies. "It should have a similar effect in syndication," von Soosten said.

Richard Kurlander, vice president, programming, Petry Television, is projecting the program will average a 10 rating nationally in the November rating books, falling off, after all the initial hype, to an average 9 rating by next February. "It's a good show," he said. But, like von Soosten, he believes some stations may have purchased the program on "extremely optimistic and overstated projections."

In Chicago, Fox-owned WFLD-TV will carry *Cosby* this fall at 6 p.m., which is prime access in the Midwest. Fox is using *Cosby* in two markets, the other being WTTG-TV Washington, as a lead-in to *A Current Affair*, the Fox-produced show rolled out in national syndication earlier this year. In Chicago, the hope is that *Cosby* will anchor the 5-7 p.m. time block, with *Diff'rent Strokes*, *Family Ties*, *Cosby* and *Current Affair*.

The most noteworthy program change among competing stations in Chicago is WMAQ-TV's placement of *USA Today: The Television Show* at 6 p.m., directly against *Cosby*. But, like many stations competing against *Cosby* this year, David Finney, program director at WMAQ-TV, said he was not so much countering *Cosby* as he was programming the market. The station is moving a

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local 6 p.m. newscast that has not been performing well back to 4 p.m. "Our research indicates that local news viewership is shifting more and more toward the early fringe daypart," which in Chicago is 3-5 p.m., said Finney.

In other markets, stations are using *Cosby* to broaden demographic profiles and expand news programming. KPIX-TV San Francisco, a leader in the market that tends to skew toward 50-plus demos, has scheduled *Cosby* at 5 p.m., leading into *Kate & Allie* at 5:30 p.m., which, in turn, leads into news. By using *Cosby* in tandem with *Kate & Allie*, said Jim Lutton, the station's promotion director, "we hope to control the entire hour." *Cosby* has strength in all demographics, he noted, and should feed well into *Kate & Allie*, a more adult-skewing program that should complement the news.

Several stations in the San Francisco market will try to drain *Cosby*'s youth appeal. Sitcom competition will come from independent KBHK-TV in the form of *Webster* at 5 p.m. KTVU(TV) Oakland, Calif., will program two children's game shows from 4:30-5:30 p.m.—*Fun House* and *Double Dare*—followed by the sitcom *Silver Spoons* at 5:30 p.m.

In Orlando, Fla., NBC affiliate WESH-TV acquired *Cosby* with the intention of using it to help sustain a recently launched half-hour news program at 5:30 p.m. *Cosby* is the lead-in to the new news show, which is followed by another local half-hour newscast, *NBC Nightly News with Tom Brokaw*; the new *USA Today* and *Entertainment Tonight*. "We are trying to use *Cosby* as the base of our broadcast direction," said WESH-TV General Manager Nolan Quam. "We are not trying to oversell it," he said. "It will sell itself. The last thing we want is an expectation that can't be reached."

In Los Angeles, KCOP-TV is airing *Cosby* at 6 p.m., followed by *Benson*, *Wheel of Fortune* and *Jeopardy!*. The station loses *Wheel* and *Jeopardy!* to KCBS-TV next season, but gains two additional sitcoms, *Growing Pains* and *Night Court* (the station is shelving the latter for this season). The station is projecting almost a doubling of the household rating at 6 p.m., to a 14 rating. According to station program director Carol Martz, the entire 6-8 p.m. program block should get a lift of perhaps as much as four points, to around a 12 rating with a 19 or 20 share.

In Los Angeles, Fox-owned KTTV(TV) will go head to head against *Cosby* with *Three's Company*, which has proved durable in syndication, followed by *Family Ties*, at 6:30 p.m. Observers note that KTTV is counting on siphoning off a good chunk of KCOP's *Cosby* audience to *Ties*, hoping to recreate the network viewing pattern where *Cosby*, leading into *Ties*, made the latter the second most watched network program in the country.

KTLA(TV) Los Angeles will continue to program the 6-7 p.m. time period with *Magnum, P.I.*, which was beaten badly by *Cosby* on network television, although the drama has proved a strong performer for the station in syndication. In fact, *Magnum* increased its audience in its second year on the station last season, usually placing first

or second in the market. KHJ-TV, the fourth independent in the market, will go with *A-Team* at 6 p.m.

By most accounts, WCVB-TV Boston has programed *Cosby* in the most unusual fashion—a triple run on Saturdays and a double run on Sundays. "We bought the program initially to run at 5 p.m. or 5:30 p.m., at a time when we were struggling in early fringe," said Paul Lacamera, program director, WCVB-TV. But last year the station acquired *Oprah* and moved *Donahue* from the morning to a block with *Oprah* from 4 p.m. to 6 p.m., "and it really took off" in the ratings. That left the station with two alter-

natives for programing *Cosby*—late night or weekends. Viacom has forbidden stations licensing the show from shelving it.

Lacamera said the station, an ABC affiliate, ruled out delaying *Nightline*, which left the weekend option. Thus, the station will run back-to-back episodes of the program at 7-8 p.m., as well as one episode at 11:30 p.m. Saturdays and one episode each at 6:30 p.m. and 11:30 p.m. Sundays. Thus, it is very unlikely the station will be able to realize the revenue the show would have pulled in as a strip in fringe. But Lacamera looks on the bright side: "We could not be happier that the show isn't up against us." □

Rivera, Tribune to launch weekly news magazine

Narrated by Rivera, hour-long show would use investigative stories from ad-hoc TV station cooperative

Geraldo Rivera and Tribune Entertainment plan to launch a new one-hour weekly news-magazine show that would draw investigative stories from an ad-hoc television station cooperative.

The Investigators, scheduled to go into production Dec. 1 and be on the air with a \$200,000 per-week budget by next spring, is a project of Rivera's production company, Investigative News Group (ING), in association with Tribune, which will syndicate the show nationally.

Rivera would be the on-air host for the program, narrating stories and conducting

hoped to develop an ad-hoc network of local affiliated stations, "an alternative national television newsgathering machine," as he put it, with news directors and investigative reporters involved in developing, producing and reporting locally developed stories on the national program.

Rivera told BROADCASTING that a relatively small number of cooperating stations, perhaps 20, were needed to make the concept workable.

"Some of the best investigative reporting is at the local level," Rivera said. Stations were seeking to fill "a void of populist, investigative, street-level reporting" left by what he said was a reduction in similar reporting by the big three commercial broadcast television networks, he added.

The Investigators, which Tribune executives suggested could eventually spin off a strip version for prime access, is expected to draw an audience demographically broader than the female 18-to-49-year-olds who dominate viewership for Rivera's daily show.

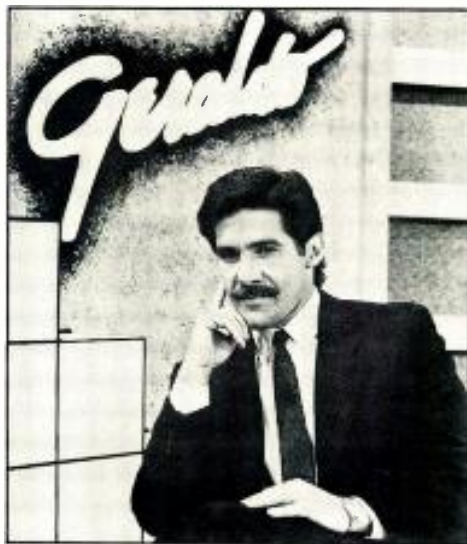
According to Dave Sifford, Tribune Entertainment executive vice president for marketing and sales, *The Investigators* would be sold on a cash-plus-barter basis with commercial time split evenly at six minutes each for local and national advertising. The cash would be a "token" amount, he said.

Sifford added that the show would be aimed at the 4-8 p.m. weekend time block, particularly 7-8 p.m. Saturday and 5-6 p.m. Sunday. He said the distributor did not want late night clearances, but would take them, and would "welcome" affiliates taking the show in prime time, preempting network fare.

Rivera, who is regularly taken to task by critics for his sensationalistic investigative specials, such as *Mystery of Al Capone's Vaults*, which was the highest-rated special in TV history, last week defended his brand of journalism.

"I make no apologies for what I do. It is a necessary aspect of investigative reporting," Rivera said. "It's not a reflective, calm approach. [I look at] the problem from the inside out, not the outside in. I'm not going to change."

Rivera last week also named *Hour Magazine* creator Martin Berman as executive



Geraldo Rivera

studio interviews. The former ABC News reporter has produced several of the most successful specials in TV history and currently hosts syndication's third-ranked talk show, *Geraldo*, now entering its second season.

The multi-segment *Investigators* will use reporters and producers from Rivera's production company as well as new journalists lured from the ranks of the big three broadcast networks, he said last week in a video press conference delivered to stations by satellite.

But Rivera said the show's producers also



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producer of his daytime talk show *Geraldo* and as executive vice president of ING, in charge of specials and projects in development.

The Emmy Award-winning Berman had

worked with Rivera at WABC-TV New York, in the 1970's and later produced some of his network TV specials. Berman had been executive producer with the syndicated Group W magazine show since 1980. □

that between the cable network, its syndicated television program and its radio network due to launch Oct. 3, it will be able to bring in national advertisers more easily in packaged deals. Wheeler said FNN's evening programming will give advertisers looking for high-income homes an alternative to CNN and ESPN, where prime time avails are tight.

The move leaves *Score* with 14 fewer hours per week, and Meister said that would mean better events in a smaller sports hole. "The quality of the event will be enhanced," he said, "because we will eliminate the things that are least appealing." Meister said *Score* and *Telshop* could eventually expand their programming days, but channel capacity stands in the way. When operators rebuild their systems, he said, "it will allow for further expansion of *Score* and *Telshop*." But he also indicated that the amount of sports programming now on television affected the decision. "With the launch of TNT," he said, and the major sports it will seek to carry, "we had to make a hard decision." The bottom line on expansion of either of those two services, he said, would be whether there was adequate viewer, cable operator and advertiser support for more of that programming.

The new evening programming will run initially Monday through Thursday. FNN will expand its Friday hours on Jan. 1. FNN's new studios on both coasts were one key to the expansion, said Meister, but he declined to say how many staff or how much more money FNN would be spending to program the business news expansion. □

FNN beefs up coverage

It cuts back sports programming; adds four hours of business news

The Financial News Network announced a major expansion last week, adding four more hours of business news from 8 p.m. to midnight, weekdays, beginning Oct. 31. That relegates FNN's sports service, *Score*, to weekends only, although that service's weekend hours will be expanded to run three additional hours (to 3 a.m.) each night.

David Meister, FNN president, said the prime time expansion will allow FNN to reach a broader and different audience than the one that watches FNN by day. Three new hour segments were announced, and more programs are slated to be added later. FNN's present 6 a.m. to 8 p.m. weekday service will be augmented in the evening by *Money Talks*, a program that will deal with personal money matters. FNN Executive Vice President Mike Wheeler said the show will contain four to six elements, including a call-in portion and a "buyer beware" segment. The other two offerings will be *FNN Focus*, which Wheeler described as a business version of *Nightline* where the day's

top story will be examined in depth and a leading industry figure will be interviewed, and *FNN's Business Tonight*, which will recap the day's business news and may include live reports from Tokyo. FNN will use existing stringers plus the resources of UPI to follow stories around the world, Meister said. What time periods the shows will be seen in has not yet been determined, an FNN spokesperson said.

FNN's expansion into prime time has been on its drawing board for some time, Meister said. "In the evening you can pretty much reach everybody," he said. He also said the programming will be a good lead-in to FNN's *Telshop*, which continues its weekend midnight-to-6 a.m. schedule, although its weekend schedule has been cut by six hours because of *Score*.

Meister said FNN would not have gone ahead with its plans if there were not support from the cable operators and the advertising community. Wheeler said he talked with 10 major national advertisers, some who are FNN advertisers, others who were not, and got positive feedback from nine of them on the evening news expansion. FNN believes

NBC wins week 50, CBS wins news

NBC took the 50th week of the 1987-88 season (ended Sept. 4, the 20th week of the summer season) with an 11.6 rating and a 22 share. CBS closed out the week with a 10.8/20, followed by ABC's 9.3/17.

The comparable week a year ago, ended Sept. 6, 1987, was a narrow win by ABC, 11.0/21, over NBC's 10.9/20 and CBS's 10.1/19.

This year's evening news numbers put CBS on top with a 9.8/21 over ABC's 9.4/20 and NBC's 8.8/19.

NBC also took seven of the top 10 programs for the week, with *A Different World* winning the top slot with a 19.2/35, followed by *Cheers* (19.0/33) and *The Cosby Show* (18.5/36). ABC's top show was the Tuesday night telecast of *Full House* (15.6/27), which came in at sixth place. CBS's *Designing Women* (14.8/25) tied for ninth place with its own Tuesday broadcast of part two of *Blood and Orchids*, and ABC's *Who's the Boss?*

In the book of days, NBC won Wednesday, Thursday and Saturday. CBS took Monday and Sunday. ABC took Tuesday and Friday.

Nielsen	Net	Nielsen	Net
1. 19.2/35	N <i>Different World</i>	35. 10.5/20	C <i>Jake and the Fatman</i>
2. 19.0/33	N <i>Cheers</i>	36. 10.4/18	C <i>Equalizer</i>
3. 18.5/36	N <i>Cosby Show</i>	37. 10.3/18	A <i>Badlands: 2005</i>
4. 18.2/31	N <i>Night Court</i>	38. 10.2/17	A <i>Moonlighting</i>
5. 17.0/34	N <i>Golden Girls</i>	39. 10.1/21	A <i>Full House</i>
6. 15.6/27	A <i>Full House, Tuesday</i>	40. 9.9/22	N <i>Facts of Life</i>
7. 15.3/28	N <i>L.A. Law</i>	41. 9.4/17	A <i>China Beach</i>
8. 15.2/30	N <i>Amen</i>	42. 9.2/19	A <i>ABC Saturday Movie</i>
9. 14.8/28	A <i>Who's the Boss?</i>	43. 9.1/18	C <i>CBS Friday Movie</i>
10. 14.8/25	C <i>Designing Women</i>	44. 9.0/18	A <i>Second Start</i>
11. 14.8/25	C <i>CBS Tuesday Movie</i>	45. 8.8/15	A <i>Slap Maxwell</i>
12. 14.7/26	N <i>ALF</i>	46. 8.8/17	A <i>ABC Sunday Movie</i>
13. 14.4/26	N <i>Matlock</i>	47. 8.7/16	C <i>48 Hours</i>
14. 14.1/28	C <i>Murder, She Wrote</i>	48. 8.5/15	A <i>ABC Monday Movie</i>
15. 14.1/29	N <i>Hunter</i>	49. 8.4/18	A <i>Perfect Strangers</i>
16. 13.8/23	C <i>Kate and Allie</i>	50. 8.4/15	N <i>Summer Showcase</i>
17. 13.6/29	C <i>60 Minutes</i>	51. 8.3/18	C <i>Beauty and the Beast</i>
18. 13.3/25	C <i>CBS Sunday Movie</i>	52. 8.3/17	N <i>Miami Vice</i>
19. 13.1/23	N <i>NBC Wednesday Movie</i>	53. 8.0/16	N <i>NBC Sunday Movie</i>
20. 13.0/23	A <i>Head of the Class</i>	54. 7.9/16	N <i>Blacke's Magic</i>
21. 12.8/25	A <i>Growing Pains</i>	55. 7.9/17	N <i>Best of TV Bloopers</i>
22. 12.7/23	C <i>CBS Thursday Movie</i>	56. 7.8/15	N <i>Funny People</i>
23. 12.4/21	N <i>In the Heat of the Night</i>	57. 7.7/15	A <i>MacGyver</i>
24. 12.3/26	N <i>227</i>	58. 7.6/15	N <i>My Two Dads</i>
25. 12.2/25	A <i>20/20</i>	59. 7.4/17	C <i>CBS College Football</i>
26. 12.0/22	C <i>Magnum, P.I.</i>	60. 7.3/14	N <i>Whole Lotta Fun</i>
27. 11.3/20	A <i>Hooperman</i>	61. 7.2/15	A <i>Spenser: For Hire</i>
28. 10.9/22	A <i>Mr. Belvedere</i>	62. 6.9/15	A <i>Disney Sunday Movie</i>
29. 10.9/19	N <i>NBC Monday Movie</i>	63. 6.7/14	N <i>Family Ties</i>
30. 10.8/20	C <i>Wiseguy</i>	64. 6.6/12	A <i>Half and Half</i>
31. 10.8/18	N <i>Life on the Flipside</i>	65. 6.4/11	A <i>ABC Thursday Movie</i>
32. 10.7/19	C <i>Newhart</i>	66. 5.6/10	C <i>CBS Summer Playhouse</i>
33. 10.6/19	A <i>ABC News Closeup</i>	67. 4.3/10	C <i>First Impressions</i>
34. 10.6/18	C <i>Cavanaugh's</i>	68. 4.1/9	C <i>Frank's Place</i>

Drinking and driving don't mix in Hollywood

TV networks, Writers Guild, producers will make concerted effort to include in programs mentions of designated drivers and responsible use of alcohol

Hollywood, long accused of glamorizing alcohol use, has now joined with ABC, NBC, CBS, the board of directors of the Writers Guild of America West and the Harvard School of Public Health's Center for Health Communications in a national media campaign to alert the public to the dangers of drinking and driving.

Thirteen major studios "have agreed to ask their writers and producers to add dialogue to their shows in the upcoming season conveying a new social norm: the driver doesn't drink," said Dr. Jay Winsten, director of the Harvard center and head of the campaign. The participating studios are Stephen J. Cannell Productions, Columbia Pictures Television, Walt Disney Studios, GTG Entertainment, Lorimar Telepictures Productions, MGM/UA Television Productions, MTM Enterprises Inc., New World Television Productions, Paramount Pictures Television Group, 20th Century Fox Television, Universal Television, Warner Brothers Television and David Wolper Productions.

"Our intention is to add tremendous momentum to changes already under way in our society," said Winsten. "Hollywood," he continued, "is in a powerful position to reinforce these emerging trends by writing occasional script lines that model a new form of social behavior. The shift from previous practice can be in a line or two of dialogue as a person arrives at a party and says: 'No thanks, I'm driving,' or as several young people decide to share a taxi. The impact will be gradual and ultimately far-reaching."

Grant Tinker, president of GTG Entertainment and a major supporter of the project, said he became involved in the project after receiving a call from Frank Stanton, CBS president emeritus, who currently has a chair in his name at the JFK School of

Government at Harvard. It was Stanton who introduced Winsten to Tinker, for the purpose of having Tinker introduce Winsten to members of the Hollywood community who make television series. "He [Winsten] did all the work; I just introduced him to the people," said Tinker.

Although the project has made progress, it has encountered some snags. "There are people who have a problem with the project, people who cite artistic integrity; well, I have a problem with those people," said Tinker. "They can talk about artistic integrity all they want, but people are getting killed, and if this can save lives then I don't mind giving up some of that integrity." Coincidentally, the pilot for *TV 101*, a GTG series set to premiere on CBS this fall, deals in part with a student who dies while drinking and driving.

"I find it ironic that so much of the press has complained about the banality and forgettability of television in the past, and now we're using it for this purpose, with a public service message, and people are clucking about it as if it were subversive," said Tinker. "We're not forcing this on anyone. The whole thing has been voluntary."

George Kirgo, president of the Writers Guild West, said that "the guild will be encouraging its members to include some mention of the designated driver in their work," adding, "Dr. Winsten will be providing a letter to aid writers." Kirgo said the guild's encouragement to writers will come without a heavy hand. "We're always very sensitive about guidelines that are thrust at us by organizations," he said, adding, however, that "we don't find this threatening or onerous." Kirgo said he thinks that including mentions of a designated driver will become an ongoing practice until "it becomes part of our consciousness."

A Paramount spokesman said that no decision has been made on which series will be included in the project, but added that some shows have already been portraying responsible use of alcohol. "*Cheers*," he said, "has maintained an alcohol awareness from the start" and cited as an example the series pilot, in which Coach (Nicolas Colasanto) drives Norm (George Wendt) home after Norm has had a few beers.

The networks will produce public service announcements and donate air time for them during the upcoming season. The majority of the spots will air during the December holidays and on New Year's Eve.

"ABC worked with the Harvard Alcohol Project last year," said Karen Maser, the network's manager of office communications. "Last year we ran 26 'Don't Drink and Drive' spots" during the two weeks between Christmas and New Year's Eve, "20 of which were during prime time," she said. "This year," Maser said, "we'll start around Thanksgiving instead of Christmas." In addition, she said, "the ABC Radio Network will also be working with the Harvard project to do radio spots." □

Vision in sight. The Vision Interfaith Satellite Network plans to launch next week (Sept. 19) with a five-hour daily schedule on weekdays and extended hours on the weekends.

VISN is an ecumenical religious network, backed by 20 mainline church groups and Tele-Communications Inc., the country's largest MSO. The format will include magazine programs, dramas, documentaries, music and values-based human interest programs. Much of the programming will be supplied by the 20 church groups, but several original programming series are in production.

To date, VISN has received pre-launch commitments from a number of MSO's totaling 18 million subscribers, although only about seven million are expected to be on line at launch.

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Changing Hands

KHVN(AM)-KDLZ(FM) Fort Worth □ Sold by EGG Dallas Broadcasting to Gilmore Broadcasting for \$14 million. **Seller** is owned by Earl G. Graves, who publishes *Black Enterprise* magazine. He has no other broadcast interests. **Buyer** is Kalamazoo, Mich.-based group of one FM and two TV's owned by Jim Gilmore Jr. KHVN is daytimer on 970 khz with 1 kw. KDLZ is on 106.25 mhz with 100 kw and antenna 450 feet above average terrain. **Broker:** Blackburn & Co.

WSOY-AM-FM Decatur, Ill. □ Sold by Trumper Communications Inc. to Pinnacle Broadcasting for \$8,435,000. **Seller** is owned by Jeffrey E. Trumper, who also owns WLAP-AM-FM Lexington, Ky., and KKCW(FM) Portland, Ore. He recently bought KMGK(FM) Minneapolis ("Changing Hands," June 6). **Buyer** is headed by Phillip D. Morella. It also owns WOUR(AM)-WFXC(FM) Raleigh, N.C., KAMA(AM)-KAMZ(FM) El Paso and KEND(AM)-KLLI(FM) Lubbock, both Texas. WSOY is on 1340 khz full time with 1 kw. WSOY-FM is on 102.9 mhz with 54 kw and antenna 450 feet above average terrain. **Broker:** Americom.

KNMQ(FM) Santa Fe, N.M. □ Sold by James M. Ellis, J.M. Walrad, Melvin P. Hemmer and Ronald L. Sack to Steven A. Humphries for \$1,550,000. **Seller** has no other broadcast interests. **Buyer** is owned by Steven A.

Humphries and family. It also has interest in KLLT(FM) Grants, N.M. KNMQ is on 105.9 mhz with 100 kw and antenna 1,936 feet above average terrain.

WKMC(AM) Roaring Spring and WHOA(FM) Holidaysburg, both Pennsylvania. □ Sold by Cove Broadcasting Co. Inc. to Northway Broadcasting Inc. for \$1.3 million. **Seller** is subsidiary of Louis J. Maierhofer Stations, Altoona, Pa.-based group of two AM's and one FM. **Buyer** is owned by William C. Burtis, David G. Mitchell, Joseph A. Reilly, Donald F. Snyder and E. Mark Vieira. It also owns WBZA(AM) Glens Falls, N.Y., and WAYI-FM Hudson

Falls, N.Y. WKMC is daytimer on 1370 khz with 5 kw. WHOA is on 104.9 mhz with 3 kw and antenna 1,417 feet above average terrain.

WSPR(AM) Springfield, Mass. □ Sold by H&H Broadcasting Co. to Dycorn Inc. for \$1,250,000. **Seller** is owned by Michael Harrison and Al Herskovitz, who have no other broadcast interests. **Buyer** is owned by Daniel C. Yorke, his father, Daniel S. Yorke, and William Fleming, Hartford, Conn.-based investors with no other broadcast interests. WSPR is on 1270 khz with 5 kw day and 1 kw night.

For other proposed and approved sales, see "For the Record," page 94.

FCC ready; where are the sellers?

Mass Media Bureau says it's prepared to handle last-minute station sales; but activity only slightly above normal

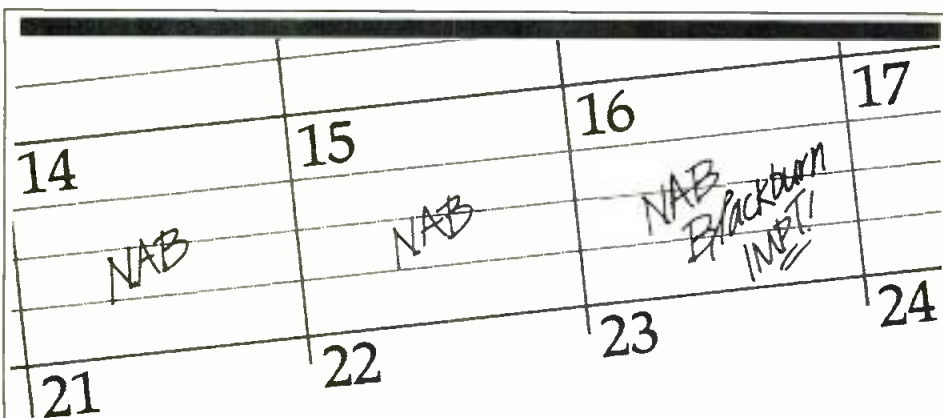
The last effects of tax reform are being felt in the station trading industry this week as many broadcasters attempt to finalize sales and take advantage of the general utilities doctrine tax break before it is phased out at the end of the year. Station brokers report increasing business in the final months, but

nothing like the groundswell that hit the station trading market at the end of 1986 when the most sweeping tax reform changes went into effect.

The FCC is ready to handle an onslaught of applications. Mass Media Bureau Chief Alex Felker said that transfer applications will be handled with direct commission authority, rather than delegated staff authority—the main effect of which will be a shortened waiting period of 30 days after approval rather than the normal 40 days. Felker said that any applications filed on or before Sept. 30 will be acted upon on or before Nov. 30, allowing final closing before year's end.

When a corporation is sold, taxes must be paid on any profits first at the corporate level; then, when the profits are paid to shareholders, taxes are paid again as income. The general utilities doctrine allowed those profits to "pass through" the corporate level, avoiding double taxation, and be taxed only at the individual level. The tax reform act did away with the general utilities doctrine, but not before allowing 1988 to be an interim year; a so-called "small-business deduction" lets businesses worth less than \$5 million avoid corporate taxes altogether, and those between \$5 million and \$10 million pay the taxes on a sliding scale.

Relying on extensive research by its accountants, Chapman Associates President-Bill Cate pointed to an important note for potential sellers—even those whose properties are worth more than \$10 million. Cate



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Clear view. Clear Channel Communications Chairman Lowry Mays said last week that the San Antonio, Tex.-based group of eight AM's and eight FM's is ready to look into television acquisitions. Mays confirmed that he had tapped J. Daniel Sullivan, former chief operating officer of Houston-based SouthWest MultiMedia, a group of four TV's, to head the new division. Mays said he was involved in discussions with the owners of three TV stations.

said that the tax rate is applicable not to the actual sale price, but to the amount of gain from the sale. Consequently, according to Cate, a seller of a \$20-million property that realizes a profit of \$5 million will still pay no corporate taxes.

Regardless of the level of taxation, the break ends on Dec. 31. Charles Giddens of Washington-based station broker, Media Venture Partners, said that he believed there would be a flurry of activity in September as sellers scrambled to take advantage of the break, but so far there has not been as much

activity as he expected. Giddens said he believed sellers did not understand the complexities of the tax changes and figured they would worry about it later, concentrating instead on keeping their stations to get as much appreciation as possible.

Jim Blackburn of Blackburn & Co., agreed with Giddens. "There are several deals we are working hard on right now," said Blackburn, "but fewer than I thought there would be." Blackburn said that general utilities-motivated sales accounted for about 10% of his current business.

Lee Hague, of media broker Cecil L. Richards' Chicago office, said that he has seen a gradual increase throughout the year and a marked increase in the last few months. "In August the pressure began to increase to find buyers," said Hague, "especially buyers who could close quickly." Hague said most of the tax-motivated sales fell in the \$2-million to \$4-million range. "I don't think you will see a huge rush of people selling in the next month," he said, "most have been planning carefully, looking forward to the end of the year." □

Cablecastings

Sporting proposition

The National Hockey League Buffalo Sabres and cable MSO Adelphia Communications have announced a "long-term joint venture," which the two companies said could evolve into a cable regional sports programming service.

Before this year, the Sabres owned the regional sports network that carried the team's games. The new arrangement brings in Adelphia as joint venture owner (the percentage of ownership was not released). The network will be called the Niagara Frontier Sports Network, and the organizers hope that baseball, football, college sports, plus other athletic events, will be added to the schedule.

The heart of the basic network remains the Sabres. What brought Adelphia into the deal was the chance to carry Sabres Stanley Cup playoff games on a pay-per-view basis, but it was unclear, a network spokesman said last week, whether that would commence with the coming season.

It is anticipated that some college basketball will be added to the winter schedule, but no decision has been reached on picking up SportsChannel America's NHL package this winter. Adelphia carries SportsChannel on its systems, which are located in Buffalo's suburbs. Tele-Communications Inc. owns the system serving the city, and between them, they account for most of NFN's 500,000 subscribers. NFN will carry 30 games this fall.

WIC agenda

The case study that attendees at Women In Cable's national management conference Oct. 9-11 in Chicago will tackle concerns overbuilds by MMDS and SMATV operations. The theme of the organization's seventh annual management conference is "Face the Competitive Challenge," and the case is being put together by Barry Elson, senior vice president, Cox Cable, and Ron Rizzuto, finance professor at the University of Denver.

In addition to the case study, there will be

five other sessions. Phil Hogue, president, Daniels & Associates, will conduct one on finance; Rick Clevenger, senior management team, Paragon Communications, and Pete Smith, vice president, Rifkin & Associates, will handle a session on engineering; Bradley Johnson, senior vice president, service operations, Warner Communications, will address quality/customer service; Bruce Jones, senior vice president, marketing and programming, Continental Cablevision, will handle programming, and Peter McLaughlin, president of his own

marketing and consulting firm, will run a session entitled "Creativity and Problem-Solving."

Acts of violence

The National Coalition on Television Violence says that the six most violent channel choices on television are on cable, with HBO and the USA Network leading all channels by a wide margin. The Discovery Channel, Black Entertainment Television (BET), The Disney Channel and the Public Broadcasting Service had the least amount

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of violence. Channels were ranked by the percentage of programming high in violence. NCTV defines highly violent programming as shows whose primary purpose is to entertain but which contain over 10 acts of violence per hour.

Sports programming on the USA Network, ESPN and superstations WTBS(TV) Atlanta and WGN-TV Chicago were not monitored in the survey. The NCTV information was gathered between June 6 and Sept. 11, 1987, and between April 2 and May 13, 1988, during the hours of 7-10 p.m. Monday through Saturday and 6 p.m. to 10 p.m. on Sundays.

According to the survey, 86% of HBO's programming was high in violence. HBO programming averaged 33 violent acts per hour. Among other cable networks, programming high in violence and the number of violent acts per hour were as follows: USA, 85%/25; WTBS, 66%/43; WGN, 65%/24; Showtime, 58%/20; and Cinemax, 55%/26. On the broadcast side, ABC was seventh with 40%/9, Fox was eighth with 33%/8, CBS was ninth with 30%/7 and NBC was 11th with 25%/10.

On Capitol Hill, a bill introduced by Rep. Dan Glickman (D-Kan.) would exempt the broadcast and cable industries from certain anti-trust laws for three years in order to allow the industry to get together on decreasing the amount of violence on television. That bill has already passed the Senate for a second time by unanimous vote. It comes before the House Judiciary Committee this month.

Ads up on cable

Arbitron reports that total advertising dollars spent on six major cable networks was up 13% for the first six months of 1988, compared to the same six months in 1987. The six networks, chosen based on the size of their subscriber base, are CBN, CNN, ESPN, MTV, USA and superstation WTBS(TV) Atlanta.

In event of emergency

The Weather Channel has been added to the list of broadcast and cable networks that are part of the Federal Emergency Management Agency's emergency broadcast system. An FEMA computer terminal will be installed at the Weather Channel's studio allowing the government to interrupt programming in an emergency. The cable service joins ABC, NBC, CBS, ESPN and CNN as EBS members.

College student demographics

An MTV telephone survey of 3,000 students from 60 schools across the country conducted last spring shows that students spend \$24 billion on discretionary purchases (nonnecessities) and nearly 70% receive cable television. That survey (done in conjunction with Showtime/The Movie Channel and the market research firm Commercial Analysts) also shows that 50% of college students work an average

of 19.8 hours a week and bring in \$1,998 a year from those jobs. Discretionary purchases made up \$166.5 per month of college students' purchases, with the most likely items bought being fast food (89%), health and beauty aids (86%), soft drinks (83%), snacks (74%) and food from grocery stores (69%). College students living off campus spend an average of

\$114.40 per month on groceries, and college students living on campus spend \$42.30 per month.

Telephones, televisions, and stereos are each owned by more than 80% of students; 20% own a compact disk player. Cars are owned by 52% of students (36% own domestic models and 25% own foreign models).

In terms of cable television viewing, 67% said they get cable at school and 19% receive it during vacation. MTV is watched by students 2.5 hours a week. Among broadcast outlets, 34% watch NBC first, ABC second (28%), and CBS third (26%). Students typically watch with more than two friends (2.2 on average), the survey said.

Telecastings

Jerry breaks a record

The 23rd annual Jerry Lewis Labor Day Telethon generated a record-breaking \$41.1 million from viewer donations, according to the beneficiary, the Muscular Dystrophy Association. The association estimated that its "love network" of almost 200 television stations attracted an audience of about 120 million viewers during the 21½-hour marathon fund raiser. Many of the broadcasting stations donated air time, according to an MDA spokesman, although some did charge the association for production or preemption costs. The spokesman added that overall production costs for the 1988 telethon, which featured performances by a number of popular entertainers, were about \$6 million-\$7 million. Forty-five minutes of each telethon hour was national, while 15 minutes were set aside for local presentations and one or two minutes of station identification. Since 1966, MDA said its telethons have generated \$484.3 million in viewer pledges. Dollars received from corporate donations are not included in the tally but are substantial; this year they amounted to \$34.4 million, according to MDA.

Second service

Tribune-owned KTLA(TV) Los Angeles is beginning to generate a small, ancillary revenue stream from stereo television. The station has been programing in stereo since 1984, using a second audio channel for a Spanish language dub of what now amounts to about 22 hours of weekly news and entertainment programing. (Los Angeles is the second-largest Hispanic market, behind New York.) KTLA has announced that it has signed its first sponsor for the Spanish audio channel: The Rice Growers Association will run a schedule of spots within the Spanish-dubbed programing. The station is cultivating other clients for its Spanish-dubbed programs.

Spirits dropped

Telemundo Group Inc., New York-based group owner, will stop airing liquor commercials at the end of this year. Henry Silverman, president and chief executive officer, said he reached the decision after

Coverage critique. Republican Vice Presidential candidate Dan Quayle has received the most negative coverage at the hands of the three major TV networks of any national candidate except Gary Hart—and the most coverage of anyone except Republican presidential nominee, George Bush. That's according to a study of network evening news programs by researchers for the Center for Media and Public Affairs who found that ABC, CBS and NBC broadcast 93 stories on the Indiana senator from Aug. 16, when Bush selected him as his running mate, until Aug. 28. There were no network news stories on Quayle on Aug. 29.

The cumulative air time devoted to Quayle was three hours and 22 minutes, "more than one quarter of all evening news broadcasts for nearly two weeks after his nomination," according to the report. As for evaluation of the senator, "only 33%" were positive, "worse than any candidate received during the primaries aside from Gary Hart's 21% rating." In comparison, Bush's evaluations were 49% positive during the primaries and Dukakis's, 58% positive. Evaluations of all candidates combined were 54% positive.

the Center for Science in Public Interest, a Washington based consumer group, contacted him. He had not been aware

Telemundo was the only group in the country still carrying hard liquor ads, he said.



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TVRO politics and business in Nashville

Biggest show yet for growing home earth station medium

Thousands attended last week's three-day Satellite Broadcasting and Communications Association trade show in Nashville. Mickey Mantle showed up to inaugurate his role as October's Satellite TV Month spokesman. One hundred and seventy-five exhibitors showed up too—home satellite, television receive-only (TVRO) programmers, equipment dealers, distributors and manufacturers, all filled the Opryland hotel's massive Ryman Exhibit Hall with dozens of earth station antennas, scores of state-of-the-art receivers and video displays and a preponderance of program package offers, dealer rebates and first-time program subscription discounts.

And the federal government was on hand too. FCC policy and planning division's Jonathan Levy showed up to announce that the commission's New York office had assisted U.S. marshalls in the seizure of signal theft equipment from a residence in Flush-



ing, N.Y.—the fifth such raid initiated by the commission—and to tell more than 4,000 attendees that FCC involvement in

fighting piracy "is not a one-time shot." And the U.S. Customs Department, which has conducted numerous raids on suspected pirates this year, occupied a booth on the exhibit floor.

Major cable programmers and satellite operators—including HBO, Showtime, GE Americom and Comsat—were present as well, to "listen to the needs" of those in the TVRO business, said Al Levy, spokesman for HBO, whose expanding TVRO offerings and deepening market involvement, he said, "are indicative of growing professionalism in the market."

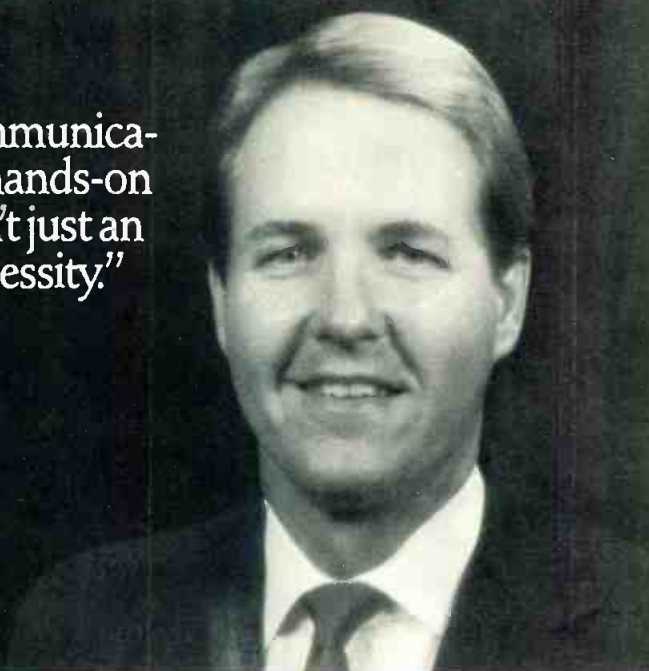
But the heavyweights were also there to woo that market to their own services.

GE Americom vice president, cable services, Martin Lafferty, announced that a medium-power Ku-band direct broadcast satellite—Satcom K-3—will launch on Jan. 1, 1989, with "the biggies" in programming aboard. Unnamed major programmers in addition to HBO have "taken options" on K-3, which together with a second identical bird, "will be able to hit a dish a little larger than a Sara Lee pie plate," he said, asking attendees of his seminar to "begin imagining what that will mean."

They did not have to go far to imagine. Just outside the hotel, Comsat provided a live demonstration of a 15-inch-by-15-inch flat antenna, uplinking live video shots of the crowd to Satcom K-1 and downlinking them to the two-inch thick Matsushita/Comsat dish, where viewers could compare before and after feeds on side-by-side TV's. The dish will hit Europe in time for the full operations of the DBS bird, Astra, said Comsat Vice President Daniel Wells, and Matsushita is negotiating now for distribution in the U.S.

It was SBCA's biggest show yet, said many attendees, and the size and look of the

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exhibits, as well as "some serious parties," said one programing veteran, "made us feel like we were at an NCTA [National Cable Television Association] show."

Yet, despite the concentration of stunning technology and cooperative promotional plans for October Satellite TV Month, other more controversial themes dominated panel and hallway discussions. The FCC and Customs presence, several anti-signal-theft announcements, the proposed introduction of a new signal encryption system and developments in the superstation-broadcast TV battle all contributed to a healthy dose of politics, as well as business as usual.

Programers stand by Videocipher, call introduction of new D-Code encryption system 'unfriendly'

Several major programers serving cable and the home satellite market confirmed last week that they would not abandon the troubled signal encryption system, Videocipher II. Appearing as exhibitors at the Sept. 5-7 Satellite Broadcasting and Communications Association trade show in Nashville, spokesmen for HBO, Viacom Satellite Services and part-TCI-owned Netlink said that established home dish subscribers were too numerous to "leave behind" by encrypting video signals with a system not compatible with VC-II decoders, which are also used by cable operators to descramble most of the same programing.

One day before the official opening of the show, VC-II manufacturer, General Instrument, formally heralded the launch next June of a new, "backward compatible" VC-II-Plus descrambler to replace its much pirated VC-II consumer unit (BROADCASTING, Sept. 5). The Plus hardware, said GI, will provide more security, more programer capacity, the ability to transmit to 10 times the current five million receivers and a new element of distribution accountability.

GI has been "aware, of course, that they had to do something soon," said Brian McCauley, president of home dish, television receive-only (TVRO) programing, Netlink, referring obliquely to estimates that as many as half the 1.2 million VC-II's sold have been altered to allow unbilled signal reception. It has been in response to concerns about those high piracy estimates—expressed in louder and louder voices by programers, program distributors and film producers during the past year—that GI and the SBCA have stepped up investigative and litigative efforts against pirates.

McCauley said he is confident that, even before the introduction of the Plus hardware, GI's electronic countermeasures will reduce the problem to manageable size. (Dunham said that one of those measures—"turning off" suspected pirate addresses, or codes, at GI's centralized authorization center—has eliminated between 250,000 and 300,000 illegal boxes).

Viacom Satellite Services' head Stephen Shulte and HBO spokesman Al Levy also made clear their support of Plus's compatibility with the current VC-II. Plus will offer the same 56 tier bits (each containing one or more program packages) accessible to current VC-II's, but it will also offer 200 addi-

tional bits—allowing for adding on services in the future, said Dunham, who also confirmed that programing offered on those 200 additional bits could not be accessed by owners of VC-II's in the market now. "There is nothing to stop a programer from going on bit number 62, if we can't convince him" that GI is making VC-II more secure, he said.

Asked if becoming inaccessible to pirate VC-II's would be strong enough incentive for Viacom Satellite Services to move Showtime, The Movie Channel and other Extraview package programing out of the accessible 55 and into the new 200 bits, Shulte said, "Absolutely not. I don't want to leave any [current subscribers] behind. Even if...there are half a million pirates,

half a million authorized subscribers is too many" to abandon." Levy agreed, saying: "It would be silly to leave behind the base of backyard dish subscribers that we've worked so hard to get."

As to just how soon the current 55 bits would be filled, forcing services into the non-VC-II-accessible zone, McCauley and Shulte said that programers are finding ways to fit everyone in. Netlink, said its new operations vice president, Jim Shelton, had "called in its options" on unused bits "warehoused" by HBO. "In the next year or so," said Shulte, "you're going to see tier bits used more efficiently."

The same programers reacted favorably to two current hardware attacks on signal theft detailed by GI at the show. First, the

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formerly plug-in silicon chips that are the key to altering VC-II's to receive programming without authorization are now being attached directly to the ceramic circuitry boards, according to Videocipher Division head Lawrence Dunham. Pirates, he said, "will also need to get through several more layers of epoxy" to reach the chips. And even if they accomplish that, he said, soldering—rather than plugging—a replacement chip in place will prove considerably more difficult for the pirates.

Second, GI said that advances in design will allow the introduction late this month of the "super chip," combining the security functions of several chips into one. The chip corrects "all known attack points" on VC-II. Dunham said, and it is the key to making a "dramatic change in distribution and packaging"—the "security cartridge" element of VC-II-Plus.

With all the security elements of the descrambler reduced in size, the Plus units will be split into functional halves: Satellite equipment dealers will sell one half, the integrated receiver-decoder (IRD), while GI and another distributor will sell the other, physically smaller, half, the two-inch by two-inch security cartridge, directly to consumers. The IRD's (consequently more compact, cheaper and, therefore, easier to sell, said Dunham) will not work without the cartridge. And direct distribution of the cartridge, he said, will create better control of authorization. Programmers, said GI, have complained that vast numbers of untraced sales of VC-II decoders have made life easy for pirates.

D-Code: New wrinkle in Videocipher-II-Plus plan?

Viacom's Shulte was equally adamant in his opposition to the introduction of an all new, non-Videocipher-compatible encryption system proposed only days before the show by startup direct broadcast satellite service, Touchtone (BROADCASTING, Sept. 5).

At a Tuesday press conference (see page 87), Touchtone President Stuart Levin distanced himself from statements made by a spokesman for Touchtone equity partner Uniden, claiming that the Touchtone encryption system, D-Code, "will do to Videocipher what VHS did to Beta." D-Code, said Levin, a former satellite equipment dealer and SMATV entrepreneur, will be compatible with the majority of existing IRD's and operate alongside Videocipher. Since the decoder will come with the \$25-\$30 per month Touchtone subscription price, he said, consumers would "not have to purchase a second decoder," but instead lease it and be free to use either decoder. Technical shortcomings in VC-II—addressability "too slow for our needs" and a bandwidth too narrow for eventual HDTV transmissions—he said, explained Touchtone's choice of decoder.

But several attendees said that the introduction of D-Code would still mean signals encrypted in not one but two ways, resulting in consumer confusion and reticence to enter the market until one or the other systems prevailed.

"We don't see any point in the future when we would join" Touchtone, said

Shulte. "The industry has just overcome fear of multiple decoders. This [Touchtone] proposal introduces that idea [and is] not a user-friendly service. We have problems with VC-II," he said, "but the realists realize it will take a lot more than technology to solve them." The satellite delivery business "in general," said Levy, "does not need a VHS versus Beta situation."

Both Touchtone and Uniden were exhibitors at the show, but neither presented working or prototype models of D-Code, nor did either have literature on specifications of the consumer unit, which was co-designed with Oak Industries and Leitch Communications. Those milestones will be reached "in the future," said Levin, "but if you know the Leitch technology, you have the idea of what we are proposing."

"I think [D-Code] will be damaging to the market if it ever comes to fruition," said General Instrument vice president, direct broadcast satellite services, Esther Rodriguez. Said GI's Dunham: "I'll relish the competition, the way [Touchtone's] proposal has been described to me, especially with Leitch technology [which is] very expensive."

Asked if Touchtone could keep the subscription price down in the proposed range over time since the consumer version of Leitch encryption technology is still untested, Levin said: "We will be able to provide it within our business plan."

Race is on to launch multi-channel DBS PPV; programmers wait, watch

Equipment manufacturer General Instrument and a startup programmer, Touchtone Video Network, both used the Satellite Broadcasting and Communications Association trade show as a forum to detail their proposals for one-stop pay-per-view programming services—both aimed at the backyard satellite dish, television receive-only (TVRO) market, and both scheduled to launch early next year. In the meantime, it appears, major programmers and studios will hold off on making agreements to provide movies and special event programs for the services.

Touchtone had held a Sept. 1 press conference in New York to announce its ambitious 17-channel TVRO programming service (BROADCASTING, Sept. 5). At that time, its president, Stuart Levin, had been unable to announce any specific agreements with software providers for either the 10 pay-per-view or six basic channels proposed by Touchtone. (A seventh basic channel would be occupied by Starion, a TVRO-only subscription movie channel launched in July by Levin's TVN and Amway Corp.) Negotiations with studios to fill the PPV channels with the current top 10 home video rental titles and with existing basic services were ongoing, he said in New York and again in Nashville last Tuesday (Sept. 6).

But well into last Tuesday's approximate 20-minute press conference—after saying that he could announce no particular movie titles because pay-per-view movies could not be licensed by the studios so far in advance of Touchtone's mid-1989 launch—

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in startled reporters by saying: "We have signed a contract with Lorimar."

Reached later that day, Lorimar senior vice president, worldwide communications, Barbara Brogliatti, said that an exclusive 20-movie contract between Lorimar and Starion, not Touchtone, had been signed "about a month ago," but not through either a home video or pay-per-view window. Indeed, Lorimar had turned over theatrical and pay distribution to Warner Bros. on June 13, she said, retaining in-house only broadcast television distribution of its movies, pending the merger of the two studios. Eighteen of the Starion films, she said, "have been everywhere already...home video, pay, network, syndications," and the other two were "somewhere in that process."

Ed Bleier, president of Warner Bros. pay distribution, had told BROADCASTING previous to the Nashville show that he had talked with Touchtone but had made no deals. Warner, still not convinced that problems with signal piracy have been effectively addressed, has not reversed its decision to pull its product from PPV distribution.

Levin, a former satellite equipment dealer and SMATV entrepreneur, did not respond to Tuesday evening or Wednesday morning messages left at the Opryland hotel where he was registered as a guest, and still had not responded to calls by press time.

Saying that studios do not license pay-per-view product so many months in advance (Touchtone plans a second quarter 1989 launch), Levin said: "You'll just have to bear with us" until contracts are signed.

Billed as "the first and only true electronic videocassette rental," Touchtone would use AT&T's 800 INFOrmation Forwarding-1 service for ordering and billing the PPV movies. A phone call would authorize reception of one of the 10 movie channels and record a \$4 charge. AT&T has agreed to lease Touchtone 17 transponders on Telstar 303—the satellite on which, said AT&T spokesman Jack Szakany, the satellite operator had "consolidated capacity" in preparation for Viacom programming, which instead moved to a Hughes Communications bird last year. Cellular telephone and satellite equipment manufacturer Uniden Corp. would lease new D-Code encryption system decoders to Touchtone subscribers as part of a \$25-\$30 monthly program subscription fee. That fee would also include Starion, the six other basics and a number of free PPV selections over the month.

Touchtone's proposed introduction of the new encryption system, which is not compatible with General Instrument's Videocipher II, drew some negative reaction from programmers at the show (see page 88).

□

At a press conference one day earlier, General Instrument announced successful completion of technical testing, begun last March, of its proposed Videopal "instant" pay-per-view service. A new test phase, it said, involving centralized billing and marketing, will begin Oct. 1. During that phase, dish owners in six regions will be able to order, a la carte, from programming offered by Houston-based regional cable channel Home Sports Entertainment "and at least

three" first-run movie programming services. Full Videopal service, also scheduled for mid-1989 launch, would involve General Instrument not as a programmer but as equipment provider and operations manager, the last via the Satellite Video Center. Market-test pricing of the consumer unit ranges from \$99 to \$129, but GI might settle on leasing it. Said Michael Meltzer, Videocipher Division marketing vice president: "We are confident that we will be prepared to announce at the winter Consumer Electronics Show in January our plans for distribution, manufacturing specifications and licensing for the Videopal order-recorders."

"GI's response" to Touchtone's PPV proposal, said Esther Rodriguez, GI's vice president, direct broadcast satellite services,

"is to accelerate development" of Videopal.

Showtime will offer the current PPV "until we see consumer acceptance of the concept of Videopal," said Viacom Satellite Services head, Stephen Shulte.

Unlike Touchtone's pay-per-view proposal, Videopal ordering would not require that the consumer make a phone call for each order. Instead, a phone jack attached to the Videocipher II remote control unit would allow the unit to make an electronic call to GI. Billed as "instant" PPV, Videopal would not require programmer or uplinker clearance before the program appeared on screen, said GI, which did not yet specify a charge per movie or event. Demonstration of the Videopal at the Nashville show was simulated. □

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Coming to terms with the big three

SBN says it has made deals with ABC, CBS and NBC that will allow Primetime 24 TVRO service to remain in business

The Satellite Broadcasting Network, which under the trade name Primetime 24 transmits three broadcast network affiliate superstations nationwide via satellite, said last week that it believes it has reached agreements with the NBC, ABC and CBS broadcast television networks that will end litigation and allow the superstations to remain in business. But CBS's Martin Franks, who is representing all three networks in negotiations with SBN, said the agreement becomes effective only if codified in federal legislation.

Appearing as an exhibitor at the Satellite Broadcasting and Communications Association trade show in Nashville, SBN President Kazie Metzger said the agreement requires that SBN subscribers be unable to receive off-air broadcasts by the nearest grade-B power network affiliates and must not have subscribed to cable within the previous 90 days. "It has to be a fairly good signal," said Metzger, "not just within the grade B contour, but receiving a grade B signal."

A federal judge in Atlanta last month decided against SBN's argument that it fits the Copyright Act definition of a cable system and, therefore, should be allowed to pay



cable system copyright fees and operate in an unrestricted manner, and CBS and ABC are pressing suits charging SBN with copyright infringement in New York (BROADCASTING, Aug. 22).

Sitting under SBN's "Maveric of the Milky Way" logo at the company's floor exhibit last Tuesday, Metzger said: "All parties agreed last week that court action should be set aside while we come to an agreement."

"That is not correct," said Franks, vice president, CBS Inc., Washington. "The only agreement was that court action would be set aside upon passage of the bill," he said. "Upon enactment, we will do what is

necessary to dispose of the lawsuits. We have an agreement that is negotiated but not ratified... [by] Congress." In the meantime, "Everyone is acting in good faith."

Franks said negotiations coordinated by Representative Rick Boucher (D-Va.) and involving all three networks have led to agreements on language "recorded" in H.R. 2848, defining what could and could not be done with the affiliate signals. "The agreement is significant. We hail it," said Franks. "It would not have happened without Boucher's good offices. But we have a ways to go." He, like Metzger, expressed the hope that 2848 can pass during this session.

Of three possible routes of reconciliation between SBN and the networks—litigation, negotiated settlement or legislation—"our preference is for the bill," said Metzger. "It's cleaner." But she and SBN general counsel Todd Hardy also said they believe the agreement will stand—and litigation against them will end—even if H.R. 2848 does not pass. "The understanding is that the affiliates would withdraw their suits. We hope to come to confirmation that the agreement will stand" no matter what happens to the bill.

Responded Franks: "Their conclusion... is too sweeping. There is a commitment on both sides to resolve the white space question. That is our promise to Congress. The best solution is 2848. The networks are committed to doing everything they can to get the bill passed," which is necessary, he said, to lasting agreement.

The networks "clearly" represented their affiliates during negotiations, confirmed Franks, staying "in close contact" with CBS affiliate WBBM-TV Chicago, ABC affiliate WABC-TV New York and NBC affiliate WXIA-TV Atlanta. But Franks differed with SBN's perception that any affiliate litigation will be dropped for good, noting that, for one thing, it is not within the network's power to control all potential litigation against SBN.

Metzger suggested that NBC's reported decision to scramble its distribution satellite feeds just before broadcasting its extensive summer Olympics coverage may have provided the "compelling public interest issue" in the eyes of SBN's supporters in Congress. Boucher and Representative Mike Synar (D-Okla.). By choosing an encryption system not compatible with the Videocipher II decoders used in satellite receivers in the U.S., NBC made its signal inaccessible to "hundreds of thousands of consumers," she said, adding that, "in times of national triumph or crisis, people watch the network news."

Hardy said: "We're just proceeding on a normal business course, becoming available through more distribution outlets." For the first time, Primetime 24 will be among the TVRO program services offered by Showtime, HBO and the National Programming Service.

After several years in operation, said Metzger, "I know where my customers are. A very few are in cities, getting television every way they can," but most are outside the reach of the affiliates' signals, she said.



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Where Things Stand

Continued from page 20.

considering buyout plan. ¶ Rogers Communications Inc. announced Aug. 9 that it had agreed to sell its U.S. subsidiary, RCA Cable-systems Holding Co., to KBL Cable Inc., newly formed subsidiary of Houston-based utility, Houston Industries Inc. Price was \$1.265 billion for systems serving roughly 500,000 subscribers in San Antonio; Minneapolis; Portland, Ore., and Orange County, Calif. Houston Industries board unanimously approved purchase Aug. 16. Definitive agreement is subject to transfer approvals at municipal levels, plus FCC approval and Hart-Scott-Rodino requirements. Deal would close around December, at earliest. ¶ 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)-KSYY(FM) Denver, KRLD(AM) Dallas and Texas State Networks for \$145 million. Financing for Command is being sought through Merrill Lynch. Financing will include nonvoting equity interest to be held by Sillerman, who will also co-own WNEW(AM) New York in conjunction with Westwood One. Remainder of Metropolitan stations, WNEW-FM New York; WMMR(FM) Philadelphia and KTWV(FM) Los Angeles, will be co-owned by Sillerman and group owner, Legacy Broadcasting, in which he is shareholder. Application for transfer of licenses to Command was filed at FCC in early August. Deals are expected to close in November. ¶ Cablevision Industries signed definitive agreement July 18 (agreement in principle was announced May 23) to acquire most of systems of Wometco Cable Co. for roughly \$725 million. Cablevision will assume more than \$700 million in Wometco's debt and preferred stock obligations and issue stock for difference. Seller, Robert M. Bass Group, will first spin off 140,000-subscriber Atlanta cable system before transferring Wometco stock and cable systems serving 311,000 basic subscribers to Liberty, N.Y.-based Cablevision Industries in what is proposed as tax-free transaction. Seller's bondholders have to give consent, with closing of deal expected 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 10 days preceding closing, average price of Warner stock falls below \$36.14 per share, or Lorimar receives higher offer. If Lorimar accepts third-party offer, Warner has option to purchase 18.5% of newly issued Lorimar stock at \$15 per share. Merger is still subject to approval by Lorimar shareholders. Attorneys for Lorimar, Warner and Lorimar shareholders who had filed suit objecting to terms of agreement, reached stipulation of

settlement of suit on Aug. 29, subject to approval of boards of two companies and court. Chris-Craft Industries has 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. Lorimar, which already completed sale of three of its six stations, announced agreement in principle to sell fourth station on Aug. 26. Since definitive merger agreement was signed May 17, Lorimar has disbanded its domestic distribution operation for theatrical films, which are now distributed by Warner to pay cable and theatrical outlets. Warner has also taken over distribution of Lorimar home video library. Lorimar shareholders meeting to approve merger is set for Oct. 3. Proxy went out to shareholders on Sept. 2. ¶ 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 ended TCI's standstill agreement with UCT and allowed TCI to expand UCT ownership beyond 23% stake in March to 41% share as of July 29. TCI owns roughly 2/3 of UACI and would own majority of newly-formed UAE. Proxy is expected to go out to shareholders in mid-October. ¶ 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 in July 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. On July 26, SCI received comments of Securities and Exchange Commission on consent solicitation of SCI

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debt holders. Hart-Scott-Rodino review period has expired and transaction is expected to close in early fall. Company has already received franchise approval on transfers involving "substantial" number of SCI subscribers.

Must Carry

■ FCC released results of must-carry survey Sept. 1, but they did little to end debate over whether must-carry rules or law requiring cable systems to carry local broadcast signals are necessary. Indeed, cable operators and broadcasters, on opposite sides of question, claim results support their position. Of 912 television stations that responded, 280, or 31%, reported 1,533 incidences of being dropped or denied carriage on cable since federal court struck down rules on constitutional grounds; of 4,303 cable systems that responded, 869 or 20%, reported 1,820 incidences of dropping broadcast signals or denying them carriage after court action.

FCC survey was conducted in May and June at request of Congress, where fate of any new must-carry requirements lies. Congressional leaders say they are committed to reinstituting some form of must-carry rules, but not until issue of fairness doctrine is resolved. Last month, House Energy and Commerce Committee Chairman John Dingell (D-Mich.) reiterated his support for must carry (BROADCASTING, Aug. 29). Decision by Cablevision Systems to market its pay services on stand-alone basis, without basic cable, drew sharp response from Dingell, who warned that when "Congress reimposes must carry," Cablevision proposal "won't survive."

Supreme Court in May rejected petition that it review decision of U.S. Court of Appeals declaring commission's second version of rules unconstitutional.

FCC is not alone in assessing post-must-carry world through surveys. National Association of Broadcaster's survey found, of 259 television stations responding, around 50 are not being carried on at least one cable system that would have had to carry them under must-carry rules. National Cable Television Association is also conducting survey; results are expected this week.

Network Rules

FCC's network rules—adopted over years to limit power of networks over affiliates, program suppliers and other media—are being reviewed, and several may be modified or eliminated in upcoming year on ground that networks now face stiff competition, particularly from cable. FCC has opened proceedings looking at rules prohibiting networks from representing affiliates in spot advertising market, barring networks from owning cable systems and limiting network-affiliate contracts to two years.

FCC initiatives are taking place as networks prepare to sit down with Hollywood studios and reconsider financial interest and syndication rules, which limit networks' ownership interest in network programming and in syndication of programming after its network run (BROADCASTING, July 4). Meetings at "relatively high level" are expected to begin in next few weeks ("In Brief", Aug. 15).

With some prompting by networks, FCC tried to eliminate rules in early 1980's, but Congress and President Reagan quashed effort. FCC will wait for affected industries to reach compromise before it takes up issue again.

Scrambling

■ Due to developments on Capitol Hill and in marketplace (BROADCASTING, July 4), prospects for passage (in House and Senate) of legislation regulating home satellite industry are considered dim. For starters, House bill (H.R. 1885) passed Telecommunications Subcommittee by narrow vote, 13-11, indicating that action in parent Energy and Commerce Committee might not be forthcoming. Moreover, momentum behind measure is believed to have slowed because of announcement that National Rural Telecommunications Cooperative (noncable distributor serving dish owners) had closed deals with five leading cable programmers, move many observers feel will persuade lawmakers that congressional intervention is unnecessary. Moreover, NRTC, which is one of legislation's chief proponents, says it is no longer going to push for Hill

action.

Despite NRTC deals, Senator Al Gore (D-Tenn.) believes there is still need for legislative action and is poised to move his satellite measure before Congress is slated to adjourn Oct. 8. (Gore was hoping to act before August recess but failed to find appropriate vehicle on which to attach his bill as rider.) He is said to be eyeing possibility of drug control legislation as vehicle. Gore encountered problems earlier when trying to gain time agreement to bring up legislation alone. Both House and Senate bills would mandate that cable programmers permit any qualified third party to distribute their services to backyard dish (TVRO) owners. Senate Communications Subcommittee Chairman Daniel Inouye (D-Hawaii) is legislation's chief opponent.

On other front, House Judiciary Committee approved legislation (H.R. 2848) to permit satellite distribution of broadcast signals—superstations—to backyard dish owners (BROADCASTING, August 8). But House Energy and Commerce Committee will now exercise its discretion over bill, which will slow down legislative process at time when Congress hopes to adjourn Oct. 8.

Syndex

FCC now has before it stack of petitions to reconsider, in whole or part, new syndicated exclusivity rules it adopted at May 18 meeting. Rules empower broadcasters to enforce exclusivity of programs against cable systems that import duplicative programming on distant broadcast signals. Broadcasters, led by National Association of Broadcasters and Association of Independent Television Stations, still strongly support rules, but they asked for refinements that would make it easier for broadcasters to enforce exclusivity.

Cable interests, on other hand, still strongly oppose rules. If FCC is determined to keep rules, they said, it should make them less burdensome on cable operators. For example, National Cable Television Association said "transition period" before rules take effect should be at least two years instead of current one. Group of cable operators led by law firm of Cole, Raywid & Braverman said transition period should be three years.

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. Rules would not apply to systems with 1,000 or fewer subscribers. Also, exclusivity in existing contracts may not be immediately enforceable.

Broadcasters applauded decision. They

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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, and Century Communications

have already notified United States Court of Appeals of their intention to challenge rules in court.

For the Record

As compiled by BROADCASTING from Aug. 31 through Sept. 7 and based on filings, authorizations and other FCC actions.

Abbreviations: AFC—Antenna For Communications; ALJ—Administrative Law Judge; alt.—alternate; ann.—announced; ant.—antenna; aur.—aural; aux.—auxiliary; ch.—channel; CH—critical hours; chg.—change; CP—construction permit; D—day; DA—directional antenna; Doc.—Docket; ERP—effective radiated power; Freq.—frequency; HAAT—height above average terrain; H&V—horizontal and vertical; khz—kilohertz; kw—kilowatts; lic.—license; m—meters; mhz—megahertz; mi.—miles; MP—modification permit; mod.—modification; N—night; pet. for recon.—petition for reconsideration; PSA—presunrise service authority; pwr.—power; RC—remote control; S-A—Scientific Atlanta; SH—specified hours; SL—studio location; TL—transmitter location; trans.—transmitter; TPO—transmitter power output; U or unl.—unlimited hours; vis.—visual; w—watts; *—noncommercial. Six groups of numbers at end of facilities changes items refer to map coordinates. One meter equals 3.28 feet.

Ownership Changes

■ KWHM-AM-FM West Helena, AR (AM: BAL880810EB; 1600 khz; 1 kw; FM: BAPH880810EC; 94.5 mhz; 3 kw)—Seeks assignment of license from Southern Broadcasting Co. to Elijah Mondy Jr. for \$100,000. Seller has no other broadcast interests. Buyer has no other broadcast interests. Filed Aug. 10.

■ KVOR(AM)-KSPZ(FM) Colorado Springs (AM: BAL880729EA; 1300 khz; 5 kw-D, 1 kw-N; FM: BALH880729EB; 92.9 mhz; 25 kw; HAAT: 2130 ft.)—Seeks assignment of license from Penn Communications Corp. to Shockley Communications Corp. for \$7.7 million. Seller is owned by Richard K. Penn, who also owns KQEO(AM)-KMGA(FM) Albuquerque, NM. Buyer is owned by Terry K. Shockley and his wife, Sandra, who also own WILV(FM) Madison, WI; KDAL-AM-FM Duluth, MN, and Provideo, video production company based in Madison. Filed July 29.

■ WSBH(AM) Boca Raton, FL (BAL880805EE; 740 khz; 2.5 kw-D; 500 w-N)—Seeks assignment of license from S.B.R. Broadcasting Inc. to Susan Goldsmith for \$1,350,000. Seller is owned by Malcolm Kahn and George V. Delsou. Kahn has interest in WVBH(FM) Key Largo, FL. Kahn and Delsou formerly owned WSBH(FM) Southampton, NY. Buyer has no other broadcast interests. Filed Aug. 5.

■ WRCC(FM) Cape Coral, FL (BALH880803GN; 103.9 mhz; 3 kw; HAAT: 300 ft.)—Seeks assignment of license from Radio Cape Coral Inc. to CR Investment Partners Inc. for \$5.5 million. Seller is owned by Garrett Clancy and six others. It also owns WKGR(FM) Fort Pierce, FL. Buyer is owned by Randall Blair and Carl Fazio. It also owns WDCQ(FM) Pine Island Centre, FL; WLNZ(FM) St. Johns, MI, and WINW(AM)-WRQK(FM) Canton, Ohio. Filed Aug. 3.

■ WCIX-TV Miami (ch. 6; 100 kw-V; HAAT: 1,842 ft.)—Seeks assignment of license from TVX of Miami Inc. to CBS Inc. for \$59 million. Seller is Virginia Beach, VA-based group of 11 TV's headed by Gene Loving, chairman, and John Trinder, president. Buyer is publicly owned. New York-based television network and station group of seven AM's, 11 FM's and four TV's headed by Laurence Tisch, president, and William S. Paley, chairman. Filed Aug. 10.

■ WPSO(AM) New Port Richey, FL (BAL880808EB; 1500 khz; 250 w-D)—Seeks assignment of license from Lowrey Communications Inc. to Ceresoli Communications Inc. for \$360,000. Seller is owned by Thad Lowery, who has no other broadcast interests. Buyer is owned by Anthony D. Ceresoli, Anna M. Ceresoli, Anthony D. Ceresoli II, Lawrence P. Pugliese and Timothy G. Adkins. Filed Aug. 8.

■ WTUF(FM) Boston, GA (BTCH880810HH; 106.3 mhz; 3 kw; HAAT: 328 ft.)—Seeks assignment of license from Jerry E. White and Cindy M. White to George L. Robinson for \$50,000. Seller has no other broadcast interests. Buyer has no other broadcast interests. Filed Aug. 10.

■ KIOV(FM) Honolulu (BTCH880816HU; 105.1 mhz; 100 kw; HAAT:)—Seeks assignment of license from Ronayne Hope to Sinclair Telecable Inc. for \$51,000. Seller has no other broadcast interests. Buyer is owned by John L. Sinclair, Virginia L. Sinclair, Jean F. Atteberry, J. David Sinclair, Robert L. Sinclair and Ann S. Adams. It also owns WNIS(AM) Norfolk and WCDX(FM) Mechanicsville, VA. Filed Aug. 16.

■ WWO(FM) Hartford City, IN (BALH880810HO; 104.9 mhz; 3 kw; HAAT: 150 ft.)—Seeks assignment of license from Cashdollar Inc. to Viking Communications Inc. for \$600,000. Seller is owned by Steven Cashdollar. Buyer is owned by Bernhard B. Kvale, Louis H. Lauch and Judith A. Kvale. Kvale is former broker with Washington-based Chapman Associates. Filed Aug. 10.

■ WHRS(AM)-WFMI(FM) Winchester, KY (AM: BAL880804GY; 1380 khz; 2.5 kw-D; FM: BALH880804GZ; 100.1 mhz; 1.2 kw; HAAT: 460 ft.)—Seeks assignment of license from WKDJ Inc. to Premier

Broadcast Group of Lexington Inc. for \$3.3 million. Seller is owned by Bayard H. Walters, who also owns WVEL (AM)-WGLO(FM) Pekin, IL. Buyer is owned by William J. Selwood, who also owns WABY(AM)-WKLI(FM) Albany and WUTQ(AM)-WOUR(FM) Utica, both NY. Filed Aug. 4.

■ KRKR-AM Lafayette, LA (BAL880809ED; 1330 khz; 5 kw-D 1 kw-N; HAAT:)—Seeks assignment of license from Voice Of Lafayette Inc. to Cavaness Broadcasting Inc. for \$150,000. Seller is owned by Oran Vincent, who has no other broadcast interests. Buyer is owned by Joel M. Cavaness, Marilyn Lovett, Dorothy C. Jones and Roger W. Cavaness. It also owns KISY(FM) Tioga, LA. Filed Aug. 9.

■ WGNR(FM) Grand Rapids, MI (BALED880811HA; 88.9 mhz; 3 kw; HAAT: 140 ft.)—Seeks assignment of license from Grand Rapids School of Bible & Music to Echo Broadcasting Inc. for \$100,000. Seller has no other broadcast interests. Buyer is owned by John Huseby, Paul Steimle, Harry Daubenspec and Wayne Huhta. It owns WXYB(FM) Zeeland, MI. Filed Aug. 11.

■ WEVS(FM) Saugatuck, MI (BTCH880808HF; 92.7 mhz; 3 kw; HAAT: 236.16 ft.)—Seeks assignment of license from Edwin Lee Ver Schure to Christopher Conrad for \$19,890. Seller has no other broadcast interests. Buyer has no other broadcast interests. Filed Aug. 8.

■ KXRA-AM-FM Alexandria, MN (BAL880726EF; 1490 khz; 1 kw-U; FM: BALH880726EG; 92.7 mhz; 3 kw; HAAT: 150 ft.)—Seeks assignment of license from KXRA Inc. to Paradis Broadcasting of Alexandria Inc. for \$450,000. Seller is owned by Robert E. Hines. It has no other broadcast interests. Buyer is owned by Melvin E. Paradis, president of CD Broadcasting, Minneapolis-based group of three AM's and three FM's. He has no other broadcast interests. Filed July 26.

■ KDWA(AM) Hastings, MN (BAL880803EB; 1460 khz; 1 kw-D; HAAT:)—Seeks assignment of license from Crocus Hill Communications Inc. to Wheeler Broadcasting of Minnesota Inc. for \$150,300. Seller is headed by Dick Nicholson. It has no other broadcast interests. Buyer is owned by Bruce D. Grassman. It also owns KWNQ(AM) Winona, MN and WTCH(AM)-WOWN(FM) Shawano, WI. Filed Aug. 3.

■ WCMC(AM)-WZXL(FM) Wildwood, NJ (BAL880811EA; 1230 khz; 1 kw-U; FM: BALH880811EB; 100.7 mhz; 38 kw; HAAT: 350 ft.)—Seeks assignment of license from Bear Broadcasting Co. to Vinrah Inc. for \$4,350,000. Seller is owned by Nat Urso, who has no other broadcast interests. Buyer is owned by Ragan Henry, who also has interest in WXTX(FM) La Plata, MD, and owns KCWV(AM) Leavenworth and KCWV-FM Fairway, both Kansas; WKSQ(FM) Detroit, and WEZS-FM Richmond, VA. Filed Aug. 11.

■ KNMQ(FM) Santa Fe, NM (BTCH880802GS; 105.9 mhz; 100 kw; HAAT: 1,936 ft.)—Seeks assignment of license from James M. Ellis, J.M. Walrad, Melvin P. Hemmer and Ronald L. Sack to Steven A. Humphries for \$1,550,000. Seller has no other broadcast interests. Buyer is owned by Steven A. Humphries and family. It also has interest in KLLT(FM) Grants, NM. Filed Aug. 2.

■ WRFX-FM Kannapolis, NC (BALH880812HL; 99.7 mhz; 50 kw; HAAT: 320 ft.)—Seeks assignment of license from Metroplex Communications Inc. to KISS Limited Partnership for \$15.4 million. Seller is Cleveland-based group of four AM's and six FM's owned by Norman Wain and Robert C. Weiss. Buyer is Medford, MA-based group of five AM's and six FM's headed by Richard Balsbaugh, chairman. Filed Aug. 12.

■ WMAP(AM) Monroe, NC (BAL880805ED; 1060 khz; 1 kw-D; HAAT:)—Seeks assignment of license from BPM Broadcasting Corp. to Roldan Broadcasting Corp. for \$310,000. Seller is owned by Olin Sikes. It has no other broadcast interests. Buyer is principally owned by Gustavo A. Roldan and family. It has no other broadcast interests. Filed Aug. 5.

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■ IAM(AM) Williamston, NC (BAL880804EB; 900 khz; 1 kw-D)—Seeks assignment of license from Meca Broadcasting Inc. to Lifeline Ministries Inc. for \$150,000. Seller is owned by Mark Engledow and Thomas Campbell, who also own WAKS(AM)-WAZZ(FM) Fuquay-Varina, NC. Buyer is owned by Raymond J. Hoggard and Johnny C. Bryant. It has no other broadcast interests. Filed Aug. 4.

■ WERE(AM)-WCNX(FM) Cleveland, OH (AM: BAL880803GT; 1300 khz; 5 kw-U; FM: BALH880803GU; 98.5 mhz; 16 kw; HAAT: 960 ft.)—Seeks assignment of license from Metropolis Broadcasting Group Inc. to Metropex/Robinson Broadcasting Inc. for \$11.6 million. Seller is owned by estate of Harvey Deutch and Lorraine Golden and Jim Harper. It sold WDTX(FM) Detroit ("Changing Hands," March 21). Buyer is owned by Metropex, Cleveland-based group of four AM's and six FM's owned by Norman Wain and Robert C. Weiss, and Larry J.B. Robinson. Filed Aug. 3.

■ KEB(AM) Oklahoma City, OK (BALH880729GE; 94.7 mhz; 100 kw; HAAT: 550 ft.)—Seeks assignment of license from Van Wagner Broadcasting Oke Inc. to Independence Broadcasting Oklahoma Corp. for \$3.9 million. Seller is owned by Jason Perlone and Richard Schaps. It has no other broadcast interests. Buyer is New York-based group of four AM's and four FM's owned by Peter Sulick and John C. Goodwill. Filed July 29.

■ WMIM(AM) Mt. Carmel and WSPI(FM) Shamokin, both Pennsylvania (AM: BAL880722HA; 1590 khz; 1 kw-D; FM: BALH880722HB; 95.3 mhz; 900 W; HAAT: 505 ft.)—Seeks assignment of license from Mt. Carmel Broadcasting Co Inc. to North Penn Broadcasting Inc. for \$982,000. Seller is headed by David A. Donlin. Buyer is owned by Harold G. Fulmer III and Boyd G. Hixson. It also owns WOBG(AM)-WQXA(FM) York. WXXW(AM) Allentown and WMGH(FM) Tamaqua, all Pennsylvania. Filed July 22.

■ WKMC(AM) Roaring Spring and WHOA(FM) Hollidaysburg, PA (AM: BAL880810HI; 1370 khz; 5 kw-D; FM: BALH880810IH; 104.9 mhz; 3 kw; HAAT: 1417 ft.)—Seeks assignment of license from Cove Broadcasting Co. Inc. to Northway Broadcasting Inc. for \$1.3 million. Seller is subsidiary of Louis J. Maierhofer stations, Altoona, PA-based group of two AM's and one FM. Buyer is owned by William C. Burtis, David G. Mitchell, Joseph A. Reilly, Donald E. Snyder and E. Mark Vieira. It also owns WBZA(AM) Glens Falls, NY and WAYI-FM Hudson Falls, NY. Filed Aug. 10.

■ WDVH(AM) Philadelphia, PA (BAL880729EC; 900 khz; 1 kw-D)—Seeks assignment of license from Masada Corp. to Franklin Broadcasting Co. for assumption of liabilities. Seller is headed Edward Felbin. It has no other broadcast interests. Buyer is owned by Howard P. Tanger, Norman B. Asher, Brenda Tanger, Alexander M. Tanger, Jerome M. Asher, Steven I. Krakow and Edw and Young. It is subsidiary of Marlin Broadcasting Inc., which also owns WFLN-FM Philadelphia. WQRS(FM) Detroit. WTM(FM) Miami. Howard Tanger also has interest in WCLZ-AM-FM Brunswick, ME, and along with Alexander Tanger, owns WBOG(FM) Gloucester, MA. Filed July 29.

■ WKGNI(AM) Knoxville, TN (BAL880808EA; 1340 khz; 1 kw)—Seeks assignment of license from Volunteer Broadcasting Co. to Telstar Communications Inc. for \$150,000. Seller is owned by Avis Primack, Frederick C. Jacob, Samuel Eigenbaum, Howard N. Gilbert and Alvin R. Unans. It also owns WGWY(AM) Charlotte, MI and WY-GRAM(AM) Wyoming, MI. Buyer is owned by Shirley Parker, Arlie J. Sartin, George Parker and Gloria F. Sartin. Filed Aug. 8.

■ KCRM(FM) Cameron, TX (BALH880715HN; 103.1 mhz; 3 kw; HAAT: 300 ft.)—Seeks assignment of license from KCRM Broadcasting Inc. to William John Mason for \$350,000. Seller is headed by Bill Jamar. Buyer has no other broadcast interests. Filed July 15.

■ WDOT(AM) Burlington, VT (BAL880728EB; 1390 khz; 5 kw-U)—Seeks assignment of license from Hunter Broadcasting Inc. to Metro-Management Inc. for \$1 million. Seller is principally owned by William A. Hunter, who also owns WRPT(AM)-WMDK(FM) Petersborough, N.H., and WTM(AM) Ocala, Fla. Buyer is owned by Lewis L. Lloyd and Richard Borel, also own co-located WXXX(FM) and recently bought WRSC(AM)-WQWK(FM) State College, Pa. (Changing Hands, April 25). Filed July 28.

■ WKYS(FM) Washington, DC (BTCH880802GL; 93.9 mhz; 50 kw; HAAT: 485 ft.)—Seeks assignment of license from NBC to Albmar Communications for \$46,750,000. Seller is New York-based television network and group owner of two FM's and seven TV's. Buyer is owned by Bertram M. Lee and E.W. Finley Jr. It also owns KDAI(FM) Ogden, Utah. Filed Aug. 2.

■ KRPM-AM-FM Seattle (AM: BAPL880805EA; 770 khz; 1 kw-U; FM: BALH880805EB; 106.1 mhz; 100 kw; HAAT: 700 ft.)—Seeks assignment of license from High-

smith Broadcasting Corp. to Heritage Media Corp. for \$12,008,000. Seller is Seattle-based group of four AM's and seven FM's owned by James D. Ireland and Ivan Braiker. Buyer is Dallas-based group of five AM's, four FM's and seven TV's headed by James Hoak, chairman. Filed Aug. 5.

Actions

■ WAVG(AM)-WLRS(FM) Louisville, KY (AM: 970 khz; 5 kw-U; FM: 102.3 mhz; 3 kw; HAAT: 300 ft.)—Granted assignment of license from Radio 970 Inc. and Kentucky Technical Institute Inc., respectively, to Radio One Inc. for \$4.5 million. Seller is principally owned by Clarence E. Henson Jr. It has no other broadcast interests. Buyer is principally owned by Toney Brooks, former president of Sandusky Radio Group. Action Aug. 18.

■ KMGK(FM) Anoka (Minneapolis), MN (107.9 mhz; 100 kw; HAAT: 1,080 ft.)—Sunbelt Communications to Trumper Communications Inc. for \$8.75 million. Seller, owned by C.T. Robinson and William Moyes, has sold KIXI(AM)-KMGI(FM) Seattle ("Changing Hands," May 23). It also owns Transtar Radio Network. Buyer is owned by Jeffrey E. Trumper, who also owns WSOY-AM-FM Decatur, IL; WLAP-AM-FM Lexington, KY, and KKCW(FM) Portland, OR. Action Aug. 18.

New Stations

Actions

■ Taft, OK (BPH871022MN)—Granted app. of Taft Community Radio for 100.3 mhz; 3 kw H&V; 67 m. Address: P.O. Box 1329, Muskogee, OK 74402. Principal is owned by Tarecia J. McKee, who has no other broadcast interests. Filed Aug. 17.

■ Eutaw, AL (BPH880210MK)—Granted app. of Grantell Broadcasting Co. for 104.3 mhz; 3 kw H&V; 100 m. Address: Rt. 1, Box 400 B, Eutaw, AL 36925. Principal is owned by William B. Grant, who also owns WYLS(AM)-WSLY(FM) York, AL. Filed Aug. 18.

Facilities Changes

■ Dover, DE, WDOV, 1410 khz—Aug. 5-Application for CP to make changes in antenna system and change from non-DA to DA.

■ Goshen, IN, WKAM, 1460 khz—Aug. 4-Application resubmitted nune pro tunc: CP to increase pwr to 2.5 kw.

■ New Albany, IN, WOBS, 1570 khz—Aug. 15-Mod of CP to make changes in antenna system: reduce day power to 1.57 kw and change TL: 220 Poters Lane, Clarksville, IN: 38 19 40N 85 46 56W.

■ Shelbyville, KY, WCND, 940 khz—Aug. 4-Application for CP to correct coordinates: 38 12 48N 85 10 16W.

■ Great Barrington, MA, WBSB, 860 khz—Aug. 8-Application for CP to increase day power to 2.7 kw.

■ Monroe, MI, WHND, 560 khz—Aug. 10-Application for CP for experimental synchronous AM station at Birmingham, MI, to operate simultaneously with primary WHND facility at Monroe, MI, on same freq., 560 khz, but

with 39 w night.

Actions

AM's

■ Urbana, IL, WJTX, 1580 khz—Aug. 19-Application (BPH880706AC) returned for CP to increase day power to 1 kw; change hours of operation to unlit by adding night service with 500 w; change TL to Urbana, IL, and make changes in antenna system; 40 09 27N 88 08 33W.

■ Olyphant, PA, WWAX, 750 khz—June 30-Application (BMP871117AD) granted for MP (BPH841224AF) to make changes in antenna system and change TL to Jefferson Township, PA, in the Moosic Mountains, 4 km SE of Archbald, PA; 41 28 34N 75 29 41W

FM's

■ Enterprise, AL, WKMX, 106.7 mhz—Aug. 17-Application (BMPH871103IL) granted for MP (BPH841004AE) to change HAAT: 325.7 m H&V.

■ Jacksonville, FL, WQIK-FM, 99.1 mhz—July 25-Application (BMPH880414IE) granted for MP (BPH850712LA as mod) to change HAAT: 309 m H&V, and correct site elevation.

Actions

■ RKO (WGMS)—Approved settlement agreement which allows RKO General Inc. to sell its stations WGMS(AM) Bethesda, MD, and WGMS-FM Washington, to Classical Acquisition Partnership for \$33,885,000. (MM Dockets 84-1148, et al., by MO&O [FCC 88-279] adopted Aug. 16 by commission)

■ FCC announces fundamental policies and defines boundaries for development of advanced television—MM Docket 87-268 (Report No. DC-1235. Action in Docket Case). FCC took concrete steps toward authorizing advanced television systems, including high definition TV, that will deliver to public TV pictures with clarity and color approaching that of 35 mm movie film and sound equivalent to that of compact disk stereos. Comments are due Oct. 31, replies Dec. 1. Action by commission Sept. 1 by Tentative Decision and further Notice of Inquiry (FCC 88-288).

■ FCC announces arrest of Georgia man for marketing illegal satellite descramblers—As result of FCC investigation and with assistance of FCC Atlanta field office, U.S. Marshal's Service arrested John R. Ross Sr., of Cartersville, GA, for marketing unauthorized satellite descrambling equipment. On Aug. 25 FCC field officials assisted U.S. Marshal's Service in executing search warrant against J-Lyn Enterprise of Cartersville, GA. Owner was arrested and unauthorized descrambling devices being offered for sale were seized. Additional similar actions are pending in several cities nationwide.

■ Staff Actions

■ Aguada, PR—Designated for hearing mutually exclusive applications of Channel 50 Television, Carlos R. Soto and Maria V. Villarubia, and Aguada Television Co. for new UHF television station on ch. 50 at Aguada. (MM Docket 88-371 by Order [DA 88-1125] adopted July 7 by chief, Video Services Division, Mass Media Bureau.

■ Arlington, NY—Designated for hearing eight mutually exclusive applications for new FM station on channel 245A (96.9 mhz) at Arlington. (AM Docket 88-393 by Order [DA 88-1148] adopted July 20 by assistant chief, Audio Services



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Division, Mass Media Bureau.)

- Twenty-nine Palms, CA—Designated for hearing applications of Westwind Radio Co. and Morongo Basin Broadcasting Corp. for new FM station on channel 299A (107.7 mhz) at Twenty-nine Palms. (MM Docket 88-394 by Order [DA 88-1181] adopted July 20 by chief, Audio Services Division, Mass Media Bureau.)

Allocations

- Oildale, CA—Substituted channel 237B1 (95.3 mhz)

for channel 237A and modified license of KLLY(FM) to specify operation on new channel. (MM Docket 87-332 [DA 88-1316].)

- Searles Valley, CA—Deleted channel 283A (104.5 mhz) at Searles. (MM Docket 87-538 [DA 88-1315].)

- Idalia, CO—At request of Virginia K. Cutforth, proposed amending FM table by allotting channel 231A (94.1 mhz) to Idalia as its first local broadcast service. Comments due Oct. 24, replies Nov. 8. (MM Docket 88-417 by NPRM [DA 88-1336] adopted Aug. 1 by deputy chief, Policy and Rules Division, Mass Media Bureau.)

- Cedar Key, FL—Effective Oct. 17, amended FM table by allotting channel 274A (102.7 mhz) to Cedar Key as its first local FM service. Filing window opens Oct. 18, closes

Nov. 17. (MM Docket 87-472 by R&O [DA 88-1324] adopted Aug. 1 by deputy chief, Policy and Rules Division, Mass Media Bureau.)

- Springhill, FL—Denied request by Paul P. Miller to allot channel 275A (102.9 mhz) to Spring Hill. (MM Docket 87-405 [DA 88-1314].)

- Helen, GA—At request of Helen Broadcasters, proposed amending FM table by allotting channel 286A (105.1 mhz) to Helen as its first local FM service. Comments due Oct. 24, replies Nov. 8. (MM Docket 88-414 by NPRM [DA 88-1333] adopted Aug. 1 by deputy chief, Policy and Rules Division.)

- Pearson, GA—At request of Harper Broadcasting, proposed amending FM table by allotting channel 270A (101.9 mhz) to Pearson as its first local FM service. Comments due Oct. 24, replies Nov. 8. (MM Docket 88-416 [DA 88-1335] adopted Aug. 1 by deputy chief, Policy and Rules Division.)

- Ringgold, GA—At request of James E. Price, proposed amending FM table by allotting channel 229A (93.7 mhz) to Ringgold as its second local FM service. Comments due Oct. 24, replies Nov. 8. (MM Docket 88-413 by NPRM [DA 88-1332] adopted Aug. 5 by deputy chief, Policy and Rules Division.)

- Ramsey and Shelbyville, IL—At request of Kin Do Communications Inc., proposed amending FM table by substituting channel 286B1 (105.1 mhz) for channel 285A (104.9 mhz) at Shelbyville and modifying license of WSHY-FM to specify new channel and substitute channel 227A (93.3 mhz) for channel 287A (105.3 mhz) at Ramsey and permit applicant for channel at Ramsey to amend his application to specify channel 227A. Comments due Oct. 24, replies Nov. 8. (MM Docket 88-412 [DA 88-1337] adopted Aug. 2 by deputy chief, Policy and Rules Division.)

- El Dorado and Kingman, KS—Effective Oct. 17, amended FM table by substituting channel 256C2 (99.1 mhz) for channel 257A (99.3 mhz) and conditionally modifying license of KBUZ(FM) at El Dorado to specify operation on C2 channel; and conditionally modified construction permit of Bliss Communications at Kingman, to specify operation on channel 262C2 (100.3 mhz) in lieu of channel 257A. (MM Docket 87-596 by R&O [DA 88-1323] adopted Aug. 5 by deputy chief, Policy and Rules Division.)

- Hutchinson, KS—Allotted channel 246A (97.1 mhz) to Hutchinson as its third FM broadcast service; window opens Oct. 17, closes Nov. 16. (MM Docket 87-586 [DA 88-1317].)

- Larned, KS—Allotted channel 295A (106.9 mhz) to Larned as its second FM broadcast service; window opens Oct. 17, closes Nov. 16. (MM Docket 88-144 [DA 88-1319].)

- Kalkaska and Cadillac, MI—Substituted channel 248C2 (97.5 mhz) for channel 249A (97.7 mhz) at Kalkaska and modified license of WKLT-FM to specify operation on new channel. (MM Docket 86-386 [DA 88-1318].)

- Grenada, MS—Effective Oct. 17, amended TV table of allotments by allocating UHF television channel 22+ to Grenada as its first local television service. (MM Docket 87-609 by R&O [DA 88-1163] adopted July 12 by deputy chief, Policy and Rules Division.)

- Kalispell, MT—At request of KOFI Inc., proposed amending FM table by substituting channel 280C1 (103.9 mhz) for channel 280A at Kalispell and modifying construction permit of KOFI to specify channel 280C1. Comments due Oct. 24, replies Nov. 8. (MM Docket 88-415 [DA 88-1334] adopted Aug. 5 by deputy chief, Policy and Rules Division.)

- Malone and Owls Head, NY—Effective Oct. 17, amended FM table by allotting channel 243A (96.5 mhz) to Malone as its first local FM service. Filing window opens Oct. 18, closes Nov. 17, allotment of channel 242A (96.3 mhz) to Owls Head is denied. (MM Docket 88-66 by R&O [DA 88-1326] adopted Aug. 1 by deputy chief, Policy and Rules Division.)

- Coos Bay, OR—Effective Oct. 17, amended TV table by allotting channel 23+ to Coos Bay as its first local television service. (MM Docket 88-42 by R&O [DA 88-1325] adopted Aug. 2 by deputy chief, Policy and Rules Division.)

- Hawley, PA—At request of Jerry C. Paparelli, proposed amending FM table by allotting channel 287A (105.3 mhz) to Hawley as its first local FM service. Comments are due Oct. 24, replies Nov. 8. (MM Docket 88-418 by NPRM [DA 88-1328] adopted Aug. 2 by deputy chief, Policy and Rules Division.)

- Amarillo, TX—At request of John A. Gay Jr., proposed amending FM table by allotting channel 289A (105.7 mhz) to Amarillo as its eighth local FM service. Comments are due Oct. 24, replies Nov. 8. (MM Docket 88-419 by NPRM [DA 88-1327] adopted Aug. 5 by deputy chief, Policy and Rules Division.)

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HELP WANTED MANAGEMENT

Major broadcasting company seeking general manager for West Coast AM FM in top 15 market by major public broadcasting company. Must have previous GM experience, have strong sales background, ability to control expenses, strong budgeting skills, and stable employment history. Submit letter with career and salary history, along with current references to Box L-79.

Sales oriented managers for a radio group located in the South Central area. Applicants should have strong broadcast sales background with a desire to succeed. Send resume with references to Box L-87. An equal opportunity employer.

General manager/GSM: Top 50 market. Absentee owner looking for a motivated, inventive, capable GM/GSM who can generate sales. Good salary. Profit sharing. Potential for percentage ownership. Resumes salary requirements - Box M-1. EOE

Sales manager leading to managership and possible ownership. Ideal opening for man or woman who wants exceptional opportunity in beautiful central Minnesota lake country. No calls. Write or visit KVBR, Brainerd, MN 56401. EOE.

Investors looking: Seeking proven, top quality radio GMs and/or properties for acquisition, substantial management equity, incentives assured. Box L-46

Sales manager trainee: Will train bright young person who is now a top biller to be successful sales manager. Small market group owner. Contact Lew Laito, WAKX, Duluth, MN 55802. 218-727-7271. EOE.

Local sales manager: Perfect opportunity for top producing professional to succeed in 1st management position. Send resume & sales philosophy to Richard R. Wolf, VP/G.M., WNLC-WTYD, P.O. Box 1031, New London, CT 06320. EOE

Local sales manager wanted for established Midwest radio station in top 50. Must have radio sales management experience. Looking for a dynamic, idea generating personality. EEO M/F. Send resume and sample of your work to Box L-85. No tapes

Business manager. WOCL-FM, an American Media Inc. station in Orlando, Florida, has an immediate opening for a business manager. Responsibilities will include all financial and accounting functions with supervisory and managerial duties, budget preparation, payroll, benefits administration and credit/collections. Accounting degree, broadcast financial management experience, PC background and knowledge needed. Send resume and salary requirements to Denise Templeton, WOCL 2101 S.R. 434, Longwood, FL 32779. EOE

Aggressive -- experienced -- hungry leader needed now for GSM slot at top FM station in top 10 East Coast market. Successful retail experience is an absolute must. FAX cover letter resume to 301-654-0987

HELP WANTED SALES

Sales executives. Tremendous opportunity to make great money in rapidly expanding north eastern New York market. Phone Bob DeFelice, G.S.M. immediately. 914-454-7400 to schedule an interview.

FNN, the nation's leading business news broadcaster, is growing "FNN Business Radio" debuts in October from New York City. Anchors and reporter/producers are needed to develop and broadcast Financial News Network reports for top radio affiliates nationwide. Send tapes and resumes immediately to Jon Wilkes, FNN Business Radio, 320 Park Avenue, 3rd Floor, New York, NY 10022. EOE

Excellent opportunity to join growing, regional FM. If you're a career-oriented sales pro headed for management, call or write FM 104.9 WYRY, 130 Martell Court, Keene, NH 03431, 603-357-4797. EOE/MF

Generous base salary and commission for top notch account executive. Team players only need apply. Live 15 minutes from the ocean on the New England Seacoast. Send resume to Curtis Raymond, P.O. Box 631, Sanford, ME 04073, or call 207-324-7271. EOE

If you are an aggressive salesperson with AG background, tired of the hustle and bustle of big city and want to work for the Doane rated number one station, member NAFB, send resume to General Sales Manager, Jim Honaker, KMZU, 102 North Mason, Carrollton, MO 64633. EOE.

Tired of 2 AM phone calls and being underpaid and unappreciated? Looking for flexible hours and unlimited growth? We are searching for ambitious people with good technical background that would like to grow with our expanding nationwide operation in the field of equipment sales/engineering. Send your resume to P.O. Box 8537, BWI Airport, MD 21240. EOE.

Enjoy life in scenic Naples, Florida selling for a top station who offers a salary, commission, good benefits and excellent growth opportunities. Send resume to E. Friedman - WRGI-FM, 950 Manatee Road, Naples, FL 33961.

HELP WANTED ANNOUNCERS

Classical announcer/producer: KXPR, Sacramento, CA, seeks top notch classical announcer/producer for on-air shifts and feature production. Require two years F/T experience, conversational, knowledgeable on-air presence. Send letter of application, resume, non-returnable audition cassette only to: KXPR Search, Horner Foundation Personnel, 6000 J Street, Sacramento, CA 95819. Deadline, September 26, 1988 or until filled. AA/EOE.

HELP WANTED TECHNICAL

Chief engineer: AM/FM combo. Good pay, benefits. Great environment. Experience with automation, studio maintenance & RF required. FCC General preferred. Send resume to G.M., WNLC-WTYD Radio, P.O. Box 1031, New London, CT 06320. EOE.

Experienced engineer...needs understanding of all broadcast related engineering. Located in beautiful Marysville, CA. Send resumes to Mr. Leary, K100 FM & AM, P.O. Box 631, Marysville, CA 95901. Excellent starting salary plus benefits.

HELP WANTED NEWS

Wanted...farm director, on air and sales. Also, opening for two sales people. Call 309-944-4633.

News director for top small market news operation. Community oriented AM/FM. Tape and resume. Cliff Somers, KARS, Box 860, Belen, NM 87002. EOE M/F

Reporter and/or news/play-by-play combo for growing SE small market AM-FM. Experience required. Tape, resume and salary requirements to: WKEU, Box 997, Griffin, GA 30224. EOE.

Anchors/reporters. Strong on-air skills and desire to dig essential. T & R to Georgeann Herbert, ND, WTAR-WLTY 720 Boush Street, Norfolk, VA 23510. EOE M/F.

Politically conservative news director, for broadcast group's major radio network. Must be experienced and aggressive. Submit letter with career and salary history, along with current references to Box M-21

HELP WANTED PROGRAMING PRODUCTION & OTHERS

ABC Radio Network Director of Network Programming. This position is responsible for the programming and marketing of the ABC Radio Networks and Paul Harvey News. In this regard this position is responsible for program planning, product development, production, research, marketing, advertising, affiliate relations, entertainment, news and sports. The right candidate should have radio station experience in news and music and have a complete understanding of today's radio marketplace. Interested parties should send their resumes to: Philip J. Giordano, Senior Vice President, ABC Radio Networks, 125 West End Avenue, 7th Floor, New York, NY 10023.

Board operator. Broadcast technician experienced in operation of studio and production room equipment. Ability to perform quality production. Operate audio processing equipment. Edit pre-recorded programs. Operate single, multi-track and high speed duplicating recorders. Starting salary \$23K or \$28K depending on qualifications. Send resume to Radio Marti Program, VOA/MP, 400 6th Street SW, Washington, DC 20547. An Equal Opportunity Employer.

SITUATIONS WANTED MANAGEMENT

General manager: Experienced in station turnarounds, looking for new opportunity in top 100 market... preferably Southeast. Strong on sales...programming...station visibility. Dynamic people person...catalyst for enthusiasm. Call Jack at 502-585-4545.

General manager with 25 years experience in broadcasting and print media. Very tight bottom line manager with profits to owner a must. Motivator, trainer, leader and producer. Open to any offer. Box M-14

General manager. Currently employed in a top 50 market, seeking new challenges with room for higher advancement in a winning broadcast group. Start up and turnaround situations have been my spring board to the top. The most stable employment history you can find. Winning is a tradition, not a goal. What are your needs? Write Box L-107.

Last five years my stations have been number one. Sales/programming/promotion oriented. General manager available immediately. Multiple formats. I'll make you a winner! Bill James 804-794-7777-days. 804-674-5379 nights

Major market veteran SM, GSM, seeks medium metro GM slot. Excellent references. 12588-A Kendall Drive, #521, Miami, FL 33186

West/Southwest, GM. 10+ years radio. Track record of 100% sales increases first year, increased profits every year. Good expense control, promotions, community involvement, references. Box M-22

Florida owners: Let seasoned pro of 18 years proven leadership, and record profits manage your station or sales dept. or both. Experience all market sizes. Seeking challenge. P.O. Box 3003, Ft. Pierce, FL 34948. 407-466-6742.

SITUATIONS WANTED ANNOUNCERS

Major market talent seeks growth opportunity in south Florida. Gifted programmer. Great pipes, smooth delivery. Creative copywriting and production. T & R upon request. 30 sec. video also available. Chris Dowd, 305-296-6565.

Underemployed, undervalued, unappreciated. HELPI! 2 yrs. progressive, AOR, Country, automated formats. 6 as freelancer related fields. Degreed. 3rd phone Janet Lynch, 502-895-5888, 509 Highwood, Louisville KY 40206.

Professional attitude and sound. Experienced announcer available immediately. Midwest, South, anytime. Bill 308-534-1211

Announcer, 8 years experience, 4 years major market D.J. production. Prefer Upstate New York. Box M-23.

SITUATIONS WANTED TECHNICAL

Midwest chief will relocate: 28 years all phases radio. Earning mid 20s with vehicle, serious inquiries only. Voice-mail, 608-757-8067

Engineer. Experienced maintenance, construction, audio, RF, microwave, FCC, SBE, NARTE certified. Supervisory experience, Sterling credentials. Call Jim 703-434-5926

SITUATIONS WANTED NEWS

Texas sports director. Recently resigned, and looking to relocate. Experienced in PBP, talk shows, anchoring, producing, reporting, the works. Can do it all with a young and dynamic sound, and a flair for sales and promotions. Call Todd today at 305-983-7846.

Sportscaster. Hockey PBP, three years major college experience, plus all-sports expertise. Electrifying style - never miss a beat. Call now Rob 312-348-4386

Knowledgeable sportscaster seeking entry level position. Recent grad with radio TV PBP, videotape editing and scriptwriting experience. Will relocate and accept related positions. Jeff Frank, 2958 Judith Drive, Belmore, NY 11710. 516-826-4240.

Talk show host/reporter looking to relocate into a medium market. Well read and ready to entertain and educate the audience. Call 1-414-722-1520.

SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

For bright, practical sound ideas in programming - not exotic alternatives call Denny at 912-265-2819

Copywriter/producer/announcer - seeking entry level position. 1987 Telecommunications grad of Michigan State University. Also attended broadcasting school. Have college radio, internship, and freelance experience. Please respond to Box 31243, St. Louis, MO 63131. 314-822-8234.

CONSULTANTS

Consultants. Hire a part-time sales manager with full time experience help for the small to medium absentee or owner operators. Let's talk! East Coast, Al Wunder 201-538-1250.

MISCELLANEOUS

Good news for country music stations! Make money on Sunday morning with our tested, proven audience winning show. It'll make your day! Call Mike Mitchell, collect 318-474-0554

TELEVISION

HELP WANTED MANAGEMENT

Southern top 60 market leading independent needs an assertive LSM to lead a developing sales team. Prefer applicants with TV sales management experience and good training techniques. Understanding social skills a plus. Send resume to Box L-110 EOE

Promotion manager: Dominant station in 20th market seeks a creative pro to become part of our management team. Winning candidate will have expertise in all aspects of advertising and promotion with an emphasis in news promotion, as well as experience in campaign planning and departmental budgeting. Applicants should have five years television experience with at least two years managing a promotion department. Experience with promotion in a metered market a plus. Qualified applicants should send resume along with sample reel and copies of print ads to Linda Bayley, Program Manager, KCRA-TV, 3 Television Circle, Sacramento CA 95814-0794 EOE, M/F

Business manager: KITT-TV, #1 UHF independent in 12th market has immediate opening for experienced, hands-on financial manager. Knowledge of JDS, IBM-35 and PC literacy preferred. Send resume and references to General Manager, KITT-TV, Nationwide Communications Inc., 7325 Aspen Ln. North, Minneapolis, MN 55428, 612-424-2929 EOE

Vice president, special projects and planning: Major international public broadcaster serving 6th largest public television audience in North America is creating new executive position. Reports directly to President/CEO. Organization has 2 TV and 2 radio stations serving 2.3 million home market. Producer of "Mark Russell Comedy Specials" and co-producer of "Reading Rainbow" for PBS. Individual will lead income-generating activities including facilities and services rental, home video, etc. Will lead organizationwide planning process. Will manage cable relations in U.S. and Canada. Will manage special projects not falling into other areas. Applicants must have five years experience in public broadcasting and at least three years as line manager in an organization. Ability to write concisely and clearly a must as is individual initiative. Good people skills important. Open-mindedness and flexibility essential. Competitive salary, excellent benefits package. Send resume and salary requirements to: Special Projects Dept. B, P.O. Box 1263, Buffalo NY 14240. An EEO employer

Business manager: Minimum 5 years experience, prefer CPA, BS/BA or equal combination of education and experience. Demonstrated communication and planning skills. Proficient in all phases of financial management and broadcasting. Computer literacy a must. Send resume with salary requirements to: Personnel Director, WPBF-TV, 3970 RCA Blvd., Suite 7007, Palm Beach Gardens, FL 33410. No phone calls. EEO employer

Director of development: Northwest public radio and television, five stations which serve portions of Washington, Idaho and Oregon seek outstanding individual to manage membership, underwriting and major giving. Great living conditions and growth-oriented organization make for a great opportunity. Salary \$34,000-\$39,000 DOE. Review begins October 3. For further information contact Dennis Haarsager, General Manager, Radio-Television Services, WSU, Pullman WA 99164-2530. WSU is an AA EEO employer. Protected group members are encouraged to apply and identify their status. People inquiring about the position will be sent the notice of vacancy and position description.

Executive producer/production manager: South Dakota Public Television offers a rare opportunity as executive producer/production manager of the Vermilion production center. Responsibilities include: developing program concepts and budgets with producers; supervising individual programs/series on a daily basis; and managing the production center staff and facilities as part of a statewide network with a strong commitment to local production. Requires Bachelor's degree in Communication with broadcast emphasis and four years of responsible television production experience, or an equivalent combination of education and experience. Successful public television experience in production supervision and management preferred. Salary minimum \$21,985 annually. DOE. Application deadline: September 16, 1988. Send resume (including Social Security Number) or state application form to: Bureau of Personnel, 118 West Capitol, Pierre, SD 57501. Handicapped documentation or DD214 forms required for preference points. An equal opportunity employer.

HELP WANTED SALES

Live and work in Palm Springs! Looking for account executive with proven sales record who can hit the street running. Good draw and excellent benefits. Immediate opening. Resume to Adam Gilbert, Palmer CableVision, 41-725 Cook St., Palm Desert, CA 92206. EOE

High motivated, experienced UHF independent TV sales. Great potential in a community oriented station. #80 market. Send resume and picture to Mrs. Bennis, Box 4285, Cleveland, TN 37320. EOE.

Account executive: St. Louis network affiliate seeking seasoned account executive. EOE. Send resume. Box M-7.

CBS affiliate, top 50 market in the Southeast, will be expanding its current staff. We'll be adding two people and are looking for assertive salespeople who know how to close. An outstanding opportunity with major Broadcast group. Please submit resume to Box L-106.

General sales manager - WLIG-TV, Long Island, NY seeks experienced sales leader to direct our expanding sales team. Successful local sales background required. Responsible for total sales effort at Long Island's only commercial TV station. Outstanding growth opportunity with salary, bonus, car and full benefits. Resume to Marvin Chauvin, GM, WLIG-TV, 300 Crossways Park Dr., Woodbury, NY 11797, 516-364-1500 EOE

Join our other 50K+ people at our well respected, results producing Midwest independent. Candidate must understand the independent sell and send a resume to prove it. Box M-25

HELP WANTED TECHNICAL

Maintenance engineer for television mobile unit based in Texas and Florida. Send resume and salary requirement to Tel-Fax Texas, 3305 Pleasant Valley Ln., Arlington, TX 76015

TV transmitter supervisor: Minimum 3 years hands-on transmitter experience necessary. Familiarity with Harris BTD50H1 transmitter desirable. Send resume to Myron Oliner, CE, KUSA-TV, 1089 Bannock St., Denver CO 80204. We are an equal opportunity employer.

Television broadcast maintenance engineer: Top 20 VHF network affiliate seeks a studio ENG maintenance engineer. Applicant must have at least five years experience in TV studio equipment maintenance. Qualified applicants should send complete resume to: Jimmy Gamble, Asst. Engineering Manager, WTSP-TV, P.O. Box 10,000 St. Petersburg, FL 33733 EOE

Transmitter chief: Central Virginia, ABC affiliate, looking for dependable, self-motivated, person to operate and maintain dual Harris VHF transmitters, 1200 foot tower, terminal gear and grounds. Applicant should have a minimum of 5 years RF experience and be familiar with Harris transmitters. Please send resume and salary requirement to: Doug Daniel, Director of Engineering, WSET-TV, Box 11588, Lynchburg, VA 24506. EOE.

Austin, Texas — A high-tech town with a high quality of life. The University of Texas at Austin is seeking an assistant director for technical services at the Center for Telecommunication Services. To provide direction as chief engineer and technical maintenance supervisor. Required qualifications: Bachelor's degree in electrical, telecommunication, or electronics engineering, five years experience in electronic broadcasting equipment design, installation, maintenance and operation, knowledgeable in respect to FCC technical rules and regulations. On call nights and weekends (beeper will be provided). Annual salary is \$31,188 with excellent benefits. Department is willing to pay more depending on qualifications. Responsible for 100kw FM transmission facilities including SCA audio production facilities (master control, air control, three additional control rooms and associated studios), satellite audio uplink/downlink and video downlink; video cable system, master/slave highspeed, open-reel audiotape duplication system; STL and leased full-duplex microwave systems. Send resume with cover letter and three professional references to Mr. William Giorda, Communication Building B, University of Texas at Austin, Austin, TX 78712. Applications will be accepted through December 1, 1988. Equal opportunity/affirmative action employer.

Chief engineer: Hands-on chief for major market independent UHF transmitter experience mandatory. Light administrative load. Excellent salary and benefits. Resume to George Hanley, WPWR-TV, 2151 N. Elston Ave., Chicago, IL 60614. No calls, please. EOE

Director/technical director, WHA-TV, Madison, Wisc. BA in communications, journalism or related field required. Minimum: three years fulltime experience as director within production house or broadcast operation mandatory. Two years post-production experience to include use of computerized editing, switching and DVE preferred. Demonstrated experience in remote production welcome. Demonstrated ability to work well with creative staff and clients necessary. Salary: \$23,000 minimum. Contact Pratima Sharma by 9/16/88 at 608-263-2114 for special application. Deadline for receipt of completed application is 9/29/88 EOE

Chief engineer: Group owned Sunbelt UHF looking for experienced chief engineer. Seeking hands-on person familiar with wide-band external cavity klystron transmitter. Demonstrated ability with master control and studio microprocessor based equipment. FCC General Class license and SBE certification or degree required. Competitive compensation package. Send resume and salary history to Mr. Adams, KMSS-TV, P.O. Box 30033, Shreveport, LA 71130. EOE.

Paintbox/graphics operator: Major market post-production facility seeks experienced Paintbox operator to supplement graphics department. 1-2 years experience required. Harry experience a plus. Ability to work with clients a must. Send resume and reel to: Personnel, P.O. Box 451, Lathrup Village, MI 48076. EOE

Chief engineer: Minimum 5 years experience as chief. UHF transmitter experience a must with proven leadership and management skills. Latest state-of-the-art equipment. Top 50 market. Send a resume with salary requirements to: Personnel Director, WPBF-TV, 3970 RCA Blvd., Suite 7007, Palm Beach Gardens, FL 33410. No phone calls. EEO employer

HELP WANTED NEWS

Top 20 Midwest station seeks "top gun" newscast director! We expect live & remote experience, a demonstrated flair for pre-production and a cool approach to solving newscast production problems. College degree preferred. Equal opportunity employer. You are not applying for your present job! If you can meet the challenges of a fast-paced, flexible newscast, reply immediately to: Box M-4.

Farm director/anchor: Anchor farm segments in morning and noon newscasts; produce farm related stories for newscasts. Send resume, tape of anchor work and farm reporting to: John Denney, KOLN/KGIN-TV, P.O. Box 30350, Lincoln, NE 68503. KOLN/KGIN is an equal opportunity employer

If you look good, sound good, and can do good reporting, I don't want you. But if you're great at all these things, let's talk. I need a strong co-anchor to compliment a male anchor. Contact Bill Carter, WCBI-TV, P.O. Box 271, Columbus, MS 39703. 601-327-4444 EOE

Several positions: Morning and noon meteorologist, morning and noon anchor, evening anchor. Experienced only. Resumes to Box M-17

Research position—Claster Television, Inc., Baltimore, Maryland, is seeking person for its research department. Must have research experience in syndication, TV sales or at station rep. Please send resume to Barbara Crmy, Claster Television, Inc., 9630 Deereco Rd., Timonium, MD 21093. No phone calls, please. EOE

Play-by-play sportscaster: Major position for big-league professional! Rush non-returnable VHS/audiocassette samples. P.O. Box 22607, Tampa, FL 33622-2607

Weekend co-anchor/reporter - Experienced anchor/reporter sought to co-anchor weekend newscasts, and work as a general assignment reporter. Applicant should have at least five years experience as a reporter; three years as a news anchor. Should have sufficient anchor skills to substitute for station's weekday news anchors. Top writing and story-telling skills a must. Person hired will work with a male weekend co-anchor already on staff. NEWS PRODUCER - Experienced news producer sought to produce KCRA-TV's 6:30PM newscast. We're looking for a person with superior creative skills. Top writing skills a must. Live satellite/microwave skills required, previous street experience a plus. GENERAL ASSIGNMENT REPORTER - Seeking an experienced general assignment reporter who is used to digging up stories with impact. Top writing and story-telling skills a must. Live experience required. Only heavy hitters with at least five years experience need apply. Submit non-returnable tapes, resumes and salary requirements before September 30, 1988 to Bob Jordan, News Director, KCRA-TV, 3 Television Circle, Sacramento, CA 95814-0794. No calls, please. EOE, M/F

News producer - Minimum of two years experience as a news producer. College degree. Strong writing skills. Must be creative and able to manage people. Mid-size market, NBC affiliate. Send resume and tape to John A. Grdic, General Manager, WFJM-TV, P.O. Box 6230, Youngstown, OH 44501. EOE. No phone calls

HELP WANTED PROGRAMING PRODUCTION & OTHERS

Work in Palm Springs! Hands-on director/editor with creative juices flowing wanted. October start. Comparable salary for market plus excellent benefits. Current 3/4" format. Resume and demo reel to Adam Gilbert, Palmer CableVision, 41-725 Cook St., Palm Desert, CA 92260. Non-union EOE.

Editors: Expanding Christian organization seeks persons with 3-5 years 1" computer editing skills. Grass Valley editors and switchers, Chyron IV and super scribe with eclipse, experience preferred. Send tape and resume to Morris Cerullo World Evangelism, c/o Ossie Mills, P.O. Box 700, San Diego, CA 92138. 619-277-2200. EOE.

Producer: Put your creativity and experience to work on a new one hour morning show at a Midwest affiliate. Box L-86.

Immediate opening - Writer/producer for medical news segments. Strong organizational skills required. Extensive client contact, long hours, and travel necessary. Submit reel, resume, and salary requirements to: Orbis Medical News, 3322 N. Lakewood, Chicago, IL 60657. EOE.

Commercial production director. WAGM-TV is seeking a highly creative, experienced director to head up its commercial production unit. 2 years of solid production experience is a must. If you're looking for a quiet, rural setting and a fast paced, demanding position send tape and resume to Production Manager, WAGM-TV, P.O. Box 1149, Presque Isle, ME 04769. EOE.

Production manager with solid organizational skills. Tremendous growth area! Rush non-returnable VHS samples. P.O. Box 22607, Tampa, FL 33622-2607.

Director of broadcasting: Major international public TV stations serving 6th largest public television audiences in North America are reorganizing programming/broadcasting function. WNED-TV/WNEQ-TV serve the western New York/southern Ontario region with some 2,300,000 TV households. Individual will enjoy one of the most challenging of station programming jobs. Will be responsible for programming two stations serving audiences in two countries. Responsible for traffic operation and separate viewer services function. Will be responsible for all elements of day-to-day broadcast operation including design and look of station breaks. Bright, creative, energetic programmer who wants to broaden horizons will be our ideal candidate. Minimum of two years experience managing public television station programming required. Position reports directly to Vice President for Television. Salary competitive. Excellent fringe benefits. Send resume and references to Programming Dept. B, P.O. Box 1263, Buffalo, NY 14240. An EEO employer.

Are you ready to run the department? Young, aggressive small market ABC affiliate in beautiful southern Oregon needs a creative, disciplined advertising and promotion manager for all phases of station promotion: print, radio, on-air, sales promotion and public relations. We're looking for a hands-on manager who likes total involvement and can create campaigns that sell. Seek applicant with minimum three years solid experience. EEO employer. Send resume (no phone calls), on-air tape and references to Keith Lollis, 1090 Knutson Ave., Medford, OR 97504.

Director/videographer for WCFE-TV, Plattsburgh, New York. Direct and switch studio and remote live and taped multi-camera productions. Coordinate and supervise technical and directorial aspects of production. Serve as videographer as needed for field produced series. Requires bachelor's degree in communications or related field and two years experience directing television broadcast productions. WCFE is a small PBS station, one hour from Lake Placid and Montreal. Letter of application, resume and salary requirements due September 16, 1988 to: WCFE-TV, P.O. Box 617, Plattsburgh, NY 12901. EEO/AEE.

Promotion writer/producer. Expansion of our current staff creates a need for a dynamic, creative idea person. Candidates should be able to conceptualize, write and produce on-air promotional spots for news and programming. Strong copy writing skills and a minimum of 2 years experience in news and program promotion required. Send tape and resume to: Personnel Manager, WPEC-TV-12, P.O. Box 24612, West Palm Beach, FL 33416-4612. EOE, M/F.

Promotion director: Top 50 market - Exciting opportunity for aggressive creative individual with minimum of 5 years experience. Must be strong in on-air promotion, print, outdoor, multi-media buying and overall station image promotion. Reply with salary requirements to: Personnel Director, WPBF-TV, 3970 RCA Blvd., Suite 7007, Palm Beach Gardens, FL 33410. No phone calls. EEO employer.

Leading Sunbelt independent, top 15 market, seeking highly motivated, creative on-air writer/producer to join talented promotion department. Minimum 2 years promotion experience that includes hands-on 3/4" and 1" proficiency. Resume and creative cover letter to: Box M-28.

SITUATIONS WANTED ANNOUNCERS

Vacancy? See Janet Lynch's ad, Radio Situations Wanted Announcers.

11-year pro available. Award-winning enthusiastic team player sports reporter/anchor/producer who's guaranteed to inject life into your sports department! Rob Allan 716-689-3766.

SITUATIONS WANTED TECHNICAL

Television engineering manager/chief engineer. 12 years managerial. 23 years total including hands-on experience. I can run a complete engineering department. VHF/UHF. Looking to move up. Please reply Box M-24.

Engineer experienced maintenance, construction, audio, video, RF, microwave. FCC, SBE, NARTE certified. Supervisory experience. Call Jim 703-434-5926.

SITUATIONS WANTED NEWS

Meteorologist loves weather! AMS seal. 10 years TV. Accurate, personable, award winner. Seeks final destination Northeast. Size unimportant. 415-381-4320.

Energetic, conscientious, white salesman-announcer. 15 yrs. radio and TV. Prefer within 100 mi. DFW. Available now weekends. Now employed. Prefer contract. Call 214-270-1114 mornings.

Meteorologist knows weather! NWA seal. 3 1/2 years TV. Creative, accurate, easy to understand forecasts. If you have a strong commitment to weather, call 509-452-5346.

News director or assistant ND. Assignment editor in 80's market with an extensive reporting background seeks managerial move. Box M-26.

SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

Emmy Award winning New York City producer/writer seeks relocation to warmer climate, nicer city. Long term variety of network, cable and corporate video experience. Strong creative, production and management skills. Preference for magazine, talk show, feature or informational programming. Beverly Schanzer 212-737-8492.

MISCELLANEOUS

Primo People seeking newscast producers, executive producers and news directors all market sizes. Send tapes and resumes to Steve Porricelli or Fred Landau, Box 116, Old Greenwich, CT 06870-0116. 203-637-3653.

Bill Slater and Associates offers talent coaching for the individual anchor and reporter. Also help with your audition tape. Call 312-328-3660.

Lucrative opportunities nationwide! From major market to entry level. Media Marketing, P.O. Box 1476-PD, Palm Harbor, FL 34682-1476. 813-786-3603.

ALLIED FIELDS

HELP WANTED INSTRUCTION

Instructor/assistant professor Mass Communication beginning 9/1/89. Teach variety of undergraduate courses in radio/TV production, communication law, news/editorial. MA plus experience required; Ph.D. preferred. Send application letter, resume, transcripts to Dr. Patricia Jefferson, University of Indianapolis, 1400 E. Hanna Avenue, Indianapolis, IN 46227. EO/AA Employer.

Instructor/assistant professor (tenure track) Mass Communication beginning 9-1-89. Teach variety of undergraduate courses in radio/TV production, communication law, news/editorial. Masters, experience required; Ph.D. preferred. Send letter, vitae, transcripts to Dr. Patricia Jefferson, University of Indianapolis, 1400 E. Hanna Avenue, Indianapolis, IN 46227.

Two positions: The Walter Cronkite School of Journalism and Telecommunication at Arizona State University has two new tenure-track faculty positions beginning Fall 1989. JOURNALISM: Assistant Professor. An earned doctorate or ABD with professional media experience and a research/publication record. Must have the ability to teach a combination of newswriting, reporting, editing, and writing for public relations, as well as graduate-level courses. BROADCAST NEWS: Assistant Professor. An earned doctorate, ABD or master's degree with significant professional broadcast journalism experience and ability to teach broadcast newswriting, reporting, videography and performance courses. Will be expected to develop a research/publication record. Both positions are academic year appointments with possibility of summer teaching. Application deadlines are Nov. 15, 1988 or until positions are filled. Applicants should send resumes and three references to: Search Committee, Cronkite School of Journalism and Telecommunication, Arizona State University, Tempe, AZ 85287-1305. An equal opportunity/affirmative action employer.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

Award winning corporate video/film production unit has opening for creative staff person with wide range of production experience. Looking for a creative person who can write, produce, direct and edit everything from fashion to sports features. High quality production values a must for this national, highly visible corporation. Extensive travel and exciting creative work atmosphere make this a premier work experience. Send resume and tape of most recent work to: Mr. Doherty, 831 SW 17th, Portland, OR 97205. No phone calls please. EOE.

EMPLOYMENT SERVICES

Airlines now hiring. Flight attendants, travel agents, mechanics, customer service. Listings, Salaries to \$105K. Entry level positions. Call 1-805-687-6000 Ext. A-7833.

Government jobs. \$16,040 - \$59,230/yr. Now hiring. Your area. 805-687-6000 ext. R-7833 for current Federal list.

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

Troubled? Counselor makes housecalls to broadcasters via audio cassette. Helps with career advancement, job problems, personal and family difficulties, and more. Doctor is a broadcaster who talks your language. Convenient, confidential, affordable. Clients nationwide. Free information. Clinic, Box 71223, Marietta, GA 30007.

Demo tapes: Update your television news demo tape or shoot new one. Work with team of experienced professionals, led by former network correspondent. Eckhart Special Productions. 212-921-0774.

WANTED TO BUY EQUIPMENT

Wanting 250, 500, 1,000 and 5,000 watt AM-FM transmitters. Guarantee Radio Supply Corp., 1314 Iturbide Street, Laredo, TX 78040. Manuel Flores 512-723-3331.

Instant cash-best prices. We buy TV transmitters, towers, and transmission line. Bill Kitchen, Quality Media, 303-665-3767.

1" videotape. Looking for large quantities. 30 minutes or longer will pay shipping. Call 301-845-8888.

20KW FM transmitter with late model exciter; Hi power broadband 4 bay C.P. FM antenna 102-106 MHz; 3D Pback + R/P carts. (ITC) - R-R recorders. Doug. 402-488-4275.

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.

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.

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 sxw. digital video, stereo audio, etc. Complete location package w/grip van available. \$225,000 O.B.O. Call 701-241-9073.

RCA UHF TV transmitter: Parallel 60 kw. mid-band Klystrons, available immediately \$85,000. Call Bill Kitchen or Dirk Freeman. 303-665-8000.

RCA TCR-100 video cart machine - two TCR-100's are available with 3000 carts. For more info call WBRC-TV 205-322-6666.

Equipment financing: New or used 36-60 months, no down payment, no financials required under \$25,000. Refinance existing equipment. Exchange National Funding 214-422-5487.

Kline tower - overall height is 645 feet with two platforms. Tower will be dismantled by July 31st. Excellent condition. Ready for sale. WBRC-TV, 205-322-6666.

Vidifont Mark IV-A CG w/all options. cost \$35K. \$3,500 Sony S850 \$3,900, TEK & Conrac monitors 650's, 6122's, 6142's from \$1,500. Auto-cue prompter new \$1,250. Instaplay Video 212-355-7540.

C-Band Electronics for SNV, EFP or fixed; Ikegami 730 w/15x Canon, PS, Battery & chgr. & more \$4,300. Instaplay Video 212-355-7540.

Broadcast quality videotape - 1", 3/4" professionally evaluated guaranteed, introductory prices: 1" 60 min. - \$28.00 KCA60 - \$8.50 KCA/KCS20 - \$4.50. Quantity discounts. Call today - VSI 1-800-346-4669.

3 Ampex AVR-1 Quadraplex recorders, 2 in excellent condition. 1 for parts. \$20,000.00 or OBO. Also, 1 Sony BVE-5000 editing system. Contact Engineering at 213-216-5400.

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QVC—America's quality cable shopping network headquartered in suburban Philadelphia, is looking for sparkling TV personalities who can present quality products and conduct entertaining conversations with our viewers.

The nationally-televised QVC home shopping program is a combination of game show, talk show and shopping show all rolled into one exciting program. It can be seen on more than 900 local cable systems in 47 states, reaching more than 13 million homes.

QVC is LIVE television, so we need great communicators—bright, personable men and women who can think on their feet and present products in an enthusiastic and interesting way, while maintaining a high standard of accuracy and honesty. If you have the ability, this could be the opportunity of a lifetime.

Television, radio, public speaking, modeling, and sales experience are all plusses. If you have the qualities that we are looking for, we will be holding auditions in Los Angeles, Chicago, and Philadelphia. Please submit a resume, headshot, or videotape immediately to:

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For leading agricultural organization headquartered in Chicago area. Minimum of five years television experience, broadcast journalism degree preferred. Must be able to understand and communicate agricultural issues. Send resume and videotape to Stewart Truelsen, Director of Broadcast Services, American Farm Bureau Federation, 225 Touhy Avenue, Park Ridge, Illinois 60068. EOE.

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Contact Jeff Chesser at 1-(702) 733-8850

KLAS-TV ■ P.O. Box 15047 ■ Las Vegas, Nevada 89114

President, Southern Educational Communications Association (SECA) Columbia, South Carolina

Bornstein, Bolger & Associates, a comprehensive telecommunications consulting group, is coordinating the search for the position of President of SECA, a large regional public broadcasting association serving television, radio and educational members in 21 states and other related public broadcasting stations and agencies. The SECA president is responsible for overall operations including: implementation of policies and procedures established by the board of directors; budget preparation and execution; strategic and long range planning; member recruitment and services; development of new projects, services and revenue sources; liaison with other local, state, regional and national organizations; and staff direction. Qualifications must include: degree in broadcasting, education, management or related discipline (or equivalent experience), and a minimum of 10 years senior level experience in public broadcasting or associated field. Candidates must possess a thorough working knowledge of the scope and interaction of various public broadcasting entities; the ability to identify industry trends and their impact on the association and the profession; demonstrated competence and proven abilities in management of people, programs, budgets, and policy and decision making; and superior analytic, oral and written communication skills. Compensation is competitive with industry standards and is commensurate with experience and qualifications. Applications must be received no later than September 26. Applications must be accompanied by: 1) a detailed professional resume; 2) a narrative letter that describes specifically how work experience directly relates to the outlined job responsibilities and qualifications; and 3) the names, address and telephone numbers of no less than five persons who can attest to the applicant's professional qualifications. Applications should be sent to: Ronald C. Bornstein, Bornstein, Bolger & Associates, Suite 817, First Wisconsin Plaza, Madison WI 53703. SECA is an EEO/AA employer.

General Manager WSYM TV 47, Lansing, Michigan

If you are an aggressive sales oriented professional with solid leadership skills and television management experience, let's talk about a tremendous opportunity.

Contact: Steve Smith, WTMJ, Inc.
Box 693
Milwaukee, WI 53201

EOE

GENERAL SALES MANAGER TELEVISION STATION

We are a group-owned network affiliate within the 125-150 ADI rank. The GSM will handle the national duties, oversee the Local Sales Manager, and set the overall agenda for our sales team. Compensation is in the \$75,000-85,000 range. To be considered, you should be employed presently as either a Local or National Sales Manager and have held a management position for at least three years. This manager must possess a strong local background, including retail vendor development, but must be successful working with our National Rep firm. To be considered, please call Bob at 202-429-6556. Please be prepared to discuss your employment history in detail. Equal Opportunity Employer.

TELEVISION

Help Wanted Technical

Maintenance Technicians

Group W Satellite Communications is currently seeking qualified Maintenance Technicians in the following categories:

Earth Station/Microwave Technician

Responsible for the maintenance and installation of multisite RF systems and earth station facilities.

Broadcast Maintenance Technician

Responsible for the maintenance and installation of program origination and production facilities.

We offer a competitive salary, complete benefits and convenient Stamford location. Please send resume to: Human Resources, Group W Satellite Communications, 250 Harbor Drive, Stamford, CT 06904. An Equal Opportunity Employer m/f.



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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 Maintenance Engineering Supervisor to manage the day-to-day operations of TV's Maintenance Department maximizing personnel, space and supplies and ensuring timely, quality results, as well as maintaining inventory and supervising construction and installation of new facilities.

Qualified candidates will have 4+ years of supervisory experience and broadcast television maintenance and operations. Must be knowledgeable of all types of state-of-the-art broadcast TV equipment, and SBE TV Engineering Certification desired.

We offer a competitive salary, 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.**



COMPUTER EDITOR

The nation's #1 Independent station seeks a COMPUTER EDITOR to join our award winning Documentary Sports and Promotion teams. Creativity is a must - button pushers stay where you are! You will work with a Mach Editor, Bosch Switcher and NEC in our 1" post production suite. If qualified, please send tape and resume along with salary requirements to

PERSONNEL

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WASHINGTON, DC 20016**

EDITOR

WKBD TV-50, DETROIT ONE OF AMERICA'S PREMIER INDEPENDENT STATIONS IS SEEKING AN EXPERIENCED POST-PRODUCTION EDITOR FOR OUR NEW STATE-OF-THE-ART FACILITY. CANDIDATES SHOULD BE EXPERIENCED IN COMMERCIAL, PROMOTION AND PROGRAM EDITING. GRASS VALLEY EDITOR EXPERIENCE A PLUS. SEND RESUME TO: WKBD, INC., P.O. BOX 2350, SOUTHFIELD, MI 48037. ATTN: PERSONNEL. PPE EOE M/F

A COX STATION
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FIELD ENGINEER TRANSPORTABLE EARTH STATION

Boston-based satellite communications company has immediate requirement for qualified FIELD ENGINEER to operate and maintain network quality C and KU-band transportable uplink stations.

Ideal candidate will have FCC 1st Class (or General Class) radio/telephone license, post secondary engineering education, proven knowledge of operation and maintenance of video and satellite systems as well as proven knowledge of audio/video as used in broadcast communications

Please send resume to

Linda Mogianesi
Videocom Satellite Associates, Inc.
502 Sprague Street
Dedham, Massachusetts 02026

EQUAL OPPORTUNITY EMPLOYER

Help Wanted Sales

Birch Scarborough Research WANTS YOU!

Birch/Scarborough Research is seeking a highly motivated, energetic sales rep for a challenging position as Account Executive Broadcast Sales, Western Region. A golden opportunity awaits you in Los Angeles if you have what it takes to join the Birch/Scarborough Research family! Minimum 2 yrs sales exp. preferred. Send resumes to:

**John Dobel
Manager, Broadcast Sales
Birch/Scarborough Research
18401 Burbank Blvd.
Tarzana, CA 91356**

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If so, we want to hear from YOU! We have an incredible product that WILL be sold to 50% of the TV and Cable operators in the U.S. and Canada within the next 12 months.

Commissions are generous. AVI is a market leader. If you want challenge AND MONEY, send your resume to Paul Shakeshaft, GM, AVI, 1540 Market #250, San Francisco, CA 94102.

ALLIED FIELDS

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CUSTOMER SERVICE REPRESENTATIVE

Detail oriented, self-starter needed for a career with software vendor for the broadcasting industry. Will be responsible for software installation, planning, and client training. Involves extensive travel in the US and Canada. Broadcast experience required. Enterprise Traffic System knowledge preferred.

Competitive compensation package. Send resume and salary history to:
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Enterprise Systems Group, Inc.
2790 N. Academy Blvd., Suite 210
Colorado Springs, CO 80917

Consultants

EAST COAST MEDIA

A MULTIMEDIA ORGANIZATION

VIDEOTAPE EVALUATION & CONSULTATION

East Coast Media offers today's television broadcaster professional, affordable evaluation and consultation services. We currently consult network and major market television and radio on-air talent and are now in a position to offer our services to a more broad based clientele. If you're a newscaster, program host, guest or producer, East Coast Media will critique your tape. We'll look at everything from dress to delivery and tell you how you - or your product - can be better.

The strength of East Coast Media lies in the fact we're doers, not teachers. We're both behind and in front of the camera, we regularly work with network and local programmers and producers. We're perceptive and objective.

Our rate schedule is realistic. \$260.00 for a 15 minute videotape, \$400.00 for a 30 minute tape. Dial 212-877-5989 for further information, or send your videotape (VHS), resume or bio and a check or money order to:

East Coast Media, Inc.
Suite 7H
585 West End Avenue
New York, NY 10024

Your tape will be returned with your critique. Call for details on personal "one-on-one" consultation.

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SATELLITE TRANSPONDER AUCTION

Westar V. Non pre-emptible. Excellent footprint. Fuel to December, 1991. No operating costs. Absolute corporate control. 24-hour audio/video to continental U.S., Puerto Rico, Virgin Islands. Current Gross Income - \$500,000 Per Year.

Date: October 18, 1988
Time: 2:30 P.M. C.S.T.
Location: Chicago O'Hare
Westin Hotel

Minimum bid required. Subject to sale prior to October 1, 1988. Dave Trojan 414-227-0227.

Business Opportunities

SAN DIEGO SCA CHANNEL AVAILABLE 10/1/88

Class B San Diego FM station will be making an SCA client change no later than October 1st. Interested parties must be solvent with reliable references. Lease negotiable. Contact Stan Gold at 619-571-7600 or John Knight at 619-231-0552.

NEW YORK TV TIME AVAILABLE
LPTV CH44 (W44AI)
Prime \$100 per half hour
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Miscellaneous



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Attorney at Law
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New York, NY 10017
(212) 818-0990

At Radio '88/Washington. Contact via Grand Hyatt hotel or call ahead to schedule free and confidential consultation.

For Sale Stations

AM FORECLOSURE

500 watt AM religious fulltimer can go to 5 KW, Midwestern market of 500,000. market does 10 mill radio. Did 250,000 cash collected in '87 - \$350,000 min. Call 313-239-5733. Only format in market.

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SE Independent UHF
Near break-even
Box M-30

RADIO STATION

5000 Watt FM - 1000 Watt AM
Colorado (Silverton-Durango Area)
Make offer - contact GLC 801-531-
1165

WISCONSIN AM-FM FOR SALE

Recently granted facilities upgrade can more than
double current sales. Stations on track for record year.
Great history. Cash flow \$200,000+ on approximately
\$600,000 gross. Strong local economy.
\$1.4 Million Cash
Box M-20

PALM BEACH COUNTY FLORIDA

Full-time AM in America's fastest-growing
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Priced right.

Bill Brazzil Assoc., Inc.
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Dominant small market combo \$1M
(6x cash flow) Good financing al-
lows low \$ down.

Small-medium industrial market. Big
coverage class C combo with tre-
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cash.

Also, leverageable deals in small to
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AM/FM in market covering 300,000+.
Profitable with positive cash flow. Exten-
sive real estate included. Good ratings.
\$6,000,000.

Box M-29

**PROFITABLE AM-FM COMBO
IN NORTH MISSISSIPPI**
REPLY BOX M-27

PUBLIC SALE

Gulfport, MS independent televi-
sion station will be sold at pub-
lic sale to the highest bidder.
Assets to be sold include land,
equipment, buildings and tower.
Sale will be held on September
27, 1988 beginning at approxi-
mately 11:00 a.m. at the Harrison
County Courthouse, Gulfport,
Mississippi. For additional infor-
mation, contact Stephen W. Ro-
senblatt at 601-949-4504.

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+FM/AM N.Y. combo for \$1 million
with \$150 down & ex. terms
+Big Sky Class "C" FM for \$1.3M
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with FM CP - \$325,000 with terms

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Randy Meador
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816-455-0001

RADIO

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SOUTHWEST
LOW DOWN - EXCELLENT TERMS
ASKING \$1.5MM

Contact Rex Miller or Craig Chambers

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Communications Brokers

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SEALED BIDS KVKM-AM 5000 WATTS MONAHANS, TEXAS

This radio station will be sold via sealed bids to be opened on September 23, 1988. For complete package/bid instructions/details, call:

GARY SMART
505-884-3600
TERMS AVAILABLE

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719-636-1584
2508 Fair Mount St.
Colorado Springs, CO 80909

FOR SALE

Salt Lake City AM. 10kw day, 1kw night. 1120 khz. Brand new facility. Three towers. Includes 46 acres land. 1.5 million cash. Contact: Jack French, 2201 S. 6th Street, Las Vegas, NV 89104. Phone: 702-731-6174. Pacific Time.



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Great selection of stations in FL, TX, MI, IN, WV, KY and CO. Most are combos, also stand alone FM and several AMs. \$650,000 to \$5 million. Call for appointment.

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Media Broker
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- AM/FM close to Terre Haute. \$380,000.
- 100,000 watt FM in southern Nebraska. \$390,000.

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TV - TV - TV - TV

MAJOR MARKET. Top 10 ADI/DMA on air TV Station. Authorized for maximum allowed FCC power \$4 million. Call our TV specialist: Bill Mockbee 506-529-3847.

RADIO - RADIO - RADIO

ILLINOIS great CASH FLOW from this fulltime AM in a Single Station Market. Very LOW CASH DOWN and owner financing. \$225,000.

NEW YORK fulltime AM with rapidly increasing sales. Should do over \$275,000. \$450,000.

NEW YORK new AM is the ONLY STATION in the City of 15,000. Recently put on the air \$240,000.

CONNECTICUT AM has had very good growth over the last four years. \$550,000 = 1.2x sales.

COASTAL MASSACHUSETTS AM. \$425,000.

FM - FM - FMs Multi city Radio Station investment in SUNBELT. Controlling interest. \$5 million total will be less than \$1 million per license.

RHODE ISLAND fulltime AM selling at good multiples. Some owner financing. \$650,000.

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GRAND HYATT
202-582-1234



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ANDY McCLURE

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(415) 479-1484

CLASSIFIED RATES

All orders to place classified ads & all correspondence pertaining to this section should be sent to BROADCASTING, Classified Department, 1705 DeSales St., N.W., Washington, DC 20036.

Payable in advance. Check, or money order only

Rates: Classified listings (non-display) Per issue Help Wanted \$1 00 per word. \$18 00 weekly minimum. Situations Wanted 60¢ per word. \$9 00 weekly minimum. All other classifications \$1 10 per word. \$18 00 weekly minimum.

Rates: Classified display (minimum 1 inch, upward in half inch increments), per issue Help Wanted \$80 per inch. Situations Wanted \$50 per inch. All other classifications \$100 per inch. For Sale Stations. Wanted To Buy Stations. Public Notice & Business Opportunities advertising require display space. Agency commission only on display space.

Blind Box Service: (In addition to basic advertising costs) Situations Wanted \$4 00 per issue. All other classifications \$7 00 per issue. The charge for the blind box service applies to advertisers running listings and display ads. Each advertisement must have a separate box number. BROADCASTING will not forward tapes, transcripts, writing samples, or other oversized materials, such materials are returned to sender.

Replies to ads with Blind Box numbers should be addressed to (Box number), c/o BROADCASTING, 1705 DeSales St., N.W., Washington, DC 20036.

Media

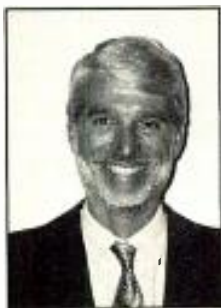
Craig R. Hodgson, general manager. KMTW(AM)-KKLZ(FM) Las Vegas, joins WEMP(AM)-WMYX(FM) Milwaukee as president and general manager.

Roger Gelder, general sales manager. KIOA(AM)-KDWZ(FM) Des Moines, Iowa, named VP, general manager. KLMS(AM)-KFMQ(FM) Lincoln, Neb.

Ed Weiss, general manager, WKIX(AM)-WYLT(FM) Raleigh, N.C., named VP, general manager. WGLD(AM) Greensboro, N.C., and WOJY(FM) High Point, N.C.

Leopoldo L. Ramos, assistant general manager, KMEX-TV Los Angeles, named general manager. KUVN(TV) Garland, Tex.

Nancy Cooper, station manager, WEAL(AM)-WQMG(FM) Greensboro, N.C., named general manager.



Smullin

Donald E. Smullin, chairman, International Committee, National Association of Broadcasters, Corvallis, Ore., named general manager. KSMS-TV Monterey, Calif.

Eddie Esserman, acting general manager, WFOX(FM) Gainesville, Ga., named general manager.

J. D. Freeman, general sales manager. KMEQ-AM-FM Phoenix, named general manager. KMEL(FM) Chandler, Ariz. (pending FCC approval of sale to Shamrock Broadcasting Inc.).

Gretchen Fairweather, sales manager. WKAJ(AM)-WQQY(FM) Saratoga Springs, N.Y., named station manager. WTSL-AM-FM Lebanon, N.H.

Marketing

Tracy Ellis, marketing manager. Lifetime Medical Television, New York, named director of marketing.

Richard Lee Hinshaw, VP, general manager. WNYR(AM)-WEZO(FM) Rochester, N.Y., named general sales manager. KTRH(AM) Houston.

Mario Hewitt, national sales manager, WBNS-TV Columbus, Ohio, named national sales manager. KHOU-TV Houston.

Chickie Bucco, divisional VP, Katz American Television, New York, named VP, director, direct response advertising sales department, Katz Television, New York. **Eric Turin**, sales executive, Storer National Sales, Chicago, joins Katz Independent Television,

Chicago, lancers/sables sales team, as sales executive. **Ellen Judson**, sales executive, Petry National Television, Los Angeles, named sales executive. Katz Continental Television, Los Angeles.

Donna Fadal, local sales manager. KEGL(FM) Fort Worth, named general sales manager.

Lisa Darnell, account executive. WFMY-TV Greensboro, N.C., named general sales manager. WEAL(AM)-WQMG(FM) Greensboro, N.C.

Ron Sanchez, sales manager. KSJO(FM) San Jose, Calif., named general sales manager. KCAF(AM)-KTID(FM) San Rafael, Calif.

Terry Dean, general sales manager. WVVE(FM) Stonington, Conn., named general sales manager. WOFX(FM) Fairfield, Ohio.

Karl Davis, local sales manager, WNYT(TV) Albany, N.Y., named national sales manager. **Robert P. Gilbert**, national sales manager, WNYT(TV), named local sales manager.

Bob Cleary, general sales manager. WSYT(TV) Syracuse, N.Y., named general sales manager. WTOI(TV) Birmingham, Ala.

John W. DuBois, local sales manager. KICU-TV San Jose, Calif., named general sales manager.

Ray Sylvester, promotion manager and community affairs director, WATE-TV Knoxville, Tenn., named director, marketing. WPTA(TV) Fort Wayne, Ind.

Stephanie Gossner Ford, account executive, WTXN(TV) Waterbury, Conn., named local sales manager.

Marilyn Boyd, local sales manager. WECT(TV) Wilmington, N.C., named local sales manager. WWAY(TV) Wilmington.

Willie Wagner, account executive. KTZZ-TV Seattle, named national sales manager.

John Vera, general manager. KCBA(TV) Salinas, Calif., named national sales manager. KSMS-TV Salinas.

Scott Koondel, account executive. TeleRep Inc., New York, named national sales manager. WFTV(TV) Orlando, Fla. **Connie Albino**, account executive, Petry Television, Tampa.

Fla., named regional sales director, WFTV(TV).

Steve Fehder, account executive. KOOL-AM-FM Phoenix, named retail sales manager.

Chris Lozen, art director. Ross Roy, Detroit, named art director. W. B. Doner & Co., Detroit.

Rick Goodrich, account executive, CBS Spot Sales, New York, named account executive. Group W Radio Sales, New York.

Jeffrey Sabinski, account executive, Century Cable, Los Angeles, named account executive, FNN/Score, Los Angeles.

Sally Goldstein, account executive, WIOQ(FM) Philadelphia, named account executive. WTAF-TV Philadelphia.

Yulauncz Draper, account executive. KOFY(AM) San Mateo, Calif., named account executive. Banner Radio, San Francisco.

Robert A. Dey, account executive. KNXV-TV Phoenix, named account executive. KUTP(TV), Phoenix.

Robert J. Riordan, group sales manager, Storer Television Sales Inc., New York, named account executive. Spectrum, joint venture of GTG Entertainment and Multimedia Entertainment, New York.

Craig Rossi, account executive. Christal Radio, Los Angeles, named account executive. KMEL(FM) San Francisco.

Victoria N. Bishop, business development representative. The FIP Corp., Cheshire, Conn., named account executive. WTXN(TV) Waterbury, Conn.

Kathy Wakefield, account supervisor. Warren Anderson Advertising, Davenport, Iowa, named account supervisor. BHN Advertising and Public Relations, St. Louis.

John Pendergast, VP, Topper Brokerage Inc., New York, named account executive, ravens sales team. Petry Television, New York. **T.J. Connolly**, sales trainee. Petry Television, New York, named account executive, green team, New York.

Bill Freund, account executive. MTV Net-



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works, Detroit, named account executive, Banner Radio, Detroit.

Programing



Kelly

Tim Kelly, associate director, National Geographic Television, and executive producer, National Geographic *Explorer*, Washington, named VP, director of television, National Geographic Society, Washington.

Maddy Desmoni-Horne, senior director,

CBS Entertainment Productions, Los Angeles, named VP, current programs, CBS Entertainment, Los Angeles.

Stuart Sheslow, independent producer, Lorimar Telepictures, Los Angeles, named VP, creative affairs, Twentieth Century Fox Television, Los Angeles.



DeLorenzo

John F. DeLorenzo, business manager, WDLZ(TV) Miami, named VP, finance, Act III Communications Inc., entertainment and communications firm, Atlanta. **Richard S. Kantor**, controller, Act III Communications Inc., named VP, controller.

Cecelia Andrews, senior VP, business affairs, network television division, Paramount Pictures Corp., Los Angeles, named executive VP, business affairs.

Melinda Fishman, director, television development, All Girls Production, Walt Disney Studio, Los Angeles, named director, original programing, West Coast, Lifetime Cable Television Network, Los Angeles.

Leah Lyles Bradley, central regional sales manager, The Fashion Channel, named director, affiliate sales and marketing, central region, Shop Television Network, Charlotte, N.C. **Larry Jennings**, regional sales director, Nostalgia Channel, named director, affiliate sales and marketing, northeastern region, Shop Television Network, Friendship, Me.

Gary Krantz, VP, affiliate relations, MJJ Broadcasting, named general manager, network.

Nicola Dantine, manager, ancillary sales, Skouras Pictures Inc., Hollywood, Calif., named director, ancillary sales and operations.

Joseph Safety, executive director of public relations, FNN/Score, Los Angeles, named executive producer, studio programing.

Bill Hess, program director, WHYN(AM)

Springfield, Mass., adds duties as program director, co-owned WHYN-FM.

Thomas F. Piskura, executive VP, Casey-Werner Co., production firm, Los Angeles, named VP, West Coast programing executive, USA Network.

Anna Hernandez, product manager, Lorimar Home Video, Los Angeles, named product manager, MCA Home Video, Universal City, Calif.

Lori Ahlstrand, free-lance producer, director and editor, New York, named production supervisor, Zink Communications, program production firm, New York.

Donald J. Toye, eastern division sales manager, ITC Entertainment, New York, named VP, eastern division sales. **Reid Davis**, midwest sales manager, ITC Entertainment, Chicago, named VP, midwest sales.

Bob Holmes, senior writer, producer/creative development, The Disney Channel, Burbank, Calif., named manager, creative development.

Victoria Gregorian, program director, WLVI-TV Boston, named program director, WSVN(TV) Miami.

Kurt Kelly, network program director, Niche 29, Transtar Radio Network, Los Angeles, named program director, KNX-FM Los Angeles.

Andrew Webster, general manager, *Buffalo Business Journal* and *Rochester Business Journal*, Buffalo, N.Y., named director, vendor programs, Rich Communications Corp., Buffalo.

Kari Sagin, associate producer, WABC-TV New York, named senior producer, *Sally Jesse Raphael*, Multimedia Entertainment, New York.

Donald Merl, program director, KMOV(TV) St. Louis, named radio marketing manager, Sacred Heart Program, radio TV syndicator, St. Louis.

Mary Lockhart, associate director, NBC, New York, named line producer, *World Monitor*, Boston. **Miles Resnick**, news director, WMUR-TV Manchester, N.H., named coordinating producer, promotions and production, *World Monitor*.

Taylor Rhone, account executive, Lamar Outdoor Co., Dayton, Ohio, named account executive for Dayton, Production Plaza, Cincinnati. **Susan Huguenard**, computer graphics designer, Reed Productions, Fort Wayne, Ind., named graphics producer, Production Plaza, Cincinnati.

Jonathan Baxter, associate director-stage manager, WNEV-TV Boston, named production director. **Veronica Ko**, administrative assistant, programing, WNEV-TV, named production coordinator.

Kevin Madden, producer, television department, EF Hutton, New York, named producer-director, WMAR-TV Baltimore.

John Schoonover, production manager, KTZZ-TV Seattle, named creative producer.

Alyssa Padia, director, marketing, *Hanna-Barbera Greatest Adventure: Stories from the Bible*, home video series, Los Angeles, named director, sales and marketing/special

markets, Los Angeles.

Steve Martorano, air personality, WIP(AM) Philadelphia, named afternoon air personality, WHDH(AM) Boston.

Cat Simon, consultant, Fairwest Broadcasting, San Diego, named morning personality, WWMG(FM) Shelby, N.C.

Jan Mickelson, air personality, WCKY(AM) Cincinnati, and **Marty Zivin**, program director and air personality, WRMN(AM)-WJKL(FM) Elgin, Ill., join programing staff, WHO(AM) Des Moines, Iowa.

James Carney (Moby), air personality, KEGL(FM) Fort Worth, named air personality, KLOL(FM) Houston.

News and Public Affairs

Keith Olberman, sports anchor, KTLA(TV) Los Angeles, named sports director, KCBS-TV Los Angeles.

Candace Armstrong, anchor-reporter, KTNV-TV Las Vegas, named 5 p.m. news producer, KCST-TV San Diego.

Marlon McGhee, senior producer, public affairs and young adult programs, WPTI-TV, local access cable channel, Rockford, Ill., named staff weathercaster, WVTN(TV) Milwaukee.

Brad Eaton, afternoon talk show host and producer, KXII(AM) Portland, Ore., named executive producer, KING(AM) Seattle.

Steve Mark, weekend sports anchor and reporter, KHOU-TV Houston, named weekend sports anchor and reporter, KRIV(TV) Houston.

Richard Koslosky, news writer, WTAF-TV Philadelphia, named writer, *Action News*, WPVI-TV Philadelphia.

Julia Rockler, anchor-reporter, WTTG(TV) Washington, named reporter, *Today's Parent*, syndicated news insert, Rockville, Md. **Richard Tillery**, producer, *Eleven on Your Side*, WBAL-TV Baltimore, named executive producer, *Today's Parent*.

Technology

Matthew D. Miller, VP, science and technology, Viacom International, New York, named VP, technology, General Instrument Corp., New York.



Green

Richard M. Green, VP, field sales, Granger Associates, equipment manufacturer and supplier, Santa Clara, Calif., named VP, sales and marketing, Catel Communications Inc., subsidiary of Data Design Laboratories, Fremont, Calif.

Richard M. Lundy, program manager, GTE Government Systems Corp., Raleigh, N.C., named VP, engineering, C-COR Electronics Inc., State College, Pa.

James Wuest, sales representative. Swiderski Electronics, Streamwood, Ill., named midwest regional sales manager. Barco Industries, Streamwood.

Richard Patterson, editor. *American Cinematographer*, Hollywood, named director, marketing. Ultimate Corp., equipment manufacturer and supplier. Los Angeles.

Ron N. Dow, VP. Solid State Micro Technology, Santa Clara, Calif., named staff director, design engineering. Precision Monolithics Inc., Santa Clara.

Ross F. du Clair, head writer and floor director. *Big Spin* and *Lotto 6/49*. California state lottery programs produced by Alexander Media Services, Sacramento, Calif., named chief engineer, broadcast center.

Mitch Gottlieb, manager, office automation and administration. Rosco Laboratories Inc., Rochester, N.Y., named operations manager. Production Arts Lighting Inc., New York. **Anne Veenstra**, purchasing agent. Production Arts Lighting Inc., named product manager. Pani products division, New York.

Kathleen Smyth, administrative manager. Agfa-Gevaert Inc., Ridgefield Park, N.J., named marketing controller, magnetic tape division.

Terry Younce, senior sales engineer, broadcast products division. Sony Communications Products Co., Chicago, named midwest regional sales manager, broadcast products division.

Robert J. Anderman, VP, marketing. Townsend Broadcast Systems, Dallas, named manager, U.S. operations. Varian TVT, division of Varian Associates Inc., Dallas.

Appointments at Midwest CATV, division of Midwest Corp., Charleston, W.Va.: **Robert Kirby**, sales representative, CATV Supply, Woburn, Mass., to sales representative, Marblehead, Mass.; **Tom Baldwin**, salesman, TVC Supply, Hershey, Pa., to sales representative, Pottstown, Pa.; **Greg Lemon**, technical designer, Midwest CATV, to sales representative, Lafayette, Ind.

PR and Promotion



Turell

Appointments at Fox Broadcasting Co., Los Angeles: **Brad Turell**, VP, publicity, to senior VP, publicity and corporate creative services; **Dan Weiss**, director, corporate creative services, to VP, corporate creative services; **Gary Berberet**, director, affiliate media planning, to

VP, affiliate media planning.

Valerie Silverman, senior media executive. Howard J. Rubenstein Associates, New York, named VP, media.

Katie Gordon, promotions and marketing staffer, KGW-TV Portland, Ore., named promotion director, KZZZ-TV Seattle. **Lori Sheldon**, cable relations manager, WPHL-TV Philadelphia, named cable relations director, KZZZ-TV.

Barry Katz, director, Rainbow Broadcast

Center, New York, named director, creative services, D.L. Taffner Ltd., New York.

Lisa Brusio, director, operations. PubSat Inc., video news producer and distributor. Washington, named media coordinator. The Kamber Group, Washington. **Deborah H. Friedman**, VP, Griffin Media Group, New York, named marketing representative, The Kamber Group, New York.

Deborah McKay, writer, Jacobs & Gerber, TV specialty agency, Los Angeles, named creative director. Steve Sohmer Inc., Los Angeles.

Janet M. Lim, public relations coordinator, Guide Dogs for the Blind Inc., San Rafael, Calif., named promotions director, KTSF-TV, San Francisco.

Debra Lynn Haller, promotion writer and producer, WHTM-TV Harrisburg, Pa., named director, promotion. *Sally Jessy Raphael*, Multimedia Entertainment, New York. **Julie Farin**, copy editor, production assistant, Professional Sports Publications, New York, named assistant publicist, Multimedia Entertainment.

William Litwack, free-lance consultant, Montreal, joins Cinar Films Inc., Montreal, as director, development and distribution. **Pierre-Daniel Rheault**, composer and producer, named director, post-production, Cinar Films Inc.

William Burton, writer-promotion producer, KUSA-TV Denver, named producer, promotion department, WPVI-TV Philadelphia.

Nancy Dudenhoefer, producer, news department, WFTV-TV Orlando, Fla., named writer-

producer, creative services department.

Valerie Thiel, administrative assistant, Giardini/Russell Inc., public relations firm, Waretown, Mass., named account coordinator.

Jo E. Marino, promotion director, WEAL(AM)-WQMG(FM) Greensboro, N.C., named account executive.

Joan Casey, assistant account executive, Giardini/Russell Inc., named account executive.

Christine Gratto, program director, *Learning From Performers*, Harvard University, Cambridge, Mass., named station publicist, WCVB-TV Boston.

Susan Adams Loyd, supervisor, video services, Abbott Northwestern Hospital, Minneapolis, joins KARE(TV) Minneapolis as assistant manager, promotion.

Allied Fields

Patricia S. Sachs, attorney, entertainment, Pryor, Cashman, Sherman & Flynn, New York, named VP, assistant general counsel, Reiss Media Enterprises Inc., New York.

Gail Chalef, research and teaching fellow, Annenberg School of Communications, University of Pennsylvania, Philadelphia, named director, research and policy analysis, National Cable Television Association, Washington.

Jo J. Abendroth, chief operating officer and general securities principal, Norman H. Gershman Associates, securities brokerage firm, Minneapolis, named VP, new business

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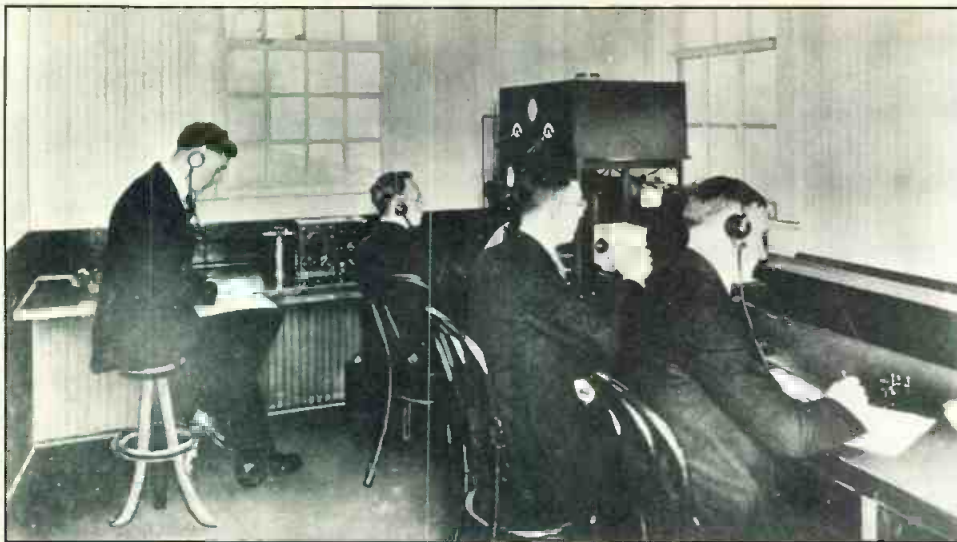
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Leo Henry Rosenberg, 92, former radio announcer, advertising executive and promotion director, died in his sleep, Sept. 5, at his home in New York. He began his diversified career in 1918 as assistant engineering editor, *Electrical World*, McGraw Hill Publishing Co., New York. He was doing publicity for Westinghouse Electric Co. in East Pittsburgh when he decided to try out for and won the job of announcer of the Harding-Cox election returns on Nov. 2, 1920, over Westinghouse's KDKA(AM) Pittsburgh. (Rosenberg is third from left in picture.) He broadened his announcing duties as the station expanded its programs to include entertainment, news and phonograph records. For a period of three months, Rosenberg managed the station by day and announced at night. After spending three years with the station, he helped start Westinghouse's WJZ(AM) New

York and KYW(AM) Chicago. In 1924, Rosenberg decided to leave radio and took a job as sales promotion manager with the Westinghouse Lamp Co. and then became a copywriter, at the Thomas Logan Advertising agency in Chicago. He returned to broadcasting for the 1948 Truman-Dewey election returns out of New York City, television's first election return broadcast. He stayed with the firm for 50 years, through two name changes and a merger. He retired as VP and consultant, Lord & Thomas Advertising, in 1977. Rosenberg told BROADCASTING in an interview last year that advertising was the career he enjoyed the most because "you meet mostly very intelligent people" ("Fifth Estate," June 15, 1987). He is survived by one son, one daughter, three grandsons and one great grandson.

development, Cable Value Network, Minneapolis.

Theodore M. Gardiner, special agent in charge, FBI, Portland, Ore., named director, domestic arm, Motion Picture Association of America Inc., New York.

David R. Williams retires as executive VP from Vitt Media International, New York, but retains duties as independent consultant.

Dr. A. Ross Johnson, senior staff member, political science department, Rand Corp., Washington, named director, Radio Free Europe, Washington.

Nishan R. Havandjian, faculty member, California Polytechnic State University, San Luis Obispo, Calif., named head, journalism department.

Wendy Listick, account executive, Roslyn Radio Sales, Chicago, named account executive, SportsAmerica/Midwest Inc., sports marketing firm, Chicago.

Mary Prodder, writer-producer, KOKI-TV Tulsa, Okla., named director, programing, Preview Guide, program promotion and listings cable service, Tulsa.

Dolf Zillman, director, Institute for Communication Research, and professor, communication and psychology, Indiana University, Bloomington, Ind., named associate dean, graduate studies, school of communication, University of Alabama, Tuscaloosa, Ala.

Dick Bertel, writer, producer and announcer, Voice of America (VOA) Europe, Washington, named operations manager, VOA Europe's Washington production center. **Don Budd**, international announcer, VOA Europe, Washington, named network affiliate manager, Munich.

Appointments to Oregon Commission on Public Broadcasting, Portland, Ore.: **Larry Blake**, writer, founding member, World Future Society and Canadian Institute for Future Studies, to member; **Irvin Fletcher**, president,

Oregon AFL-CIO, to member; **William Gregory**, founder, Gregory Forest Products, to member; **Peter Hoffman**, president, PBH Inc., land development company, to member.

New board members elected to Association of Independent Television Stations, Washington: **LeBon G. Abercrombie**, senior executive VP, planning and development, Papas Telecasting Co., and VP, general manager, KMPH(TV) Visalia, Calif.; **Al DeVaney**, senior VP, general manager, noncommercial WPWR-TV Gary, Ind.; **U. Bertram Ellis Jr.**, president, CEO, Act III Broadcasting Inc.; **Dennis J. Fitzsimons**, VP, general manager, WGN-TV Chicago; **Kevin P. O'Brien**, executive VP, independent broadcast group, Cox Enterprises Inc., and VP, general manager, KTVU(TV) Oakland, Calif.

Deaths

Max Shulman, 69, author, screen and television writer, died of cancer, Aug. 28 at his home in Hollywood. Shulman's varied career began at University of Minnesota, where he wrote column for school humor magazine. He went on to write many books and Broadway plays. He is widely remembered for the successful CBS television series *The Dobie Gillis Show*, which aired 1959 to 1963. He is survived by his wife, Mary, three sons, one daughter and one stepdaughter.

Lucille Goodman, 60, film director, died of cancer Aug. 6 while on fishing trip in Cedar City, Utah. Goodman served as film director for KVBC(TV) Las Vegas for more than 20 years. She is survived by her husband, Tom, and one daughter.

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Quantel's Taylor makes video magic

"It sounds boring but actually I like all of it," Richard Taylor says about the various aspects of his job as executive director of Quantel. "It's the business of rewriting the rules, if you like. Quantel has been very fortunate to be able to completely rewrite the rules on the way things are done in television and graphic arts."

Taylor was a founder of Quantel, a 13-year-old company that has become an international leader in the field of video graphics and animation. As executive director he has been the chief force behind its success. The Newbury, England-based company prides itself on being an innovator of studio equipment for the video artist.

Taylor recalls a number of high points in Quantel's history and experiences that evoke fond memories for him. "Virtually every exhibition is tremendous fun," he says, and the first time a machine is used live on the air is especially thrilling. He remembers Quantel's first product, the FX 6000 TV synchronizer, which was first used live by the BBC at the 1976 Olympics in Montreal. For ABC Sports a few years later, he remembers "the first time we used a live effects machine on a live baseball match. I can't say how much of the baseball I recall, but watching the machine was great fun." There was also "wonderful excitement" when Quantel won its three Emmy awards.

Taylor himself has been honored many times. His television engineering achievements have gained him a Gold Medal from the Montreux Symposium in 1981 and the Royal Television Society's Gold Medal in 1985. In 1982 he received the Order of the British Empire for producing important English exports.

To divert himself from the pressures of leading Quantel, Taylor makes cabinets and restores antique furniture. "It couldn't be more different from the world of high-tech electronics." But there is too little time for pleasure. Up to four months of a typical year are spent traveling the world to promote Quantel products and its position on issues in the area of television post production that are key to its success.

Recently Taylor has taken several trips to encourage use of the worldwide component digital (D-1) videotape standard in post-production studios. Digital standards, he says, are the "hot number" among the issues affecting video graphics today. Although Quantel favored D-1 as it was being considered by the International Radio Consultative Committee (CCIR) in the mid-1980's, the company did not have any role in the standardization process. Due to threats to the success of D-1, Taylor says, "now we are much more involved."

Taylor has been a leading voice against any change in D-1 since a controversy over



RICHARD JOHN TAYLOR—managing director, Quantel Ltd., Newbury, Berkshire, England; b. April 15, 1945, London; BS in electrical engineering, Manchester University, 1967; MS, London University, 1970; engineer, EMI Research Laboratories, London, 1967-1970; head of systems, EMI, 1970-1975; present position since 1975; single.

its digital bit rate flared last year. Soon after D-1 graphics equipment was developed, engineers observed annoying artifacts when mixing 8-bit pictures during the editing process. Some called for changing the D-1 standard by switching to 10-bit editing. Taylor has argued that changing the bit rate would not solve the problem and that rewriting the standard because of one flaw would be a setback for the teleproduction industry because many studios around the world have already equipped themselves with D-1 gear.

As an alternative Taylor has suggested use of a Quantel-developed "dynamic rounding" technique to correct the errors within the parameters of the D-1 standard. That technique, Taylor believes, is settling the controversy. At a recent meeting of a special Society of Motion Picture and Television Engineers committee formed to look at the problem, Quantel conducted tests to prove its point. "I can't speak for the committee, but I think it was a consensus that dynamic rounding did indeed make a dramatic improvement on the 8-bit signal."

Now the greatest threat to D-1, Taylor says, is D-2 (composite digital). Before the new digital tape machines were introduced last spring, it was anticipated that D-2 would be the eventual replacement of type C machines at broadcast TV studios while D-1, with its higher picture quality and higher price, would hold a niche in post-production studios. "Our feeling about D-1 is that it was a wonderful step forward that was really quite exciting in the area of post-production.... D-2 cannot provide the signal quality you need for good quality editing. Frankly, you could get better quality editing from a Betacam SP or MII [half-inch analog]

machine," he says.

But so far, most D-2 sales have gone to the post-production studios. "I think there is a degree of over-enthusiasm," Taylor says. "People lulled themselves into a false sense of security that if they replaced the analog tape recorder with a digital machine, then they have the advantage of digital." But he points out that D-2 machines have analog inputs and outputs, which means that editing is all done in analog NTSC. In the meantime, he fears that demand for D-2 and lack of demand for D-1 will lock post-production studios into an inferior standard.

"The whole way Quantel works is very much a team effort," Taylor says. His engineering background leads him to take an active part in the development of systems, but he does not take credit for inventing any of them. Of the systems produced by the Quantel team, perhaps the most internationally famous are the Paintbox computer graphics and animation system and the Harry digital recording and editing system for post-production animation.

It is difficult to compare those systems with those produced by competitors, Taylor says. "In some respects they're in a market of their own." There are, he says, about 30-40 companies that build paint systems that range from sophisticated concepts, such as those used in flight simulators, to "a sort of oversized toy that will plug into your PC.... Out of all that there really is only one Paintbox. There is only one machine that is designed totally with the artist in mind." He estimates that Paintbox holds "about 85% of the true artist market."

He claims the same is true of Harry: "the only machine that you can edit with pictures.... There are other disk recorders, but they're only doing part of the job."

New technology has spurred sales for Quantel and is making its 1988 introductions successful, Taylor reports. One of those introductions, the Cypher Sports digital character generator, designed for live news and sports applications, was included in a Quantel sale to NBC Sports earlier this year for use at the Olympics. "I gather the system is working beautifully," says Taylor.

Taylor began his engineering career helping to develop image processing equipment as a junior engineer at EMI's London research laboratory in 1967. He eventually worked his way up to head of systems. He developed his fascination for broadcast engineering during a project to develop an automatic registration system for color TV cameras. He developed equipment for several other production applications at EMI, but "really, all along I enjoyed my association with broadcast television and that's one of the things that made me gravitate back to the broadcast industry," he says. It's also what convinced him to leave EMI in 1975 to help get the new Quantel company off the ground and begin his rewrite of the TV technology rulebook. ■

PBS won 14, ABC 9, CBS 7, NBC two and TBS one of 33 1987 news and documentary Emmys awarded by National Academy of Television Arts and Sciences last week. At ABC, *Nightline* took two awards, *20/20* five, *Capitol to Capitol* one and *World News Tonight* one. At CBS, *CBS Evening News with Dan Rather*, *CBS News/Sunday Morning* and *60 Minutes* each won two awards and *CBS Reports* won one. At NBC, *Nightly News with Tom Brokaw* and *Today* show each received one. Among PBS's 14 awards, *National Geographic Special* took three, and *Eyes on the Prize* and *Mother Teresa* each won two. TBS award was for *National Geographic Explorer*. Award for "outstanding coverage of single breaking news story" by program went to ABC for Feb. 26, 1987, edition of *Nightline*, "Tower Commission Report"; "outstanding coverage of single breaking news story"—CBS for Nov. 27, 1987 *CBS Evening News* report, "The Vietnamese Withdraw from Canada"; "outstanding interview/interviewers"—Ted Koppel of ABC for interview with Jim and Tammy Fay Bakker on May 27, 1987, *Nightline*, and "outstanding interview/interviews"—CBS for Nov 15, 1987, *60 Minutes* interview by Mike Wallace with Arthur Miller, and to ABC for Feb. 12, 1987, *20/20* interview "The Woman Under the Crane" by Barbara Walters.

Successful Arianespace launch last Thursday (Sept. 8) placed **30 more Ku-band transponders in orbit**, 16 aboard GTE Spacenet's GStar III and 14 aboard IBM subsidiary Satellite Transponder Leasing Corp.'s SBS 5. Both birds will mainly serve business

data and video network, but put GTE in strongest position to serve remote newsgathering units. Operations testing of GStar, which is also carrying land-mobile Geostar service, could begin this week.

Warner Brothers, in largest pay TV sale yet in UK, **has licensed 94 films to British direct broadcast satellite system** to be launched late next year. Deal, estimated at \$7 million-\$12 million and including such titles as "Lethal Weapon," "Heartbreak Ridge" and three "Mad Max" films, is first pay TV deal for Warner in Britain since it withdrew from pay channel consortium, Premiere, three years ago. According to Andy Birchall, managing director of movie channel for British Satellite Broadcasting (BSB), pay channel's telecasts will coincide with home video distribution of titles, but beat other British broadcast, cable and satellite outlets. BSB has licensed 250 films so far, largely from U.S. studios, and has budgeted approximately \$40 million for 700 films in first year of operation, with 80%-85% of titles from U.S., he added. Warner license includes 10 runs over one year for titles new to UK TV (more than half of package), with four runs over one or two years for library titles.

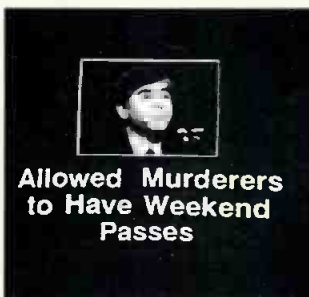
New cable programming services, Turner Broadcasting's **Turner Network Television (TNT)** and NBC Cable's **Consumer News and Business Channel (CNBC)**, **have signed on to GE Americom satellite Satcom F3-R**. Scheduled to launch Oct. 3, TNT will program

GOP and Democrats exchange opening ad salvos

Republicans and Democrats and a group supporting the Republican presidential candidate have begun hitting the airwaves with the kind of commercials that will soon become familiar—ads promoting one presidential candidate and knocking the other. The spots produced by the campaigns of Vice President George Bush and Governor Michael Dukakis are positive in tone. An ad produced by the Democratic National Committee is negative, knocking the Republican record on the deficit. But a couple produced by Americans for Bush, a special project of the National Security PAC, add new meaning to the negative tone, suggesting that Dukakis is soft on crime and criminals.

The Bush campaign began a three-week, \$1-million campaign with two 30-second spots in California that include portions of his acceptance speech at the Republican convention in New Orleans. One, showing Bush with one of his granddaughters, stresses character. It includes a clip from the acceptance speech in which he says, "I want a kinder, gentler nation." Then, as the crowd is shown cheering, an announcer says: "It is the President who defines the character of America." The second spot, which focuses on experience, includes one excerpt from the speech in which Bush talks of his seven-and-a-half years of working "with a great President," and another in which he says he is the man to sit at the desk in the Oval Office. Both spots close with the line, "Experienced Leadership for America."

One of the two Dukakis ads that began running last week originally aired on the eve of the Republican convention. It is a 60-second spot and includes footage of his acceptance speech and the enthusiastic responses it generated, then shifts to the governor's office as an announcer lists the governor's accomplishments. The second spot, which was being shown in Texas, was designed to capitalize on the Democrats' support—and the Reagan administration's opposition—to legislation requiring companies to give workers 60 days' notice of plant closings. The ad opens with black-and-white stills of padlocked factory gates and an announcer asking: "Shouldn't there be a law to give you and your company 60 days' notice?" The announcer says "Bush says no," and adds that vice presidential candidate Dan Quayle "led the fight against making it a law." Dukakis and his running mate, Senator Lloyd Bentsen of Texas, were shown in pictures with factory workers as the announcer says they support the legislation.



The DNC ad is of the so-called "generic" variety—it does not mention the candidate and is designed to promote the party generally, and is not paid for with federal money, as the campaigns' ads are. The ad, labeled "Hey, Pal," was being aired in a number of "battleground" states, including Texas and California. It shows a man in a carefree mood looking at the camera and asking for loans of increasing amounts. At one point, as the man says, "Hey, pal, how about a couple hundred billion? I'll pay you right back," the announcer says: "That's what the Republicans call managing the economy." As the deficit is shown to be increasing, the announcer says, "They should call it mortgaging our children's future." As the current deficit—\$2.6 trillion is flashed on the screen, the happy borrower says: "Hey, pal, just a few more years. That's all I need." And the announcer closes with, "Sorry, pal."

The Americans for Bush group says it purchased \$540,000 worth of time on a number of cable television networks—CNN, CNN Headline News, Arts & Entertainment, The Nashville Network, Christian Broadcast Network and Lifetime—to present the two 30-second spots that, in separate versions, relate the story of Willie Horton. He is the convicted murderer who, released from a Massachusetts prison on a weekend pass under a state program, kidnapped a couple in Maryland, stabbed the man and raped the woman. In both, an announcer says that Bush supports the death penalty for first-degree murderers, while "Dukakis not only opposes the death penalty, he allowed first-degree murderers to have weekend passes from prison."

Those are for openers.

via transponder 18, reaching 10 million subscribers at launch, said Americom. No transponder was specified for CNBC, which is due to launch early next year. (NBC-TV already distributes its programming over Americom's Ku-band satellites.) In related shuffling, Rainbow Programming Enterprises said it is moving Bravo and American Movie Classics from Satcom F4 to F3-R (transponders 4 and 10, respectively). Moves, said RPE's Gregg Burton, VP, technical services, allow RPE "to consolidate our sports services on a single satellite," F4, bird to be used to launch National Hockey League coverage, Oct. 6, on transponders 2 and 10.

□
Adams Communications, one of more active traders in station market with four transactions since beginning of year, moved again last week with **purchase of six Sterling Recreation Organization stations for \$19.25 million**. Clearwater, Fla.-based group of three AM's, four FM's and 12 TV's owned by Stephen Adams bought KJET(AM)-KZOK(FM) Seattle for \$10.2 million, KDKO(AM)-KHII(FM) Denver for \$5.8 million and KHBT-AM-FM Milwaukee for \$3.25 million. SRO is owned by Fred Danz and continues to own KALE(AM)-KIOK(FM) Richland, Wash. Deal was brokered by Norman Fisher & Associates. Adams immediately spun-off Milwaukee station to St. Louis-based Channel One Communications for \$3 million. Channel One is owned by Les Elias and also operates KSGM-AM-FM St. Louis. Spin-off was handled by Bob Mahlman.

□
As expected, **CBN Continental Broadcasting Network sold flag-ship WYAH(TV) Norfolk, Va. last week to Salisbury, Md.-based Draper Communications**, group of two TV's principally owned by Tom Draper, **for \$10 million plus \$2 million for real estate**. Station was founded in 1961 by former Republican presidential candidate Pat Robertson. CBN continues to own WXXI(FM) Norfolk and KXTX(TV) Dallas. Deal was brokered by Cecil L. Richards Inc.

□
KABC-TV Los Angeles President/General Manager John Severino resigned last week to become president (with minority ownership interest) of **Prime Ticket**, Los Angeles regional sports network. Severino returned to KABC-TV in 1985 as general manager (where he also served in 1974-81) after four-year stint as president of ABC-TV, post he left shortly after takeover of ABC by Capital Cities Inc. He is credited with creating station's Eyewitness News format and making station one of most profitable in country. No replacement has yet been named. Prime Ticket also reported last week that cable TV magnate Bill Daniels has acquired majority interest (83%) in Prime Ticket, from which Severino's minority stake will come. Daniels's founding partner in service, Jerry Buss, reduces his interest from 50% to 17%. Severino succeeds Tony Acone, who will assist Daniels in variety of Los Angeles area business ventures.

□
Department of Commerce has warned Senator Ernest F. Hollings (D-S.C.) that bill authorizing funds for public broadcasting over next four years faces presidential veto if not scaled back. Secretary of Commerce C. William Verity, in Aug. 12 letter to Hollings that had escaped notice, said authorization bill (S. 2114) would nearly triple funding for CPB from \$137 million in fiscal year 1989 to \$404 million in fiscal year 1993. Including special one-time funding for noncommercial satellite communications, Verity said, federal spending on public broadcasting would exceed \$500 million in 1991 alone. Verity also noted that Public Telecommunications Facilities Program, administered by NTIA, would be funded for fiscal 1989-91 at \$117 million. And administration has long sought to kill that program. Administration is committed to supporting CPB funding "at responsible and prudent levels," he said. But increases contemplated in authorization bill, as well as continuation of PTFP, he added, are matters of concern. "Accordingly," Verity said, "we would recommend presidential disapproval of this legislation, if enacted in its present form."

□
Showtime/The Movie Channel will begin to "play like the varsity" when it comes to marketing itself, according to Tony Cox, S/TMC

Reading recommendations

The FCC's advisory committee on advanced television service (ATS) was caught off guard by Representative Edward Markey's (D-Mass.) request for a report advising the best "legislative and/or executive action to facilitate American involvement in HDTV" (see page 31). The ATS committee was one of several organizations Markey asked to provide such a report to the House Telecommunications Subcommittee by January 4, 1989 (see story, page 68). Plans were made to meet the deadline at an ATS steering committee meeting last Thursday (Sept. 8).

The bulk of the group's submission to Congress will be written by an advisory group on consumer and trade issues under the planning subcommittee, chaired by Robert Crandall, senior fellow of economics at the Brookings Institution, Washington. The group's job will be to create "a flash picture" to get an idea "of the existing consumer electronics marketplace in the United States," said ATS Systems Subcommittee Chairman Joseph Flaherty, CBS vice president, engineering and development.

ATS Committee Chairman Richard Wiley, of the Washington law firm Wiley, Rein & Fielding, said that he felt the scope of the Crandall group should be wider than what Flaherty described. Other issues to be covered in the report will be decided at upcoming meetings of Crandall's group, in cooperation with the planning subcommittee's working group on economic factors and market penetration, chaired by Michael Tyler, vice president, Booz-Allen & Hamilton, New York.

Another group asked to report to the Congress was the Electronic Industries Association. Scientific Atlanta Chairman Sidney Topal, head of the EIA's advanced TV committee, told the ATS committee that it has also begun preparations to meet the Jan. 4 deadline. He suggested that his group and Crandall's work together on the report. Flaherty took that idea one step further by proposing that all of the groups named by Markey submit a joint report. "It will give the report more credibility," he said.

Although Crandall's group will be hard-pressed to meet the deadline, Wiley said that "Chairman Markey is on the right track in wanting to find opportunities for the American market." It was estimated that a draft of the report must be completed by Dec. 1 in order for it to be revised and approved by the ATS parent "blue ribbon" committee. Wiley said that a blue ribbon committee meeting will be called in December to approve the Crandall group's report.

chairman and chief executive officer. Despite marketing campaign for TMC announced at last NCTA convention, "Showtime/The Movie Channel has really been less involved in marketing in pay than is needed," he said. Despite his "bullish attitude" about pay cable, Cox said that unit pricing of pay services is headed down. "It isn't that pay is worse, it's just that other options are better than ever," he said. "Common sense" dictates that when basic cable is providing an increasing array of attractive programming such as the NFL on ESPN, subscribers will no longer allow those channels to account for 50% of their monthly cable bills.

□
Greenwich, Conn.-based group owner **Buckley Broadcasting has signed letter of intent to purchase RKO General's WOR(AM) New York for \$24 million**. Deal, pending FCC approval, follows last month's sale of RKO's KRTH-AM-FM Los Angeles and WRKS-FM New York (BROADCASTING, Aug. 29). Buckley currently owns 14 radio stations.

□
TBS launches \$35-million, five-phase campaign for 1990 Goodwill Games this month. Campaign, "Seattle 1990: The Competition Continues," will run through August 1990.

Editorials

United front?

The broadcasting industry is coming to a boil on the subject of telephone company entry into the television business, as witnessed by the alert issued last week by the National Association of Broadcasters. Not a moment too soon.

Preston Padden, president of the Association of Independent Television Stations, puts his finger squarely on the problem: "The number one issue of our time is deciding whether to fight, fight, fight against telco entry or, perhaps bowing to the inevitable, whether we should work out a strategic alliance." Padden has not yet reached his own answer to that dilemma but it's clear how he wants to go: because of what he feels is broadcasting's public interest status, he wants to make sure that television will pass through any telephone company fiber optic grid for free. Must carry just took a giant step forward.

The change in today's debate from yesterday's is that the focus is on telco competition with all of television and not simply with the cable variety. The reality is that, somewhere between five to 15 years from now, a nationwide fiber optic grid could be in place to supplant all other video delivery systems into the home. It is not yet a given that that grid will be owned and operated by telcos but the odds heavily favor that outcome.

While Padden is considering strategic alliances, he may want to consider one with the cable industry, which may have an even higher interest than broadcasters in keeping telcos out of television. And a similar argument: that in the long run, it is better to premise our system of telecommunications on diversity and community identification than on giantism.

It's far too early to hazard how this will all work out. In the long run, we'd guess the public will be served. It's important to assure that the public interest is served as well.

Glasnost in HDTV

Who would have thought that a key initiative to enhance television communications among the nations of the world would come from a Russian? Not this page, certainly, before last week. Yet that's what happened, as we report on pages 28 and 29.

At issue is a world standard for HDTV production (as opposed to transmission, which is what all the worry is about in the United States these days). Having a single standard in the production arena would enable all television product made anywhere in the world to be played back anywhere else in the world without transcoding. Achieving such a standard has been the hope of the engineering community for years, and one that has failed at the highest levels.

The Japanese, of course, produced the first working HDTV system—the NHK 1,125 lines, 60 hertz, 16:9 aspect ratio version that so many others in the world are now trying to avoid. The Europeans, as concerned as Americans that another Japanese technology will dominate telecommunications, are seeking to develop their Eureka system, at 1,250 lines and 50 hertz. The Russians, it now appears, are at work on a 1,350 lines, 50 hertz system.

Once all these systems are developed, there are two ways to go. One is the marketplace approach the U.S. employed with AM stereo, with five systems competing to become the de facto standard. Or a standards-setting body, such as the CCIR, can bite the bullet and declare one system as its choice. (Internationally, of course, even that choice could not be mandated; any member nation could take a reservation to go its own way.) But if enough go along—and, in this case, if such key players as Russia in the

East and the U.S. in the West can agree—wonderful things could happen.

Well, a wonderful thing already has, in the bold initiative taken by Henrikas Yushkivaitshus, vice chairman of USSR television and radio, in calling together the world's leading broadcast engineering experts in Moscow Sept. 2. It is far from certain that his effort, and that of his colleagues, will ultimately succeed. It nevertheless deserves the support of all who believe in one world of television, whether as professionals or as policymakers. It will make a difference in every day of their lives hereafter.

For the people

It is traditional political strategy for the incumbent to avoid presenting a sitting target to his opponent unless it proves clearly to the incumbent's advantage. A President or Vice President is deeded a wealth of easily orchestrated media exposure by virtue of his office, and may view a debate as unduly yielding his adversary an opportunity to share that spotlight—and considering the potential unpredictability of the forum, possibly to steal it. It comes, then, as little surprise that Vice President George Bush has worked to take televised debates out of political play. Although all the "i's" have yet to be dotted—and, indeed, the whole agreement could go up in smoke—the as many as four debates the Dukakis camp desired have been whittled to two by the Bush team. The first has been scheduled for Sept. 25, in the midst of the Olympics—NBC has said it will not interrupt its coverage to carry the debates live. The second will be in early October; the date is not yet final because the candidates have agreed to avoid conflict with the baseball playoffs, whose dates depend on the length of those series. (We're not sure we want to know what all this says about national priorities.)

Such debates have proved among the most powerful and effective means of familiarizing a nation that boasts far more television watchers than habitual voters with the men who would be President. To that end, it is a disservice to the nation and to the opportunity that television affords that the debates have been treated simply as another political football.

In the best of all possible worlds—or at least in one that was concerned with giving the most people the greatest opportunity to view the candidates—there would be a series of televised debates carried by all the networks and scheduled when the most people were likely to tune in. Instead, the presidential race is asked to compete with the men's 800 meter finals. It is an unfortunate and unnecessary confrontation.



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