

Broadcasting Sep 19

"All children's animated series should be this hip, playful and witty.
All adult TV series should be this hip, playful and witty."

—People Magazine



THE HIT FOR '88 AND BEYOND!
94% COVERAGE!

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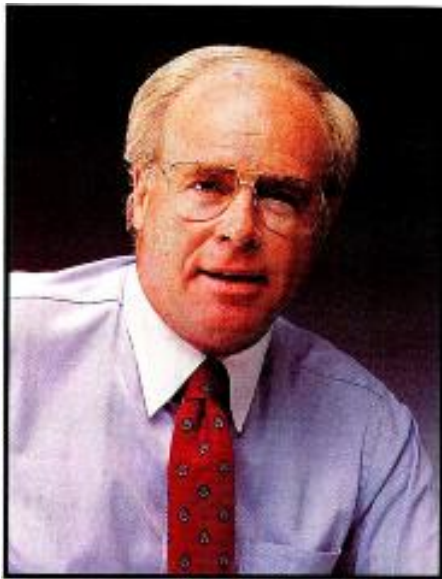
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AUL-SAS
ROOM 122
BLDG 1405
MAXWELL

57th Year 1988

**Radio 88 plays out
its hand in D.C.**
Cable sees
common cause
on telcos

WLWT's Tony K he joined A



"At WLWT in Cincinnati we are making a commitment to running top of the line off-network sitcoms in early fringe. That's why we bought 'Cosby' for this fall. And we feel strongly that in '90, ALF will give us the same high quality image

that we will get from 'Cosby' this fall.

The way we see it, ALF has not yet peaked in the ratings, and his appeal to a broad audience, including a large number of adult men and women, will continue to grow this year and next. As a result, ALF will enter syndication at its peak, delivering the perfect mix of adult men and women that we need for our early news program.

Additionally, ALF does not depend upon a single character, but rather uses an ensemble cast of talented performers, each appealing to one segment of our audience.

Put it all together and you have a show that can be the driver of our early-fringe line-up, or an effective replacement for our news lead-in. That's an affiliate's dream come true."

Tony Kiernan
Vice President and General Manager
WLWT-TV, Cincinnati

ernan tells why F's family.

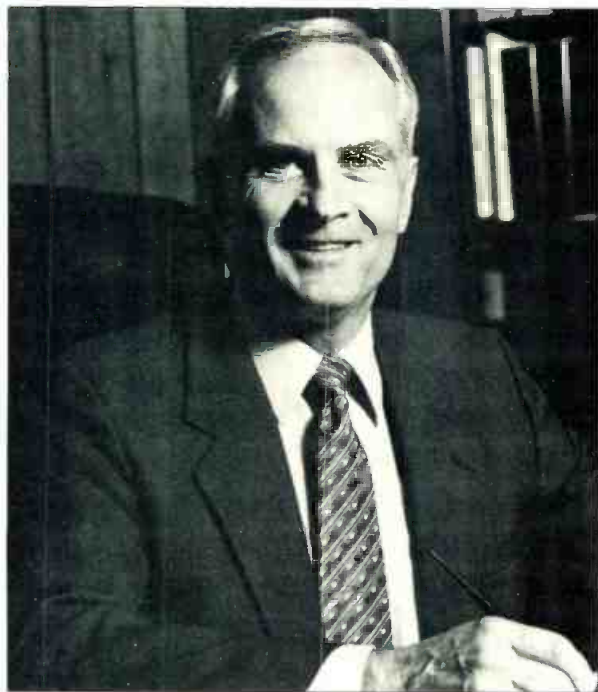


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alien productions

LORIMAR[™]
SYNDICATION
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“Americom knew how to present the property in a way that showed a buyer its potential performance, not just the past 12 months’ cash flow.”



“It was a very professional presentation and helped us maximize the price we received.

They were insightful in the negotiations and skillful at putting the deal together, and I think they have a good sense of the values of radio stations today.”

Ted L. Snider

Recent Seller of KKYK (FM),
Little Rock, Arkansas
Immediate Past Chairman, Joint Board
of Directors, National Association
of Broadcasters

What other radio station owners say about Americom:

“Our deal was pending during the October stock market crash. Americom got in the trenches, helped the buyer secure new financing, and made sure the deal closed on schedule. I don’t know another brokerage company who could do that.”

Howard Schrott & Bob Beacham, Partners
Caravelle Broadcasting

Top Prices • Quality Stations

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AMERICOM

Radio Station Brokerage & Financing

United they stand... National Cable Television Association President James Mooney predicts alliance of cable operators and broadcasters will be formed to fight entry of telephone companies into TV business. **PAGE 46.**

Radio '88... Some 6,500 attend National Association of Broadcasters Radio '88 convention in Washington, first time in several years event has been held east of Mississippi River. Among last week's highlights: convention organizers urge broadcasters to make lobbying priority; FCC Chairman Dennis Patrick seeks broadcaster support for relaxing duopoly and one-to-a-market rules; members of Congress say radio-only license reform hinges on fairness codification, and lawyers tell broadcasters how to survive license renewal. **PAGE 43.**



Pay as you go... Ameritech Chairman William Weiss says broadcasters would have to pay "reasonable" fee if they are carried on telephone-owned fiber network into home. **PAGE 47.**

49/**WORLDWIDE THINK SESSION**

Rupert Murdoch and other media leaders urge governments to let global marketplace decide.

50/**OTHER HALF**

Preston Robert Tisch joins his older brother, CBS Chief Executive Officer Laurence Tisch, on CBS board of directors.

52/**SYNDICATION GUIDE**

BROADCASTING has compiled for easy reference a guide to the who, what, where and how much of syndicated product new to the market for fall 1988 and early 1989.

54/**MORE SPORTS**

Cablevision's proposed ad hoc network of regional cable sports channels, SportsChannel America, debuts Oct. 6 with subscriber base of four million households.

56/**MILE HIGH MEETING**

Alex Felker, chief of FCC's Mass Media Bureau, is among featured speakers at four-day gathering of Society of Broadcast Engineers in Denver this week.

59/**CABLE'S OWN**

National Cable Television Association's must-carry survey shows cable systems carrying 98% of broadcast stations

qualified to be carried under FCC's second set of must-carry rules; INTV and NAB reiterate their respective calls for must-carry legislation.

60/64/**MINORITY PUSH**

In Washington to accept National Association of Black Owned Broadcasters' "Man of the Year" award, Rev. Jesse Jackson calls on broadcasters to rally voters and organize workers. Also during NABOB conference, Capitol Hill staffers urge attendees to lobby for minority ownership and employment policies.

60/**STANDARD BEARERS**

Two advertising trade association presidents tell broadcast network chief executive officers that cuts to their respective broadcast standards departments may invite government intervention.

62/**IN THE MAIL**

Bell South subsidiary, Marketing Communications Networks, says it is going into direct mail promotion/spot cable business, beginning with market test next March.

72/**HDTV OVER THERE**

International Broadcasting convention in Brighton, England, Sept 23-27, spotlights high-definition television.

73/**SEOUL '88**



NBC's Olympics control room

Worldwide Olympics coverage marks new plateau in international broadcasting of live events.

63/**FAIRNESS BEFORE THE COURT**

FCC's repeal of fairness doctrine is argued before panel of appeals court judges, who raise question of whether issue could be resolved on public interest rather than constitutional grounds.

95/**LEGAL DAVID**

Attorney Andy Schwartzman leads the Media Access Project against communications giants in pursuit of his vision of the public interest.

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IT'S

HALL

UNPRECEDENTED



OR NOTHING.

10 MARKETS SOLD IN 4 WEEKS—67% OF THE COUNTRY!

Affiliates and independents across the country have found it all—with The Arsenio Hall Show, debuting in January 1989. With the response

we've gotten so far, this is one show that's headed for Paramount's Hall of Fame. Here are just some of the stations who've signed on already:

NEW YORK – WWOR/I
LOS ANGELES – KCOP/I
CHICAGO – WBBM/C
PHILADELPHIA – WTXF/I
SAN FRANCISCO – KBHK/I
DETROIT – WJBK/C
DALLAS – KTXA/I
WASHINGTON – WDCA/I
HOUSTON – KTXH/I
CLEVELAND – WJW/C
MINNEAPOLIS – KMSP/I
ATLANTA – WAGA/C
TAMPA – WTOG/I

MIAMI – WSVN/N
PITTSBURGH – WPTT/I
PHOENIX – KUTP/I
SACRAMENTO – KXTV/C
BALTIMORE – WBFF/I
INDIANAPOLIS – WXIN/I
SAN DIEGO – XETV/I
PORTLAND – KPTV/I
CINCINNATI – WCPO/C
MILWAUKEE – WCGV/I
NEW ORLEANS – WNOL/I
OKLAHOMA CITY – KOCO/A

BIRMINGHAM – WTTO/I
SALT LAKE – KSTU/I
NORFOLK – WTVZ/I
WILKES-BARRE – WNEP/A
RICHMOND – WRLH/I
LITTLE ROCK – KATV/A
MOBILE – WEAR/A
FRESNO – KMPH/I
GREEN BAY – WFRV/A
EVANSVILLE – WEHT/C
BATON ROUGE – WBRZ/A
LAS VEGAS – KVVU/I
SIOUX FALLS – KTTW/I

FT. WAYNE – WPTA/A
FARGO – WDAY/A
SAVANNAH – WJCL/A
SANTA BARBARA – KEYT/A
JOPLIN – KODE/A
FLORENCE, SC – WBTW/C
RAPID CITY – KOTA/A
EUREKA – KREQ/I
JACKSON, TN – WJWT/I
KIRKSVILLE – KTVO/A
JACKSON, MS – WAPT/A
COLUMBIA, SC – WLTX/C
MONTEREY – KCBA/I

THE ARSENIO HALL SHOW



“Absolutely the most affordable fully professional recorder on the market.”



years ago—more technology to help you do your job better and faster.

Agile and Easy to Use

The Studer A807 is a fast, full-featured machine for making quick work of your production tasks.

Features include: • tape shuttle wheel • reverse play • right hand edit • tape dump • varispeed • multifunction tape timer and autolocator with programmable “soft keys” • digital setting of audio alignment parameters for 3 tape speeds and 2 tape types • phantom powered mic inputs on portable version • RS 232 port • optional 1/4 track playback head • a variety of portable and console configurations, including a 4 channel 1/2" version.

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Advanced phase compensated audio-electronics and Dolby HX Pro™ ensure that this compact Studer delivers full-sized Studer sonics.

A massive, die-cast chassis and headblock, rugged AC spooling motors and new brushless DC capstan motor, remind you that the A807 is built with the same quality and precision that have been synonymous with the Studer name for four decades.

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Ask us about the A807. The most affordable fully professional recorder on the market.



Portable version of the A807 with wood side panels



Timer-autolocator control panel

A bold statement. But no exaggeration.

Here's why . . . No 2-track machine available today—at *any* price—offers the same level of advanced technology, plus Studer audio performance and renowned Studer quality. Only the A807.

With the A807, Studer defines a new price point. If you don't believe us, check out the competition . . . It won't take you long, because there isn't any.

Broadcast, post production, or studio—in whatever audio environment you operate—make it your business to check out the Studer A807. Start with price . . .

High Tech, Low Price

Anyone who thinks “Studer” always means “expensive,” please take note. With the A807, your dollars actually buy *more* now than they did five

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STUDER REVOX

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Four-square for the First

If George Bush becomes President he will oppose reimposition of fairness doctrine on broadcast media, following same line taken by President Reagan (who vetoed one fairness doctrine bill and avoided another by threat of veto). Republican candidate believes First Amendment applies to broadcast media as well as to print media, thinks there is profusion of information sources, all competing in marketplace, and holds that imposition of fairness restraints would constitute unfair burden for broadcasters.

Profit and loss

First 18 hours of *War and Remembrance* are now over 90% sold and remaining 12 hours, set to air this spring, are roughly 80% sold. Much publicized advertising prohibitions placed by author, Herman Wouk, on certain products (see "Closed Circuit," July 11) apply mainly to story, and ABC has been able to accommodate prohibited advertisers by putting spots near opening credits, in segment that recaps previous night's story, or in promotion for next night. Although figuring out profit and loss on show is difficult from outside—promotion and compensation costs must be added to roughly \$100 million negative costs—write-down that Capital Cities/ABC already took on show may well prove overly pessimistic once future rerun revenue is added.

Poised

On program development front, both Viacom and King World are readying new announcements. Latter has new show for 1989; whether first-run and/or network was not clear last week; Chairman Roger King will detail plans this week. On Sept. 27 Viacom will break its first first-run project for fall '89; source would describe show only as "a kid's/family show," one hour, barter, targeted for early fringe or access. Sources also report company is developing—for fall '89—companion program for *Superboy*, which bows Oct. 3.

Ganging up

Broadcasters may or may not join cable operators in opposing entry of Bell operating companies into television business, as predicted by National Cable Television Association President Jim Mooney in BROADCASTING interview (page 46). But even if they do not, cable operators will not be alone at barricades. American Newspaper Publishers Association and Information Industry Association (latter represents information data bases) can be

counted on to resist shifting oversight of BOC's business activities from U.S. District Court Judge Harold Greene to more lenient Congress or FCC, or to relax provisions of consent decree that now bar BOC's from offering cable television and other "information services." Another possible ally is Motion Picture Association of America. It has backed off calling for telco entry, but has yet to reach consensus on whether to oppose it. MPAA position may be chip in cable-Hollywood talks aimed at settling differences between industries, which are expected to resume in October or November. Finally, some telco lobbyists feel home video retailers also may oppose them.

Belts and suspenders

While many think CBS will buy WCIX(TV) Miami for song, investment is still important enough that network has, in writing, what may be first-time-ever right of television network to negotiate purchase of affiliate. Letter from CBS affiliate relations president, Tony C. Malaro, to WPEC(TV) West Palm Beach owner, Alex W. Dreyfoos Jr., states condition that "WPEC agrees to advise CBS of any intent it has to put the station up for sale and will enter into good faith negotiations with CBS concerning such a sale." WPEC(TV) is particularly important to CBS, given WCIX's signal shortfall in area north of Miami. Malaro told BROADCASTING that clause was put in as protection for network: "If suddenly faced with a situation where Dreyfoos would want to sell, we want some way to guarantee that it is not a surprise to us. Does it automatically mean that we would try to buy the station? Of course not." Option is particularly timely given call by FCC Chairman Dennis Patrick for change in duopoly rules (see story, page 44) that would probably prevent common ownership of WCIX and WPEC. Stations have overlapping grade-B signals.

Cable roast

Wireless Cable Association is rounding out agenda for annual meeting in Washington Oct. 16-18 and President Robert L. Schmidt is looking for speaker from telephone industry. He's approached U.S. West, one of Bell Operating Companies, about idea. U.S. West is considered least aggressive of BOC's desiring to get into television. Association's agenda has decided anti-cable flavor. Among keynoters scheduled to appear: Senator Al Gore (D-Tenn.), author of home satellite bill that cable opposes; Senator Howard Metzenbaum (D-Ohio), another cable critic, and Charles Brown, West Virginia attorney general who is chief organizer of cable antitrust investigation for National Association of Attorneys General.

Mourning the censors

In controversy over how ABC, CBS and NBC screen what goes on air (see story, page 60), there is, not surprisingly, more than meets eye. Advertising trade associations and agency general counsels used strong language in protesting cutbacks at three networks' standards and practices departments despite fact that agency line executives said there were as yet no major problems. Angry language is at least partly due to embarrassing timing of ABC and NBC cutbacks, preceeding by just two weeks presentation ad executives are to make before National Association of Attorneys General (NAAG) urging them to refrain from issuing advertising guidelines.

Has HDTV, will travel

Bell South has no plans for packing away high-definition television gear it showed to such advantage during Democratic national convention. It has had informal conversations with NASA about doing space shuttle launch in HDTV, but phone company spokesman said such coverage was more likely next year. Company will set up HDTV demonstration in Heathrow, Fla., site of fiber-to-home voice/data test. Bell South, which has exhibited at Eastern Cable Show past few years, also is looking to expand its presence to larger cable shows in next year.

Getting there

Latest figures on station conversions to National Radio Systems Committee audio standard by AM stations show that broadcaster support is growing. Circuit Research Labs (CRL), Tempe, Ariz., manufacturer of NRSC filters, in preliminary figures from AM station survey, found that 922 respondents have converted, up from 230 that reported conversions in CRL survey released earlier this year (BROADCASTING, Feb. 22).

Volatility

Stock of TVX Broadcast Group is trading at increasing volumes and lower prices. Monthly volume of over-counter trading of TVX averaged 61,200 shares for first seven months of 1988, peaking at 91,300 in June. August trading volume, however, shot up to 225,500, and volume is approaching 300,000 for just first half of September alone. Asking price for shares of Virginia Beach, Va.-based company declined from \$2.75 on Aug. 1 to \$1.875 Sept. 15. Share price this year peaked at \$3.75 in March. Shareholders are awaiting proxy statement outlining company's plan for recapitalization (BROADCASTING, Aug. 15).

■ *Solid box denotes items that have 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 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 to permit allocation of stations in short-spaced positions. NAB was among those opposed, saying that an increase in FM directional antenna

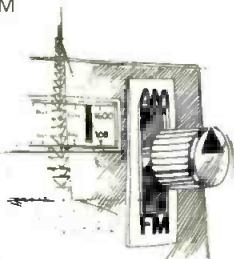
use would lead to AM-ization of FM band. Some broadcast groups, however, favored providing more flexibility for FM broadcasters seeking suitable sites to locate transmission facilities. FCC says it has no plan to change table of FM allotments.

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 A's to double power. NAB opposes New Jersey plan because of possible interference to class B and C FM's. FCC has also proposed intermediate 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 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 some channels will be reserved for national licensees. Target for implementation of spectrum plan 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



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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 de facto standard because 100% of receivers can receive it and majority of AM stereo stations transmit it.

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 Subcommittee 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 will not 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. Metzenbaum queried cable competitors on whether cable operators are impeding their access to cable pro-

gramming. Results of inquiry were to be issued this month; Metzenbaum staff now says it won't be released until next 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 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 local station programming.

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.

On June 8, children's television bill breezed through House 328 to 78. Chances for Senate action were considered good, but Senator Tim 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, 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



IF YOU'RE LOOKING FOR A
GREAT MOVIE PACKAGE,
JUST WAIT AWHILE,
Crocodile



PORTFOLIO XIII

COMING SOON



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Hollywood's Finest. Turner Program Services' Color Classic Network III.

Color Classic Network III has it all. The great titles. The great stars and directors. And the Oscar® Winners. And now these timeless masters are ready to captivate a whole new generation of viewers.

The Color Classic Network III features twenty four blockbuster productions including "King Kong," "The Treasure of the Sierra Madre," "Key Largo," "Fort Apache," "Hunchback of Notre Dame" and "Gunga Din."

Each with box office legends like Humphrey Bogart, John Wayne, Cary Grant, Bette Davis, Henry Fonda, Lauren Bacall, Robert Mitchum, James Cagney, Barbara Stanwyck, Kirk Douglas and Errol Flynn.

They're directed by Hollywood's master film makers, pioneers like Hitchcock, Huston, Ford, Hawks, Stevens, Minnelli and Kanin.

Color Classic Network III, a collection of Hollywood's greatest masters that both you and your viewers will treasure.



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Rich Goldfarb at (212) 692-6907

BY THE NUMBERS

Summary of broadcasting and cable

BROADCASTING			
SERVICE	ON AIR	CP's	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	135	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. ‡ Construction permit. ² Instructional TV fixed service. ³ Studio-transmitter link.

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.

Compulsory License

FCC is conducting inquiry into cable compulsory license, and may have "front burner" item ready for action in early fall. If views of FCC Chairman Dennis Patrick are guide, inquiry could lead to recommendation that Congress abolish license, although Patrick has acknowledged abolishing it for carriage of local stations would create practical problems.

Reexamination of license on Capitol Hill failed to materialize despite introduction of legislation. House Telecommunications Subcommittee member John Bryant (D-Tex.) has offered bill (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 crossownership ban on telephone companies providing cable television service in their service areas. Commission, which made proposal at 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 Adminis-

tration 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, although 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.

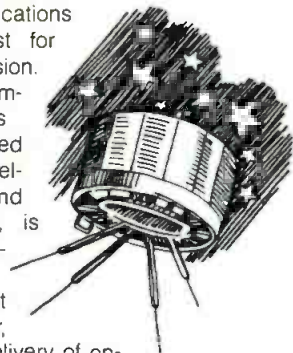
Duopoly/one-to-a-market—FCC officials, speaking at NAB convention (April 9-12), said record in duopoly and one-to-a-market rule-making supports some relaxation of rules. But officials indicated that opposition from Hill to any FCC initiative involving liberalization of broadcast ownership rules makes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





You can
argue about
programming
until you're
blue in the face...

But you can't argue

WHEEL OF FORTUNE & JEOPARDY, cleared on 103 stations through 1992.

Fact: It's the strongest station/program partnership in TV history.

10 of the top 10 markets, network affiliates all the way.

With KCBS, Los Angeles; WABC, New York; and WJLA, Washington DC joining the line-up, and with double access clearances in seven of the ten, WHEEL and JEOPARDY move into the 1990's with both the strongest audience base and the biggest audience potential of any syndicated program, ever.

45 of the top 50, 77% of the country cleared through 1992.

Large markets and small, 102 top network affiliates across the country endorse not just five boom years in syndication, but WHEEL and JEOPARDY's potential through 1992 as well. Never have so many invested so strongly in the future of any syndicated program.



Fact: WHEEL and JEOPARDY-
#1 daypart clearances because that's where stations want us to be.

It's simple logic: Stations buy programs to win. And winning in key dayparts is critical to a station's success.

Our programs enjoy top clearances because stations have years of knowing just how dominant WHEEL and JEOPARDY wins can be. And stations believe both programs will keep on winning, right into the next decade.



WABC, New York • KCBS, Los Angeles • WLS, Chicago • WPVI, Philadelphia • KRON, San Francisco • WNEV, Boston • WDIV, Detroit • WFAA, Dallas • WJLA, Washington, D.C. • WAGA, Atlanta • WTSP, Tampa • KOMO, Seattle • WCCO, Minneapolis • WPXI, Pittsburgh • KSDK, St. Louis • KTSP, Phoenix • KXTV, Sacramento • WMAR, Baltimore • WTNH, WFTV, Orlando • KGTU, Kansas City • WCPO, Cincinnati • WTMJ, Milwaukee • WSMV, Nashville • WSOC, Charlotte • WWL, New Orleans • WLOS, Greenville/Spartanburg • Oklahoma City • WZZM, Grand Rapids • WKBW, Buffalo • WBRC, Birmingham • WMC, Memphis • KTVX, Salt Lake City • KMOL, San Antonio • WPRI, Providence • WVEC, WGHP, Greensboro-High Point • WSAZ, Charleston/Huntington • WPEC, West Palm Beach • WPTV, W. Palm Beach • W XEX, Richmond • KTBS, Shreveport • WALA, Mobile-Tallahassee • WFRV, Green Bay • WDBJ, Roanoke • KIPS, Paducah • WKYT, Lexington • KWWL, Cedar Rapids • KWQC, Quad Cities • WMTW, Portland, ME • KYTV, Springfield, Huntsville • WIS, Columbia, SC • WFIE, Evansville • WAFL, Baton Rouge • KOLN, Lincoln • WCTI, Greenville-New Bern • KVCB, Las Vegas • KSFY, Sioux Falls • WUBH, WAKA, Montgomery • WTVQ, Rockford • KSHB, Monterey-Salinas • KSBY, Santa Barbara • WWAY, Wilmington • WTVM, Columbus, GA • KSNE, Joplin • KTVN, Reno • WTRF, WSEE, Erie • KFSM, Ft. Smith • WKTU, Utica • KENQ, Palm Springs • KOTA, Rapid City • WXXT, Greenwood/Greenville • WOGX, Gainesville • KYEL, Yuma • WWNV, Watertown

ie with the facts.

That's simple logic too. It's easier to stay on top than to get there. Even on the way up, no competitor could roll over WHEEL OF FORTUNE, and no one's survived matching wits with JEOPARDY. From the top the view is clear: There's no competition in sight.



Fact: WHEEL and JEOPARDY are the most valuable franchises in the history of syndication.

"Key time periods demand aggressive programming.

"The last time we took WHEEL through a major evolution, every one of our stations gulped hard. But it worked and we're going to do it again. We've got the most exciting changes ever coming this Fall. You've got to change and grow in step with your audience's expectations. WHEEL and JEOPARDY are the most valuable syndicated franchises in the history of television. And that's the way it's going to stay."

—MERV GRIFFIN



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distribution in Japan and moving fast in Europe, DBS will definitely become reality in U.S. in 1990's, Hughes has said.

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 two weeks (BROADCASTING, Sept. 12). 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 would encourage U.S. activity in area. FCC's HDTV advisory task force and NTIA also were asked to prepare report on subject.

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 committee to test HDTV and ATV systems.

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. Richard Green, senior vice president, engineering, Public Broadcasting Service, has been named president of Cable Labs.

International Satellite

■ State Department has "agreed in principle" to pursue a special trade agreement with the People's Republic of China to allow export of U.S.-made commercial satellites into PRC for launch by China's Long March launch firm, saying both sides are "definitely prepared to move forward." Hughes Aircraft-built HS 601 birds for Australian Aussat B services and Hughes-built Westar VI, now in hands of Hong Kong-based PRC-U.K. consortium, are proposed exports in question. Arms Export Control Act, said State Department, applies to

both. Restrictions address transfer of Hughes technology used in both commercial and government satellites, "any fair market concerns that might threaten U.S. launchers in the future" and questions of liability. Chinese are not currently party to U.N. agreements concerning liability.

"The positive outcome in these cases," said State, "reflects our continuing interest in expanding relations with China in ways which are mutually beneficial. We emphasize that this decision does not reflect a change in U.S. policy opposing use of Soviet launch vehicles" taking U.S.-built satellites into orbit.

Intelsat board of governors approved \$394.3-million Intelsat VII series contract with Ford Aerospace during Sept. 8-15 meeting in Washington. Contract calls for delivery of five satellites, first two to be launched in 1992-93. Each bird will carry C-band and Ku-band capacity, cross-strapping and spot beam antenna.

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



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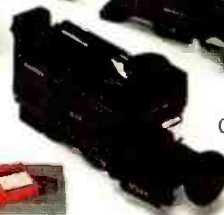
CVR-75



CVR-35



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needed for broadcasting high-definition systems. But report released in June by FCC's advisory committee on advanced television service advised commission not to act because it is too early to know how much spectrum broadcasters will need. During special meeting on HDTV issues, FCC decided to follow report's advice (BROADCASTING, Sept. 5).

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 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 adviser for special independent committee 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., a newly formed subsidiary of Houston, Tex.-based utility, Houston Industries Inc. Price was \$1.265 billion for the 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 KJQ(FM) Los Angeles; KHOW(AM)-KSYY(FM) Denver; KRDL(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 expected to close in November. ¶ Cablevision Industries signed definitive agreement July 18 to acquire most of systems composing 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 two-point-four Lorimar shares for each common share of Warner. Clause permits Lorimar to cancel agreement if, during ten-day-period

preceding closing, average price of Warner stock falls below \$36.14 per share, or Lorimar receives higher offer. If Lorimar accepts third-party offer, Warner has option to purchase 18.5% of newly issued Lorimar stock at \$15 per share. Merger is still subject to approval by Lorimar shareholders. 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 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 October 3. ¶ 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 two-thirds of UACI and would own a 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 Exchange Commission on consent solicitation of SCI debt holders.

Must Carry

■ National Cable Television Association released must carry survey on Sept. 13, which it

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WWMT • WXIA-TV • WHP-TV • WNYB-TV

WUTV • WBMG-TV • WDBH-TV • WITO-TV

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KAIL-TV • KMPH-TV

WBIR-TV • WKCH-TV

WMTV-TV • WTOL-TV

WUPW-TV • KGSW-TV

WBAY-TV • WXGZ-TV • WGBA-TV • WTVH

WSYI • WHEC-TV • WURF-TV • RCCI-TV • KD SM-TV

WSLS-TV • WJPR-TV • WVFT-TV • KMTV

KPTM • WQWT • WSIL-TV • KSSI-TV

WCEE-TV • WFHL-TV • WRSP-TV • WKYT-TV

WDKY-TV • KAYU-TV • KOCR-TV • KWWL-TV

KGAN-TV • WQAD-TV • KWQC-TV • WGME-TV

WPXT-TV • KOLR • KDEB • KSPI

WDEF-TV • WDSI-TV • WDBD • KGUN-TV

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WOLO-TV • WPTZ • WFIE-TV • WEVV-TV

WAFB-TV • WKG-TV • WVLA • KHAS-TV

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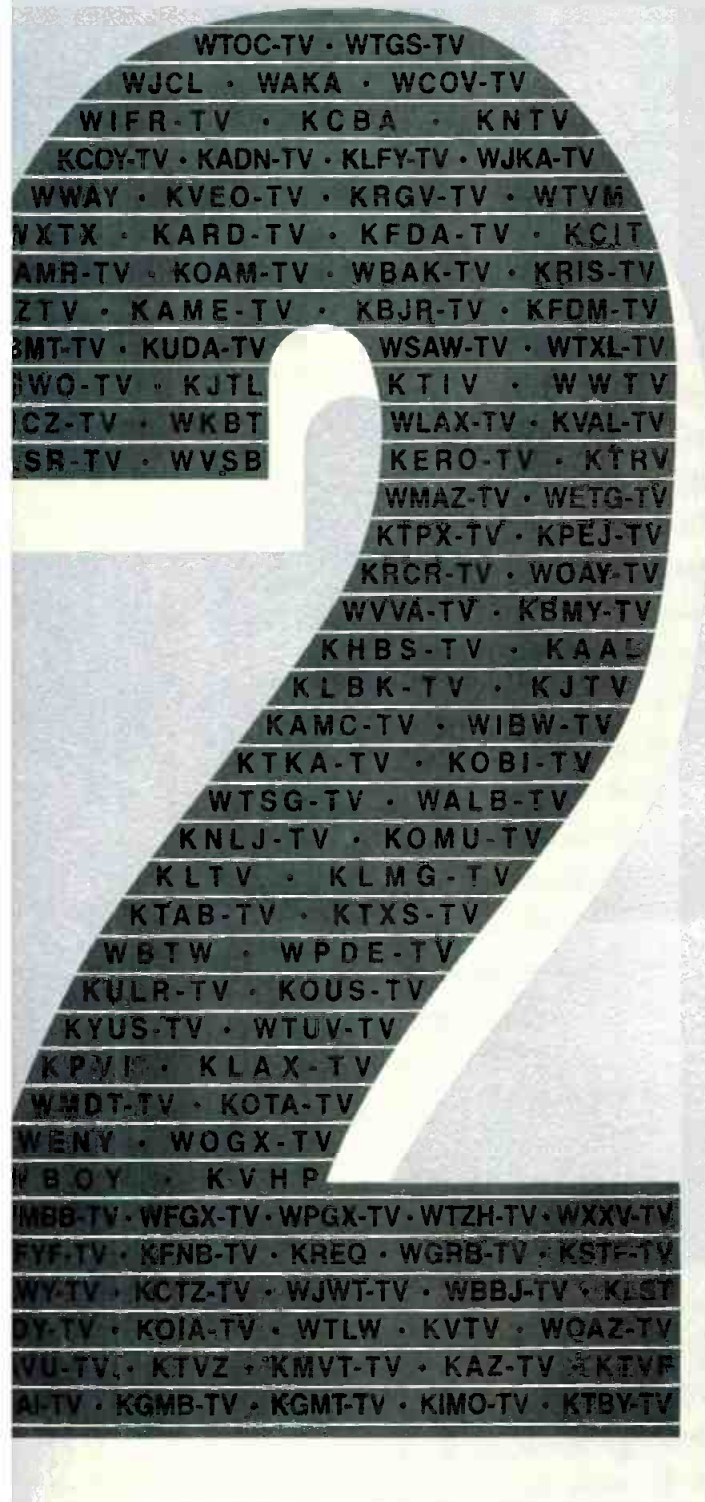


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said showed cable operators have been responsible in their broadcast carriage decisions. NCTA survey, conducted by Price Waterhouse, found that 98% of qualified stations remain on cable systems. NCTA also found that 94% of cable systems had not dropped stations or denied stations carriage and 91% had not engaged in channel repositioning. NCTA survey was based on information supplied by 47% of nation's cable systems, which together serve 69% of homes. NCTA survey was based on effect following striking of second set of must-carry rules by court.

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 is 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 ("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.

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. But 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 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 U.S. Court of Appeals of their intention to challenge rules in court.

TV Stereo

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

Wireless Cable

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

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

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

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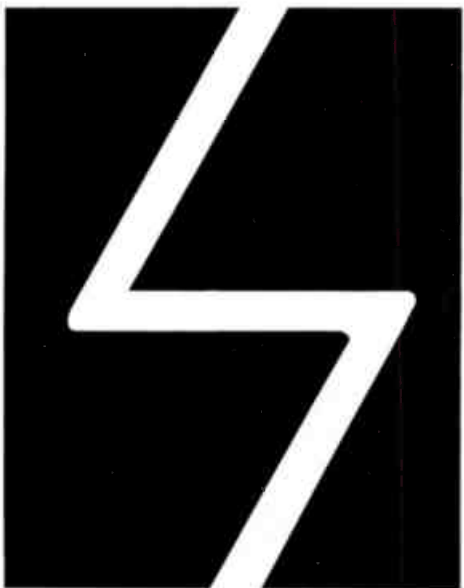
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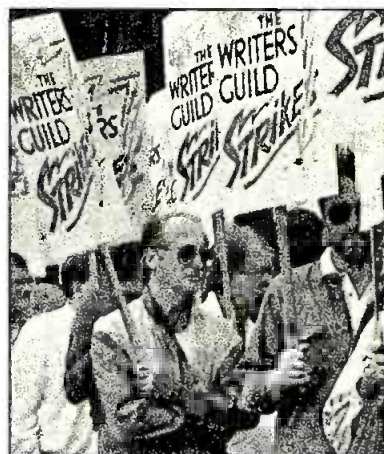
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This week

Sept. 19—Tax Certificates in Telecommunications Ventures, seminar hosted by FCC and sponsored by National Telecommunications and Information Administration and law firm of Verner, Liipfert, 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. Information: (202) 632-5050.

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.

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.

Also in September

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.

Major Meetings

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 Anatole, Dallas. Future meeting: April 18-20, 1990, Hyatt Regency, San Francisco.

April 9-11, 1989—Cabletelevision Advertising Bureau eighth annual conference. Waldorf-Astoria, New York.

April 21-26, 1989—25th annual MIP-TV,

Marches des International Programmes des Television, international television program market. Cannes, France.

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

May 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.

■ **Sept. 13-16, 1989**—Radio '89 convention, sponsored by the National Association of Broadcasters. New Orleans. Future meetings: Sept. 12-15, 1990, Boston, and Sept. 11-14 (tentative), 1991, San Francisco.



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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.

Errata

Caption on page 33 of Sept. 12 issue misspelled name of **Phil Hogue**, president of Daniels & Associates, Denver.

□

GE Americom Satcom K-3 satellite is scheduled to launch in January 1990, not 1989, as reported in Sept. 12 story on SBCA trade show in Nashville.

□

Sept. 12 "Fates and Fortunes" item on election of new officers of Association of Independent Television Stations incorrectly identified Al DeVaney's station, **WPWR-TV Gary, Ind.**, as noncommercial.

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.

■ **Sept. 30**—*Radio-Television News Directors Association* region 13 "super regional conference, co-sponsored by *Washington professional chapter of SPJ-SDX*. Washington Marriott, Washington. Information: (804) 446-2711.

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Three times as many people think the media coverage of the current presidential campaign favors the Democrats as think it favors the Republicans, according to a Gallup poll. Many who perceived pro-Democratic bias were probably influenced by what they saw on the CBS Evening News with Dan Rather. Newsweek recently said, "Even liberals think he (Rather) is prejudiced against Bush." This helps explain why 20 percent of those in the Gallup survey had an unfavorable opinion of Rather. That was double his negative rating a year earlier and triple the negative ratings of Tom Brokaw and Peter Jennings.

CBS has gone to great lengths to help Dukakis. Paula Parkinson's claim that Dan Quayle had made a pass at her in 1980 was the lead story on the CBS Evening News! When George Bush misplaced Pearl Harbor Day by three months in a speech to the American Legion on September 7, Rather made that his lead story. He said the bloopers "overshadowed" the substance of Bush's speech. The other networks didn't think

the verbal slip was that momentous. NBC placed it fourth and ABC seventh on their evening news shows. Neither The Washington Post nor The New York Times shared CBS's view that this was the most important story of the day. It didn't make the headlines or even the front page in either paper.

CBS followed the story on the Bush blooper with a favorable report on a Dukakis proposal for a new method of funding student loans. Correspondent Bruce Morton aired two favorable comments on the proposal, one by a Dukakis adviser. Morton's only critical comment was that the plan was complicated. He feared that would make it hard to sell.

Next, CBS reported on allegations of anti-Semitism and fascism involving members of an ethnic coalition associated with the Bush campaign. Dan Rather said, "There is no immediate independent confirmation of this report," but that didn't stop him from airing the charge. He followed that with another negative story by Lesley Stahl about some Bush campaign officials and advisers being connected with a public relations firm that had a contract with the Bahamas in 1985-86.

Rather introduced this report by saying that it was being charged that people close to Bush "once worked for an alleged drug trafficker." He was referring to the Bahamian prime minister, Lynden Pindling, who

has been accused of taking bribes from drug smugglers. Lesley Stahl tied this in with an earlier charge that a campaign consultant to Dan Quayle once worked for the Panamanian government. She failed to mention that one of the partners in the PR firm that represented the Bahamas is a Dukakis fundraiser and that a partner in another firm that worked for Panama is active in the Dukakis campaign.

On September 6, all three networks reported on the disruption of a Dukakis speech by pro-life demonstrators. ABC and NBC said the hecklers were punched by Dukakis supporters, and that was what the film footage showed. Bruce Morton on CBS said, "no serious punches were thrown." Pro-life groups charge that their demonstrators have been attacked by pro-Dukakis "bully boys." That's one unconfirmed charge CBS is certain not to report.



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October

Oct. 1—Deadline for entries in Mobius Awards, "honor-
ing outstanding achievement in the creation and pro-
duction of broadcast advertising." sponsored by U.S.
Television & Radio Commercials Festival. Informa-
tion: (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. Informa-
tion: (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. 3—Pennsylvania Cable Television Association
annual meeting. Tropicana, Atlantic City, N.J. Informa-
tion: Patricia Wilson, (717) 234-2190.

Oct. 4—Cabletelevision Advertising Bureau local ad-
vertising 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 Con-
vention Center, Atlantic City, N.J. Information: (609) 848-
1000.

Oct. 5—New York Television Academy luncheon.
Speaker: Tim Robertson, CBN Family Channel. Copac-
abana, 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 ad-
vertising sales workshop. Radisson Inn Maingate, Or-
lando, 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, Washing-
ton.

■ Oct. 7-8—Radio-Television News Directors Associ-
ation region 8/Ohio AP Broadcasters conference.
Ohio University, Athens, Ohio. Information: Gary Han-
son, (216) 788-2456.

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

Oct. 9-11—Women in Cable national management
conference. Theme: "Facing the Competitive Chal-
lenge." Swiss Grand hotel, Chicago. Information:
Reenee Gill, (312) 661-1700.

Oct. 9-11—Illinois Broadcasters Association annual
convention. Eagle Ridge-Galena, Ill.

Oct. 9-12—United States Telephone Association 91st
annual convention. Marriott Marquis, New York. Infor-
mation: (312) 332-1991.

Oct. 11—Presentation of Engineering Emmy Awards
for Outstanding Achievement in the Science of Televi-
sion Engineering, sponsored by National Academy of
Television Arts and Sciences. Sheraton Center, New
York. Information: (212) 586-8424.

Oct. 11—Cabletelevision Advertising Bureau local ad-
vertising sales workshop. Howard Johnson hotel, Bos-
ton.

Oct. 11—"From the Morning News to the 'Cosby
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American University. Kay Spiritual Center, AU cam-
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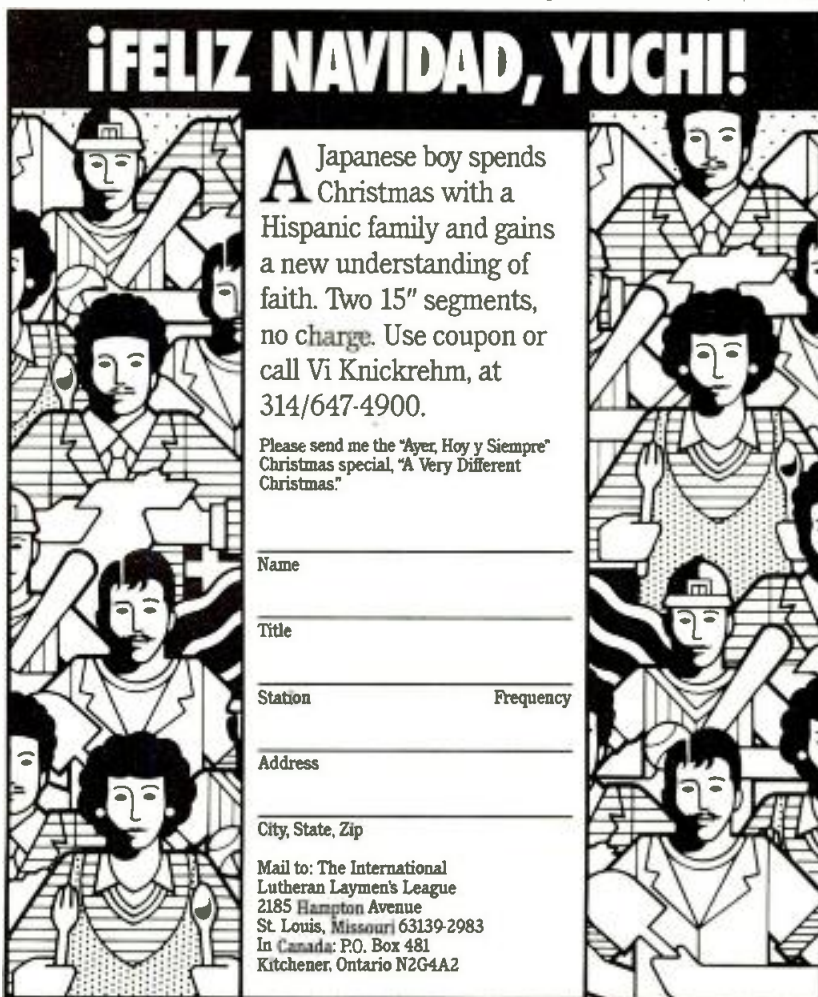
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A commentary on high-definition TV from Alfred Sikes, administrator, NTIA, Washington

From rabbit ears to HDTV: Should there be a national policy?—A view from NTIA

Some years ago in both Japan and Europe, broadcast interest determined that television could be transmitted more efficiently and more effectively by satellite, and so they teamed up to introduce television into the home in a different way. In both cases, government organizations and companies got together at some point to develop strategies and tactics.

The Japanese took the first step. They recognized that satellite transmission might permit a wider use of the radio spectrum—there is much less congestion in an 11-12 ghz range than in either the UHF or VHF ranges. Moreover, Japan's homogeneous population and small land mass are more conducive to generalization. In the U.S., broadcast localism is fundamental largely because of our great land mass and heterogeneous population.

Japan's national broadcast network, NHK, began research toward a satellite system and, as we all know, made significant progress. Japan now offers both production and transmission systems, with their production system achieving a fairly high level of acceptance. Recently, several programs using the NHK production system have been produced. Predictably, their primary transmission system, at odds technically with North American and European standards, has achieved less support. The Japanese labeled these systems high-definition television, or HDTV, and the Japanese government is promoting their development with 1990 set as the date for the first HDTV satellite channel.

The Europeans, more recently, devoted considerable resources to a project called Eureka. Guided by a consortium of more than thirty companies in seven countries, its purpose is to develop HDTV European-style. Like the Japanese version, it will be transmitted into the home by satellite. Similarly, European governments are working closely with European industries in developing HDTV.

The United States, meanwhile, is behind. We are just now coming to grips with the need to formulate a national policy but, when consideration is given to domestic production or transmission systems, we are finding that, clearly, many of our research and development tools no longer exist. The key questions at this stage are which technology or system will usher the U.S. into the age of advanced television, and when the FCC sets a transmission standard, should that standard preclude other transmission standards? Of course, these questions open up many other questions dealing



Alfred C. Sikes is assistant secretary of Commerce for communications and information and administrator of the National Telecommunications and Information Administration, posts he has held since March 1986. Previously, he owned and managed Sikes & Associates, a broadcast management and consulting firm in Springfield, Mo.; was director of Missouri's Department of Consumer Affairs, Regulation and Licensing; served as assistant attorney general in Missouri Attorney General John Danforth's office, and operated his own law practice.

with spectrum and timing.

The National Telecommunications and Information Administration has urged the FCC to develop a blueprint and make clear its intention to set a standard in timely fashion. Because there already exists a broadcast television standard, the FCC must either replace it, keep it or delete it. Considering the issues of compatibility, spectrum utilization and others, such as localism, that relate to our television culture, NTIA has urged that the FCC, over time, develop an HDTV broadcast transmission standard.

Some have urged the FCC to let the marketplace decide what the next television standard will be. In my view, such a contention is motivated principally by the desire of some in the industry to see terrestrial broadcasting become a "second-class citizen" technologically. They do not wish to see the FCC engage in standards-setting because they anticipate that the new media, in which they are better positioned, will overtake more traditional media such as broadcasting

and cablecasting.

NTIA has not urged that new media be precluded, but it has urged that special consideration be given to terrestrial television. Well over \$100 billion has been invested in broadcasting and cable television, with a premium on diversity and localism. The spectrum has been allocated accordingly. Approximately 1,700 television stations and 8,000 cable franchises transmit thousands of hours of local news and information daily. In the case of cable television franchises, they provide thousands of channels for public access.

The decisions made by both Japan and Western Europe have been based on their television culture and economic interests. Our television culture should not be forced by circumstances into a disadvantageous position because foreign governments decided to change their distribution methods. The U.S. should be willing to guide a standards-setting process that ensures good advanced television systems for broadcasters and cablecasters. And the FCC should rely heavily on private sector recommendations in making its decisions on advanced television. If the FCC announces its intention to set a standard and provides adequate time prior to its implementation, terrestrial media will be well served.

Happily, there is no evidence that technology cannot be vastly improved for terrestrial media. In fact, there is evidence to the contrary. Japanese, European and U.S. innovators are working hard to provide advanced terrestrial systems. Two weeks ago, eight systems were showcased in a demonstration on Capitol Hill. A great deal of progress has been made on transitional systems that promise to usher in advanced television without the threat of major economic displacements. Virtually every major TV manufacturer is currently involved by itself or with others in an effort to capture the enormous commercial potential of advanced TV.

Progress on terrestrial distribution may not be as far along as similar efforts toward satellite distribution but it is not as though we were just now starting from scratch, and, given the pace of technological progress in developing increasingly capable computers, for example, there should be a high degree of optimism. After all, advanced television systems are in part small computers that receive, store, process and transmit information.

New media will not be precluded. Eventually, terrestrial media will have to go head-to-head with satellite and VCR innovations. In the meantime, however, we should press forward with a clear and measured plan to bring advanced television to a nation filled with rabbit ears, cables and housetop antennas.

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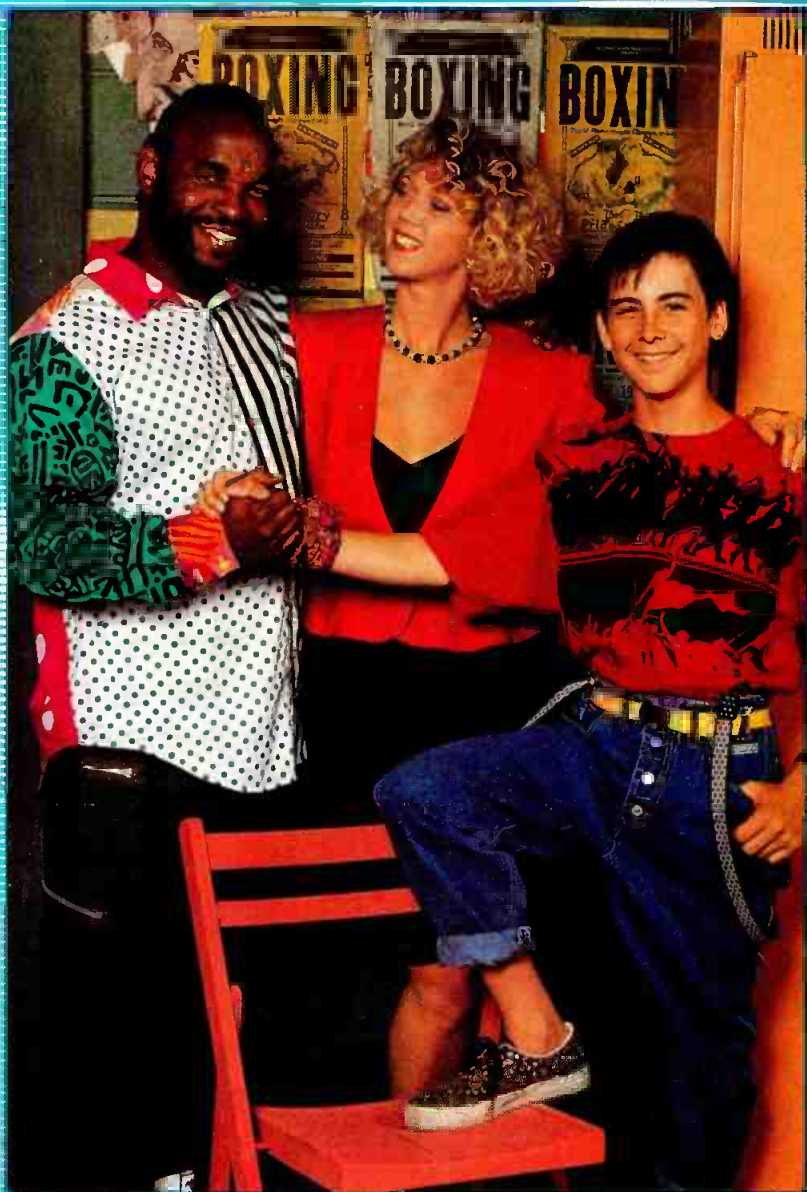
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RADIO '88

Radio plays to a new record in Washington

NAB gathering tops old marks in attendance, exhibitors; among items on minds of broadcasters: state of AM and license renewal

The crowded Radio '88 opening reception at Washington's J.W. Marriott Hotel last Thursday was an early indication of the record-breaking crowd that was to fill the city's convention hall over the next three days. This year's site in the nation's capital helped serve as a reminder to broadcasters of the many important legislative issues now facing the industry.

At the opening celebration, convention organizers set the mood by urging fellow broadcasters to make lobbying a priority. Eddie Fritts, National Association of Broadcasters president, warned broadcasters that "in 1989 and beyond, the legislative and regulatory initiatives coming out of Washington will threaten your station's bottom line in ways you haven't imagined before."

L. Lowry Mays, NAB radio board chairman, appealed to conventiongoers to push for radio-only license renewal legislation during the upcoming congressional session. If passed, the legislation would, in most cases, eliminate the comparative renewal process and better guarantee license renewal. His appeal echoed sentiments by many on the floor, who singled out the issue as a major concern.

Wally Jorgensen, NAB joint board chair-

man, added a list of other major lobbying goals: interference reduction on AM radio; a clearer indecency policy; adoption of the NRSC technical standard, and a halt to increased crowding on both the AM and FM bands.

On non-legislative issues, Fritts said that "baby boomers" have been well served by the industry and that radio should now focus on such societal changes as increased single-parent, one-person and childless households. "To effectively target for the future," said Fritts, "we must be aware of and in tune to these changing demographic, economic trends and the emergence of various ethnic groups."

The NAB reported that its convention attracted around 6,500 attendees. Several of the nearly 80 sessions at the show were standing-room-only. Richard A. Ferguson, Radio '88 steering committee chairman, said organizers were impressed by heavy audience interaction with panelists at many of the sessions.

This year's exhibition included 181 companies, a jump from 144 at Radio '87. At 37,100 net square feet, the show covered 37% more area than last year's. NAB's in-house exhibition organizer, Rick Dobson, said that the growth is reflected in a larger number of programers and a substantial increase in companies offering computer software for automated radio studios.

Much of the credit for the growth, Dob-

son said, must go to the choice of Washington as the site. It is the first time in several years that any NAB convention has been held east of the Mississippi River, even though NAB figures that 54% of the country's radio stations are in that region. Part of the reason for not meeting there is the lack of cities with facilities large enough to hold the NAB's spring convention. At present, the only eastern cities capable of holding the spring show are New York and Atlanta, he said. Because its convention center is comparatively small and there is too little hotel space, "Washington will probably never be large enough to handle a show the size of NAB," Dobson said.

Another difficulty in planning an East Coast convention is scheduling. "Demand for first-class convention facilities is growing annually," Dobson said, and Washington is a first-class location. NAB chose Washington for Radio '88 because it wanted to hold the show in the capital city during an election year. But the contract had to be signed several years ago because "September in Washington is a hot month, and I don't mean temperatures," he said.

The future of AM radio was on the minds of many at the convention and was the focus of several sessions. One such session featured the release of a national survey on listener attitudes toward AM by Bill Moyes of The Research Group. According to at least one broadcaster, NAB Radio Board

Vice Chairman George C. Hyde Jr., the report was "sobering."

"There's just no easy fix for AM," said Hyde, quickly adding that he nevertheless remains optimistic about the future of the band. The survey, he said, proved to broadcasters what many had already suspected: AM listeners demand improved sound and quality programming.

Patrick puts out a call for broadcaster support for easing duopoly, one-to-a-market rules

FCC Chairman Dennis Patrick called on broadcasters last week to get behind his effort to relax the duopoly and one-to-a-market rules, which prohibit ownership of like stations with overlapping signals or of a television and radio station in the same market.

"I would like to see a little bit more involvement of the industry in these issues because these are among the things I would like to have the commission consider in the next several months," Patrick said during a Friday morning Radio '88 session with NAB President Eddie Fritts.



Fritts and Patrick

The FCC has received generally favorable comments on its proposal to relax the ownership rules, but Patrick's desire to adopt it has been frustrated by his two fellow commissioners, James Quello and Patricia Diaz Dennis. Neither will provide the second vote he needs. What's more, the broadcasting industry, which stands to benefit from it, has not lobbied for it.

Patrick's problem is Congress. Word has come down from Capitol Hill that the FCC and the broadcasting industry should not tamper with any of the FCC's current ownership restrictions. Quello is on the record as saying he is withholding his support out of fear that whatever the FCC does, Congress will undo through legislation.

As now written, Patrick said, the rules put AM stations at a disadvantage relative to FM. "As a threshold matter, none of the rules...should disadvantage any particular service like AM in its attempt to compete," he said. "We can't be the guarantor of any particular service, but we don't want to have

rules in place that make it more difficult for you to compete...unless there is an absolutely convincing public interest reason."

Patrick said the rules are "too restrictive. Why is it that you can own an AM and an FM, but you can't own two AM's?" he asked. "That on the face...does not make a great deal of sense to me."

Patrick said there should not be a "knee-jerk adverse reaction" to proposals to lift ownership restrictions. Diversity is an important goal of FCC policy, he said, but it has to be weighed against other public-interest considerations such as efficiency and economy. A number of stations are having a difficult time, he said. "If there are economies and efficiencies to be gained by certain combinations, I think it is incumbent on the commission to evaluate the tradeoffs—a little bit more concentration, a little loss of diversity as against these other gains."

The chairman also urged broadcasters to provide evidence of parties using the FCC's petition-to-deny and comparative renewal processes to extort money from them. With such evidence, Patrick said, the FCC will be able to proceed with its current effort to

revamp its renewal and station transfer processes to make them less susceptible to "abuses." But without it, he said, "we have a real procedural problem with bringing some solutions home."

Patrick may get the evidence he seeks. The NAB has mailed questionnaires to broadcasters asking for instances of actual or threatened abuses. To insure confidentiality, Peat, Marwick, Main & Co. has been hired to collect and organize the responses.

Congressmen say any radio-only license reform is contingent upon fairness codification

Congress may be warming up to the idea of a radio-only license renewal reform bill. But the chances for action are still incumbent upon the industry's willingness to make political tradeoffs, according to key Hill policymakers participating on a Radio '88 panel.

The panel included House Telecommuni-

cations Subcommittee members Rick Boucher (D-Va.), Billy Tauzin (D-La.), Tom Tauke (R-Iowa) and Dan Coats (R-Ind.), along with Terry Bruce (D-Ill.), who sits with them on the parent Energy and Commerce Committee. Convened in the Cannon House office building, the panel is part of a major campaign by the National Association of Broadcasters to convince Congress of the merits of a radio bill. When the session concluded, those attending met with their legislators.

The panelists for the most part told broadcasters what they have often heard before: Congress will not consider any legislation the industry wants until the fairness doctrine becomes law.

"I think the two-step process makes some sense, but you're not going to get that without talking about other issues, particularly fairness," Bruce said. "It is clear most of us are unhappy with the comparative renewal process," he said. Still, he expressed some reservations about the politics of a radio-only bill. "To do a radio-only bill, you are dividing your industry. You have got a good ally in television. Radio and television combined are an important industry," Bruce said.

"Until fairness is addressed it is going to be a very complicated process," Coats told the group. Coats urged NAB to "bring the members up to speed...on why the renewal process is cumbersome and needs change." He thinks broadcasters have a "good case to make."

Moreover, Tauke thinks fairness is not the only matter broadcasters might have to concede. EEO, minority ownership, children's programming and minority programming are all issues that Tauke expects will surface during any discussion on a broadcast bill. Just because television is not included in the measure does not mean those problems will "go away," he commented.

The congressman also questioned whether it is in broadcasters' "best interest to push for a radio-only bill." Nor, he said, was he sure the "impetus is there to move a radio-only bill." And Tauke warned broadcasters that a trade on fairness could be a mistake. If Congress codifies the doctrine it could hamper the constitutional challenge now underway, he said, noting that the findings Congress reaches, if it were to adopt such a bill, would carry considerable weight in the courts.

But Tauzin felt broadcasters should "grab" what they can. He said fairness may be a trade "you want to make." Especially, he argued, when there is a likelihood the matter will be decided by the court anyway. (The U.S. Court of Appeals heard arguments last week on the FCC's decision to repeal the doctrine [see page 63].) "If the court says it is unconstitutional," there is little Congress can do, Tauzin said.

Broadcasters need to decide "what is more valuable," license renewal reform or the fairness doctrine, Tauzin said. And he predicted that if broadcasters accept a fairness-codification bill, "a renewal reform bill would pass in a jiffy," although he admitted the problems cited by Tauke might still arise.

Lawyers offer advice for surviving license renewal

Be candid, tell the truth and keep all pertinent documents—that was the bottom-line advice four Washington lawyers gave to Radio '88 attendees at a session on radio renewal.

"The guiding concept is to tell the truth," said Howard Weiss, an attorney with Mullin, Rhyne, Emmons and Topel. "The more we deregulate, the more important candor will become," he said.

Weiss said there are no firm guidelines on what constitutes "character," but he referred to the FCC's 1986 policy statement that defined it as "truthfulness and reliability." He urged broadcasters to be careful in filling out the postcard renewal form. One question on the form asks whether a licensee has had any adverse court findings, such as fraud or felony convictions. "If you're unsure about a case," he said, "put it into an exhibit. Err in the direction of candor. You are far better off that way."

Weiss also said documentation was important. "You never can have too much documentation. It's vitally important to have a paper trail," Weiss said.

Susan Wing, a partner with Hogan & Hartson, who spoke on programing issues, stressed the need for ascertainment documentation to defend against renewal challenges. When a licensee is in a comparative renewal hearing, Wing said, "contemporaneous evidence is what the commission looks to," including information beyond that in the station's public file. With a petition or comparative renewal, she said, "you need significant programing files."

Wing urged broadcasters who were closing a deal on a station right before license renewal to quickly do their own ascertainment survey. "If you rely on their conclusions [the previous owners'], you are putting yourself at risk," Wing said. If an incumbent's record is good, she said, continue that programing. If it wasn't, "the first thing I'd do is do some solid ascertainment" and continue that new programing after renewal was granted.

She said there is no answer to the question of how much ascertainment is enough, but the "general key here is reasonableness."

When asked whether an AM's programing could be used to help a co-owned FM at renewal time, Wing said although the AM's reputation will help, it can't be relied upon to pull the FM through. If something works on the AM format, try to work it into the FM format, she said. "Don't let the FM sit there alone."

John Quale, an attorney with Wiley, Rein & Fielding, Washington, said broadcasters are under extra EEO scrutiny from the FCC, which has beefed up that department. He said broadcasters can get the data they need on the makeup of their area's workforce from the FCC. "If you complied with the [50% parity] guidelines, you'd receive renewal without sanction," Quale said.

Quale also urged broadcasters to be careful about asking the race or sex of an applicant, since such questions could be viewed

as discriminatory under some state laws. In-person determinations are the best way to compile EEO information on referrals.

Matthew Leibowitz, a partner in Leibowitz & Spencer, reviewed the steps broadcasters have to take prior to renewal, plus his firm's filing to improve the comparative renewal process and prevent greenmail. "Greenmail is the fuel that fires the passion of challengers," he said, and if it is eliminated, most license challenges would not come to fruition.

FCC's Dennis says past commission policy was one cause of current AM problems and vows to help band come back; wants to use new AM frequencies for full timers

FCC Commissioner Patricia Diaz Dennis said last week she now favors authorizing full-time 5 kw and 10 kw stations in the extended AM band that will open up in two years rather than "a lot of low-power or poor-facility stations."

In a speech at an NAB Radio '88 session on improving AM radio, Dennis said: "I'd like to see new stations that can serve an entire market, and not just add to the babel of AM interference."

The FCC has contributed to AM's decline over the years, Dennis also said, but is now taking steps to aide in its recovery. She cited proceedings aimed at reducing the service areas of the big clear-channel stations, permitting stations that increase power to accept interference in their expanded coverage area and limiting AM emissions in accordance with the National Radio Systems Committee standard to reduce adjacent-channel interference. "Reviving AM may take Olympian efforts, but if we all work together, we should succeed," she said.

Dennis knows more than most about the extended AM band (1605-1705 khz), having chaired the U.S. delegation to the international conference in Rio de Janeiro last May at which the general guidelines for use of the spectrum were set. Under the guidelines, she said, the FCC can grant stations with up to 10 kw of power, except along the Canadian and Mexican borders where restrictions apply.

Dennis advocated stations that can serve "more than the immediate neighborhood," but she gave no indication on how the stations should be allotted. She ran down a list of some of the proposals the FCC is considering, including the FCC's controversial plan to allocate nationally one or more channels to a single entity. "I know that for many of you...the idea of national licensing is about as welcome as Hurricane Gilbert, and I will carefully consider your objections."

Dennis acknowledged that AM is in bad shape, having watched its share of radio listening shrink from 54% to 25% over the past decade, and said the FCC should accept some of the blame. "Our liberal allocation policy led us to authorize too many stations, especially at night," she said. "We repeatedly chose to squeeze in new stations in an effort to promote competition and provide service to more communities."

Although each new assignment may have made sense by itself, the cumulative effect has been "chaos," she said. "Over the years, we have allowed some AM stations to drown in a sea of interference. That is the downside of radio's age of abundance."

Nonetheless, Dennis said she would not turn her back on authorizing still more stations. "If we can find a responsible way to squeeze a new station into Washington or Baltimore, I think that serves the public," she said. "I also support the goal of bringing new stations to the few remaining communities that now receive little or no radio service."

In discussing the various AM fixes the FCC is considering, Dennis said she expects further action "later this year" on the proposal to break down clear-channel coverage to benefit local service.

Like many broadcasters, she said, she is wary of the proposal to allow stations to increase power and accept greater interference in their expanded coverage area than now allowable. But it is worth considering because it will allow stations to improve service to their primary service areas, she said. The stations will not be allowed to accept interference within their primary service or cause interference to other stations, Dennis said. And, she added, it does not affect service at night when interference is most severe.

Dennis also expressed concern about the "cumulative" effect of AM-FM simulcasting on AM. "Every time you offer unique programing on the AM band, you give listeners another reason to tune to AM and sample all AM stations," she said. "On the other hand, every time you simulcast, you reinforce the impression that AM has nothing special to offer."

New NTIA study calls for test of total radio deregulation

Alfred Sikes, head of the National Telecommunications and Information Administra-



Sikes

tion, used a breakfast at NAB Radio '88 to offer a preview of the broadcasting section to be included in the major "Telecom 2000" report that is scheduled to be released early

in October. The section will call for a five-year test of complete content deregulation of radio.

Such a test, Sikes said, would provide an objective basis on which policymakers could determine whether television should also be deregulated, or whether radio should be "reregulated." He expressed the view that the radio market is sufficiently competitive to warrant the elimination of virtually all content regulation without fear of harming the public. He would retain only the statutorily mandated regulations barring the broadcast of obscene and indecent programming and deceptive advertising.

"Telecom 2000," which will cover all elements of the telecommunications industry, from telephone to cable to broadcasting, is being shaped as a document to help policymakers plot policy in those areas into the next century. As for broadcasting, Sikes said one aim would be to "deemotionalize" the issue.

Sikes was not specific as to the content regulations that would be suspended in the deregulatory test to be proposed, other than to say, in response to a question, that the

equal opportunities rule would be included. Other political broadcasting rules would presumably also be suspended, those that require reasonable access for candidates and the lowest unit charge for their advertising. The remnants of the fairness doctrine—applying to ballot issues, personal attack and political editorializing—as well as the obligation to determine and program to community issues would presumably be affected as well.

Another element of the recommendation in the upcoming report, Sikes said, is that government encourage radio broadcasters to engage in "a greater degree of self-regulation as an alternative to government." The aim, he said, would be to convince critics that "licensees can operate fairly and responsibly without the heavy hand or raised eyebrow of government." But some broadcasters might feel they had exchanged one form of regulation for another only slightly less onerous. For Sikes would favor the industry's adoption of guidelines governing such areas as public service announcements and news and public affairs programming. He also envisages the government aiding in the

self-regulatory movement by working with the "antitrust community" in such areas as children's programming. For decades, critics of children's programming—particularly on television—have argued in favor of lifting the antitrust bars that prohibit broadcasters from cooperating in that area.

Sikes's recommendation is also designed to deal with the problem licensees would face in confronting challengers at license renewal time. He noted that if content were deregulated, broadcasters would be particularly vulnerable to such challenges, since programming service now serves as their principal defense. His solution would be to amend the renewal procedures to create "a substantial renewal expectancy." Once licensed, he said, a broadcaster who has operated as authorized and has maintained technical "parameters" and has not violated the Communications Act or FCC policies should be able to count on renewal without having to worry about challengers.

"We should deemotionalize the issue" and produce a system free of government intrusion," he said. □

Mooney sees cable and broadcasting fighting telcos together

NCTA president feels such an arrangement is inevitable if phone companies are to be kept out of television business

National Cable Television Association President James P. Mooney predicted last week that an alliance of cable operators and broadcasters will be formed to prevent the "potentially catastrophic" entry of telephone companies into the television business.

The alliance, he said in an interview with BROADCASTING, will "manifest itself in a judgment made by the broadcasting and cable industries to continue to have differences between themselves about a lot of the traditional issues that have divided them, but at the same time to join together to defend against a threat that both find potentially catastrophic."

Mooney said it was a "misnomer" to describe the issue as one of allowing telcos

into cable. "It's a question of allowing them into the television business," he said.

Mooney's assertion followed by a week a speech in which National Association of Broadcasters President Eddie Fritts established common ground with cable operators, warning broadcasters of the telco threat for the first time (BROADCASTING, Sept. 12). Cable operators, fearing what they believe would be unfair head-to-head competition, have fought for two decades to prohibit telephone companies from offering cable services in the same places they provide telephone service.

The groundwork for a formal alliance between the two industries may have already been set.

Prior to Fritts's speech, NAB and NCTA officials had informal conversations on what the telcos are trying to do and what it all means for cable and broadcasting. Some telco officials were suggesting last week that

NCTA, as part of its anti-telco strategy, had incited NAB's telco anxiety and Fritts's speech. (Fritts denies it, saying that NAB arrived at its position through independent research and analysis.)

Regardless of what has been going on behind the scenes, Mooney and Fritts sound very much alike in their public statements. In his speech, Fritts expressed concerns about the consequences of allowing telcos to distribute television programming over fiber optic networks to virtually every home and, possibly, to produce or package some of the programming. He warned that broadcasters may have to pay to be carried on the telco systems, and may have to compete with the telco's programming, which could be subsidized by the telephone business. "What would that do to the free and local nature of the service we offer, including news and public service programming?"

In his interview with BROADCASTING, Mooney said telco entry threatens the foundation of the broadcasting business. "The broadcaster's identity in terms of his economic position within the market, the value of his assets...and his regulatory status ultimately are dependent on...his federal license to operate an over-the-air transmitter," he said. "If his transmitter and, therefore, his federal license to operate the transmitter, become irrelevant, any claim he has to preferential regulatory treatment will vanish."

Any assumption by broadcasters that they will not have to pay for carriage is "wishful thinking," Mooney continued. Indeed, he said, "while I don't anticipate much difficulty in broadcasters and cable working out the must-carry problem, I see no chance at all of broadcasters ever having what amounts to must carry by telcos."

With telcos in command of a television path into every home, Mooney said, broad-



NCTA's Mooney

Telcos fight back

Phone companies gear up for battle to get into video delivery

The telco-cable war is heating up as telephone executives prepare to wage a major public relations campaign to convince public policymakers and consumers that their industry should be in the video delivery business. The campaign commenced last week in Washington where participants at a public relations seminar sponsored by the U.S. Telephone Association were told to get their "public relations in place," because the telephone industry is going to see "a fight the likes of which [it] has never seen before."

Telephone executives anticipate much of next year's energy will be spent on Capitol Hill and at the FCC working toward repeal of the telco-cable crossownership prohibitions that prevent telcos from owning cable systems in their service area. And according to those panelists asked to speak on the subject, the telephone industry has a good case to make.

USTA consultant, Chip Shooshan of Shooshan & Jackson, thinks lawmakers are becoming increasingly frustrated with the cable industry because of consumer complaints about rising subscription rates and poor customer service. All reasons, he said, for Congress to give cable some competition. "The telephone industry has a good record of service," he said, adding that with a fiber delivery system, telcos can offer at least "four or five high-definition channels into the home as well as video on demand." Video on demand, he argued, "is not blue sky."

The fight, said A. Gray Collins Jr., a senior vice president for external affairs at

Bell Atlantic, is really over who will get "fiber to the home first." If the telephone companies do not move first on fiber, cable will, he warned.

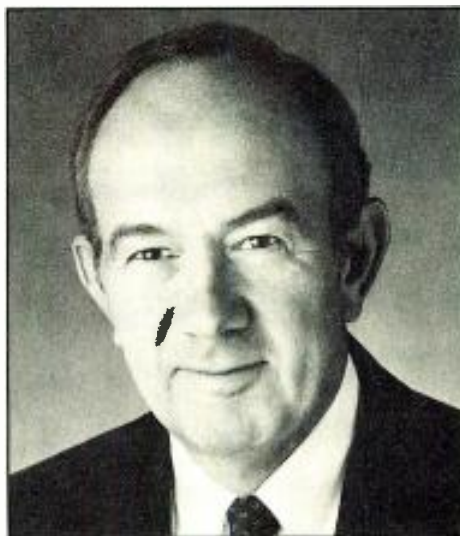
Collins said the telcos will encounter tough opposition. "We are in dispute with the people that have all the ink...they have the TV cameras and newspapers in town," he said in reference to those newspaper companies that have made considerable investments in cable and would prefer to see telcos prevented from offering any information services.

Furthermore, the cable industry is going to charge that telco entry into their cable business will lead to problems of cross-subsidization and threaten local competition, Collins said. "Most of those are worn out arguments," he added. "If we are allowed in, there are going to be a family of safeguards and all parties will have access on a nondiscriminatory basis."

The Bell Atlantic executive also cautioned his industry about getting into a negative public relations battle with cable. He said it was easy to "jump on that bandwagon," and point out all of the medium's deficiencies. "I think it is better to wage a campaign that shows what services we can provide to consumers."

Bob Boaldin, president of Elkhart Telephone, Elkhart, Kan., and owner of Elkhart TV Cable Co. which has some 900 subscribers, offered similar advice. Boaldin thinks the telcos need to concentrate on letting the public know what kind of services "we can furnish." Like the others, he foresees a major confrontation with cable as unavoidable. "The cable boys are going to rise up and there is going to be a real battle," said Boaldin. □

Telephone's Weiss: No free ride for broadcasters



Weiss

Let 'economic forces' decide who can deliver cable most efficiently at the lowest cost, says Ameritech chairman

Ameritech Chairman William Weiss said last week that broadcasters would have to pay a modest fee if they are carried on a telephone-owned fiber network into the home. Weiss was in Washington to voice support for a House resolution that would lift Bell restrictions on manufacturing and information services, and he urged Congress to "retake the wheel" in setting national telecommunications policy from the U.S. federal court. In a question-and-answer session, Weiss addressed the future relationship between cable companies, broadcasters and telephone companies.

Weiss was asked about broadcasters' concerns that telephone companies would charge them to deliver their signal over

casters would be subject to far more competition. "This is not a universe that would be populated exclusively by broadcasters and cable operators," he said. "This would be a universe populated by a whole lot of other people who would like to use television, who would like to...go around the middleman and go direct to the consumer."

Broadcasters are better off resisting telco entry and having cable as the alternative transmission path into the home, Mooney said. "With us, you don't have instant 95% penetration...or anything close to it, and that in itself helps to preserve a world in which the broadcaster's transmitter is not irrelevant."

While Mooney obviously sees a clear and present danger, he doesn't see an inevitability about telco entry. In the long run, he says, it may be neither economical nor politically possible for the telcos to enter and dominate the television business.

"There's no market necessity, in essence, to do it," Mooney said. A "whole array of competitive distribution technologies"—broadcast, cable, wireless cable (MDS) and home video—now delivers video to the home, and satellite broadcasting is waiting in the wings, he said. "So you don't need the phone companies to get video into the home."

On the other hand, there are "downsides" to letting the telcos in, ranging from cross-subsidization to limiting diversity and competition, Mooney said. When all is said and done, he said, "policymakers are going to start asking: 'What compelling reason is there anyway for letting the phone companies do this in view of the potential downsides?'"

To convince policymakers to let them into the television business, Mooney said, the telcos are "blue-skying it." They are implying fiber optic networks are necessary to provide new consumer services and that they alone are capable of building and operating those networks. The fact is, he said, that cable operators are as capable of installing fiber as are telcos.

For the telcos to leap ahead of the cable operators, they will have to build a "switched" video network, Mooney said. "It's technologically extremely difficult...and it's horribly expensive."

Even with the switched network, Mooney said, the telcos would still be unable to deliver the promised program-on-demand service, which would allow viewers to order any program at any time. Such a service would require a "monstrous computer" so that one subscriber can begin watching "Gone With the Wind" at 2:30 a.m. and another at 2:37 a.m. "That's quite a wondrous machine," he said. "Has anyone invented it yet?"

Mooney also argued that, despite all the current interest, the telcos have higher priorities than overcoming the various legal and regulatory barriers blocking their entry into video. The telcos want to replace the current rate-of-return regulation with so-called price caps. "They want that more dearly than they want the other stuff because the potential for economic return for that is both enormous and immediate." □

fiber. "If we're in that [transmission] business," said Weiss, "it would seem to me we ought to be in that business because we're the most competitive in that business. Therefore yes, they can't get on it for nothing. Everybody does want a free ride on us. That's one of the things we always deal with."

But Weiss sought to dispel the notion that the price would be exorbitant. "You can't get on for nothing," he said, "but it ought to be a reasonable price. It shouldn't affect their business plan."

Must carry did not seem to be a problem for Weiss. "And one of the things you can pretty much depend on us being obligated to do is provide equal access to the basic networking capability. That is the standard that has been established and I don't think we'll be relieved [of it] until we've moved far beyond the current development of the local network."

On the cable industry, Weiss said whoever can deliver the most services to customers most efficiently and at the lowest cost should be allowed to do so. And he also seemed to envision a different version of cable in the future. "As fiber develops in the network, it has very broad capabilities to do a lot of things," he said. "It could do a far more precise distribution of what is now known as cable television. Obviously, somebody's eventually going to provide that to the market. The question," he said, is "who is in the best position to make the investment and bring that to the customer? Obviously, we're one of the players that is going to be in that game. Obviously, the cable industry is very concerned about this ... but I'm telling you, if we're to make progress, I think we've got to let the economic forces of this country sort out these kinds of things—who can do it best and most efficiently." The cable industry, he said, "has been very concerned over the last 10 to 15 years about what would be the result of the telco freed up to get into that market." He cited the Commerce Department's and other analyses that telephone company entry into cable was inevitable.

Weiss said he was not inclined to purchase cable companies. "I think the question for us would be whether we would buy a company or companies or whether we would deploy our own fiber technology to do multipurpose [activities]," he said, "because even if you buy a cable company, sooner or later, you've got to deploy more modern technology. Coaxial clearly serves cable television purposes as we have understood it in the past. It doesn't serve all the potential usages of the future. It takes something different. I'm not as excited about buying up a lot of cable TV companies as some of my peers are because I think there is a more serious question of how do you best deliver that technology. The cable TV companies are going to have to make that investment or we're going to have to make that investment or somebody is."

In his speech, Weiss pointed to France as a model, where citizens can access 8,000 information services through the telephone. It was an example that did not impress the

National Cable Television Association. NCTA President Jim Mooney said: "The phone companies are constantly holding up the example of France as a place where

telephone companies are bringing all these wondrous information services to the public. Somebody ought to ask them how the plain old telephone service in France is."

Subcommittee bashes broadcasters on lowest unit rate

Candidates seek nonpreemptible spots at preemptible prices to help curb expenses; NAB opposes move, argues that broadcasters should not be required to help defray costs

To at least one U.S. senator, the broadcasting industry is "excessively greedy" and disinterested in doing what it can easily afford to do to help slow if not arrest the sharply rising cost of political campaigning. Senator Mitch McConnell (R-Ky.) offered that assessment last week in a Senate Communications Subcommittee hearing on his bill (S.2657) to guarantee that candidates will be given the lower rates he says were

month the hearing on a bill. He will talk to Committee Chairman Ernest F. Hollings (D-S.C.) about whether that custom can be ignored in the case of the McConnell bill. If not, the matter may have to wait until the next Congress, since the markup Tuesday will be the last of this session. With those uncertainties in mind, Inouye advised McConnell, "Don't hold your breath."

McConnell's Campaign Cost Reduction Act, a tougher version of an earlier amendment (S.2627) he had introduced, would entitle candidates to nonpreemptible, fixed time at the lowest rate charged for any time (including preemptible) in the same time period. The aim is to close what McConnell

said is the "loop-hole" in the law he claims effectively permits broadcasters to deny candidates the station's lowest unit charge to which the 1972 act refers. For the act limits that benefit to charges "for the same class and amount of time." And the commission defines "class" as rate categories such as "preemptible spots." As a result, candidates can obtain a station's cheapest rate only by buying preemptible



Senator McConnell

contemplated in legislation in effect since 1972. His outburst was directed at Cullie M. Tarleton, of WBTV(TV) Charlotte, N.C., and a member of the National Association of Broadcasters' television board, who was testifying in opposition to the bill and in behalf of the NAB.

McConnell, who both testified and later joined the subcommittee members to question witnesses, was not alone in his feelings. Senators John C. Danforth (R-Mo.) and Albert Gore (D-Tenn.) clearly shared them. Senator Ted Stevens (R-Alaska) said an amendment to the original bill that he had sponsored was intended to assure what McConnell says is now needed. (However, the legislative history indicates otherwise—that Stevens intended to fashion the law as it exists.) And Senator Daniel K. Inouye (D-Hawaii), chairman of the subcommittee, indicated his sympathy by saying he would try to have the bill added to the agenda of the parent Commerce Committee when it holds a markup session on Tuesday (Sept. 20).

Whether the bill is really on that fast a track, however, is not certain. Inouye noted that a markup customarily follows by a

ble time. And the consequence of that, broadcasters and political candidates agree, is that candidates increasingly buy the more expensive nonpreemptible time.

McConnell said the aim of the bill is to further the cause of campaign finance reform by addressing the cost of campaigns. And he was clearly unsympathetic to the opposition from broadcasters that he knew was coming. He said broadcasters' profit is "derived from a public resource." And, in any event, he said, the burden on them would only be "minuscule." He said that "all political advertising accounts for only three quarters of one percent of the broadcasters' total revenue"—a figure an aide said was calculated by comparing total political advertising revenues, provided by the Television Bureau of Advertising, with overall revenue figures obtained from NAB.

Tarleton said NAB's research indicates that political advertising accounts for a larger percentage of total revenues—1% in large markets, 4% in small. But he agreed that the percentage is "not large." Still, he said, NAB opposes the bill as unnecessary—"the political advertising structure created by

Congress and enforced by the FCC works well"—and unfair to broadcasters in imposing on their industry alone the burden of reducing campaign costs.

Such remarks seemed to fuel McConnell's anger. "I find that excessively greedy," he said at one point. "We're trying to grapple with the costs of campaigning" and are asking for only "a small sacrifice so democracy can function better." He cited a report that from 1978 to 1986 the cost of House and Senate campaigns had more than doubled, from \$194 million to \$450 million, and that during the same period, the cost of television advertising had more than tripled. And Gore, with evident sarcasm, asked, "Is the industry on the road to the poorhouse?"

Nor did Tarleton persuade the senators that television, on average, accounts for less than half of a Senate candidate's cost. He put the figure at 34%—and was promptly challenged by McConnell: "That's an absurd statistic. In a very competitive race, over 50% of the cost of a campaign will be spent on broadcasting.... Nobody up here will believe your statistic." Then he asked whether NAB's research combined the costs of contests that were "competitive" and those that were not. Tarleton said, "It could have been done that way."

It was not only the inability to get the lowest rate on a station's card that troubled the senators. McConnell, along with Danforth and Gore, pressed Tarleton on their concern that, in view of the preemptible and nonpreemptible classes of time, broadcasters were virtually free to discriminate against some candidates and in favor of their opponents or commercial advertisers. As Danforth put it, a broadcaster, "with a wink and a nod," could let a favored candidate or a valued commercial advertiser know that he could buy a preemptible spot confident that he would not be "bumped," while a disfavored candidate would be forced to buy a nonpreemptible spot to be sure of obtaining the desired air time. Tarleton acknowledged that nonpreemptible time can cost three or four times as much as preemptible time.

But Tarleton said he doubted such discrimination exists. "I've been in the business 26 years, and I've never been in a situation where I've been aware of winks and nods having taken place. The stakes are too high." Given the small amount of money involved, he said, it would be foolish to jeopardize the license of a multimillion dollar property. "But if the proof [of discrimination] is impossible and the law provides different degree of preemptibility," Danforth responded, "it can happen."

McConnell's bill received enthusiastic support from one of the celebrities of the media wars—Robert Squier, of Squier/Eskew Communications, who serves as a media consultant to political candidates, exclusively Democratic. He called the bill "the most reasonable solution" to the problem of rapidly increasing campaign costs. And he said that, in effecting "what was the original intent of the law," the bill would result in savings to candidates of "millions and millions of dollars in October," when campaigns heat up and candidates, desperate to avoid preemption, buy fixed-rate time. □

More freedom sought for world media

Fifth Estate executives from around the world criticize governments for keeping too many controls on communications

Media regulators and politicians around the world received a tongue-lashing from senior communications executives in Washington last week. Rupert Murdoch, former Citicorp Chairman and Chief Executive Officer Walter Wriston and other leading industry figures attending a meeting of the London-based media think tank, International Institute of Communications, took governments around the world to task for what they called efforts to exert excessive control over a rapidly emerging global communications industry.

While some among the approximately 400 media figures, policymakers and academicians on hand defended stronger regulatory structures, most agreed that, the question of government intervention aside, society has entered an information age characterized by instantaneous global communications. The gold standard has been replaced by the information standard, in the words of Secretary of State George Schultz, who addressed the group in informal remarks at a State Department reception.

Citicorp's Wriston, chairman of the conference, clarified the theme in an opening statement last Tuesday (Sept. 13). "The world, for better or for worse, is now bound together by an electronic infrastructure that carries news, money and data anywhere on



Murdoch

the planet with the speed of light. This is a truly new phenomenon in the world and is causing a fundamental shift of power."

"Governments do not welcome this information standard any more than absolute monarchs embraced universal suffrage," Wriston added.

News Corp. Chairman Murdoch echoed the remarks in a dinner address last Thursday. "Regulation in the old form is on the way out. The authorities are fighting a rear guard action to retain their grip. But one thing is certain: Technology is moving faster than any regulator or politician can handle.

"The benefits of global communications know no boundaries," Murdoch continued.

"It is democratic in nature, premised on freedom—freedom of communication, freedom of access. It will bring down barriers between nations."

Murdoch, who admitted to having "stumbled into" the communications revolution and having little long-term strategy for it, said, however, that "the greater the availability of technology, the greater must be the emphasis on software, the content, the editorial quality. Dull TV programs will not be enlivened by simply being bounced off a satellite."

On the domestic scene, Murdoch tipped his hat to FCC Chairman Dennis Patrick for the commission's deregulatory work, but took issue with the emergence of what he called a new private monopoly power in the U.S., cable television.

Bell Atlantic Chairman and Chief Executive Officer Thomas E. Bolger, speaking to the conference theme earlier in the week, said that "the world economy has entered an era in which prosperity is based less on control of the physical means of production than on command of the information that will fuel the economic engine of the future.

"Regulatory structures cannot remain static," in that context, Bolger said. Nearly all industrialized countries are now rethinking whether their economic and social interests are better served by a monopoly structure that erects barriers or by a more competitive model."

Conference participants argued, however, over the results of deregulatory movements around the world, many of which have followed in the wake of the U.S. communication industry's reshaping in recent years. Among European nations, for instance, France's dramatic deregulation of recent years has been beneficial to both public and private sector media, argued Xavier Gouyou-Beauchamps, the president and director general of French state distribution authority TDF. But the jury is very much out on deregulatory activity in the UK, said Nicholas Garnham, director of the London Center for Communication and Information Studies.

A more upbeat note from the British scene may be the apparent return to stability of the world-renowned British Broadcasting Corp., despite the ongoing transformation of UK television both by planned satellite TV services and government re-regulation. Paul Fox, new managing director of BBC network television, told one discussion session that BBC's income, while still based on government-collected TV set fees, is now tied to the annual rate of inflation, forcing the company to make its objectives and agenda clearer. "We're back to what we know best," said Fox, "making programs."

The spread of deregulatory movements has not been limited to the U.S. and Europe; some smaller nations have taken a lead in applying a more market-oriented approach. In New Zealand, for instance, a highly deregulated broadcasting plan was approved this month.

Even in Eastern Bloc nations where state-

dominated media organizations have been the rule, a loosening of restraint has become apparent. In the Soviet Union, according to Leonid Kravchenko of Soviet state broadcaster Gosteleradio, political restructuring has led to an increase in live programming with greater political debate, as well as the appearance of ideological opponents on Soviet broadcasting.

Also evidence of communication's new role in world politics, according to both Kravchenko and U.S. Information Agency Director Charles Z. Wick, is the increase in U.S.-Soviet media exchanges. The latest example is a new agreement between Gosteleradio and USIA's Worldnet satellite TV service to begin a series of interactive TV dialogues between Soviet and American citizens. The first hour-long broadcast is scheduled for Oct. 27. □

Two Tisches for CBS

Brother of CEO named member of board of directors in newly created seat

The other half of the Tisch team, Preston Robert (Bob) Tisch, was named a CBS director last week, joining his older brother, CBS Chief Executive Officer Laurence Tisch, on the board. The appointment came at last Wednesday's CBS board meeting, at which possible acquisitions continued to be discussed.

In some respects, the nomination and appointment were expected since the two brothers work together closely. Both are co-chief executives and directors (and 12.5%

owners) at Loews Corp., the 24.8% owner of CBS. Both are contributors to and trustees of New York University (Laurence Tisch is chairman). Family ties go beyond the two brothers at Loews, where three from the next generation (two sons of Larry Tisch, one son of Bob) are executives.

However, what was publicly accepted last week was disputed two years ago when Laurence Tisch first suggested that his brother might join the board. CBS Chairman William Paley was quoted in *The New York Times* at the time as saying the board believed Bob Tisch "... is represented by his brother. I'd rather have variety."

One reason suggested for the board's rejection of Bob Tisch two years ago was an interview at the time in which he said Loews's "... eventual goal is to control CBS" and that it would be decided later "whether to go up to 51% or not." Board members reportedly asked Laurence Tisch to publicly distance himself from the statement, which he declined to do.

Asked about the board's change of heart, one CBS director last week told BROADCASTING, "At that time, there was a lot of talk about Loews moving in on CBS, ultimately acquiring more stock... That is not currently as much of a concern... The nomination doesn't change the independence of the board. There are 12 other members and there has been no talk of resignation that I've heard. This is a courtesy to Larry... it makes for better family relations."

The newest Tisch on the CBS board told BROADCASTING that he could make a contribution because of his experience both in business generally and in managing entertainment properties such as movie theaters and nightclubs, which Loews has owned in the past. Currently, Tisch said, it seems that most entertainment properties are fully



Preston Tisch

priced. "There are many industries, including media properties, where it would be difficult to find a business to get into."

The 62-year-old Tisch served as postmaster general of the United States from mid-1986 until earlier this year, when he returned to help run Loews. Prior to his government post, he was president and chief operating officer of the diversified company. He has been active in New York business and charitable organizations, and for 19 years served as chairman of the New York Convention & Visitors Bureau. Tisch was also chairman of the citizens committee for the Democratic national conventions held in New York in 1976 and 1980, and was active in the building of the city's new convention center. One of his sons, Steve, is a producer whose show, *Dirty Dancing*, is on the CBS prime time schedule. □

Shuttle launch to attract a mass of media

Close to 4,000 from Fourth and Fifth Estates are expected at Cape Canaveral for Discovery

The launch of the shuttle Discovery, expected later this month or early in October, is shaping up as one of the major news stories of the year, and one of the biggest in the history of launches at the Kennedy Space Center. All told, close to 4,000 media representatives are expected, a substantial number of them representing broadcasting organizations. Officials estimate the number of Ku-band trucks at up to 90.

Those estimates were provided as the National Aeronautics and Space Administration and the Air Force held a news conference in Washington to announce that, for safety reasons, only some 1,800 of the accredited media representatives will be admitted to the press site at the Kennedy Space Center. As of last week, NASA had accredited close to 4,000 media representatives planning to cover the launch.

A study by the Air Force—undertaken in the wake of the Challenger disaster and the

destruction of the Titan rocket in 1986—indicated that an explosion or command destruction of the rocket could cause fallout of burning debris over a wide area. That led to the decision to reduce the number of press within the 4.2-mile-wide press site area. Those not allowed to view the launch from that area will be located at a causeway, some seven miles from the launch pad. After the launch, however, the journalists there will be permitted to move into the primary area.

As at other major news events in recent years, local stations and small networks will play a significant role. Each of the major networks is permitted up to 40 people each at the primary press site. But then there are 60 television groups "we never heard of," as one NASA official put it. They are the individual stations and the growing band of small networks and syndication services that show up at political conventions, natural disasters and meetings of American presidents and Soviet leaders.

The media crowd attracted by the first shuttle launch since Challenger, in January 1986, may be the largest ever at Cape Ca-

naveral. NASA officials, in a quick check of their files, found only one launch to have been covered by a comparable number of media representatives. That was Apollo 11, on July 16, 1969, which was to launch the men who were to make the first moon landing. The launch was covered by about 3,500 journalists and technicians.

William Sheehan, the former president of ABC News who is associate administrator for communications at NASA, said last week that 50 trucks would be at the press site, and added, "I never heard of that many unilaterals and groups of stations" using satellite uplinks. He said that a crew of three would be with each of the 50 trucks; those would be in addition to the small television networks and the networks' affiliate services, which will be allowed six people each. All told, Sheehan said he expects up to 90 Ku-band trucks at Cape Canaveral.

Radio will also be represented in force. Sheehan said 60 men and women will be representing 15 radio networks and up to 200 representing 100 individual radio stations. □

ABC starts new nonfiction programming subsidiary

Headed by National Geographic's Dennis Kane, new company's shows will air on network beginning in October 1990; some also set for cable and domestic syndication

ABC announced last week the creation of a new nonfiction programming subsidiary that will produce and distribute programs for ABC-TV and such ancillary markets as domestic and foreign syndication, cable television and home video.

The new company will be run by Dennis B. Kane, who has been associated with the National Geographic Society for 20 years, most recently as vice president and director of television and co-executive producer of the National Geographic Specials. Kane will have a small equity interest in the new company, to be called ABC/Kane Productions, although the company will be wholly owned by Capital Cities/ABC.

Kane's appointment is effective Oct. 1, and he and the company will be based in Washington, although most of the filming will be done on location, with post-produc-



Kane

tion completed in Los Angeles and at London's Partridge Films, which specializes in wildlife programs. Kane will report to Robert Iger, executive vice president, ABC Net-

work Television Group, New York.

The new company will produce programs covering a range of topics including geography, archeology, science, wildlife, adventure and history. "The core business is 25 one-hour specials" that will air on the ABC network beginning in October 1990, Kane told BROADCASTING last week. In addition, Kane said, he has been given a mandate to produce an unspecified number of programs that would air first on one of the two cable networks ABC has an interest in, ESPN and Arts and Entertainment, or in domestic syndication.

Each of the programs will take one-and-a-half to two years to complete, said Kane, who is now busy putting the first seven or eight projects into gear. Among them is a program with the working title *Mountain Lion: Ghost of the Rockies*, which examines not only the animal but the life of the researcher who studies the cat over a three-year period. Others in the works include a program on the Trans-Siberian Railroad that the Soviets just approved and "a personal story on the Russian space program," which

NBC wins week 51, ABC pulls into second place

NBC took the prime time week (ended Sept. 11) with a 12.6 rating and a 22.3 share. ABC overtook CBS and won second place with an 11.2/19.9. CBS came in with a 9.3/16.8.

The evening news race was a tie for first place between ABC's *World News Tonight* and CBS's *Evening News*, with each network registering a 9.5/20. The *NBC Nightly News* was close on their heels with a 9.4/20.

Looking back on the last few weeks, ratings, shares and HUT's (homes using television) are into their fall climb. Week 51 closed out with a three-network rating of 33.1 and a 59 share. That's up from week 50's 31.7/59 (and 53.7 HUT), and from week 49's 30.8/56.4.

Week 51's HUT level stood at 56.1, representing 49.7 million households. A year ago, the comparable HUT level, 56.3, represented 49.2 million households.

First place went to NBC's telecast of the Miss America Pageant, garnering a 22.3/44. That network's *Golden Girls* took second place (21.2/38) and was followed by encouraging numbers for *Baby Boom* (probably benefiting from the *Golden Girls* lead in).

Nielsen			Net			Nielsen			Net		
1.	22.3/44	N	Miss America Pageant	33.	10.9/18	A	Hooperman	34.	10.6/20	C	CBS Friday Movie Spec., 2
2.	21.2/38	N	Golden Girls	35.	10.0/17	C	Magnum, P.I.	36.	9.9/17	C	Newhart
3.	21.0/38	N	Baby Boom	37.	9.9/18	C	Wiseguy	38.	9.6/17	A	Thirtysomething
4.	20.8/38	N	Cosby Show	39.	9.5/16	C	Cavanaughs	40.	9.3/15	C	Equalizer
5.	19.1/33	A	Monday Night Football	41.	9.2/16	N	NBC News Special	42.	9.0/17	A	Life After Death Row
6.	17.1/30	N	Bob Hope News Network	43.	9.0/17	A	Disney Sunday Movie	44.	9.0/17	N	Miami Vice
7.	16.4/27	A	Full House, Tues.	45.	8.8/15	A	ABC Thursday Movie	46.	8.8/19	C	CBS Sunday Movie
8.	16.2/28	A	Who's the Boss?	47.	8.7/16	A	China Beach	48.	8.5/18	A	Perfect Strangers
9.	15.3/26	N	Cheers	49.	7.9/14	N	Rags to Riches	50.	7.8/14	C	Jake and the Fatman
10.	15.1/29	N	227	51.	7.7/13	A	Slap Maxwell	52.	7.5/14	A	Burning Questions
11.	15.0/28	N	L.A. Law	53.	7.5/13	C	CBS Thursday Movie	54.	7.4/14	N	Blacke's Magic
12.	14.6/25	N	Matlock	55.	7.3/14	A	ABC Saturday Preview	56.	7.1/12	N	Funny People
13.	14.4/24	N	Hogan Family	57.	6.6/13	C	CBS College Football	58.	6.1/12	A	ABC College Football
14.	14.2/24	A	Head of the Class	59.	5.9/12	N	Highwayman Special	60.	5.7/10	C	48 Hours
15.	14.0/25	A	Growing Pains	61.	5.1/10	C	First Impressions	62.	4.4/8	C	Frank's Place
16.	13.9/24	N	ALF	63.	3.5/6	C	CBS Summer Playhouse				
17.	13.7/23	A	ABC Sunday Movie								
18.	13.4/23	C	CBS Tuesday Movie								
19.	13.1/22	C	60 Minutes								
20.	13.0/25	A	20/20								
21.	12.7/21	N	In the Heat of the Night								
22.	12.5/20	N	My Two Dads								
23.	12.2/21	N	NBC Wednesday Movie								
24.	12.1/19	C	Designing Women								
25.	12.1/24	N	Facts of Life								
26.	11.8/19	N	Family Ties								
27.	11.5/23	C	CBS Friday Movie Spec., 1								
28.	11.5/18	C	Kate and Allie								
29.	11.3/19	N	NBC Monday Movie								
30.	11.3/20	N	NBC Sunday Movie								
31.	11.0/18	A	Moonlighting								
32.	10.9/18	A	MacGyver								

SportsChannel America to launch Oct. 6

Cable network expects initial subscriber base of four million homes; NHL games will form bulk of early programing lineup

SportsChannel America, Cablevision's proposed adhoc network of regional cable sports channels and cable systems, will debut on Oct. 6 without the full complement of its five owned regional sports channels. In addition, it has yet to announce any affiliation agreements with nonowned regional sports channels or cable systems, although SCA officials said last week they expected to announce such agreements some time soon.

SCA will begin with a schedule of roughly 180 National Hockey League games, *Sports Nightly* and various college sports match-ups.

The Cablevision-owned service missing from the SportsChannel lineup is PRISM, which serves the Philadelphia market. Don Heller, VP and general manager of PRISM, said that carrying SCA programing was "never a consideration for PRISM."

PRISM's coverage of Philadelphia Flyers hockey, Philadelphia 76ers basketball and Philadelphia Phillies baseball, along with assorted collegiate sports match-ups and its carriage of prime time movies, leaves no open time on the channel schedule for SCA. According to Heller, Cablevision has been considering the launch of SportsChannel Philadelphia, a companion channel to PRISM that could carry SportsChannel America programing. SportsChannel Philadelphia was initially planned to debut this fall. In the interim, SCA is negotiating with cable systems in that market for carriage of its programing.

SportsChannel senior vice president Tom Chestnut said that he was "happy with the level of interest" expressed so far by the other regional sports channels and cable operators (in areas not covered by a regional

sports channel) that SCA has pitched to carry the new service.

Rainbow Advertising Sales, the advertising sales arm of Cablevision's Rainbow Program Enterprises (SCA's parent within Cablevision), is selling national advertising in SCA on a subscriber base of six million homes, although only roughly four million subscribers are currently committed to SCA. Chestnut said that SCA is officially predicting it will have a subscriber base of between eight and 10 million homes by January of 1989.

In addition to the 14 regional sports channels that SCA has targeted, it is also discussing carriage with cable operators in regions not covered by regional sports channels. Chestnut said that he has not discussed carriage of SCA with any broadcast stations in those regions.

Despite the lack of national coverage beyond four of its five owned channels, SCA is pleased with its progress chiefly because of the relatively late start that it got in marketing the national program service. Its three-year contract with the NHL for more than \$50 million was concluded in midsummer. The initiation of SCA's marketing efforts followed the deal by roughly a month, according to SCA executives.

Joel Nixon, vice president of broadcasting for the National Hockey League, said that he was satisfied with the SCA's pursuit of affiliation agreements so far. "It takes a while to inaugurate a cable channel," he said, calling the pace of negotiations over SCA affiliations normal for buyers and sellers.

In SCA's marketing plans, the regional sports channels and cable systems that sign up for the service will not begin paying a per-subscriber fee until January 1989. In each of the three years after that date, SCA's monthly subscriber fees to cable operators will be 10 cents, 12 cents and 15 cents; for regional sports channels the monthly price

will be slightly less than that because the regionals are being given higher priority. "Regional sports channels are the wave of the future," said Chestnut, who said he believes that in the not-too-distant future, the number of regional sports channels will double.

SCA anticipates three ways in which buyers will be able to afford SCA—passing on part of the monthly fee to subscribers; recouping part of it in advertising sales, or a combination of the two. Out of the 29 commercial minutes available in each NHL game SCA will carry, 21 minutes will be offered for national sale and eight minutes for local.

Bob Fennimore, president of Rainbow Advertising Sales, said that the late start for SCA "hasn't made it any easier" to sell its advertising inventory. Nonetheless, Fennimore said that based on handshake agreements, SCA's advertising lineup when it debuts will include charter advertisers from advertising categories common to sports, such as beer and automobiles.

SCA's programing lineup will be anchored by its schedule of hockey games, beginning with a doubleheader on Oct. 6. At 7:35 p.m. (NYT), The New Jersey Devils will play the Philadelphia Flyers, and at 10:35 the Detroit Red Wings will play the Los Angeles Kings. The presence of the Kings, featuring hockey's biggest drawing card, Wayne Gretzky, is no accident. SCA recently put together an initial schedule of NHL coverage, based on the existing coverage of teams by its five owned sports channels. Gretzky and the Kings will play NHL franchises in those regions in five out of 16 games in SCA's first month on the air.

SCA began by offering two nights of programing, but now plans to offer programing every night of the week. Chestnut said that change was in response to the demand by channels and operators for freedom of choice among the games being cov-

Syndication Marketplace

One overlooked effect of the recently settled writers' strike is the rise in the number of one-time-only preemptions—already a vexing problem for the three networks—for syndication specials in the fourth quarter. One example is GGP Entertainment's *1968: A Time To Remember*, which airs this week in prime time. The special has been cleared by 133 stations, 90% of them affiliates. GGP is so encouraged by the reception of the special that it has two more in the works: *The 20th Anniversary of Woodstock*, slated for airing in September 1989, and a program celebrating the 20th anniversary of the moon landing, to air next July. GGP is talking with *Time* magazine, which co-produced *1968*, about joining with it for the moon special as well. The company may bring in another publication, perhaps *Rolling Stone*, to co-produce the Woodstock special.

MTM said last week it has renegotiated an agreement it has with Victory Television to distribute its programs in syndication. Victory, which had the rights to both *Hill Street Blues* and *WKRP In Cincinnati*, under the new agreement gives up the rights to *Hill Street Blues*, which revert to MTM. Victory will continue to syndicate *WKRP*.

Raymond Horn Syndication said last week it will offer two new programs in domestic syndication in the fourth quarter, including *Gold in Seoul*, and *Legend: The Story of Eddie Robinson*, about the famed college coach. Both specials will be offered on a barter basis.

CBS will introduce a new series of one-minute informational spots aimed at children, called *When I Grow Up*, starting Saturday, Sept. 17. The spots will air at 10:28 a.m. and will feature adults talking about their own careers and the importance of getting a good education.

Universal Television has announced that producer Don Bellisario has returned to Universal under a new development agreement. The deal calls for Bellisario to develop series, movies and mini-series for the company. Bellisario created and produced such programs as *Magnum, P.I.* (with Don Larson), *Airwolf* and *Tales of the Gold Monkey*.

CBS said the name of the new program from GTG Entertainment debuting Saturday, Nov. 5, at 8:30 p.m., *Close to Home*, has been changed to *Raising Miranda*.

games being covered in different SCA regions. That freedom will be particularly important in October, when regional sports-channels will be programing against the Olympics and Major League Baseball playoffs and World Series.

Because SCA's national feeds will make use of the current coverage from its five owned channels, its coverage of the NHL will not add much to its annual rights fee expenses. □

Program Notes



Pre-games show. NBC's presentation of the Olympics opening ceremonies from Seoul, South Korea, was to be decidedly different from ABC's glitzy, Hollywood production of the opening ceremonies of the 1984 Olympics in Los Angeles. "This is certainly not a David Wolper [producer of the '84 opening ceremonies] production," said an NBC spokesman, adding: "This will be very Korean in tone and music." NBC's four-hour telecast of the event was to begin at 8 p.m. Friday, Sept. 16. NBC had plans to run a profile of Sohn Kee Chung, the winner of the marathon in the 1936 Olympics, on the hunch that Chung would be chosen to light the Olympic torch. The telecast was also to include several NBC News chronicles on Cuba, which is boycotting the Olympics, on North Korea and on security measures taken by the Koreans for the games.

□
Mini-romance. CBS will air Judith Krantz's novel *Till We Meet Again* as a six-hour mini-series. The romance-adventure novel spans five decades and will be filmed on two continents. All of Krantz's four previous novels, *Scruples*, *Princess Daisy*, *Mistral's Daughter* and *I'll Take Manhattan*, have been adapted into mini-series, three of which were shown on CBS. Steve Krantz Productions is producer. *Till We Meet Again* will go into production in January or February of 1989 and will probably air in the 1989-90 season.

□
Roots revisited. ABC will broadcast AT&T Presents, *Roots: The Gift*, a two-hour made-for-TV movie to be seen on the ABC Sunday Night Movie, on Dec. 4 from 9-11 p.m. Louis Gossett Jr. and LeVar Burton, both of whom starred in the original mini-series, *Roots*, will reprise their original roles in the new movie. *Roots: The Gift* is produced by David L. Wolper Productions in association with Warner Brothers Television.



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Reviving UPI Radio

New management team commits itself to well being of radio network; plans include switch to another satellite to enhance audio quality and flexibility

"I love radio," said UPI President Paul Steinle, emphasizing his commitment to UPI Radio at a Washington press conference last Thursday. "I know we can make it grow again."

Since the takeover of the financially troubled wire service by New York entrepreneur Earl Brian six months ago, the Steinle-led management team has concentrated on cutting costs, tightening management and in securing its most important market—the nation's newspapers. But Steinle said plans for UPI Radio are being made, although they are not ripe for announcement.

Steinle said there will be changes in the way UPI radio is distributed, and he said there will also be changes in the nature of the service itself. "I have a lot of ideas about radio. I just don't want to talk about them yet."

To improve "technical quality" and increase flexibility, Steinle said, UPI Radio will probably be moved from its one audio channel on Westar IV to two on another satellite. With two channels, he said, UPI will be able to segregate its newsfeed service from its newscasts and other live and taped programming.

In a followup interview, Mike Freedman, director of UPI Radio, confirmed that the service will be moving to "multiple" channels on another satellite not only to improve quality, but also to make room for some news services that are under consideration. Freedman said discussions are under way with GE Americom about acquiring capacity on Satcom I-R, a popular distributor of radio networks, but that one of Hughes Communications' Galaxy birds is also in the

running.

Today, Freedman said, UPI Radio serves "several hundred" radio stations and thousands more through the 15 networks that subscribe, including National Public Radio and Satellite Music Network.

UPI Radio's principal offerings are a live five-minute newscast every hour on the hour and a live sportscast, 45 minutes past the hour, 14 times a day. Both are distributed seven days a week. In addition, UPI Radio offers Spanish language newscasts and regular one-minute headline and business reports, Monday through Friday.

Its newsfeed service comprises actualities and packaged reports that can be woven into the newscasts of networks and stations.

Like Steinle, Freedman was not prepared to talk much about any changes that might be made in UPI Radio. However, he said, the wire service is considering adding, for the first time, advertising to some of its newscasts and offering it to networks and stations on a barter basis. A possible barter program is Pye Chamberlayne's twice daily (8 a.m. and noon, NYT) live "personalities" reports, he said.

Another possible barter vehicle is a late-night, call-in sports talk show, Freedman said. The show, which may air between midnight and 3 a.m., NYT, is still in the "conceptual stage."

Unlike newspaper revenue, which is expected to decrease between \$3 million and \$5 million this year to between \$67 million and \$65 million, Steinle said at the news conference, broadcasting revenue, including that from UPI Radio, is stable.

Having successfully trimmed \$15 million from the annual operating budget through layoffs and other administrative belt-tightening measures, Steinle believes current management is still on course to put the company in the black in the second half of 1989 (BROADCASTING, Aug. 29). At the

time Brian's WNW Group took over the company by acquiring the proxy rights of principal stockholder Mario Vasquez-Rana, Steinle said, UPI was losing \$2 million a month.

Infotechnology Inc., the New York-based holding company that Brian heads as chairman, has been covering the monthly operating losses since the WNW assumed control. Brian has been trying to raise \$15 million through a private placement of convertible preferred shares since July. The proceeds are to be used to reimburse Infotech, cover future operating losses and make some capital improvements. According to Steinle, UPI has commitments for between \$8 million and \$10 million and the offering should be completed by mid-October.

UPI also announced last week an agreement with Standard & Poors, under which S&P will supply computerized stock and bonds information that UPI will use to "enhance" the UPI Market Data service, which is used primarily by newspapers. □

Engineers to focus on radio at Denver meeting

Annual Society of Broadcast Engineers convention in Denver will cover audio issues as well as TV topics

Radio issues will dominate the agenda at this week's Society of Broadcast Engineers national convention and broadcast engineering conference. Improving broadcast signals on the AM band and maintaining the quality of FM will be hot topics throughout the four-day gathering, to be held at Denver's Curriegan Exhibition Hall. More than 4,400 attended last year's convention at the Cervantes Convention Center in St. Louis.

The convention will be called to order this Thursday morning (Sept. 22) by SBE President Jack McKain, vice president, engineering for the Kansas State Network, Wichita, at the first of 11 technical sessions to be held covering a wide range of topics, including expansion of the AM band, AM audio processing and digital transmission, FM boosters and directional antennas and digital TV production and transmission.

Many of those topics are expected to be addressed by the convention's featured speaker, Alex Felker, chief of the FCC's Mass Media Bureau. Felker's luncheon speech at the Hyatt Regency hotel in downtown Denver will highlight the convention on its final day, Sunday, Sept. 25. It will be Felker's second appearance at an SBE con-

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vention. He spoke to the group last year soon after taking over as Mass Media Bureau chief. During that speech he reaffirmed the commission's marketplace philosophy and explained the commission's reluctance to set transmission standards for services such as AM stereo and high-definition television (BROADCASTING, Nov. 23, 1987).

SBE's equipment exhibition is unusual, according to its organizer, Eddie Barker of Eddie Barker Associates, Dallas, because "everybody who walks by the booth is an engineer who either is going to purchase or is going to work with the equipment that the exhibitor has.... Nobody comes to that show except engineers, and they all talk the same language."

This is the third year that the SBE's national convention will hold an exhibition. At deadline last week, 188 companies had registered to display gear, up from 173 last year. They will cover 34,000 square feet of Currihan Hall. More companies are expected to be added before the show opens. "Unlike an NAB [National Association of Broadcasters convention], at this show there are exhibitors that literally come in at the last minute," Barker said.

The exhibit will be open a total of 22 hours over four days. There will be a Thursday evening reception at 5 p.m., and the doors will be open 10 a.m.-7 p.m. Friday, 10 a.m.-6 p.m. Saturday and 9 a.m.-noon Sunday.

The most popular part of the SBE engineering conference has traditionally been the "night owl" informal discussion sessions. This year's three night owl sessions, held at 7 p.m., start with a Wednesday night discussion on AM audio processing and how the proposed National Radio System Committee's audio standards can improve a station's sound quality. The FCC released an inquiry last July asking for comments on whether it should make NRSC standard conversion mandatory for all AM stations. Comments on the proceeding are due Nov. 22. Leading the discussion will be Bill Ammons of Circuit Research Labs, Tempe, Ariz., manufacturer of NRSC processors; Andy Laird, chief engineer, KDAY(AM) Santa Monica, Calif., and Dane Erickson, vice president of the engineering consulting firm of Hammet & Edison, San Francisco.

Another night session will focus on management techniques for station chief engineers and why good administrative skills are as important as good engineering skills. The late sessions will end on Saturday night with a panel on maintenance of AM directional antennas and techniques for gaining the best performance from them. Sitting on the panel will be John Sadler of the FCC's Mass Media Bureau and consulting engineers Don Markley, Ralph Evans and Edward Edison.

Evans will lead a Saturday morning session on expanded use of FM directional antennas. The FCC has proposed discarding FM station mileage separations and using directional antennas to place facilities in currently short-spaced locations. According to the commission, the goal of the proceeding is to provide greater flexibility for those stations seeking to relocate their transmitters. But a majority of those commenting on the proceeding agreed with the NAB's criti-

cism that expanded directional antenna approval, "if implemented, would lead to congestion of the FM band and a deterioration of the FM signal" (BROADCASTING, Aug. 15).

With the coming opening of the AM band between 1605 khz and 1705 khz to broadcasters in the western hemisphere, there are



Denver's Currihan Exhibition Hall

several theories on how that new spectrum should be used. Some in the U.S. have proposed allocating the new spectrum to current daytime-only AM broadcasters, and the FCC has proposed the creation of national services through a national licensing scheme. Another perspective will be given

at SBE by D.R. Forde of the Communications Authority of Canada. Broadcasting in the new band is scheduled to begin on July 1, 1990.

Sessions on Friday will deal mainly with television engineering topics. A decision facing several stations is what videotape format to choose when planning studio upgrades. Curtis Chan, vice president, marketing and development for Centro Corp., Salt Lake City, will review the strategies for implementation of the two digital tape formats, component D-1 and composite D-2.

Bob Griffiths, vice president of Telemet, Amityville, N.Y., will review the latest advancements in fiber optics and attempt to give the probability of its eventual replacement for coaxial cable. The only announced high-definition television report will be an update on the advancement of the David Sarnoff Research Center's advanced compatible system, presented by Jim Carnes, vice president for consumer electronics and information services.

On Thursday afternoon the SBE will elect officers to one-year terms. The SBE nominating committee has proposed that McKain be reelected and that he be joined by a slate including Robert Van Buhler, director, engineering, WBAL(AM)-WYYY(FM) Baltimore, as vice president; Richard Farquhar, vice president, SOS Productions, engineering, Winchester, Ohio, as secretary, and Bill Harris, technical director, KRZN(AM) Englewood, Colo.-KMJI(FM) Denver, as treasurer. Six board directors will be elected to three-year terms. □

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Full timer

The Breeze, a satellite-delivered soft jazz and new AC format, said that part-time affiliate KLTH-FM St. Louis is now carrying the service 24 hours a day on a market-exclusive basis. The station has carried the format since April from 5 p.m. to 6 a.m., Monday-Friday, and on weekends. Minneapolis-based parent of the format firm, K-Twin Communications Inc., said the service has signed 27 affiliates since its September 1987 launch.

Cross promotion

Cincinnati-based Broadcast Print Marketing has signed with Buena Vista television to offer radio stations a direct mail campaign connected with the popular television program *Win, Lose or Draw*. Participating radio stations will pay 15-24 cents per piece for the direct mailing, which will feature a puzzle contest. Correct puzzles will then be selected at random and announced on the radio station. The local television station, in exchange for a mention in the mailer, will broadcast spots promoting the radio contest. BPM President Frank Kockritz said the program should be launched by winter.

Reinforcements

New York-based Birch/Scarborough Research and the Radio Advertising Bureau have signed a multi-year license agreement providing the RAB with computer access to all top-10 market Scarborough Reports and Birch/Scarborough Multi-Media Consumer Profile Reports. RAB said the arrangement will help the bureau "demonstrate radio's local delivery of chain store and other retail customers." The database will also be used to showcase radio's delivery of light, medium and heavy newspaper readers and television viewers, according to RAB.

Additionally, RAB has scheduled 20 regional sales seminars from Sept. 27 to Nov. 10 on attracting retailer advertising. The 20-city tour, conducted by Doug Cluff, will begin in Madison, Wis. and end in Washington. The seminars cost \$125 for RAB members (\$115 for three or more from the same firm) and \$175 for nonmembers.

New sound

St. Louis-area big-band radio station WRTH(AM) Wood River, Ill., has changed its format to classic oldies and its call letters to

WKLL(AM). The station, now calling itself "KOOL 590," said its new format targets ages 35-54 with its concentration on music of the 1950's and 60's. The new format will include two syndicated programs, *Graffiti Gold* with Wolfman Jack on Saturday and *The Terry Lee Show*, weeknights, 10 p.m.-midnight.

Lost and found

The Friendship Network, a nationally syndicated radio show that intends to reunite long-lost friends, is scheduled to launch in October in Florida on WWNZ(AM) Orlando and WJNO(AM) West Palm Beach. The show, hosted by Michael S. Gold and produced by MTC Productions, will feature a toll-free number that will enable listeners to call the show, talk about friends from their past and, it is hoped, spur reunions. Segments of the show will include interviews with celebrities and public figures about their lost friends. The two-hour show, available on a barter basis, is set to air Saturdays at 9-11 p.m. NYT.

Promoting voting

New York-based Narwood Productions is producing about 18 celebrity spots promoting voter registration for urban, jazz and Spanish radio stations. Celebrities already lined up for the 30-second spots include Stevie Wonder, Melba Moore, Kool and the Gang, The Ohio Players, Wynton Marsalis and The Fat Boys. The spots will be delivered initially to about 500 stations and will air from mid-September through election day.

On Broadway

Narberth, Pa.-based Lita Cohen Radio Services will be the station clearinghouse for *The Broadway Hour*, a one-hour weekly news and entertainment show set to premiere in mid-October. The bartered program, hosted by WQXR-FM New York announcer Bob Jones, will be geared primarily to classical, easy listening and news talk stations.

Beethoven's 6

Beginning Oct. 1, the Beethoven Satellite Network will feed an additional six hours each weekend to affiliates. The added hours (7-10 p.m., Saturday and Sunday) will bring the classical music format service to 83 hours each week. The network, begun two years ago, has just signed its 100th affiliate, KUSC(FM).

British-American alliance

The United Kingdom/United States Radio Programming Conference will hold its second annual gathering near London Sept. 29-Oct. 1. Participating American

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broadcasters include Alan Box, president, EZ Communications; Julian Breen, national program director, Greater Media; Rick Cummings, national program director, Emmis Broadcasting; Ralph Guild, chairman of Interep Radio Sales; Allen Shaw, president, Beasley Radio, and Rick Sklar, president of Sklar Communications.

The meeting will be held aboard the Oxford College barge moored in the River Thames alongside the Swan hotel at Streatley.

Rights for human rights show

The Westwood One Radio Networks will broadcast exclusively the final *Human Rights Now!* concert live from Buenos Aires on Oct. 15. Coverage will include approximately four hours during the six-hour event, including live backstage interviews with a line-up that includes Peter Gabriel, Bruce Springsteen and Sting. The six-week tour, underwritten by Reebok

International Ltd., celebrates the 40th anniversary of the Declaration of Human Rights adopted by the United Nations.

During the week of Oct. 24, the Westwood One Radio Networks will broadcast a 90-minute exclusive George Michael concert from the singer's current tour. The performance was recorded in Paris in May. Michael's sold out *Faith* tour, which began its North American run Aug. 6, has been extended through Oct. 29.

Quieting down

Cleveland classical music station WCLV(FM) has cut back by about one-third the amount of talk heard on its programming in response to a survey that found its listeners wanted more music.

The station has reduced talk by removing several lifestyle features, shortening others, cutting back the number of on-air contests and limiting announcers to maximum 45 second music introductions. A print advertising

campaign by the station tells readers: "You told WCLV to SHUT UP and play the music! And that's what we're doing."

Cellular selling

WMAQ(AM) Chicago has teamed up with cellular telephone supplier Ameritech Mobile Communications to offer customized traffic and weather information service to area users. The caller enters a number code into the phone, activating a computer that selects the updated information from hundreds of sound bites recorded by the station's announcers. WMAQ gives Ameritech free advertising time on the station in exchange for a promotional announcement heard on each call. The station said that the service, which began in late August, now receives more than 1,000 calls per day. Future plans by WMAQ include expanding the service to include 24-hour business and sports news and possibly applying the technology to landline telephones.

The Media

NCTA study shows cable carrying most stations

Survey also says 91% of stations have not been repositioned

The National Cable Television Association logged in last week with results of its own must-carry survey, which it said showed that cable systems continue to carry 98% of the broadcast stations qualified to be carried under the second set of must-carry rules implemented by the FCC. Additionally, NCTA said the survey found that 94% of cable systems carry all the local broadcast signals that were required under those rules and 91% of operators have not repositioned the broadcast stations.

"As we've repeatedly emphasized, the cable industry has acted in a highly responsible manner concerning the continued carriage of local broadcast stations," said NCTA President James Mooney. He said NCTA remains "committed to working with broadcasters and Congress to resolve this issue," noting that "local stations remain highly valuable sources of programming for cable operators, as these results indicate."

What effect NCTA's study will have on the overall must-carry debate was unclear last week. The FCC's must-carry survey released late last month showed greater dropping of stations, but was based on actions taken after the first set of must-carry rules was thrown out, in mid-1985. NCTA's survey was based on the second set of must-carry rules, which was thrown out in mid-1987. Thus the FCC and NCTA surveys would not appear to be directly comparable.

The FCC found that 31% of broadcast stations said they were dropped or denied coverage and 34% said they had been repositioned.

But of the cable operators responding to the survey, only 20% said they had dropped stations or denied coverage.

The National Association of Broadcasters and the Association of Independent Television Stations have issued surveys they say show widespread occurrences of stations being dropped or refused carriage. NAB surveyed stations that had must-carry problems and found that 47 of 259 respondents cited instances of noncarriage although they would have been entitled to it under the first set of rules, and 53 said the same of the second set of rules. NAB had no specific reaction to NCTA's survey last week, but reiterated its stand that between NAB's survey and that of the FCC, must-carry legislation is needed.

INTV President Preston Padden sent a letter to the House and Senate Communications Subcommittees after NCTA released its report, which reviewed the year's action on must carry. "Based on the conclusive evidence in the FCC's document, plus the examples in the INTV report, there is simply no question that a strong record exists for congressional action restoring must-carry rules and regulatory arbitrary channel shifting," Padden wrote.

The NCTA survey was conducted by Price Waterhouse and covered an approximately one year period from mid-1987—when the second set of must carry-rules was thrown out—to mid-1988. Cynthia Brumfield, NCTA's vice president, research, said the association felt the second set of rules, based on a joint cable-broadcast association compromise, was the most appropriate basis for the survey.

A total of 3,966 systems responded, representing 47% of all cable systems, but 69% of all subscribers, NCTA said. The respondents listed 18,123 instances of qualified stations eligible for carriage and found that in 17,793 cases, they were carried. The 330 noncarriage instances amounted to 2%. NCTA said that in 69 instances, the stations were dropped and in the other 261, systems chose not to carry the signal. (NCTA added that during this period when 330 instances of noncarriage were reported, cable systems reported 310 instances of stations added to their lineups, with 64 instances representing new stations.) Overall, NCTA said only 6% of cable systems dropped signals or chose not to carry stations, which represented 8% of total subscribers (2,496,000). NCTA added that of those 205 systems that did not carry all signals that qualified, 114 "still met the mandatory carriage requirements under the interim rules." Those systems were permitted to drop additional qualified signals under those rules because of channel capacity restraints.

On repositioning, NCTA found that 9% of systems, representing 17% of the subscribers in the survey, shifted broadcast stations. There were 646 reported instances of shifting, but NCTA said 80% of those came from shifting signals to a lower cable channel position than their off-air designation (44%) or to the same number as their off-air designation (36%). NCTA said in only 20% of cases were stations moved to a cable channel above their off-air channel number. The 80% figure, however, is unlikely to placate broadcasters. The majority of the 36% that were shifted to their off-air designation went

higher on the cable channel lineup, NCTA admitted. Thus, a UHF station on ch. 32 that had been on cable ch. 8, for instance, and moved to cable ch. 32 would be counted in the 36% figure. At present, NCTA said that 42% of all qualified stations are carried on channels lower than their off-air designation, 45% on their off-air assignments and 13% above their off-air assignments.

The survey found that cable operators carry seven-and-a-half broadcast stations—an average of 3.15 affiliates, 2.87 independents and 1.51 public stations. Although independents fared well in carriage, they were also the most likely to be dropped. Of those stations dropped, 57% were independents, 24% network affiliates and 19% public stations. On the opted-not-to-carry front, 77% of those instances involved independents, 21% public stations and only 2% affiliates, not surprising since most new stations are independents or public stations.

The top reason for dropping stations, said cable operators, was that subscribers said the programming was of little value (35%). That was followed by channel capacity (24%), poor signal quality (16%) and duplicative programming (14%). In cases where drops occurred, 65% were replaced by basic cable networks, 14% by a distant signal and 8% by another local station.

NCTA cautioned against comparing its survey with that of the FCC. Brumfeld said "it is very difficult to do a comparison between our survey and the commission survey." Although she said they share one general conclusion, that carriage is widespread, she said NCTA's survey was based on the second set of rules, and the association validated its data through follow-up phone calls. □

Jackson calls on broadcasters to rally voters

NABOB honors Democratic leader with 'man of the year' award

After Jesse Jackson spoke at a conference of the National Association of Black Owned Broadcasters four years ago, NABOB Executive Director James Winston regretted not having presented him with the associ-

ation's Man of the Year Award. Winston and NABOB made up for that lapse at last week's conference, presenting the runner-up for the Democratic presidential nomination with the award.

Jackson rewarded NABOB with a speech in which he exhorted them to use their stations to "empower your communities" by campaigning to register voters and organizing workers. Such activities are in the interest of black broadcasters, he said. "When the community comes alive, you can't lose because you are positioned to benefit from every apple that falls from the tree."

Jackson credited the broadcasters with the success of his campaign. "The key to our success has been black and brown-owned radio," he said. "When they were asking, 'Can a black man win?', you were saying, 'Of course. Next question.'"

Jackson proposed the creation of a national call-in radio program every Saturday or

Sunday morning "just to talk to the people." It would provide an opportunity to relate "our view of the news, our agenda," he said. "For the people, it means some uncut news, some pure stuff." And, he said, it would be an opportunity to "discuss" companies that sell to blacks, but do not advertise on black stations.

Jackson, when campaigning for the Democratic Dukakis-Bentsen ticket, took shots at the Republican Bush-Quayle ticket. He charged that Bush "is strong on defense appropriations, weak on defense." And the beneficiaries of his policies he supported as vice president are not the "boys and girls" who served in the military, but the defense contractors. But he saved harshest criticism for Quayle, who, he said, was out of touch. "No struggle. No sacrifice. No sense of pain. He does not know this country. He does not know America. . . Bush does not care. Quayle does not understand." □

Television networks censured for 'censor' cutbacks

What Hollywood likes, Madison Avenue dislikes

At one of the three broadcast networks, it is called broadcast standards; at another, program practices, and at a third, broadcast standards and practices. Yet all three departments have traditionally been responsible for the same task: screening programming and commercial material before it is broadcast.

Now, cuts at the respective departments of ABC, CBS and NBC have started rumblings on Madison Avenue. In Hollywood, however, there seems to be support for the changes, while in Washington, at least on Capitol Hill, there is currently little, if any, concern.

The rumblings from the advertising community got louder last week with news that two trade association presidents, Leonard S. Matthews, of the American Association of Advertising Agencies, and DeWitt F. Helm Jr., of the Association of National Advertisers, had sent letters to the chief executive officers of the parent companies of ABC, CBS and NBC. Both letters said the cutbacks in standards and practices departments were weakening the networks' oversight of commercial material and consequently would also weaken the "self regulation" which they enjoyed. Wrote Matthews: "...diminution of the self-regulatory process can only weaken the entire broadcast/advertising industry position and will invite government regulation to fill the void."

Inquiries with agency executives who directly handle commercial clearance matters and deal with the networks suggest that, in fact, there is so far no serious problem in the networks' handling of clearances, using response time or any other measure. That was said to be the case even for CBS, which was the first of the networks to make such cutbacks more than six months ago. Said Sherry Valan, senior vice president and director of advertising standards and clearance for D'Arcy Masius Benton & Bowles: "The quality of the return at CBS isn't as great as

it used to be...but we can live with it. I think they are doing a damn good job considering what they can work with."

Executives at half-a-dozen other agencies also made the same disclaimer, saying their concerns were about possible government and public reaction to what might happen, rather than about anything currently happening with the work of standards and practices.

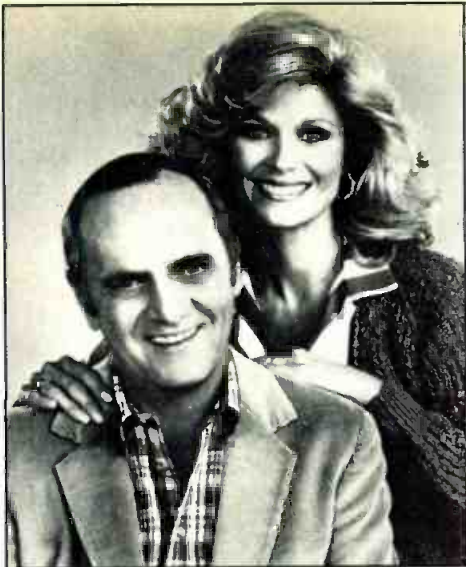
Those agency executives who were asked said they did not know whether cable networks had commercial standards and practices departments. At least two cable networks contacted by BROADCASTING—ESPN and Lifetime—said they did have someone who reviewed tapes, but those executives also said a factor in their decision-making process was whether the commercial had already passed muster with the broadcast networks. Said Eric Kemmler, ESPN associate general counsel: "Most of them [commercials] are so highly picked over by the three networks that there is rarely anything that we would have reason to seriously look at."

ABC, for instance, has a commercial standards book roughly one-inch thick, covering 64 topics including "children's advertising," "endorsements," "nutrition" and "simulation of news." ESPN, however, has its standards printed on one page and Lifetime has no standards written specifically for that network. At ESPN, which is 80% owned by Capital Cities/ABC, the commercial services department will often not see a commercial until it has already been produced. Said Kemmler: "We may be a little more generous in the kinds of claims we will let people make, but we do require substantiation."

The combined staff reductions of recent years at the broadcast networks' standards and practices have cut those departments by at least half. CBS currently has a staff of 29 people, according to George Schweitzer, senior vice president for communications, down from the 80 of several years ago. That



Jackson



'Newhart'

number is split between the West Coast, which exclusively handles review of entertainment programming, and the East Coast, which handles some programming and all the commercial clearances. Both the departments of ABC, recently pared to between 30-and-35 people, and that of NBC, which published reports suggest is "headed" toward 20 people, are similarly structured.

Meanwhile, neither the number of programs nor commercials aired is reduced. Every year, the networks receive an estimated 50,000 story-board and script submissions for commercials, of which roughly 22,000 run as commercials. Reviews have traditionally been made at each stage of preparation. Of the 22,000 commercials, between 60 and 100 are likely to be challenged by outsider or other advertisers. Such disputes also involve the standards and practices departments and occupy a substantial amount of time.

Many of the layoffs, say network officials, have not involved editors who view the material, but rather the support staff who help route submissions. Rick Gitter, vice president of advertising standards for NBC, said that as a result of the cutbacks, NBC will no longer return cassettes to the agencies, and that certain other services to the agencies may be slower. "The loss on the professional staff will ultimately be minimal. But the concern of the agencies is understandable and all we can do is try to allay those fears." ABC sent a reply to AAAA and ANA stating, "... let me assure you that we are still in business." One ABC official said, "Some of the job being done by standards and practices really belonged in sales, such as making sure there weren't too many commercials in a pod, or that there weren't commercial conflicts in a pod."

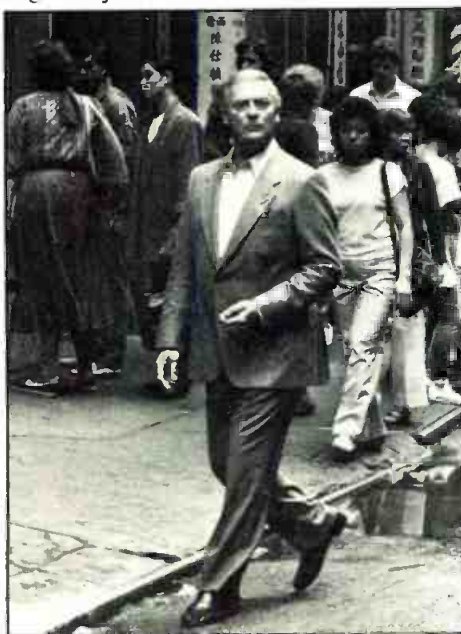
The stated fears by the agencies that Congress or the Federal Trade Commission would seek to impose outside regulation on the television networks also seem to be, at the moment, hypothetical. Officials at both the House Telecommunications Subcommittee and the Senate Commerce Committee said they had not taken a look at the situation. An FTC spokesperson said, "Simply the fact that the networks are reducing their staffs doesn't mean they will be any less

effective in screening deceptive ads."

It is on the programming side where reductions in the staffs have been acknowledged by at least two of the networks. Yet just as it is unproven that any negative effects involving commercial clearances will accompany the department cutbacks, there has not yet been any publicized cases of harmful effects. The networks say they made such cuts after "reassessing" their procedures, and determined that more of the review process could be undertaken by the programming executives already assigned to the shows.

The suggestion of a possible conflict between monitoring a program for standards and overseeing its success in ratings is in fact suggested by one of the three networks. ABC, in its department handbook, describes broadcast standards and practices as "... an independent department of Capital Cities/ABC, reporting directly to corporate management and operating objectively, free of any allegiance to sales or programming departments. As a result, there is a system of checks and balances in determining the acceptability of program and advertising material." Producer Stephen J. Cannell said he had previously witnessed situations where "... the broadcast standards person would be saying one thing, where as the programming guy would take sides with the producer."

George Dessarts, who until recently was vice president, program practices, at CBS, said he had supported the concept of change when they were discussed just before he took charge of the department. "It made a lot of sense in certain instances. For instance, it was not an appropriate use of someone's time to sit through 10 hours of a *Bob Newhart* taping in the unlikely event that someone would use an expletive." Cannell said, "I had no problem with the broadcast standards people but I also thought that too often, they wrote a lot of ass-covering memos where they would ask that every 'damn' and every 'hell' be deleted. Then you would call them up and they would say, 'Well, just be careful.' They wanted those letters in the file just so they could point the finger at you if the time ever came."



'The Equalizer'

Cash purchase. Starstream Communications Group Inc. has made cash purchase of 70% of Class A voting common stock of Tune-In Publications Inc., which publishes and distributes promotional newspapers to radio stations nationwide. Starstream also obtained option to exchange balance of Tune-In's Class A common stock and almost 50% of its preferred stock for combination of Starstream's common and Series A preferred stock. Tune-in newspapers, which are bought by radio stations and then distributed free to listeners, are currently available in three formats: country (*Tune-In*), urban contemporary (*Rhythm & News*) and rock 'n' roll (*Air-Play*). Radio stations can generate revenue by selling advertising space within the newspapers.

Jim McAdams, executive producer of *The Equalizer*, said that while he had no problem working with standards and practices personnel, it simplified matters now that it is being handled directly by the CBS programming executive responsible for the show, "primarily on the violence question... we all kind of know the language rules." McAdams said questions of taste are also reviewed by advertisers that view the tapes before broadcast as well, although sometimes not far enough in advance to make major changes. The executive producer said the only time there was a major disagreement on standards—eight sponsors pulled their spots from the broadcast—was also at a time when standards and practices had a person assigned to the show.

While at least one of the networks may still have standards people assigned to the shows, they will no longer necessarily be sent to tapings. One ABC executive said standards and practices would read scripts and review the rough cuts: "If there is going to be a change from the script, we would expect them to notify us."

Any debate on standards and practices may be heavily influenced by what may be a separate question: the perceived leniency or restrictiveness of the standards themselves, which are not undergoing any unusual written revision.

Dessart said questions of standards move back and forth, but that standards in programming and commercials are not necessarily moving in sync: "We are seeing in the programming area very clearly that a number of things that were routine a few years ago have just disappeared from the air, not by fiat but because that is the creative sense of where the society is. On the commercial side, a number of changes have been made, and standards have been relaxed or updated. There were a lot of fustian notions hanging about."

Another test of the new system may be the rush to production caused by the writers' strike. McAdams said normally, by this time, he would have had a formal meeting with network executives to discuss the question, but such a meeting has not taken place. Because of the hurried pace of production, scripts this fall will be sent to the networks in more rapid succession and will be reviewed by at least one fewer set of eyes.

BellSouth to enter direct mail/spot cable business

Subsidiary of BOC plans direct mail test next March to be delivered to highly penetrated cable systems

The long arms of the telephone company are reaching further into the Fifth Estate with news last week that a Bell South subsidiary, Marketing Communications Networks, is going into the direct mail promotion/spot cable business. MCN plans a market test next March where it will send a coupon book to cable subscribers and noncable subscribers in approximately 45 cable franchise areas across the country. In addition to the direct mail booklet, MCN will assist those advertisers in the booklet with buying time nationally or regionally on targeted cable networks.

"The initial response to the program has been tremendous," said MCN President R. Michael Jackson, who founded Communications Trends and worked at Cable Resources Inc., two firms that specialized in marketing and consulting, before joining MCN. With network television audiences declining, "advertisers are taking a closer look at less traditional methods of getting their message across. Cable television and direct mail promotion is a powerful combination that will give advertisers the most effective targeted marketing possible."

MCN, which opened its doors in March, will mail "The Brand Book" to 2.4 million homes next March. It has divided the country into seven regions (not corresponding to the Bell Operating Companies operating regions) and will target 2.4 million homes in 45 cable systems that have penetrations of 70% or above. The 14 markets are Hartford-New Haven, Conn., and Boston-Manchester, N.H. (New England); Baltimore and Harrisburg, Lancaster and Scranton, all Pennsylvania (mid-Atlantic); Dayton, Ohio, and Pittsburgh (east central); St. Louis and Chicago (west central); Charlotte, N.C., and Daytona-Orlando, Fla. (southeastern); Dallas and Albuquerque, N.M. (southwestern), and San Diego and Seattle (Pacific).

Jayne Greenburg, media director and director of public relations for MCN, said the company has purchased mailing lists from outside sources and plans to cull the homes it will target from those lists. Greenburg said phone company information will not be used.

Greenburg said the response from advertisers has been strong, but she declined to say who or how many clients MCN had. Asked why an advertiser might go with MCN, she said the company has a complete marketing program and provides the unusual combination of direct mail and spot cable in highly targeted buys. It's likely MCN will create a commission structure for its time buying, but she said no decision has been made. Greenburg said MCN plans to work with clients' existing agencies. "Agencies have their place, but they are not well versed in promotion," said Greenburg, a role which MCN intends to fill.

Greenburg said, "Bell South has been looking for ways to expand its advertising and publishing business to other areas," and

felt cable "was a good opportunity to do that in." Most of Bell South's advertising and publishing experience is in Yellow Pages. MCN chose cable, Greenburg said, because "cable demographics are more desirable than the average household." But MCN will have other promotional programs in addition to this initial program, CableDirect, Greenburg said.

The direct mail/advertising field is largely untapped, say cable marketers. Indeed, the Cabletelevision Advertising Bureau met with officials of top MSO's in Chicago last

month to develop ways to increase cable's slice of the spot television marketplace (BROADCASTING, Aug. 29). One area cable felt it could exploit were the promotional budgets of advertising agencies. Cable marketers have long believed the large amount of information they collect as part of the billing and subscribing process would be valuable for targeted advertising and promotional campaigns.

After the initial test, MCN plans a full rollout in March 1990 to more than 34 million households. □

Industry pulls the plug on TIO

Declining members, changes in medium bring about end of trade organization after 29 years

After almost 30 years, the Television Information Office (TIO) will end its service to the broadcasting industry. The decision to pull financial support and terminate operations was made by the New York-based organization's board, the Television Information Committee (TIC), at a four-hour meeting last Wednesday. The decision to end TIO, according to TIC Chairman, Ken Hatch was due to a lack of support by stations.

The board's decision is technically only a recommendation to the National Association of Broadcasters, but as of last week it was taken as given that TIO would end operations effective Dec. 31. Acting director Lynne Grasz was named director during the winding up period, after which TIO will close its Fifth Avenue office. The 15 staff members will be offered a severance package, said Hatch, who is president and chief executive officer of KIRO-TV Seattle.

TIO's membership once totaled 250 stations but as of last week, that number was down to 165. Hatch told BROADCASTING the real reason for the decision "was our inability to get more than 165 stations...there is a new bottom line mentality and every station is looking for places to cut." Hatch also said some of the functions offered by TIO were

being performed by other organizations, but he said that some would also be lost: "A lot of things that TIO has done are of great value...it is a non-politicized source of information...which hopefully will continue to come from various networks, stations groups and the Television Bureau of Advertising."

Among the services offered by TIO are presenting industry views on First Amendment and other issues; maintaining a research library and answering public inquiries, and sponsoring the Roper research poll on television. The organization has for most years operated at a surplus and currently has a cash reserve that will be used to "place" and maintain the library at another institution. The committee responsible for completing the library's placement consists of Betty Hudson, vice president, corporate and media relations, NBC; Patti Mattson, vice president, corporate communications, Capital Cities/ABC, and George Schweitzer, senior vice president, communications, CBS.

The bottom line mentality and financial consideration to which Hatch referred may have also influenced the vote of the three networks, which with their owned stations supplied roughly half the organization's \$1.5-million budget. One board member said that if the networks had really wanted the organization to continue, "the others would probably have fallen in line."

TIO was founded in July 1959 with an annual budget of about \$400,000. Its first director was Louis Hausman, a former CBS Radio vice president. He was succeeded by Roy Danish in 1961 who served until April 1986. He was followed by Roy Danish who held the post until April 1986. Danish was followed by Robert Mulholland who left in March of this year.

Mulholland, now a professor and head of broadcast news programs at the Medill School of Journalism at Northwestern University, assessed the organization's demise: "The industry that TIO was set up to serve has dramatically changed. A lot of the controversies the industry faced are the same, but the word 'television' means so many more things today. The priorities of the industry's managers today and their support just dwindled. It's sad, TIO did a good job and developed a lot of good material." □

NATPE highlights. Stephen J. Cannell, Steven Bochco, John Marcus and Bruce Paltrow are among the writers scheduled to participate in a panel session moderated by Dick Cavett at the 26th annual NATPE convention, to be held in Houston, Jan. 23-27, 1989. Said Joe Weber, NATPE chairman: "We've moved away from only exploring the business aspects of our industry and have added topics that better reflect the creative quotient."

On Tuesday, Jan. 24, a bi-lingual workshop will be held in both Spanish and English. The workshop is produced by Michael Solomon, president, Lorimar Telepictures International, and Mauricio Calle of RTL Santiago, Chile.

Appeals court troubled by arguments on FCC's repeal of fairness doctrine

Judges seem likely to uphold commission, but not on constitutional grounds

The FCC's decision to repeal its 40-year-old fairness doctrine—one of the most controversial decisions made by the agency in years—was argued last week before a panel of appeals court judges who appeared to find it a troublesome issue. But their problem was not, apparently, whether to uphold the commission's decision, but on what basis it should do so. Some members of the three-judge panel of the U.S. Court of Appeals in Washington questioned the lawyers arguing the case on whether it could be resolved on public interest rather than constitutional grounds. Affirming on the latter—and thereby challenging the Supreme Court and binding future commissions and Congresses—seemed more than the judges were prepared to undertake.

"Do we have to reach the constitutional issue?" Chief Judge Patricia Wald asked General Counsel Diane Killory, who was arguing the case for the commission. "The commission thought it appropriate to reach both the constitutional and public interest grounds because some of the findings applied to both," Killory said. "But if the court thinks it can't affirm on constitutional grounds, at a minimum it must affirm on public interest grounds."

A number of lawyers last week pointed out that the commission had presented the appeals court with a nettlesome problem in asking it to hold that the fairness doctrine is unconstitutional. Not only do courts normally try to avoid reaching constitutional issues, but the Supreme Court in 1969, in the *Red Lion* decision, held in a unanimous (7-0) decision that the doctrine was constitutional (BROADCASTING, June 16, 1969). *Red Lion* stunned the industry at the time, and has haunted it ever since.

Ruling on public interest grounds presents the court with fewer problems. It normally gives considerable latitude to an agency's conclusions. And Killory said the commission had repealed the fairness doctrine after the findings of two proceedings had convinced it that the doctrine "chilled speech and was not necessary to achieve its purpose." Indeed, she noted the commission concluded that the doctrine "both contravened the First Amendment and was contrary to the public interest."

To the lawyers representing those who support the fairness doctrine, the question of which grounds might be used to uphold the commission may have seemed premature. Henry Geller, speaking for himself and Donna Lampert of the Washington Center for Public Policy, and Andrew Schwartzman,

counsel for the public interest group that initiated the case, the Syracuse Peace Council, said the commission's order repealing the fairness doctrine should be reversed.

Geller said the grounds on which the commission had based its conclusion that the doctrine is unconstitutional—the alleged chilling effect and the proliferation of media that, the agency contended, eliminated the need for "editorially intrusive regulations"—"contravene the public interest principle underlying" the scheme for regulating broadcasting. The basis for the equal-opportunities law (Section 315 of the Communications Act) and other content-involved sections of the Act would be undermined, he said, adding that the spectrum for broadcasting was allocated on the basis of local service, and in recognition of the fact "many more people want to use the service than there are channels available."

And Schwartzman attacked as biased the record on which the commission based its findings. He said the commission conducted "a one-sided review" of the record. He noted that the commission cited in its record 45 cases of alleged chilling the National Association of Broadcasters had compiled from member stations, but ignored the views of expert congressional committees that had vigorously supported the doctrine. Killory said the record was not limited to the 45 cases, that the views of broadcasters who had contacted the agency were also considered. But Schwartzman said the conclusion of the 1985 report that the doctrine "chills" speech was contrary to conclusions of earlier inquiries into the doctrine, in the 1970s. "The facts didn't change," Schwartzman said. "The fact finders did." To which Wald replied, "That happens all the time, especially at the FCC."

Like Killory, Geller was asked by Wald whether he thinks the court "can separate the constitutional from the policy determinations of the FCC." Unlike Killory, Geller said "no." The issue, he said, "turns on whether the fairness doctrine is facially unconstitutional." He said the commission had held that it was and that, as a result, "it violates the public interest also." Since the commission "rested on that," Geller said, "that is the ground on which you must decide."

The case grows out of a fairness doctrine complaint that the Syracuse Peace Council brought against Meredith Corp.'s WTVH(TV) Syracuse, N.Y., after the station carried a number of commercials in the early 1980's promoting the construction of a nuclear power plant in the area. The commission in 1985—despite its report on the fairness doctrine, issued in August of that year, that the doctrine disserved the public interest—

found that the station had violated the doctrine. And an appeals court panel in Washington affirmed the commission—but sent the case back to the commission to consider Meredith's argument that the doctrine violates the First Amendment. The commission in August 1987, on the basis of comments it had requested and the report it had issued on the doctrine two years earlier, concluded the doctrine not only did not serve the public interest but that it violated the First Amendment. It also vacated the finding that WTVH had violated the fairness doctrine.

Wald, in pressing the lawyers on whether the court could separate the public interest from the constitutional grounds, did not mention the *Red Lion* decision. She said her concern was that, "If we were to uphold the constitutional finding of [the commission], we would bind all future policy makers who might want to enforce the regulations, and the Congress." And Judge Stephen F. Williams observed on at least one occasion that it would be simpler for the court sustain the commission on public interest than on constitutional grounds. Lawyers in the courtroom said the views of the third member of the panel, Judge Kenneth Starr, were hard to read.

Timothy Dyk, counsel for a number of media groups opposed to the fairness doctrine, sought to encourage the court to undertake the constitutional route. He said that, in the First Amendment areas, government is allowed greater deference by the courts when they remove restrictions—as the commission has done in repealing the fairness doctrine—than when they impose them. He also said the Supreme Court would benefit from having the views of the appeals court on the constitutional issue. Floyd Abrams, counsel for Meredith Corp., the only party with a direct and immediate stake in the outcome of the case, also sought to offer encouragement: Where First Amendment value and public interest values are so close, the case should not be decided on the basis of the public interest alone. He said the public interest and constitutional issues are "separable."

If the court were to bypass the constitutional issue, the broadcasting industry would not be able to claim total victory. As Wald indicated, a future commission or Congress would be free to reinstate the doctrine. Probably with that in mind, Dyk said, in answer to a question from Williams, that he thinks the case "ultimately will turn on the Constitutional issue." Congress, he noted, has imposed "enormous pressure on the commission to keep the doctrine."

Geller and Schwartzman, in rebutting the principal arguments of the commission and its allies, invoked *Red Lion*. The argument

that the abundance of media voices now available—the “numerosity” of such voices, as Starr put it—eliminates the scarcity argument misses the point made in the landmark decision, they said. They contended that the government’s concern is that “many more people want to broadcast than can get on the air,” as Geller put it. So broadcasters are public trustees for those unable to operate a station. As for the doctrine’s alleged “chilling” effect, they said the commission need only follow the advice of *Red Lion* for dealing with broadcasters who prove “timorous”: “The commission is not powerless to insist that they give adequate and fair attention to public issues.”

In that connection, Geller and Schwartzman said the commission had erred in repealing the first prong of the fairness doctrine. It is the second prong that requires

broadcasters who deal with one side of a controversial issue of public importance to deal with all sides of it. The first prong requires broadcasters to seek out and report on such issues. Geller said the commission could require broadcasters to comply with the first prong by calling on them to report quarterly on the controversial issues of public importance they have covered, as they are required to do now in connection with community issue-oriented programming. Or, as Schwartzman said, the commission could eliminate constitutional difficulties with the doctrine by “tinkering” with it.

Killory said the commission eliminated the first prong as “not necessary.” The commission, she added, felt the issues would in any case be covered by broadcasters. Besides, she said, “the two prongs were part of the same doctrine the commission had de-

cided to repeal.”

An appeal to the Supreme Court by the losing side in the fairness case has always been considered a certainty. And a decision affirming the commission on public interest grounds, as seems likely, would, as one lawyer put it, “reignite” the question of whether the doctrine is statutorily required. Until a decision written by then-Judge John Bork in September 1987, it had been generally assumed that Congress had codified the fairness doctrine in adopting an amendment to the equal-opportunities section of the Communications Act. The Bork ruling opened the way for the commission to repeal the fairness doctrine. If the Supreme Court were to conclude that the fairness doctrine was mandated by statute, after all, the fairness doctrine issue would be back to square one. □

Minorities must keep eye on Congress

Hill staffers urge NABOB attendees to lobby harder for minority ownership policies

Congress may move legislation next year aimed at increasing minority ownership and employment in radio and television stations and in helping stations serving minorities to a bigger share of advertising dollars. But, according to key Capitol Hill staffers present at the Washington conference of the National Association of Black Owned Broadcasters last week, this will happen only if minority broadcasters push for it and probably only after Congress codifies the fairness doctrine.

Larry Irving, senior counsel, mass media, House Telecommunications Subcommittee; Antoinette Cook, counsel, Senate Communications Subcommittee, and Patrice Johnson, legislative director for House Telecommunications Subcommittee member Mickey Leland (D-Tex.), agreed codification of the fairness doctrine is the number-one priority of the congressmen and senators who control communications legislation and that other legislation will have to wait its turn.

They also agreed that NABOB members and others interested in minority ownership and employment legislation have to be more aggressive in lobbying. Except for NABOB President Jim Winston and some of the reporters, Cook said she did not recognize any of the NABOB members attending the panel session. “You have a lot of support [on Capitol Hill], but we need to see you,” she said.

During the Reagan administration, minorities have had to struggle simply to maintain policies aimed at increasing minority ownership of television and radio stations, Irving said. But if the Democrats retain control of the Senate, and “definitely” if they also capture the White House, minorities will be able to expand minority ownership policies. “We can do some positive things.”

There is “strong support” in Congress for bringing back in law some form of the anti-trafficking rule, which the Reagan FCC threw out in its deregulatory sweep, Irving said. House Telecommunications Subcommittee Chairman Edward Markey (D-Mass.)

views favorably NABOB’s suggestion that the new antitrafficking law be written to prohibit sales of stations within three years of purchase unless the sale is to a minority, he said.

And if the courts strike down the FCC’s policy of favoring minorities in awarding licenses, Irving said, “Congress will be addressing it.” The constitutionality of the minority preferences is at issue in *Winter Park*, now before the U.S. Court of Appeals in Washington.

Congress supports the preferences, he said. After the FCC switched its longstanding position and came out against preferences in *Steele* two years ago, he said, Congress stepped in and, through an amendment to a funding bill, forced the FCC to reaffirm the preferences. “It has been the intercession of Congress that has kept the FCC honest.”

According to Irving, FCC Commissioners James Quello and Patricia Diaz Dennis now firmly support minority preferences, even though Chairman Dennis Patrick continues to oppose them. He noted Quello’s and Dennis’s insistence on helping to shape the FCC brief in *Winter Park*, which was submitted last week. Such briefs are usually prepared by the FCC chairman and the general counsel without input from the other commissioners, he said.

More support for the preferences came from a survey of black-owned stations, which proved a “nexus” between ownership and diversity of programming, Irving said. Programming diversity is the public policy goal that supporters use to justify preferences. The survey was conducted by the FCC, but, after the FCC dropped its inquiry in preferences, the House Telecommunications Subcommittee stepped in to tabulate the results.

Irving, who argued in favor of the fairness doctrine, doubted that George Bush, if elected President, would take the same hard stand against the fairness doctrine that President Reagan has. He said he did not think Bush early in his presidency would want to take on the likes of House Energy and Commerce Committee Chairman John Dingell (D-Mich.), Senate Commerce Committee

Chairman Ernest Hollings (D-S.C.), Senate Communications Subcommittee Chairman Daniel Inouye (D-Hawaii) and Markey.

Cook said that Hollings has once again added language to the FCC 1989 funding bill forcing the FCC to adhere to the current minority ownership policies.

Johnson said her boss intends to push legislation next year aimed at increasing minority and female employment in broadcasting. The latest statistic on such employment has not been encouraging, she said.

Efforts to legislate increased minority and female ownership are being hampered by the growing “tension” between minorities and white females, Johnson said. Congress needs to resolve the questions of whether there should be a distinction between minority and white and, if so, what kind. “There is not always a consensus in what we ought to do.”

Also, she said, there are concerns about “sham” applications and the use of minority “fronts” by nonminorities trying to take advantage of the minority ownership policies. Some way of insuring that stations are going to legitimate minority-owned enterprises is needed, she said. Without it, she said, the policies are not going to get as much support as they otherwise would.

Johnson said a bill may also be introduced that would require the federal government to keep closer tabs on where its advertising dollars go so that more of them can be directed to minority firms. According to preliminary results of a General Accounting Office study, she said, the government, primarily the U.S. Army, spent \$165 million in 1986. Of that, the report found, only about \$1 million went to minority firms, and little of it went into radio, she said. The full report is expected to be released in mid-October, she said.

Johnson also urged NABOB members to lobby members of the House Ways and Means Committee to move NABOB-backed legislation that would prohibit advertisers and agencies that are found to discriminate against minority broadcasters from deducting their advertising budgets come income tax time. “It’s your bill; nobody’s going to push it but you.” □

CCTA refutes alleged problems

In letter to Markey, association says concerns of Connecticut state officials about cable operators are unfounded

The Connecticut Cable Television Association has sent a five-page letter to Representative Edward Markey (D-Mass.), chairman of the House Telecommunications Subcommittee, rebutting claims by Connecticut State Attorney General Joseph Lieberman and consumer counsel James Meehan that problems with cable operators necessitate repeal of the 1984 Cable Act.

Lieberman and Meehan had claimed in an Aug. 29 letter to Markey that "the Cable Act has proven to be an anti-consumer piece of legislation." "Cable companies," the letter said, "have used the cable act to increase rates and, in some cases, to shield themselves from efforts to achieve universal service...The great experiment in deregulation has failed, and it is time...to protect consumers from the cable barons."

Among the state officials' specific concerns: that "some cable rates have escalated by as much as 80% in just two years," citing in particular, Laurel Cablevision, which has raised rates 82% since 1986.

Michael Dorfsman, executive director of the CCTA, said in his letter to Markey that Laurel's rate increases have actually lagged behind inflation since 1974. In fact, he said, Laurel had no rate increase from 1974 to 1986. The base \$6.95 rate was raised to \$7.65 by 1986, Dorfsman said.

In 1987, a six-channel tier was merged into the basic package, which reduced the combination by \$1.65 per month, he said. Overall, Dorfsman said, had the system raised rates commensurate with the consumer price index since 1974, today's rate would be \$15.22, more than \$1 higher than the existing rate of \$13.95 for the 26-channel service.

Along with the basic increases, however, Laurel cut premium rates by \$2 each, Dorfsman said, and lowered rates for ancillary services. That resulted in the system's overall revenue-per-customer increase average of 7.9% during the past two years.

Dorfsman went on to say the state conducted a survey and found that in 1987 revenue-per-customer rose 5.8% in the first year of deregulation, with higher basic costs offset by lower prices for premium services. "Analyzing cable rates without factoring in the cuts in premium rates is tantamount to the IRS banking on citizens paying taxes without taking deductions," he said.

In addition, Dorfsman said several systems have begun offering basic rate discounts to low-income elderly people who qualify under state guidelines. And he disputed claims by Lieberman and Meehan that the price increases put cable beyond the reach of lower-income people. He said a survey of 500 state homes showed that half of all low-income subscribers took premium services, "so they're just as likely to benefit by cuts in premium service rates."

This is not the first time the state and the cable association have been at odds. The CCTA is challenging the state law that re-

quires a cable system to pay a 9% gross revenue tax to the state, believing that it violates the 5% ceiling in the Cable Act. Dorfsman suggested that if the state dropped its opposition to the appeal, "that action alone would save cable customers \$7 million a year."

Survey of candidates for House and Senate examines costs of political advertising, political broadcasting laws and proposals for cutting costs

As political campaign expenditures continue to mount, so do calls for slowing, if not stemming, the rise. And since broadcast commercials, particularly those on television, are the greatest source of a candidate's costs, that is where the search for cost-cutting normally focuses. As in the report released last week by the bipartisan political research group, the Center for Responsive Politics. The 133-page report is based in part on the results of a survey showing that a majority of candidates would favor legislation requiring broadcasters to provide free time, even if conditions were attached to acceptance of the time. And the Center itself offers a proposal for a "limited free media plan applicable to television."

The report, "Beyond the 30-Second Spot," examines the costs of political advertising, political broadcasting laws under which candidates and broadcasters operate, and the various proposals for cutting costs. It also contains a foreword by Newton N. Minow, President Kennedy's first chairman of the FCC, who says that unless steps are taken to reduce the costs of campaigning, "we will end up with the best Congress money can buy."

He does not support any specific proposal. But he makes the point, frequently made in such discussions, that most campaign funds are spent on broadcast stations "which are licensed to use a public resource to serve the public interest."

The survey, of 181 candidates for the House or Senate—half of them challengers, half incumbents—in 1986, produced some predictable results. More than 60% of the challengers favored legislation requiring broadcasters to provide free time. But only half of the incumbents did. (Interestingly, that works out to an even 45.4%—45.4% split of all 181 candidates.) For it is the challengers who have the greatest burden in raising campaign funds. Indeed, the report says many incumbents oppose mandated free television time because it would strengthen their opponent's chances.

The survey asked the candidates how they would feel about conditions attached to mandated free time. And a majority—54.9%—said they would accept as a condition a lid on campaign spending. Another proposal that attracted considerable support—46.2%—would require broadcasters to sell both nonpreemptible and preemptible time at a substantially discounted rate to

Dorfsman concluded his letter by saying the Cable Act "has enhanced customer service, improved programming and given viewers more choice, more diversity and more reliable service. A full reading of the Cable Act and its history shows that its goals are being met." □

Candidates favor free air time

candidates. (But again, a majority of incumbents opposed that proposal.) And while there was substantial support for legislation requiring broadcasters to provide free or discounted time for candidates, only 16% of those questioned favored the use of federal money to pay for such time.

The report notes that commercial spots have become a staple of political communication, with only 12.7% of candidates attempting to buy air time in periods of longer than 30 or 60 seconds. Indeed, the report noted that a majority of candidates—54.2%, according to the survey—preferred to purchase higher-priced, nonpreemptible time rather than time that is lower cost but subject to preemption. "As a result of this and other changes in broadcast industry practices," the report says, in touching on an issue that was the subject of a Senate hearing on Thursday (see "Top of the Week"), "the lowest unit rate law no longer gives candidates the discount intended when the law was enacted."

The Center offers a number of recommendations aimed at easing candidates' cost burden. Its principal proposal—for "a limited free media plan applicable to television"—would require every television station to provide a total of two hours of special programming on House races and two hours on Senate races during the four weeks prior to a general election. Each station's program would appear at the same time on the same nights of the week. And the stations could either turn the time over to the candidates to use as they wish, or retain editorial control by producing the programs themselves.

The report notes broadcasters vigorously oppose such proposals. It credits the National Association of Broadcasters with being "one primary force behind" the opposition, and says one of the association's tactics is to urge broadcasters to grant time for debates and other candidate forums and thus head off pressure for legislation requiring free time. A passage from a White Paper issued in 1986 quoted in the report says: "By exercising editorial discretion and increasing a station's involvement in the political process, we help to prove to Congress the fallacy of maintaining what are essentially outdated, discriminatory and unconstitutional political broadcasting laws."

And the center's survey found that 72.7% of those queried had received offers of broadcast time for debates, and that 65.6% of those receiving the offers accepted them. However, the survey also found that only 14.7% of the candidates were offered any type of free time, other than debates, newscasts or news interview programs. □

Stock Index

	Closing Wed Sep 14	Closing Wed Sep 7		Net Change	Percent Change	P/E	Market Capital- ization (000,000)
BROADCASTING							
N (CCB) Capital Cities/ABC	336	320	1/4	15	3/4	04.91	20 5,435
N (CBS) CBS	167	163	7/8	3	1/8	01.90	9 3,946
A (CCU) Clear Channel.....	14	1/4	14	-	1/4	01.78	25 55
O (JCOR) Jacor Commun.	5	7/8	6	-	1/8	-02.08	-13 57
O (LINB) LIN	56	3/8	57	3/4	- 1	-02.38	36 2,913
O (MALR) Malrite	10	1/8	10	1/4	- 1/8	-01.21	-22 137
O (MALRA) Malrite 'A'	10	10				00.00	-14 136
O (OBCCC) Olympia Broad....	3	1/2	3	1/2		00.00	8
O (OSBN) Osborn Commun...	6	1/2	6	7/8	- 3/8	-05.45	-5 33
O (OCOMA) Outlet Commun..	22	21	3/4	- 1/4	01.14	-8 144	
A (PR) Price Commun.	8	8	1/4	- 1/4	-03.03	-6 77	
O (SAGB) Sage Broadcasting	4	1/2	4	3/4	- 1/4	-05.26	-6 17
O (SCRPP) Scripps Howard	83	82		1	01.21	66 857	
O (SUNNC) SunGroup Inc.....	1	3/4	1	7/8	- 1/8	-06.66	-2 4
O (TLMD) Telemundo	7	3/4	7		3/4	10.71	-1 59
O (TVXGC) TVX Broadcast.....	1	1/2	1	1/2		00.00	8
O (UTVI) United Television....	28	28	1/4	- 1/4	-00.88	45 306	

BROADCASTING WITH OTHER MAJOR INTERESTS							
N (BLC) A.H. Belo	28	27	3/4	1/4	00.90	11	295
O (ASTV) Amer. Comm. & TV	1/16	1/16			00.00		4
N (AFL) American Family.....	12	7/8	12	1/2	3/8	03.00	11 1,042
O (ACOMA) Assoc. Commun.....	23	22	3/4	1/4	01.09		219
O (BMAC) BMA Corp.....	31	1/2	31	3/4	- 1/4	-00.78	85 330
N (CCN) Chris-Craft.....	21	22	1/4	- 1/4	-05.61	46	457
N (DNB) Dun & Bradstreet.....	50	3/8	50	3/8	00.00	19	7,657
O (DUCO) Durham Corp.....	33	1/4	32	1/2	3/4	02.30	28 280
N (GCI) Gannett Co.....	34	1/8	32	5/8	1 1/2	04.59	17 5,525
N (GY) GenCorp	21	1/4	21	3/4	- 1/2	-02.29	2 674
O (GMXC) GMX Commun.	3/32	3/32			00.00	2	674
O (GACC) Great Amer. Comm..	9	1/2	9	1/2		00.00	9 250
N (JP) Jefferson-Pilot	35	3/8	35	1/8	1/4	00.71	15 1,396
N (KRI) Knight-Ridder.....	41	39	1/2	1 1/2	03.79	15	2,332
N (LEE) Lee Enterprises.....	28	1/4	28		1/4	00.89	20 701
N (LC) Liberty	39	1/8	39		1/8	00.32	14 363
N (MHP) McGraw-Hill.....	69	67	1/2	1 1/2	02.22	21	3,327
A (MEGA) Media General	37	38	5/8	- 1 5/8	-04.20	24	1,043
N (MDP) Meredith Corp.....	30	1/2	30	1/8	3/8	01.24	12 586
N (MCG) Mich. Energy.....	33	3/4	32	1/8	1 5/8	05.05	22 91
O (MMEDC) Multimedia.....	71	69	3/4	1 1/4	01.79	68	781
A (NYTA) New York Times.....	27	3/8	26	1/2	7/8	03.30	13 2,244
N (NWS) News Corp. Ltd.	16	1/8	16	3/8	- 1/4	-01.52	8 4,296
O (PARC) Park Commun.....	28	3/4	28	1/2	1/4	00.87	23 396
O (PLTZ) Pulitzer Publishing...	28	1/4	28	1/2	- 1/4	-00.87	19 295
N (REL) Reliance Group Hold..	5	1/8	4	7/8	1/4	05.12	5 384
O (RTRSY) Reuters Ltd.	23	1/8	23	7/8	- 3/4	-03.14	15 19,200
T (SKHA) Selkirk.....	24	1/2	24	1/4	1/4	01.03	21 198
O (STAUF) Stauffer Commun..	140	139		1	00.71	47	140
N (TMC) Times Mirror.....	31	1/2	31	1/2		00.00	15 4,075
O (TMC) TM Communications	7/16	1/2	- 1/16	- 12.50	2	3	
O (TPCC) TPC Commun.....	1/8	1/8			00.00		1
N (TRB) Tribune.....	37	5/8	37		5/8	01.68	20 2,870
A (TBSA) Turner Bcstg. 'A'	14	3/4	14	3/4		00.00	-2 321
A (TBSB) Turner Bcstg. 'B'	15	15			00.00	-2	326
A (WPOB) Washington Post ...	204	200	3/4	3 1/4	01.61	14	2,620

		PROGRAMING						
O (SP) Aaron Spelling Prod....	6	7/8	6	1/4	5/8	10 00	5	126
O (ALLT) All American TV.....	2	3/4	2	3/4		00.00		3
O (BRRS) Barris Indus.....	6	7/8	6	3/4	1/8	01.85	-3	54
N (KO) Coca-Cola.....	42	1/8	41	5/8	1/2	01.20	17	15.814
A (CLR) Color Systems.....	2	3/8	3	3/8	- 1	-29.62	-1	12
N (KPE) Columbia Pic. Ent.	12		10		2	20 00	171	1.316
O (CAVN) CYN Cos.	13	3/4	14	1/8	- 3/8	-02.65	11	238
A (DEG) De Laurentis Ent.....		5/16		3/16		1/8		66.66
O (dcp) Dick clark prod.....	4	1/8	4	1/4	- 1/8	-02.94	10	34
N (DIS) Disney.....	63	1/4	62	7/8	3/8	00 59	19	8.385
N (DJ) Dow Jones & Co.....	32	7/8	35		- 2 1/8	-06.07	15	3.166
O (EM) Entertainment Mktg.....	4	1/4	4	1/2	- 1/4	-05.55	14	52
O (FNNI) Financial News.....	7	1/4	7	1/2	- 1/4	-03.33	32	87
A (FE) Fries Entertain.....	1	3/4	1	3/4		00.00	7	9
N (GW) Gulf + Western.....	42	3/4	41	7/8	7/8	02 08	7	2.569
O (QNTX) Hal Roach.....	4		3	3/4	1/4	06 66	-9	27
A (HHH) Heritage Entertain.	2	5/8	2	5/8		00 00	2	12
A (HSN) Home Shopping Net.....	3	1/2	3	3/8	1/8	03 70	15	305
N (KWP) King World.....	22	3/8	22		3/8	01.70	14	645
O (LAUR) Laurel Entertain.	2	3/8	2	1/4	1/8	05 55	5	6
A (LT) Lorimar-Telepictures.....	14		13	7/8	1/8	00 90	-4	648
N (MCA) MCA.....	44	1/4	46	1/2	- 2 1/4	-04.83	24	3.217
N (MGM) MGM/UA Commun. ...	13	1/2	12	7/8	5/8	04.85	-7	676
A (NHI) Nelson Holdings.....		3/8		3/8		00 00	-3	10

	Closing		Closing		Net Change	Percent Change	P/E Ratio	Market Capitali- zation (000,000)	
	Wed Sep 14	Wed Sep 7	Wed Sep 14	Wed Sep 7					
PROGRAMMING									
A (NWE) New World Enter.....	2	7/8	2	7/8			00.00	7	31
O (NNET) Nostalgia Network...	1	1/8	1	1/8			00.00	-1	6
N (OPC) Orion Pictures.....	14	3/4	14	5/8	1/8		00.85	13	254
O (MOVE) Peregrine Entertain.	1	7/8	1	1/8	3/4		66.66	-62	4
N (PLA) Playboy Ent.....	13	3/4	13	3/4			00.00	15	129
O (QVCN) QVC Network.....	9	9	3/8		- 3/8	- 3/8	-04.00	-18	91
O (RVCC) Reeves Commun.....	6	1/8	6		1/8		02.08	30	77
O (RPICA) Republic Pic. 'A'	8	7	1/4		3/4		10.34	88	33
O (RPICB) Republic Pic. 'B'.....	8	6	3/4		1 1/4		18.51	57	6
O (SMNI) Sat. Music Net.....	3	7/8	4		- 1/8	- 1/8	-03.12	-96	34
N (WCI) Warner.....	35	1/8	35		1/8		00.35	18	4,431
O (WONE) Westwood One.....	12	11	1/4		3/4		06.66	16	172

SERVICE									
O (AMEA) A.M.E. Inc.....	8	5/8	8	3/8	1/4	02.98	9	42	
O (AGRP) Andrews Group	6		4	3/4	1 1/4	26.31	-2	39	
O (BSIM) Burnup & Sims	14	3/4	14	1/2	1/4	01.72	32	235	
N (CO) Comsat	26	3/4	26	1/4	1/2	01.90	-10	490	
N (FCB) Foote Cone & B.	24	1/2	24	7/8	- 3/8	-01.50	12	204	
O (GREY) Grey Advertising.....	115	1/2	114		1 1/2	01.31	15	140	
O (IDBX) IDB Communications	8	1/2	8	1/2		00.00	34	34	
N (IPG) Interpublic Group	34	1/8	33	1/2	5/8	01.86	15	765	
O (OGLI) Ogilvy Group	27		26	1/4	3/4	02.85	13	384	
O (OMCM) Omnicom Group	19	1/2	19	3/8	1/8	00.64	13	479	
N (SAA) Saatchi & Saatchi	17	7/8	17	1/2	3/8	02.14	8	2,604	
O (TLMT) Telemation	1	5/8	1	5/8		00.00	6	7	
A (TPO) TEMPO Enterprises...	8	1/4	8	1/8	1/8	01.53	27	47	
A (UNV) Unitel Video	9	1/8	9	5/8	- 1/2	-05.19	13	19	

CABLE								
A (ATN) Acton Corp.....	12	7/8	12	3/4	1/8	00.98	2	15
O (ATCMA) Amer. TV & Comm.	26	3/8	26	1/8	1/4	00.95	58	2,869
O (CTEX) C Tec Corp.....	39		40		- 1	-02.50	17	214
A (CVC) Cablevision Sys. 'A'.	33	1/8	32	7/8	1/4	00.76	-11	696
N (CNT) Centel Corp.....	42	1/2	42		1/2	01.19	11	1,848
O (CMCSA) Comcast.....	15		14	5/8	3/8	02.56	-68	670
A (FAL) Falcon Cable Systems	21	3/8	21	3/8		00.00	-66	136
O (JOIN) Jones Intercable.....	12		11	7/8	1/8	01.05	37	152
T (MHRQ) Maclean Hunter 'X'.	12		11	5/8	3/8	03.22	33	884
T (RCIA) Rogers Commun. 'A'.	57	1/2	57	1/2		00.00	-88	711
T (RCIB) Rogers Commun. 'B'.	50	1/4	51	1/2	- 1 1/4	-02.42	-77	621
O (TCAT) TCA Cable TV.....	31	1/4	32		- 3/4	-02.34	61	377
O (TCOMA) Tele-Commun.....	24	3/8	23	3/4	5/8	02.63	48	3,689
N (TL) Time Inc.....	98	3/4	96	3/8	2 3/8	02.46	23	5,771
O (UACI) United Art. Commun.	28		27	1/2	1/2	01.81	233	1,149
N (UCT) United Cable TV.....	33	7/8	34		- 1/8	-00.36	-178	1,262
N (VIA) Viacom.....	27	7/8	27	7/8		00.00	-3	1,487
N (WU) Western Union.....	2		2	1/4	- 1/4	- 11.11		63
O (WSMCA) WestMarc.....	18	1/2	18	1/2		00.00	23	265

ELECTRONICS/MANUFACTURING								
N (MMM) 3M.....	63	61	1/8	1 7/8	03 06	15	14.331	
N (ARV) Arvin Industries.....	22	7/8	23	1/4	- 3/8	- 01 61	9 435	
O (CCBL) C-Cor Electronics ...	10	1/4	9	7/8	3/8	03 79	17 20	
O (CATV) Cable TV Indus.....	4	5/8	4	5/8		00.00	-30 13	
N (CHY) Chyron.....	4	3/8	3	7/8	1/2	12 90	15 44	
A (CXK) CMX Corp.....	13/16		7/8	- 1/16	- 07 14	9 7		
A (COH) Cohu.....	10	1/4	9	7/8	3/8	03 79	9 18	
N (EK) Eastman Kodak.....	44	3/4	43	5/8	1 1/8	02.57	12 15.166	
N (GRL) Gen. Instrument	29	1/8	31	1/8	- 2	- 06 42	-21 973	
N (GE) General Electric.....	42	3/8	41	1/2	7/8	02 10	18 38.787	
O (GETE) Geotel Inc.....		3/4	11/16		1/16	09 09	-2 2	
N (HRS) Harris Corp.....	26	1/8	26	7/8	- 3/4	- 02 79	11 1.069	
O (ITEL) ITEL Corp.....	19	3/4	19	3/4		00 00	45 524	
N (MAI) M/A Com. Inc.....	10	1/8	10		1/8	01 25	-6 274	
N (IV) Mark IV Indus.....	10	1/4	10	5/8	- 3/8	- 03 52	6 110	
O (MCDY) Microdyne	3	1/2	3	5/8	- 1/8	- 03 44	-2 15	
O (MCOM) Midwest Commun.	4	1/2	3	3/4	3/4	20 00	10 13	
N (MOT) Motorola.....	42	7/8	41	1/8	1 3/4	04 25	17 5.543	
N (OAK) Oak Industries.....	1	1				00.00	10 75	
A (PPI) Pico Products.....	2	3/8	2	1/8	1/4	11 76	-47 8	
N (SFA) Sci-Atlanta.....	12	11	7/8	1/8	01 05	9	281	
N (SNE) Sony Corp.....	50	5/8	50	7/8	- 1/4	- 00 49	82 11.706	
N (TEK) Tektronix.....	22	22	1/8	- 1/8	- 00 56	733	610	
O (TLCR) Telecrafter	4	5/8	4	5/8		00.00	21 7	
N (VAR) Varian Assoc.....	27	7/8	27	3/4	1/8	00 45	-146 608	
N (WX) Westinghouse.....	51	7/8	51	1/8	3/4	01 46	10 7.446	
N (ZE) Zenith.....	21	3/4	21	1/4	1/2	02 35	-27 563	

Standard & Poor's 400.....	309.39	304.72			4.67	01.53
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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.

Drexel: Financing the Fifth Estate

Company and its junk bond point man, Milken, have had wide ranging influence on growth acquisitions

Whatever the future holds for Drexel Burnham Lambert, its past achievements in financing the Fifth Estate stand out. The Wall Street investment banking firm that made speculative-grade bonds, or "junk" bonds, a widespread phenomenon, was groundbreaking in its financing of the cable television industry and boldly negotiated deals other firms probably were unable to do at the time.

Drexel's presence in broadcasting, cable and entertainment properties has been widespread. The firm has participated in deals ranging from billion-dollar acquisitions to company financings involving tens of millions of dollars. Its investment banking clients have included Turner Broadcasting System, Olympic Broadcasting Corp. and Tele-Communications Inc. A two-page ad that Drexel put out in 1987 listing presumably satisfied clients included 21 companies in the Fifth Estate. And Drexel's client list has expanded since then to include, for example, Inrational Holdings.

In the complaint filed Sept. 7 against Drexel and the head of its junk-bond department, Michael Milken, the company is accused of insider trading on the stock of three Fifth Estate companies—Viacom International, Storer Communications and Lorimar (BROADCASTING, Sept. 12).

The 1980's growth of junk bonds popularized by Drexel has increased the capital that is available to broadcasting, cable and entertainment. Traditional investment grade bonds are backed by "protection" of identifiable assets. Such assets are generally in short supply in the Fifth Estate. Junk bonds are part of a different investment outlook, which accepts cash flow and growing resale value as adequate debt protection. Thus, many MSO's, group owners and production companies have taken advantage of the new financing, whether arranged by Drexel or by other investment banks. And for these borrowers, Drexel has been able to arrange a network of investors confident enough to hold subordinated debt in highly leveraged companies.

One area in which Drexel pioneered was in its loans to cable operators in the early 1980's. "Their help to us was very significant," said Robert Hughes, chairman and CEO of Austin-based Prime Cable. "In 1982, when money was quite difficult to raise in our industry—not many people would talk to us cable operators—Drexel raised \$40 million for us."

The bonds, unrated by the Moody's or Standard & Poor's rating services, "were a perfect example of what you would call 'junk bonds,'" Hughes said. "We were a small company growing rapidly. We were highly leveraged. We were the typical medium-sized company that Drexel advertises that they help. At that time, we were gener-

Fifth Estate Earnings Reports

Company	Period	Revenue (000)	% change	Earnings (000)	% change	EPS
C-COR Electronics	Year	\$36,480	25%	\$1,532	3%	\$0.75
Century Communications	Year	\$163,295	50%	(\$4,450)	NM	(\$0.16)
dick clark productions	Year	\$21,159	-27%	(\$2,402)	NM	(\$0.29)
Gulf + Western	Third	\$1,316,300	14%	\$123,800	21%	\$1.03
Liberty	Second	\$100,788	4%	\$8,141	8%	\$0.94
Malrite Communications	Second	\$29,629	12%	(\$365)	NM	(\$0.03)
Scientific-Atlanta	Year	\$508,597	3%	\$29,670	22%	\$1.25
Tempo Enterprises	Second	\$6,124	14%	(\$211)	NM	(\$0.04)

Century Communications's net loss, which increased from fiscal 1987's \$977,000, was principally due to increases in depreciation, amortization and interest charges related to acquisitions concluded in fiscal 1987, company said. ■ **dick clark productions** said its performance primarily resulted from losses related to its first-run syndication series. ■ **Gulf + Western** said entertainment revenues were down from second-quarter 1987; "sharp gains" in television came from increased syndication revenues from Paramount motion pictures and improved profitability of 50%-owned USA Network. ■ **Liberty's** subsidiary Cosmos Broadcasting reported operating income of \$7.1 million, down 11% from second quarter 1987, partially due to "unexciting revenue growth—particularly in national revenues." ■ **Scientific-Atlanta** said "overall fiscal 1988 results in the cable television marketplace were strong despite the market softening in the latter part of the year." Short-term costs of productivity improvement program in cable manufacturing operations adversely affected fourth-quarter results, company said. ■ **Tempo Enterprises** had net earnings of \$1.4 million for corresponding quarter of 1987. Company's shareholders have approved plan for Tempo to be merged into subsidiary of Tele-Communications Inc. in exchange for cash or TCI stock.

SOLD!

Communications Corporation, Thomas R. Galloway, President, has acquired KEZA-FM, Fayetteville/Fort Smith, Arkansas, for \$2,600,000 from RadioVision of America, Inc., Anthony J. Gazzana, President.

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ating revenues of \$30 million a year. Companies of that size don't have rated bonds." Prime cable used the money to pay off bank debt, Hughes said, and then went back to the banks to borrow more money for plant restructuring and acquisition.

Hughes, who said he dealt with Milken and fellow Drexel investment banker Leon Black, said other investment banks were not interested in arranging financing for Prime. "At that point in time, none of these other investors would touch cable," he said. "As far as I'm concerned," Hughes said, "they called attention to the fact, with the financings they did in 1982-1983, that cable television was a solid industry and deserved institutional-type money. Because of their success, other investment bankers got into the game." In 1983, Drexel raised \$52 million in a public limited partnership, Prime Cable of Georgia Ltd., to buy the cable system in Atlanta. "That's been a phenomenal success for us," Hughes said. Subsequently, Prime Cable has gone to Morgan Stanley, Shearson Lehman and Merrill Lynch for investment banking services. Drexel has also had MSO's TCI and Cablevision Systems Corp. as clients.

"We don't accept normal standards and rigidities placed on businesses by rating agencies and by tradition," said G. Chris Andersen, a managing director in Drexel's corporate finance department. "There is no cable company except Time Inc. that is rated investment grade, and yet [cable] has been one of the most rapidly growing sectors of the entertainment business." He added, "The fuel for that growth was high-yield

bonds."

Observers point to two major transactions financed through Drexel whose size and complexity probably prevented other investment bankers from doing the deals. Drexel financed Turner Broadcasting System's purchase of MGM/UA Entertainment, underwriting \$360 million in senior subordinated debentures, \$600 million in extendable senior notes and \$440 million in zero coupon notes. And when Kohlberg Kravis Roberts

and Co. (KKR) did a leveraged buyout of Storer Communications Inc. in 1985, Drexel underwrote \$1.6 billion worth of zero-coupon notes for the transaction, as well as \$608.3 million in additional debt. For Gillett Holdings, the company that owns SCI Television Inc. along with KKR, Drexel underwrote in 1987 \$170 million in subordinated debentures as well as \$250 million of zero-coupon notes related to refinancing existing debt.

The company helped finance the Australia-based News Corp.'s 1986 acquisition of the Fox Television stations from Metromedia, Inc.

In 1986, Drexel underwrote the initial public offering of shares of Olympic Broadcasting and underwrote \$30 million in high-yield debentures.

"They've been very creative and imaginative in their financing," said Ron Lightstone, executive vice president of Aaron Spelling Productions. Drexel was "very instrumental" in Spelling's initial public offering, Lightstone said, and raised \$25 million in subordinated debentures for the company in 1986. "They're very supportive of strong management," he added.

Strike fall-out. The National Association of Broadcast Employees and Technicians has won a judgment against NBC Inc. worth between \$2.6 million and \$2.8 million. The dispute arose out of a 118-day NABET strike of technicians, camera operators, news writers and other employees against the network in 1987, the longest strike in NBC's history and the second longest for NABET (BROADCASTING, Nov. 2, 1987). The strike ended with NBC winning most of its demands. After the employees returned to work, a dispute arose over whether they should be paid as of the date of the NABET-NBC agreement (Oct. 24), or the day they were called back to work by NBC (Nov. 2). An arbitrator found in favor of the union.

Bottom Line

Done. Westwood One said it had signed definitive agreement with Sillerman Acquisition Corp. to buy 50% interest and "operating control" of WNEW(AM) New York. Letter of intent between two parties was first drafted June 28.

Revision. Change in by-laws of Television Bureau of Advertising will alter membership of current board. Decision made at TVB's fall meeting last week designated two of station seats specifically for those with "primarily" independent stations. Two seats were added for chairman and immediate past chairman of TVB's sales advisory committee, bringing board membership to 25. Also added were two new board committees: nominating committee (to suggest candidates for TVB chairman and secretary) and board development committee (to suggest candidates for board membership).

NRB boycott. National Religious Broadcasters is encouraging boycott not only of Universal-MCA theatrical release, "The Last Temptation of Christ," but also of "other Universal and MCA products," said NRB President Jerry Rose. "We regret that Universal Films has made the decision to produce a film about Christ that is not only fictional but is anti-Biblical." Film, said Rose, has "the potential to cause confusion in the minds of those who will see [it] and take it as a serious portrayal of Christ." NRB concedes "a place for fiction," but, "to show Christ as a confused, weak-willed Messiah who is unsure of his mission and who describes himself as a hypocrite and a liar is a serious and deep affront to a large segment of the Christian community."

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for

WKJN (FM)
Baton Rouge, Louisiana

\$6,600,000

Senior and Senior-Subordinated Notes

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Changing Hands

KJET(AM)-KZOK(FM) Seattle, KDKO(AM) Littleton-KHH(FM) Boulder, Colo., and WBZN-AM-FM Milwaukee □ Sold by Sterling Recreation Organization to Adams Communications Inc. for \$19.25 million. **Seller** is principally owned by Frederick A. Danz, who also owns KALE(AM)-KIOK(FM) Richland, Wash. **Buyer** is Clearwater, Fla.-based group of three AM's, four FM's and 12 TV's owned by Stephen Adams. KJET is on 1590 khz full time with 5 kw. Kzok is on 102.5 mhz with 100 kw and antenna 1,170 feet above average terrain. Kdko is on 1510 khz fulltime with 10 kw-D and 1.3 kw-N. KHH is on 94.7 mhz with 100 kw and antenna 984 feet above average terrain. WBZN(AM) is daytimer on 1460 khz with 500 w. WBZN-FM is on 100.7 mhz with 50 kw and antenna 500 feet above average terrain. **Broker: Norman Fischer & Associates.**

WYAH(TV) Norfolk, Va. □ Sold by CBN Continental Broadcasting Network Inc. to Draper Communications Inc. for \$12 million. **Seller** is Virginia Beach, Va.-based group of one FM and two TV's headed by Pat Robertson. **Buyer** is Salisbury, Md.-based group of two TV's owned by Thomas Draper. WYAH is independent on ch. 27 with 2,341 kw visual, 351 kw aural and antenna 970 feet above average terrain. **Broker: Cecil L. Richards Inc.**

KLTE(FM) Oklahoma City □ Sold by Mel Wheeler Inc. to Entercom for \$4,150,000. **Seller** is Denton, Tex.-based group of two FM's and two TV's, principally owned by Mel Wheeler and family. It recently sold KBUK(AM) Baytown, Tex. ("Changing Hands," June 6) and bought KRCG(TV) Jefferson City, Mo. ("Changing Hands," July 25). **Buyer** is Bala Cynwyd, Penn.-based group of three AM's and seven FM's principally owned by Joseph M. Field. KLTE is on 101.9 mhz with 100 kw and antenna 1,388 feet above average terrain. **Broker: Cecil L. Richards Inc.**

WBZN-AM-FM Milwaukee □ Sold by Adams Communications to Channel One Communications for \$3 million. **Seller** is spinning-off station (see above). **Buyer** is owned by Les Elias and also owns KSGM-AM-FM St. Louis. WBZN(AM) is daytimer on 1460 khz with 500 w. WBZN-FM is on 100.7 mhz with 50 kw and antenna 500 feet above average terrain. **Broker: The Mahlman Co.**

KCZN(AM) Santa Paula and KZTR(FM) Camarillo, both California and KTOU(FM) Provo, Utah □ Sold by Gold Coast Communications Corp. to Golden Bear Broadcasting Inc. for \$1,967,500 for KCZN(AM)-KZTR(FM) and \$940,000 for KTOU(FM) for total of \$2,907,500. **Seller** is Los Angeles-based group of two AM's and three FM's owned by Jerome P. Maltz. It is also selling KTOU(FM) Provo, Utah (see below). **Buyer** is owned by Stephen Marriott and Wallace Heusser, who also own KDJQ(FM) Red Bluff, Calif. Heusser also owns KKOJ(FM) Fresno, Calif., and has interest in KDJK(FM) Oakdale, Calif. KCZN is on 1400 khz full time with 1 kw. KZTR is on 95.9 mhz with 3 kw and antenna 1,320 feet above average terrain. **Broker: Hogan-Feldmann Inc.**

KTPK-FM Topeka, Kan. □ Sold by Shawnee Broadcasting Co. to Topeka Broadcomm Inc. for \$2,875,000. **Seller** is principally owned by H. Pat Powers and has no other broadcast

interests. **Buyer** is principally owned by Pierce A. McNally, who has interest in WCCO(AM)-WLTE(FM)-WCCO-TV Minneapolis, KCCO-TV Alexandria, KCCW-TV Walker, all Minnesota. WFRV-TV Green Bay, Wis., and WJMN-TV Escanaba, Mich. KTPK is on 106.9 mhz with 100 kw and antenna 1,210 feet above average terrain.

KEZA(FM) Fayetteville-Fort Smith, Ark. □ Sold by RadioVision of America Inc. to Communications Corp. for \$2.6 million. **Seller** is owned by Anthony J. Gazzana, who sold WAZY(FM) Lafayette, Ind. ("Changing Hands," July 11). **Buyer** is owned by Thomas Galloway, who also owns KADN(TV) Lafayette, La. KEZA is on 107.9 mhz with 100 kw and antenna 1,259 feet above average terrain. **Broker: Media Venture Partners.**

KFH(AM) Wichita, Kan. □ Sold by The Radio Station KFH Co. to Midcontinent Broadcasting Co. of Kansas for \$800,000. **Seller** is owned by J. Phillip Kassebaum. It has no other broadcast interests. **Buyer** is Sioux Falls, S.D.-based group of two AM's and four FM's owned by E.R. Ruben, Joseph L. Floyd and Nathan L. Bentson. KFH is on 1330 khz full time with 5 kw.

KXTC(AM) Clovis, Calif. □ Sold by Clovis Broadcasters to GKC Broadcasting for \$750,000. **Seller** is owned by Carl T. Jones and is selling WYNC(AM) Yanceyville, N.C. (see

"For The Record," page 79), and has no other broadcast interests. **Buyer** is owned by Herbert S. Winokur, George R. Fritzinger and Kenneth D. Wolt. Wolt is general manager of KTNQ(AM)-KLVE-FM Los Angeles. Fritzinger is former owner of KFAC(AM) Los Angeles who bought KWKW(AM) Pasadena, Calif. Kxtc is daytimer on 790 khz with 500 w.

WJMX(FM) Florence, S.C. □ Sold by Atlantic Broadcasting Co. to Forjay Broadcasting Corp. for \$600,000. **Seller** is Florence, S.C.-based group of one AM and two FM's owned by Fred C. Avent. **Buyer** is owned by James N. Maurer, Jennifer J. Welsch, Mary B. Fulton, Pansy P. Morgan, Trell D. Maurer and Paige D. Smith. It also owns WYNN(AM) Florence, S.C. WJMX is on 106.3 mhz with 1.1 kw and antenna 505 feet above average terrain.

WDVT(AM) Philadelphia □ Sold by Franklin Broadcasting Co. to Philadelphia Christian Radio Inc. for \$525,000. **Seller** is owned by Edward Felbin, who has no other broadcast interests. **Buyer** is subsidiary of Willis Broadcasting Corp., Norfolk, Va.-based group of 15 AM's and seven FM's headed by Levi Willis. Wdvt is daytimer on 900 khz with 1 kw.

KNTI-FM Lakeport, Calif. □ Sold by Magic Communications Corp. to Evans Broadcast Service Inc. for \$415,000. **Seller**, owned by Clifford Marko, Laurence C. Nader and Harold

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Marko, has no other broadcast interests. **Buyer** is owned by Jerry Evans, who has no other broadcast interests. Evans is announcer at KIFK(FM) San Diego. KNTI-FM is on 99.5 mhz with 2.6 kw and antenna 1,880 feet above average terrain.

KAPB-AM-FM Marksville, La. □ Sold by Kenneth W. Sasso to Three Rivers Radio Co. for \$350,000. **Seller** has no other broadcast interests. **Buyer** is owned by Tom D. Gay, who also owns KCTO-AM-FM Columbia, La. KAPB is day-timer on 1370 khz with 1 kw. KAPB-FM is on 97.7

mhz with 3 kw and antenna 328 feet above average terrain.

For other proposed and approved sales, see "For the Record," page 78.

Journalism

NBC changes its mind, will air first presidential debate live

Network decides to preempt 90 minutes of its Olympics coverage on Sept. 25; says it will lose up to \$8 million in advertising revenue because of change

After a couple of weeks of negotiations between the parties, and efforts to iron out collateral problems, such as NBC's announced intention to continue with its coverage of the Olympics, everything has now fallen into place regarding the televised debates between Vice President George Bush and Governor Michael Dukakis and their respective running mates. One of the last issues resolved was whether the candidates would stand or be seated during their confrontations. They will be seated.

But the major element attracting attention last week was NBC's decision to change its mind and preempt 90 minutes of its cover-

age of the Olympics on Sept. 25 to provide live coverage of the first presidential debate. The change of mind came after Democratic and Republican party leaders and key members of Senate and House committees with jurisdiction over broadcasting called NBC to complain about its original decision. But an NBC News official said the change of mind was not a response to pressure; rather, said Tim Russert, NBC News executive vice president, it was "a gutsy call, made on principle." He said the network would lose up to \$8 million in advertising revenue by carrying the debate live.

As for the resumed negotiations, the last major issue to be settled involved the debate between the vice presidential candidates—Senator Lloyd Bentsen (D-Tex.) and Senator Dan Quayle (R-Ind.). It will be held on Oct. 5 in Omaha, starting at 8 p.m. Central time.

And, in accordance with an agreement the Dukakis and Bush camps reached last week, Bentsen and Quayle will confront each other for 90 minutes, answering questions from a panel of three questioners and separated by a moderator. Each candidate will have two minutes to respond to a question, one minute for rebuttal, and each will make a closing but not opening statement.

They will also stand behind lecterns. That constitutes virtually the only concession won by the Dukakis negotiators, led by Paul Brontas, the campaign manager, in meetings with his opposite number in the Bush camp, James Baker. The Dukakis forces wanted the candidates to stand; the Bush forces wanted them to sit. On all of the other issues—including the number of debates (Dukakis wanted as many as four), on format (Dukakis wanted only a moderator) and on subject matter (they will be open-ended as to topics; Dukakis wanted them subject-specific)—the Bush forces prevailed.

One other agreement indicates viewers will have an opportunity to see pieces of the debates more than once. The two sides agreed the campaigns will be allowed to use footage from the debates in television commercials—but only if the material is not used out of context.

The Bentsen-Quayle debate will be sponsored by the bipartisan Commission on Presidential Debates. The commission will also sponsor the first presidential debate, to be held at Wake Forest University, in Winston-Salem, N.C., starting at 8 p.m., NYT. The League of Women Voters will sponsor the second, to be held in Los Angeles on either Oct. 13 or 14, depending on whether a seventh game of the American League playoffs is required and, if so, whether the League and ABC, which will broadcast the

Ted Snider
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Victory for Sawyer. An arbitration panel has found in favor of former CBS News anchor Forrest Sawyer (now with ABC News) in his lawsuit against the William Morris Agency, Sawyer's former agent. Morris had sued Sawyer to collect 10% compensation for his CBS job, which was obtained for him by his current agent, Art Kaminsky of Athletes & Artists. The panel found that William Morris attempted to block Sawyer's employment with CBS. According to the decision, William Morris "violated its fiduciary duty to Sawyer...and therefore is not entitled to commissions...."

playoffs, agrees to move back the starting time. The starting time of the debate is not yet firm; it will be either 6 p.m. or 6:30 p.m., Pacific time.

The NBC announcement, by NBC President Robert Wright, cheered Dukakis supporters anxious for the largest audience possible. They had feared that NBC's Olympics coverage would siphon viewers from ABC, CBS and the Cable News Network, which will carry the debate. NBC officials, including Wright, received telephoned complaints about the initial decision, to hold fast to the Olympics coverage, from the chairman of the Democratic and Republican National Committees, Paul G. Kirk Jr. and Frank J. Fahrenkopf, respectively, and from Representative Edward J. Markey Jr., chairman of the House Telecommunications Subcommittee. A spokesman for Senator Ernest F. Hollings (D-S.C.), chairman of the Senate Commerce Committee, said aides had called network officials to express the senator's concern. When NBC's change in plans was announced, an aide described Hollings as "very pleased."

"I wouldn't put too much emphasis on those calls," said Russert. "They call us on everything." Rather, he said, it was a decision Wright made after checking with the news, sports and financial sections of the network. "It was a gutsy call," Russert said. "It's not a decision you make on the basis of pressure. You make it on principle." Russert made it clear the news division pressed hard for preempting the Olympics. The debate, he said, "was the biggest news story at that time—bigger than the Olympics." And the news division, he said, thought it had "done well in covering the Democratic and Republican conventions, and that the debate was an important part of the selection of a President. We hoped we could do something to allow us to do both"—the debate and the Olympics.

Wright, in announcing the change in plans, saw the choice with which NBC was confronted—between the first presidential debate of 1988 and the Olympics—as "a rare opportunity" rather than a problem. NBC, he said, would provide its viewers with both the debate and the Olympics. "We will interrupt our Olympic programming for 90 minutes on the evening of Sept. 25 to broadcast the debate between George Bush and Michael Dukakis," he said. "Immediately following the debate, we will return to Seoul, update our viewers and resume our live coverage."

A major factor in Wright's decision was said to be the time element involved. Because Seoul is 14 hours ahead of New York, NBC will tape the events and broadcast the material in prime time. The Olympics coverage will begin at 7:30 p.m. and run until midnight, when the network will tape a half-hour news break, before resuming for two more hours of the games. "Realistically," said an NBC spokesman, Dan Martinson, "the debate could not go on until 2:30 a.m." As a result, he said, "we pushed it back into prime time." Another factor, Martinsen said, was the Olympic schedule—cycling, diving and preliminary bouts in boxing and volleyball. "There was no basketball or track and field or major finals," he said. □

Study finds Bush ahead, imagewise

Study of media comments on candidates finds GOP faring better than Democrats

Those members of the public still convinced that Democrats always get favored treatment from a "liberal" media, including the networks, have been given something to think about. Liberals have been given something to worry about. Dr. Robert Lichter, who as codirector of the Center for Media and Public Affairs follows and analyzes the political coverage of ABC, CBS and NBC, issued a report last week indicating that if the message emanating from those powerful sources regarding Vice President George Bush is less than effusively favorable, the message regarding Governor Michael Dukakis is, simply, terrible.

Even Senator Dan Quayle (R-Ind.), whose choice as Bush's running mate was supposed to have spelled serious trouble for the Bush campaign, is getting a better press than Dukakis—than Bush, too, for that matter.

Lichter's findings were based on an analysis of comments regarding the candidates heard on the three major networks between Aug. 19, following the Republican convention, and Sept. 2. The comments were those of "partisans," including spokesmen for the Democratic and Republican parties, and "nonpartisans," among whom Lichter included reporters. He released the findings last week at a symposium of the American Enterprise Institute on "Beyond Quayle: Media Coverage of the Fall Campaign."

The study showed that 43% of the 68 comments heard about Bush were "positive" and 57% were "negative." As for Dukakis, only 24% of the 67 comments Lichter heard were "positive"; the remaining 76% were "negative." Particularly surprising were the findings regarding Quayle. For he appears to have emerged from the shadow of controversy surrounding his service in the National Guard and his relationship with lobbyist Paula Parkinson into the sunlight of approval. The study found that 60% of the 92 comments about Quayle were "positive" and only 40% were "negative."

Senator Lloyd Bentsen (D-Tex.), Dukakis's running mate, showed up with the most

favorable assessment scorecard of all: 100% of the comments heard about him were "positive." But the study picked up only 12 comments on Bentsen.

A breakdown of the comments as to source showed that Bush was the recipient of friendlier treatment than Dukakis not only from "partisans" but also from "nonpartisans." The study showed that 40% of the 55 comments expressed by "partisans" regarding Bush were "positive," while only 23% of the 61 "partisan" comments regarding Dukakis were in that category. As for the "nonpartisans," 54% of their comments regarding Bush were "positive," while only 29% of their comments regarding Dukakis were on the plus side. However, the study picked up only seven such comments, which Lichter considers statistically insignificant.

Quayle's press among "partisans" was particularly good. The study shows that 75% of their Quayle comments were "positive." However, that rating fell off to 40% among the "nonpartisans."

The Quayle showing as to "positive" and "negative" coverage contrasted sharply with the findings of an earlier Lichter survey, which dealt with coverage of the candidates between Aug. 16, when Bush selected Quayle as his choice for Vice President, and Aug. 28. Evaluations by all sources were 60% "positive." But evaluations by "nonpartisan" analysts were only 33% "positive," worse than any candidate received during the primaries other than Gary Hart's 21% "positive" rating.

Now Dukakis's 29% "positive" rating is the second worst. Dukakis had achieved a 58% positive rating during the primaries. Lichter attributed the sharp fall-off in part to the fact that the coverage is "more driven by campaigns" now than during the primaries. Then, he said, there were more comments by analysts explaining the meaning of the primaries. Now, there are relatively few "nonpartisan" comments.

One of the elements Lichter cited in Bush's superior assessment rating was that defense was "the number-one issue"—it was the subject of 23 of the stories monitored. Unemployment, the second most frequently mentioned subject, turned up in 16 stories.

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HDTV takes the stage at IBC

International technical conference convenes this week in England, with all eyes on high-definition TV

High-definition TV is the thing at this year's International Broadcasting Convention in Brighton, England.

The biennial conference, which will run Friday, Sept. 23, through Tuesday, Sept. 27, spotlights HDTV subjects in nearly three dozen technical paper presentations, a third of the four-day engineering program. HDTV advanced engineering demonstrations are planned as well, including an early look at the interim HDTV system developed through the European Community-backed Eureka consortium.

The international technical attendees expected by conference organizers will also find one of Europe's largest broadcast equipment exhibits at IBC. Some 200 manufacturers and others will display their wares and services in the 21,000-square-meter exhibit centers.

High-definition technology displays, however, are likely to be a leading topic of hallway conversation. The Eureka HDTV demonstration, the result of months of work by key European manufacturers including Philips and Thomson, is expected to include for the first time equipment based on an interim standard for a 1,250-line, progressively scanned system.

Unlike the first Eureka demonstration at a 1987 Montreux technical symposium in which a black-and-white interlaced-scanned camera was shown, this Eureka display is said to include equipment from camera through transmitter, including a tape machine and projector, all operating in simulation of a full-HDTV system chain.

Proponents of the competing 1,125-line, 60 hertz HDTV technology will be on hand as well at nearby Sussex University with a full display of 1,125/60 production and transmission technology. Planned are dem-

onstrations of downconversion to other standards, along with electronic cinema displays of HDTV-produced programming.

Discussion of the new Soviet initiative for a worldwide HDTV studio standard (BROADCASTING, Sept. 12) should also be evident at the conference.

In the paper program itself, high-definition is covered in virtually all its technical aspects, with papers on transmission questions, production technology and new camera designs, as well as topics including HDTV display and recording systems, standards conversion and HDTV coding systems.

The subject is broached right from the start in the conference's opening program Saturday, Sept. 24, with the European Eureka efforts described in a keynote address by project head P. Bogels of Philips International. Maximum Service Telecasters' Greg De Priest will also review the U.S. terrestrial broadcaster's perspective on the new technology.

Other keynotes in the opening program include a review of present and future broadcast technology by Sony's M. Morizono, Stanley Hubbard on independent commercial broadcast activities in the U.S. and a discussion of future satellite systems from Graham Grist of the U.K. direct broadcast project, British Satellite Broadcasting.

Saturday afternoon's technical program is devoted solely to the HDTV topic, with 11 papers including presentations from Japan's NHK (developer of the 1,125/60 system) on HDTV by DBS and on their family of full-HDTV and compatible systems. French television engineers from Thomson and France's state broadcasting authority, TDF, review an HDTV world studio standard and HDTV conversion, while compatible advanced TV is reviewed by speakers from Britain's Independent Broadcasting Authority and North American Philips. The National Association of Broadcasters's Ben

Crutchfield is also to make a presentation.

An extensive review on HDTV coding strategies follows on Sunday, Sept. 25, with eight papers contributed by representatives of the European Broadcasting Union, Philips, Thomson and others. The BBC will contribute a paper on motion-compensated DATV (digitally assisted TV) bandwidth compression for HDTV, a concept first widely shown at IBC in 1986.

HDTV camera advances dominate a Sunday afternoon seminar on cameras and other studio equipment, with HDTV camera technologies reviewed by spokesmen from Sony, Thomson-CSF of France and BTS Broadcast Television Systems of West Germany. Other papers in the session include a review of robotic cameras from Radamec and chip camera developments from Sony and Thomson-CSF.

High-definition reproduction and display technologies are covered in a Monday, Sept. 26, session, with papers from the BBC and Philips, including a discussion of HDTV videodisk and videocassette recorder systems.

Digital HDTV transmission on fiber optic lines is discussed later on Monday in a contribution from Thomson-CSF of France, while British Telecom researchers will report on HD-MAC transmission, and BTS Broadcast Television Systems of West Germany will review an HDTV VTR using analog recording with digital signal processing.

Other technical subjects, however, are not completely crowded from the agenda. Sunday sessions on studio and outside broadcast facilities cover such topics as digital optical routers for TV studios, while a transmitters and antennas session the same day reviews RF radiation issues and transmitter plant design questions.

Monday's program also includes papers on direct broadcast satellite systems from Japan's NHK and the UK's British Satellite Broadcasting, while a session later that day reviews satellite and cable services, with talks from Thomson-CSF and other French and British researchers.

Other sessions on Monday cover electronic graphics technologies, highlighted by a Sony paper on a multistandard digital composite decoder, with sessions as well on measurement technology and broadcast and interactive information systems. The paper program closes Tuesday, Sept. 27, with sessions on sound systems and radio broadcasting and a recording session with presentations on Betacam SP, D-2 and other digital format recorders and solid-state video recorders.

Bracketing the technical conference is the extensive equipment exhibit, which opens Friday, Sept. 23, at noon, then runs daily from 9:30 a.m. to 6 p.m. through Sept. 27.



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Major displays are expected from Sony, Ampex (which will show its new Alex character generator for the first time), BTS Broadcast Television Systems and Panasonic. Other major manufacturers on hand will include Chyron, Grass Valley Group, Quantel, Ikegami, Hitachi, Abekas, Barco, Basys, Dynatech, Neve, Radamec, Rank Cintel, Solid State Logic, Tektronix, Thomson Video Equipment, Varian and Ultimate. □

China to launch U.S. satellites

State Department OK's export of three Hughes birds to be used for phone, broadcast and data

Although imposing restrictions, the State Department has agreed to pursue a special trade agreement with the People's Republic of China to allow export of U.S.-made commercial satellites into the PRC for launch by China's expendable launch vehicle service, Long March. According to State Department assistant secretary, public affairs, Charles Redman, the Chinese have been aware of the terms of the potential agreement and are "definitely prepared to move forward."

The satellites are two Hughes Aircraft-built HS 601 Aussat B birds to be used for a combination of telephone, broadcast and data services in Australia, and Hughes-built Westar VI, a satellite originally built for Western Union and subsequently sold to Asiasat, a Hong Kong-based consortium including interests of the PRC and the United Kingdom. The Arms Export Control Act, said the State Department, applies to both export applications.

The restrictions issued by the State Department, said Redman, address the transfer of Hughes technology used in both commercial and government satellites, "any fair market concerns that might threaten U.S. launchers in the future" and questions of liability. The Chinese are not party to U.N. agreements concerning liability. Because the birds are U.S.-built, he said, "we might be liable for a launch accident."

The entrance of Long March adds one more player to the launch service market, which has steadily expanded since NASA pulled out of commercial services in 1986. France-based Arianespace has completed 12 successful launches of satellites in the past year, making it the most tested launcher of commercial satellites since the 1986 Challenger shuttle disaster. Earlier this year, Martin Marietta made a 15-launch deal with commercial satellite builder GE Astrospace (BROADCASTING, Feb. 15), although no specific manifest has yet been issued. Said Richard Brackeen, president, Martin Marietta Commercial Titan: "Free enterprise firms, independent of their product, cannot compete in a market targeted by foreign governments will to commit considerable financial strength and, in some cases, employing labor paid a fraction of what we believe the American worker deserves."

Said Redman: "The U.S. government will

Olympics screening. Thousands of Japanese that did not make the short trip to watch the Olympics in Seoul, South Korea, are enjoying the next best thing. They will be able to view the event on high-definition screens at their local Japanese department store. The Japan Broadcasting Corp. (NHK) is transmitting the games by direct broadcast satellite department stores throughout Japan. Shoppers at 81 stores may view high-definition highlights over 150 screens. The broadcasts were to begin last Friday (Sept. 16) with live coverage of the opening ceremony. The closing ceremony will also be delivered live. In the meantime, viewers are watching one-to-two-hour edited high-definition videotaped highlights of each day's Olympics competition. The signal is being sent from Seoul to NHK headquarters in Tokyo over an Intelsat satellite and then distributed to the rest of Japan over NHK's two DBS birds.

The DBS broadcasts are being undertaken "to let the consumer know about HDTV," said Yozo Ono, manager and chief engineers of NHK's American bureau in New York. Japanese manufacturers are now encouraging consumers to join a "Hi-Vision Club" in which a certain amount is set aside each month to save for the purchase price of the HDTV set, which will sell for about \$4,000 when introduced in 1991. Ono could not estimate how much more interest will be generated after the Olympic demonstrations.

Most Japanese consumers have never seen a high-definition screen. But some market research has been done by NHK suggesting that viewers will buy the higher-quality sets. "In Japan the people have an insatiable appetite for new audio and video technology," Masao Sugimoto, NHK controller, engineering administration and new media development said at a recent HDTV conference in Washington. NHK has, therefore, "decided to begin our HDTV broadcasting as soon as possible," he said.

continue its case-by-case approach to decisions on future export license requests for satellites destined for launch by the PRC. The positive outcome in these cases reflects our continuing interest in expanding relations with China in ways which are mutually

beneficial. We emphasize that this decision does not reflect a change in U.S. policy opposing use of Soviet launch vehicles" taking U.S.-built satellites into orbit. The State Department, he said, is aware of no substantial opposition in Congress. □

TV coverage to set records at Olympics

Worldwide broadcasts of games mark new plateau in satellite coverage of international events

Expansion in international viewing of the same programming, particularly of live programming, "starts with news and sports." International Telecommunications Satellite Organization (INTELSAT) broadcast and earth station services manager Arnold Meyers told BROADCASTING last week. This year's summer Olympics coverage, he said, provides ample evidence that the business of transmitting video worldwide "feeds on itself. Once you see coverage of special events, you want more."

Although it is difficult to call this year's worldwide Olympics coverage plans absolutely 'precedent setting,' said Meyers, pre-booked Intelsat capacity and the numbers of satellites, broadcasters and transmissions in-

volved indicate a clearly higher plateau in international broadcasting of live events. Intelsat has leased 19 transponders on a short-term (three-month), 24-hour basis—eight Indian Ocean-region channels to Europe and Japan; 10 Pacific Ocean-region channels to Australia, Canada, Japan, Mexico and the United States, and one Atlantic Ocean-region channel to Spain via Canada.

The round-the-clock dedicated leases do not include the 7,500 hours pre-booked in the form of two- or three- or four-hour blocks, broadcasters' usual mode of operation for coverage of such special events as international sports, superpower summits or the current papal tour of Africa. The 1984 summer Olympics brought only 5,500 hours of occasional-time business to Intelsat. And the highest past precedent for such dedicated leases was "two or three" for coverage of

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soccer's 1986 World Cup in Mexico, said Meyers and Intelsat broadcast and commercial services manager Sebastian Lasher.

The demand for television transmission capacity "is so great," said Intelsat, "that a near saturation level has been reached on the Intelsat Indian and Pacific Ocean television channels." During coverage of certain of the events, 19 individual transmissions will leave Seoul simultaneously. At those times, when two-satellite transmissions are counted—for instance, transmissions to Spain will use one bird to leap the Pacific Ocean to Canada and a second bird to hop over North America and the Atlantic Ocean—a total of 32 separate Intelsat channels will be in simultaneous use.

The key to the extensiveness of pre-booked full-time and block capacity, said Meyers, is the high number of countries represented at the games. In 1980, they noted, the United States and some allies boycotted the games, and in 1984 it was the Soviets and their allies that stayed away. This time around, few nations will be absent. The 38 nations directly using Intelsat, he said, do not represent an exhaustive list of nations receiving Olympics broadcasts, since many of the Intelsat users will be regional broadcasting organizations, including the European Broadcasting Union, the

Soviet Intersputnik system and the Asian Broadcast Union, all of which will use non-Intelsat birds to further distribute their coverage to other countries.

The total Intelsat system of 14 satellites may increase in the coming years. One Intelsat V bird and five Intelsat VI birds are in various stages of construction and await launch. The Intelsat board of governors, meeting last week in Washington, also authorized a \$394,278,788 Intelsat VII-series contract with satellite builder Ford Aerospace to deliver five spacecraft. How many of the V-, VI- and VII-series birds will operate as system additions or replacements will be determined by demand, said Intelsat spokesman Tony Trujillo. It was rising demand, he said, that caused reconfiguration of three of the V-series birds for South American service.

The real measure of expanding international broadcasting might be not the number of satellites in the system but rather the number of international earth stations capable of using them. According to Meyer, the number was 200 in 1980, 300 in 1984 and 500 today. This expansion of the ground segment has led to the participation of such countries as Swaziland, Brunei, Djibouti, French Polynesia and the South Pacific Seychelles Islands in Olympics and other broad-

cast coverage. Also, the development of smaller antennas has made possible the placement of more uplinks in Seoul, said Lasher. "It would have been prohibitive," he said, "to build the antenna farm for 19 outgoing feeds" without them. The higher power of the Intelsat VII birds, the first two of which are to be launched in 1992 and 1993, will allow the use of more small receiving dishes in the Pacific region as a whole.

The summer games will occasion other technological precedents. NBC will provide stereo audio. The network has also contracted New York-based James & Aster and Philips and Du Pont Optical Co. to provide a compact disc music library to complement 179 hours of programing—an advance that replaces "some 60 boxes of taped music" with 30 CD's at each of NBC's 50 production locations in Seoul, according to Philips and Du Pont. And for its own internal use, NBC has leased enough capacity to send archival video from New York to Seoul so that producers can edit on location.

Japan's NHK will use one of its short-term leases to transmit live high-definition television coverage of the opening and closing ceremonies, said Meyer. NHK has set up demonstration sites in shopping malls and other venues. □

Bottom-line impact of HDTV

Speakers at conference on advanced television urge those working on new technology to study how U.S. economy will be affected by their decisions

After Representative Edward Markey's (D-Mass.) comments to broadcasters and other segments of the American electronics industry (see BROADCASTING, Sept. 12), the emphasis of the debate on high-definition television is being changed. Engineers and executives who have been concentrating on what should be the high-definition production and transmission standard for the United States have now been asked to report on how those decisions will affect the American economy.

Trade was the major topic of a Washington conference, "HDTV and the Business of Television in the 1990's," sponsored by the Denver-based law firm of Davis, Graham & Stubbs. The experts assembled for the conference agreed that HDTV will dramatically alter the world marketplace and signal changes in television production, distribution and consumer electronics. Many of their observations will undoubtedly be included in reports Markey is expecting from several broadcast TV-related organizations by Jan. 4, 1989.

"The United States of America is a non-participant [in HDTV]," said Richard Elkus, chairman of Promtrix Corp. and co-chairman of the advanced television task force of the American Electronics Association. "We are very rapidly losing the key technologies, not the least of which is the semiconductor industry, which makes everything possible." Elkus worked for Ampex Corp. in the late 1960's when it devel-

oped the consumer videocassette recorder. Due to various business pressures, Ampex bowed out of the VCR business in 1975, but Sony and Matsushita licensed the technology and built an industry that allowed Japan "to leap to the forefront" of consumer electronics.

It is critical that the same scenario not be allowed to occur again with the dawning of HDTV, especially to the currently weakened American semiconductor industry. "I think that high-definition television offers a superb opportunity for the United States to alter its strategic look at the world," Elkus said. It could be a chance to regain prominence in electronics because "high-definition television is not going to occur overnight.... Whenever you have a major change in technology, everything in the market that is associated with that is in a state of flux."

Co-panelist Stanley S. Hubbard, president of United States Satellite Broadcasting Co., Minneapolis, interpreted Elkus's statements as a call for protectionist legislation from Congress. But Elkus said he was taking the opposite position. It is U.S. industry that must look at HDTV's long-range effects. "The very first thing that the government could do is help industry define the problem," he said, and then eliminate anti-trust restrictions and other disincentives to conduct HDTV development.

Hubbard said, and Elkus quickly agreed, that Japan became the dominant world power in the electronics industry by manufacturing products based on an American technology, NTSC. "It doesn't matter at all what country the standard comes from. If American industry wants to invest...they can take the Japanese system and do what the Japanese did to our system—improve upon it,"

Hubbard said. Japan's national television network, NHK, is willing to license its HDTV production and MUSE transmission and consumer receiver technology to equipment manufacturers in the U.S. and Europe, according to Masao Sugimoto, NHK controller, engineering administration and new media development.

For those who worry about worsening American trade numbers in the HDTV era, the biggest threat is the new generation of Japanese-made TV sets and VCR's that will destroy the already nearly extinct American consumer electronics industry. Zenith Electronics Corp. is currently the only American-based manufacturer. But Sugimoto said that exporting HDTV products to America—products scheduled to debut in Japan in 1991—is not the top priority for manufacturers. The companies will wait for Japanese consumer reaction and then try to determine if the sets will sell in the U.S., he said.

Those first HDTV receivers will most likely be projection systems and large cathode ray tubes of about 30 inches diagonal. However, many experts agree that the advantage of high-definition viewing does not become apparent to the viewer, in comparison with NTSC viewing, unless the screen is at least 50 inches. NHK is now working on a flat-panel plasma display to provide that size. Sugimoto predicted that those sets could be ready for introduction in five years.

HDTV in Japan will be delivered by direct satellite to homes via the NHK-developed MUSE-E wideband transmission. But in the U.S., MUSE-E transmission terrestrially has already been ruled out by recent FCC decisions (BROADCASTING, Sept. 5). If the cable and satellite industries chose MUSE-E as their delivery system, some

strategy will have to be found to solve the system's incompatibility with NTSC receivers. One option is open-architecture TV sets, which would be capable of decoding the MUSE-E signal and whatever system broadcasters use. Many in the broadcasting and consumer electronics industry have dismissed the idea as too expensive to produce. But Brenda Fox, vice president and general counsel of the National Cable Television Association, said: "Don't make any decisions about open architecture, but let's leave this as an option" to be considered after cable and broadcasting have chosen their transmission standards.

Another alternative is to market downconverters that could decode the MUSE-E signal for conventional NTSC sets. A prototype of the downconverter, which is expected to be ready for introduction at the same time as the HDTV receivers, was shown earlier this month by NHK at an HDTV demonstration in Washington (BROADCASTING, Sept. 12). "It's beautiful," Hubbard said of the downconverter's picture quality. Consumers in Japan will have the choice of buying a set-top converter, which is expected to cost \$50-\$100, or a new NTSC set with a built-in downconverter chip. The chip is expected to add about \$20 to the cost of the receiver. NHK officials claim.

Television production in the 1990's could also change greatly because of HDTV. Barry Rebo, who has been operating Rebo High-Definition Studio in New York since 1985, said that he began productions with the 1,125-line/60 hz system early because "down the road we're all going to need high-definition compatible programing.... The only two media right now that are compati-

ble with the new media environments are 35 mm film and the high-definition 1,125/60."

The most difficult part so far has been changing the attitudes of those devoted to 35 mm film production. High-definition distribution will be the key to a production standard's success. "I think we're in search of what could be called 'a high-definition paper clip.' There has to be a high-definition service out there that is so obvious that when we find it, we'll all wonder why we didn't think of it earlier," Rebo said. When that delivery strategy is found, he said that producers will find HDTV results superior to film in some ways. "Nobody has ever looked at one of our demonstrations and said: 'So what?'"

Sugimoto said he was unhappy about the fact that there has been little action recently toward world standardization of 1,125/60, with most of the attention in this country turned to transmission matters. He also criticized those in the U.S. who would prefer a 1,050/59.94 system to 1,125/60. "Our fundamental research of picture quality of HDTV shows a big difference between 1,125 and 1,050," he said. "Why should the United States use a poor standard like 1,050?"

On the transmission side, the views of the broadcast, cable, satellite and fiber optics industries were represented at the conference. In Japan, HDTV will appear first in the form of direct broadcast satellite (DBS). NHK is now broadcasting from two DBS satellites to more than one million Japanese homes. HDTV by DBS is expected to begin over two channels soon after a third satellite NHK has purchased from RCA is launched in 1990. "We are paying much money to

RCA but it is important to our future," Sugimoto said. NHK, which is Japan's national noncommercial service, believes it will need high-definition DBS to compete with its commercial competitors, which will be broadcasting enhanced-definition signals terrestrially, he said.

Hubbard predicted that HDTV will be delivered first by DBS in the United States as well, on a system that, he said, should be in place by 1992. "All the technology is there. Our friends in Japan have led the way in showing us how to do it," he said. The American satellites will deliver a MUSE-E signal, he said, because it is the only system that has been fully tested and proved. DBS is the best way to transmit it because "no local marketplace, whether it be a cable marketplace or a television station marketplace, is large enough to justify the investment in HDTV with the hope that enough people will be able to buy sets to watch. That leads us to the national marketplace" that DBS will serve. He foresaw that eventually all DBS broadcasting will be in high-definition with more than 100 channels to be offered. And while terrestrial broadcasters will have to overcome adjacent-channel interference, multipath and other atmospheric difficulties, "there will never be a ghost on DBS," Hubbard said.

NCTA's Fox said she believed that cable would be the first to deliver HDTV because "cable has had a history of providing something new, something better, something different" to diverse and sometimes small audiences. But before it can, cable will have spectrum problems to work out first. The biggest cable spectrum problem will be if broadcasters decide to implement an incom-



HDTV conferees. L-r: Hubbard; Fox; Crutchfield; Carpenter; Michael J. Hirrel and Miriam C. Kircher of Davis, Graham & Stubbs; Sugimoto; consultant Dale Gripps; Charles G. Schott of the National Telecommunications and Information Administration; Elkins, and Rebo.

patible 6 mhz system to be simulcast with an NTSC signal. This would mean that cable systems would have to duplicate all of their local broadcast signals to serve all of their customers. Cablecasters may be forced to choose which signal they wish to carry, Fox said.

Ben Crutchfield, director, special engineering projects for the National Association of Broadcasters, pointed out that cable will be forced to make the same decisions if broadcasters decide to adopt an augmentation-channel system, which would also require more spectrum. But Fox said that cable operators could choose to not carry the augmentation information for some stations and still serve all of their customers without duplicating service. She questioned "the FCC's presumption that the dual transmis-

sion is an effective way for handling transition" to broadcast HDTV.

The one medium that will not have any bandwidth limitations, said James B. Carpenter, assistant vice president, technology planning for Southwestern Bell, is fiber optics. The phone companies are becoming interested in video distribution, he said, because "we believe that we are a telecommunications company and that video is an important and growing component in the future of telecommunications." The price of fiber optic transmission equipment is going down because the volume production needed to meet telephone company demand is driving it down. It is now more economical to transmit voices by fiber than any application of copper wire, he said.

The last big expense will be extending the

fiber networks the phone companies are now building directly into consumers' homes. Southwestern Bell has begun that task, Carpenter said. A prototype system will be installed for voice only in Leawood, Kan., in 1990, he said.

Quality will be an issue when HDTV pictures delivered by fiber are compared to those of other media, Carpenter claimed. Fiber pictures are most likely to be delivered digitally, he claimed, and "I don't think you're going to like the impairments that analog transport brings you for very long on a high-definition TV system." The higher quality and unlimited spectrum space that will one day be available through fiber should be taken into consideration by the FCC before it sets any transmission standard, he said. □

Cablecastings

Second language

HBO is making Spanish its second language as of January 1989, at which time such films as "Platoon," "La Bamba" and "Close Encounters of the Third Kind" will be made bilingual. HBO's goal is to offer between five and 15 films a month in both languages.

HBO Chairman Michael Fuchs explained that the choice is being offered to viewers because movie studios are currently dubbing more films into Spanish than in the past and because they have increased their output of titles with Spanish themes. HBO has no plans to offer a dual language feed on its original programming.

Also, with the development of stereo TV sets, viewers of a movie with a dual audio track may choose between the two languages, pressing the "second audio program" button on sets or remote controls. Those without stereo sets may purchase a relatively inexpensive component providing the audio program option.

To offer the bilingual option, cable operators will need to make a relatively small modification in equipment at their head-end. HBO Vice President of network management Bob Zitter said those modifications would cost between \$1,000 and \$1,500.

The choice of English or Spanish will be offered to HBO's 15.9 million subscribers and Cinemax's 5.1 million subscribers. There were no predictions from HBO about how much subscriber growth will result from the dual feed.

Closer eye

Several divisions of the Connecticut state government are looking into the proposed purchase of Storer by Comcast and Telecommunications Inc. The state attorney general's antitrust task force is looking into

the matter of concentration of ownership in the cable industry within the state. And the Consumer Counsel, a branch of government that reviews actions affecting consumers, also is examining the proposed transfer.

The state's official body that approves cable transfers is the department of public utilities, which is expected to issue a tentative decision, this week. The Consumer Counsel has the right to appeal the department's decision, and the state attorney general has an advisory role in the process.

In addition to the Storer transfer, the application to fold United Cable under TCI's roof through United Artists is also pending before the state, and there is discussion of folding all those matters into one proceeding, officials at the utilities division say.

More from Lifetime

Lifetime is piloting two new series: *Esquire: About Men, For Women*, a weekly half-hour with Susan Winston (most recently a producer at Lorimar and previously the programming executive brought in to revitalize CBS's *Morning News* [BROADCASTING, Aug. 4, 1986]); and *Quest*, a fantasy/adventure game-show strip. Pat Fili, senior vice president of programming, announced the two new series during a New York Academy of Television Arts and Sciences luncheon.

Although it will be based on a magazine for men, *Esquire* will target Lifetime's female audience by giving women an opportunity to see how men think day-to-day. Features from *Esquire*, the magazine, that will be incorporated into the television program will be "A Date With..."; an essay on fatherhood; "Fact or Fiction: Do Men Really Kiss and Tell?"; and what men really talk about in the steamroom.

Esquire will air on weekend afternoons. There will be no host for the program, but a regular team of reporters will appear each week. *Esquire* will be produced by King Features Entertainment. King Features is owned by Hearst Corp., which also owns the *Esquire* magazine, as well as a one-third share in Lifetime.

Quest is a 65-episode strip for late afternoons that will ask players to go on a quest for fame, fortune or love. Players will be faced with videotaped scenarios and asked to choose one of three resolutions. By making an appropriate choice, a player moves on to another set of choices. The show is a production of Angel Entertainment in association with Jay Redack Productions.

TNT previews its wares

The Eastern Cable Show allowed a new network—Turner Network Television—to show its stuff last week in Atlanta.

Turner arranged a videoconference for cable operators to update them on the launch of TNT. Turner Chairman Ted Turner said he was "particularly excited about the original programming" on the service. He said the programming will have either a positive story to tell or stars with marquee value. Among those signed for TNT productions are Charlton Heston, Vanessa Redgrave, Sir John Gielgud, Faye Dunaway, Farrah Fawcett, Martin Sheen, Emilio Estevez and James Brolin.

Turner officials said that TNT, which will launch Oct. 3 with a showing of "Gone with the Wind," will help cable operators attract nonsubscribers.

Gerald Hogan, president of Turner Entertainment Networks, said TNT projects its 24-hour ratings will be a 0.6 at launch and will increase 0.2 in each of the next two years to reach a 1.0 by 1991. He and Turner said they hoped the NBA would

move over to TNT by the 1989 season, if TNT has reached 30 million homes, at which time Turner's Atlanta Hawks would return to WTBS(TV) Atlanta for a 25-game schedule.

Hogan said TNT will show more than twice as many movies as WTBS—250 versus 120 in a given month—and will premiere two colorized movies per month, while WTBS will offer one a month.

Hogan said the original programming will be of network quality, and said TBS was paying upward of \$1.5 million per hour for the original productions, the high end of network prices, he said.

On a syndication question, Turner said TNT's original programming would air on TNT, return to TNT six months later, and then move to another window on WTBS for another year, before moving on to broadcast syndication. Both he and Hogan said WTBS will be programmed so operators will not have to black out any programming upon the return of syndicated exclusivity. Hogan announced at the videoconference that Turner had acquired the rights to *Happy Days* from Paramount, but that broadcasters with the show could not ask for exclusivity, because TBS paid a premium to insure against that occurrence.

Turner projected that TNT would break even after an initial loss of \$40 million, which he said wasn't much considering that CNN lost \$250 million before becoming profitable.

TNT will be unscrambled initially, at the request of several cable operators, said Turner, but will be scrambled by December. There will be no separate West Coast feed until year two or three, but the prime time movie will be replayed at 11 p.m. NYT, giving it a prime time play on the West Coast.

Satellite cable interconnect

Adlink, a cable interconnect in Los Angeles, and National Cable Advertising have formed a joint sales operation that will deliver advertising spots by satellite to cable systems in the Los Angeles area beginning Oct. 1. The operation is believed to be the first satellite cable interconnect in the country.

Adlink is owned by five cable companies—Choice Television, American Cablesystems, Comcast, United Cable and King Videocable—and Prime Ticket, the basic regional sports service that carries the Los Angeles Lakers and Kings. NCA is owned by Cox Cable, Continental, Warner and Comcast, each of which owns 12.5% and Robert Williams, president of NCA, who controls the other half. NCA will provide Adlink with expertise on data collection and billing. NCA, a cable rep firm, has offices in New York, Chicago, Atlanta and Boston. With the NCA association, Adlink will become the exclusive national advertising rep for the adjacent Los Angeles markets of San Diego, Santa Barbara and Bakersfield.

The ad spots will be delivered over Prime Ticket's transponder on Satcom IV, transponder 20. The interconnect reaches nearly one million homes.

Big spenders. The following is a list of the top 10 cable advertisers, comparing their spending for the first six months of 1988 to the comparable period a year ago.

<i>Company</i>	<i>First Half 1988</i>	<i>First Half 1987</i>	<i>% Change</i>
1. Procter & Gamble	\$14,146,430	\$10,913,232	+30
2. Philip Morris	\$11,892,953	\$11,592,864	+3
3. General Mills	\$8,559,534	\$7,097,803	+21
4. Anheuser-Busch	\$8,550,447	\$10,399,704	-18
5. Time Inc.	\$7,824,133	\$7,430,362	+5
6. RJR Nabisco	\$6,156,088	\$7,197,172	-14
7. Eastman Kodak*	\$6,076,831	\$1,031,312	+489
8. Chrysler Corp.**	\$5,695,750	\$1,453,525	+292
9. Mars Inc.	\$5,021,601	\$9,226,058	-46
10. Gillette	\$4,719,942	\$5,689,867	-17

* includes Sterling Drug

** includes Jeep Dealers Assoc

WIRELESS CABLE '88 ANNUAL CONVENTION AND EXPOSITION

Featuring:

Senator Albert Gore
FCC Commissioner James Quello
Attorney General Charles Brown, West Virginia
Mr. Henry Geller, Center for Policy Research

Plus:

Educational Sessions
Equipment Exhibition

Date:

October 16, 17, 18

Place:

Hyatt Regency Crystal City
(Adjacent to Washington's National Airport)

Cost:

\$450 before September 23
\$500 after September 23
(Includes 2 breakfasts, 2 lunches and one dinner)

Sponsor:

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As compiled by BROADCASTING from Sept. 7 through Sept. 14 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

■ **KXTC(AM)** Clovis, CA (BAL880812EC; 790 khz; 500 w-D)—Seeks assignment of license from Clovis Broadcasters to GK Broadcasting for \$750,000. Seller is owned by Carl T. Jones. It is selling **WYNC(AM)** Yanceyville, NC (see below), and has no other broadcast interests. Buyer is owned by Herbert S. Winokur, George R. Fritzinger and Kenneth D. Wolt. Wolt is general manager of **KTNQ(AM)**-KLVE-FM Los Angeles, CA. Fritzinger is former owner of **KFAC(AM)** Los Angeles who bought **KWKW(AM)** Pasadena, CA. Filed Aug. 12.

■ **KDKJ(TV)** Fort Bragg, CA (BAPCT880819; ch. 8; 215 kw; HAAT: 2,445 ft.)—Seeks assignment of license from Capital Foothills Broadcasters to California-Oregon Broadcasting Inc. for \$150,000. Seller has no other broadcast interests. Buyer is owned by Carol A. Smullin-Brown, Richard W. Green, Patricia D. Smullin, William B. Smullin and Patricia C. Smullin. It also owns **KOBI-TV** Medford, KOTI-TV Klamath Falls and **KAGI(AM)** Grants Pass, all Oregon, and **KRCR-TV** Redding and **KFLI(AM)**-KEKA-FM Eureka, all California. Filed Aug. 19.

■ **KCLQ(AM)** Hanford, CA (BAL880819EA; 620 khz; 1 kw-U)—Seeks assignment of license from Liggett Broadcast Inc. to Central Valley Spanish Broadcasting Inc. for \$175,000. Seller is Williamston, MI-based group of two AM's and six FM's principally owned by Robert G. Liggett. Buyer is owned by F. Robert Fenton, former owner of **KTMS(AM)**-KHTY(FM) Santa Barbara, CA, who also has interest in **KHSN(AM)** Coos Bay and **KOOS-FM** North Bend, both Oregon, and is buying **KUKI(AM)**-KIAH(FM) Ukiah, CA (see below). Filed Aug. 19.

■ **KIEZ(FM)** Santa Paula, CA (BALH880829GG; 96.7 mhz; 3 kw; HAAT: 1,500 ft.)—Seeks assignment of license from Starbright Broadcasting Inc. to Radio Santa Barbara Inc. for \$1,500,000. Seller has no other broadcast interests. Buyer is principally owned by Alexander Sheftell, James E. Olerich and Burke Kaplan. It also owns **KIST(AM)** Santa Barbara and **KMGQ(FM)** Goleta, both California. Kaplan and Sheftell have interest in **KMAK(AM)** Fresno and **KBOS(FM)** Tulare, both California. Filed Aug. 29.

■ **KUKI(AM)**-KIAH(FM) Ukiah, CA (AM: BAL880816EA; 1400 khz; 1 kw-U; FM: BALH880816EB; 103.3 mhz; 1.9 kw; HAAT: 1,840 ft.)—Seeks assignment of license from KUKI-KIAH Inc. to Mendocino Broadcasting Inc. for \$850,000. Seller is owned by Colene Ingraham and family. It has no other broadcast interests. Buyer is owned by F. Robert Fenton, former owner of **KTMS(AM)**-KHTY(FM) Santa Barbara, CA, who also has interest in

KHSN(AM) Coos Bay and **KOOS-FM** North Bend, both Oregon, and is also buying **KCLQ(FM)** Hanford, CA. Filed Aug. 16.

■ **KYOU(FM)** Greeley, CO (BALH880815HV; 92.5 mhz; 25 kw; HAAT: 470 ft.)—Seeks assignment of license from Surrey Broadcasting to All Pro Broadcasting for \$5.5 million. Seller is Denver-based group of three AM's and two FM's owned by John Nichols and his son Kent. Buyer is Los Angeles-based group of one AM and two FM's owned by Willie D. Davis, Ann Davis and Cliff Gill. Filed Aug. 15.

■ **WCCF(AM)**-WQLM(FM) Punta Gorda, FL (AM: BAL880831HS; 1580 khz; 1 kw-D; FM: BALH880831HT; 92.7 mhz; 3 kw; HAAT: 156 ft.)—Seeks assignment of license from Odden Broadcasting of Florida Inc. to WQLM-FM Inc. for \$3,100,000. Seller is Wheeling, WV-based group of four AM's and three FM's and publisher of daily newspapers in nine states. Buyer is owned by Carl J. Marcocci, who also owns **WGUL-FM** New Port Richey and **WGUL(AM)** Dunedin, both Florida, and **WSGA(AM)**-WZAT(FM) Savannah, GA. Filed Aug. 31.

■ **WRFM(AM)** Hialeah, FL (BTC880812EG; 830 khz; 1 kw-U)—Seeks assignment of license from Richard A. Bowers et al. to Interamerican Broadcasting Inc. for \$150,000. Seller has no other broadcast interests. Buyer is owned by Adib Eden and Morton Goudiss. It has no other broadcast interests. Filed Aug. 12.

■ **WAGQ(FM)** Athens, GA (BTCH880812EE; 104.7 mhz; 50 kw; HAAT: 240 ft.)—Seeks assignment of license from C.A. McClure to Ring Radio Company for \$15.2 million. Seller has no other broadcast interests. Buyer is owned by Charles A. Smithgall III and Lor E. Rechin. It also owns **WCNN(AM)** North Atlanta, GA. Filed Aug. 12.

■ **KTPK-FM** Topeka, KS (BALH880830HQ; 106.9 mhz; 100 kw; HAAT: 1,210 ft.)—Seeks assignment of license from Shawnee Broadcasting Co. to Topeka Broadcomm Inc. for \$2,875,000. Seller is principally owned by H. Pat Powers. Buyer is owned by Pierce A. McNally and Charles J. Burns. McNally has interest in **WCCO(AM)**-WLTE(FM)-WCCO-TV Minneapolis, KCCO-TV Alexandria and KCCW-TV Walker, all Minnesota, WFRV-TV Green Bay, WI, and WJMN-TV Escanaba, MI. Filed Aug. 30.

■ **KFH(AM)** Wichita, KS (BAL880815EC; 1330 khz; 5 kw-U)—Seeks assignment of license from The Radio Station KFH Co. to Midcontinent Broadcasting Co. of Kansas for \$800,000. Seller is owned by J. Phillip Kassebaum. It has no other broadcast interests. Buyer is Sioux Falls, SD-based group of two AM's and four FM's owned by E.R. Ruben, Joseph L. Floyd and Nathan L. Benson. Filed Aug. 15.

■ **KAPB-AM-FM** Marksville, LA (AM: BAL880824EB; 1370 khz; 1 kw-D; FM: BALH880824EC; 97.7 mhz; 3 kw; HAAT: 328 ft.)—Seeks assignment of license from Kenneth W. Sasso to Three Rivers Radio Co. for \$350,000. Seller has no other broadcast interests. Buyer is owned by Tom D. Gay, who also owns **KCTO-AM-FM** Columbia, LA. Filed Aug. 24.

■ **WXGR(AM)** Bay St. Louis, MS (BAL880830EA; 1190 khz; 5 kw-D)—Seeks assignment of license from Badean Media L.P. to Hancock Broadcasting Corp. for \$237,185. Seller has no other broadcast interests. Buyer is owned by William Thrasher, Richard L. Mays, Edward Walker and Kenny Lumier. Mays has interest in **KLRT(TV)** Little Rock, AR. Filed Aug. 30.

■ **WCKO-FM** Jackson, MS (BALH880829HU; 98.7 mhz; 56 kw; HAAT: 310 ft.)—Seeks assignment of license from Pepsi Cola Bottling Co Inc. to Calcasieu Television & Radio Inc. for \$1,100,000. Seller has no other broadcast interests. Buyer is owned by G. Russell Chambers, Albert H. Smith and Rita S. Chambers. It has no other broadcast interests. Filed Aug. 29.

■ **KVBM-TV** Minneapolis, MN (ch. 45; 3,259 kw; HAAT: 1,081 ft.)—Seeks assignment of license from Vision Broadcasting Corp. to KVBM Television Inc. for \$289,000. Seller is owned by Marva C. Morris. It has no other broadcast interests. Buyer is owned by Daniel Peters, Renae Peters and Sheldon A. Johnson. It has no other broadcast interests. Filed Aug. 17.

■ **KBLG(AM)** Billings, MT (BAL880824ED; 910 khz; 1 kw-D)—Seeks assignment of license from Big Sky Communications Inc. to Sunbrook Communications for \$175,000. Seller is owned by Thomas F. Erickson. It has no other broadcast interests. Buyer is principally owned by Larry Roberts, Alan Cooper and Edward Cooper. It has no other

**Coastal Florida C-1 combo
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GEORGE REED 904/730-2522**

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ED SHAFFER 404/698-9100**

**California Class A with mkt.
pop. of 350K — \$1,300,000
JIM MERGEN 818/893-3199**

**Top Ten combo w/ Class B FM
\$15,000,000
JIM BREWER 904/730-2522**

**MO small mkt. AM/FM, excellent
owner/op. — \$600,000, terms
BILL LYTLE 816/932-5314**

**So. California Spanish AM
Profitable — \$4,000,000
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**Excellent owner/op. FM with
cash flow; terms — \$775,000
ERNIE PEARCE 404/698-9100**

**Rocky Mtn. resort: AM/FM with
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**Carolina Class C combo
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deca. terests. Filed Aug. 24.

- **KPTL(AM)** Carson City, NV (BTC880822EA; 1300 khz; 5 kw-D; 500 w-N)—Seeks assignment of license from John A. Schoen to MB Broadcasting Corp. for \$75,000. Seller has no other broadcast interests. Buyer is owned by Craig E. Swope, Mary E. Swope, Christine A. Baker, Truett A. Loftin, Jerry Feutz, Paula Schofield and Fred Primmer. It has no other broadcast interests. Filed Aug. 22.
- **WIVB-TV** Buffalo, NY (File: 4; 100 kw; HAAT: 1,200 ft.)—Seeks assignment of license from Howard Publications Inc. to King World Productions Inc. for \$76,964,992. Seller is Oceanside, CA-based publisher of newspapers in 11 states. It has no other broadcast interests. Buyer is owned by Roger King, Michael King, Diana King, Richard King and James M. Rupp. Rupp has interest in WCCO(AM)-WLTE(FM)-WCCO-TV Minneapolis, KCCO-TV Alexandria and KCCW-TV Walker, all Minnesota. WFRV-TV Green Bay, WI, and WJMN-TV Escanaba, MI. Filed Aug. 24.
- **WFAN(AM)** New York, NY (BAL880825EA; 1050 khz; 50 kw-U)—Seeks assignment of license from Spanish Broadcasting System of Florida to The Forward Association Inc. for \$23,000,000. Seller is New York-based group of three AM's and two FM's owned by Raul Alarcon. Buyer is owned by Joseph Mitchell Lokiec, Louis Silver, Sylvia Cooperstein, Emanuel Gershner, Sylvia Klein and William Stern. It also owns WEVD-FM New York. Filed Aug. 25.
- **WJEX(AM)** Syracuse, NY (BAP880816EF; 670 khz; 2.5 kw)—Seeks assignment of license from Craig L. Fox to Atlantic Ventures of New York L.P. for \$4,500,000. Seller has interest in three AM's and five TV's. Buyer is owned by Steven B. Dodge, Eric B. Schultz, Joseph L. Winn and Michael B. Milson, who are all former officers of American Cable Systems, which merged with Continental Cablevision last year, and James T. Herron, former radio consultant based in Chicago. It also owns WNYR(AM)-WEZO(FM) Rochester, NY, purchased WAQX(FM) Syracuse, NY, and has reached settlement agreement to purchase WRKO(AM)-WROR(FM) Boston. Filed Aug. 16.
- **WYNC(AM)** Yanceyville, NC (BTC880811EF; 1540 khz; 2.5 kw-D)—Seeks assignment of license from Clovis Broadcasters to Gene E. Ward for \$125,620. Seller is owned by Carl T. Jones. It is selling KXTC(AM) Clovis, CA (see above), and has no other broadcast interests. Buyer is owned by Gene E. Ward, who also owns WRNC(AM) Reidsville, NC. Filed Aug. 11.
- **KPMA(FM)** Altamont, OR (BAPH880829HP; 101.3 mhz; 100 kw; HAAT: 321 ft.)—Seeks assignment of license from Peter Moncre to Western States Broadcasting for \$10,000. Seller has no other broadcast interests. Buyer is owned by William L. Zawila and Jay Stevens. It also owns new AM in West Klamath, OR. Zawila owns KKFO(AM)-KNGS(FM) Coalinga, CA, and new AM in Templeton, CA. Filed Aug. 29.
- **WDVT(AM)** Philadelphia, PA (BAL880815EE; 900 khz; 1 kw-D)—Seeks assignment of license from Franklin Broadcasting Co. to Philadelphia Christian Radio Inc. for \$525,000. Seller is owned by Edward Felbin, who has no other broadcast interests. Buyer is subsidiary of Willis Broadcasting Corp., Norfolk, VA-based group of 15 AM's and seven FM's headed by Levi Willis. Filed Aug. 15.
- **WEGA(AM)** Vega Baja, PR (BAL880823EA; 1350 khz; 500 w-U)—Seeks assignment of license from Vega Baja Broadcasting Corp. to Radio Sol Broadcasting Corp. for \$390,000. Seller is owned by Angel Manuel Ciordia, who has no other broadcast interests. Buyer is owned by Luis R. Bou and Gladys N. Criado. It has no other broadcast interests. Filed Aug. 23.
- **WJMX(FM)** Florence, SC (BALH880818GR; 106.3 mhz; 1.1 kw; HAAT: 505 ft.)—Seeks assignment of license from Atlantic Broadcasting Co. to Forjaj Broadcasting Corporation for \$600,000. Seller is Florence, SC-based group of one AM and two FM's owned by Fred C. Avent. Buyer is owned by James N. Maurer, Jennifer J. Welsch, Mary B. Fulton, Pansy P. Morgan, Trel D. Maurer and Paige D. Smith. It also owns WYNN(AM) Florence, SC. Filed Aug. 18.
- **WETO(TV)** Greeneville, TN (File: 39; 3020 kw-V; HAAT: 2628 ft.)—Seeks assignment of license from East Tennessee's Own Inc. to East Tennessee Broadcasting Corp. for \$1,900,882. Seller is principally owned by Jay D. Austin, Tom N. Austin, Hank Lochte and Robert Lochte. Buyer is owned by Michael P. Thompson, Robert Weston, Richard Marrow and James Warner. It has no other broadcast interests. Filed Aug. 19.
- **WETB(AM)** Johnson City, TN (BTC880824EA; 790 khz; 5 kw-D)—Seeks assignment of license from Trevor F. Swoyer to Alpha-Omega Broadcasting Inc. for \$444,000. Seller has no other broadcast interests. Buyer is owned by John W. Hutson II and Steve L. Burleson. It has no other broadcast interests. Filed Aug. 24.
- **WCAY-TV** Nashville, TN (ch. 30; 5000 kw; HAAT:

1415 ft.)—Seeks assignment of license from TVX Broadcast Group to SouthWest MultiMedia Corp. for \$6.2 million. Seller is Virginia Beach, Va.-based group of 12 TV's headed by Gene Loving, chairman, and John Trinder. Buyer is Houston-based group of four TV's principally owned by Billy Goldberg and Lester Kamin. Filed Aug. 24.

■ **KKHT(FM)** Houston, TX (BALH880824HD; 96.5 mhz; 100 kw; HAAT: 1,952 ft.)—Seeks assignment of license from Malrite Of Texas Inc. to Emmis Broadcasting Corp. for \$24,000,000. Seller is Cleveland-based group of four AM's, seven FM's and six TV's headed by Milton Maltz, chairman. Buyer is Indianapolis-based group of one AM and five FM's owned by Jeffrey H. Smulyan. Filed Aug. 24.

■ **KDUV(FM)** Kingsville, TX (BALH880819GN; 97.7 mhz; 3 kw; HAAT: 150 ft.)—Seeks assignment of license from Edwards Communications Corp. to Quality Broadcasting Corp. for \$800,000. Seller is owned by Chet Edwards, who also owns colocated KINE(AM). Buyer is owned by Grace W. Dobson and Thomas E. Dobson. It has no other broadcast interests. Filed Aug. 19.

■ **KFIT(AM)** Lockhart, TX (BAPL880816EG; 1060 khz; 250 w-D)—Seeks assignment of license from Harvey Caughey, Bankruptcy Trustee to Parity Radio Corp., for \$140,000. Seller has no other broadcast interests. Buyer is owned by Fred Lundgren III and Jerome Friemel. It has no other broadcast interests. Filed Aug. 16.

■ **KADE(FM)** Weatherford, TX (BALED880819GL; 89.5 mhz; 368 w; HAAT: 205 ft.)—Seeks assignment of license from Criswell Center for Biblical Studies to Springtown Educational Broadcast Foundation for \$44,000. Seller is Dallas-based nonprofit group of six FM's and one shortwave. Buyer is owned by Wesley Yeager, Angela Yeager and Gayle Moring. Yeagers have interest in KMQX(FM) Springtown, TX. Filed Aug. 19.

New Stations

■ **Bella Vista, AR (BPH880714NT)—JEM Broadcasting Co.** seeks 106.5 mhz; 50 kw H&V; 149 m. Address: 216 N. Main St., Bentonville, AR 72712. Principal is owned by Elvis L. Moody, who also owns KJEM(AM) Bentonville-Bella Vista, AR, and KJEM-FM Seligman, MO. Filed July 14.

■ **Lenwood, CA (BPH880714NP)—Encide Orchard** seeks 104.9 mhz; 3 kw H&V; 100 m. Address: Box 8500, Victorville, CA 92392. Principal has no other broadcast interests. Filed July 14.

■ **Lucerne Valley, CA (BPH880714MS)—Rasa Communications Corp.** seeks 106.5 mhz; 0.15 kw H&V; 331 m. Address: 11671 Locust Lane, Apple Valley, CA 93208. Principal is owned by Marcelino Q. Garza, who has no other broadcast interests. Filed July 14.

■ **Lucerne Valley, CA (BPH880714NM)—Lucerne Valley Broadcasting Inc.** seeks 106.5 mhz; 3 kw H&V; -92 m. Address: 1222-67 River Glen Row, San Diego, CA 92111. Principal is owned by Eva Torres, Arturo F. Vazquez and Esther Torres, who have no other broadcast interests. Filed July 14.

■ **Orlorland, CA (BPH880714NA)—PKL Partnership** seeks 106.5 mhz; 3 kw H&V; -267 m. Address: 14081 Yorba St., Ste. 226, Tustin, CA 92680. Principal is owned by Patricia K. Lusin and Alice M. Nozawa. It has no other broadcast interests. Filed July 14.

■ **South Oroville, CA (BPH880713MD)—Fog Communications** seeks 104.9 mhz; 3 kw H&V; 100 m. Address: 1819 Mitchell Ave., Eau Claire, WI 54701. Principal is owned by Dale A. Ganske and Bob Fonoroff, who also have interest in WISM(AM) Eau Claire, WI. Filed July 13.

■ **South Oroville, CA (BPH880714NF)—Melvin N. Peterson** seeks 104.9 mhz; 3 kw H&V; 100 m. Address: P.O. Box 1408, Oroville, CA 95965. Principal has no other broadcast interests. Filed July 14.

■ **Ledyard, CT (BPH880714NL)—Ledyard Community Broadcasting** seeks 106.5 mhz; 3 kw H&V; 88 m. Address: Woody Hill Rd., Hope Valley, RI 02832. Principal is owned by Gloria E. Fuller, who has no other broadcast interests. Filed July 14.

■ **Ledyard, CT (BPH880714MQ)—Ledyard Broadcasting Co.** seeks 106.5 mhz; 3 kw H&V; 100 m. Address: 15 Applewood Common, East Lyme, CT 06333. Principal is owned by Susan F. Reardon, Joan D. Nazzaro and Lise M. Reardon; it has no other broadcast interests. Filed July 14.

■ **Ledyard, CT (BPH880714NH)—Clark F. Smidt** seeks 106.5 mhz; 1.76 kw H&V; 131 m. Address: 56 Lindbergh Ave., West Newton, MA 02165. Principal has no other broadcast interests. Filed July 14.

■ **Ledyard, CT (BPH880714MP)—The Taft Group Inc.**

seeks 106.5 mhz; 3 kw H&V; 100 m. Address: P.O. Box 9231, Waterbury, CT 06723. Principal is owned by Vinal S. Duncan, Richard D. Barbieri and John A. Corpaci. It also owns WQQW(AM) Waterbury, CT. Filed July 14.

■ **Ledyard, CT (BPH880714NX)—Ledyard Connecticut FM Radio LP** seeks 106.5 khz; 3 kw H&V; 99 m. Address: 7 Johnnie Ct., Ledyard, CT 06339. Principal has no other broadcast interests. Filed July 14.

■ **Pocomoke City, MD (BPH880714NV)—Terrace Communications Inc.** seeks 106.5 mhz; 3 kw H&V; 100 m. Address: 18 Terrace Rd., Rehoboth Beach, DE 19971. Principal is owned by Elaine C. Eicher, who has no other broadcast interests. Filed July 14.

■ **Pocomoke City, MD (BPH880714NW)—Transmedia Inc.** seeks 106.5 mhz; 3 kw H&V; 100 m. Address: Rte. 3, Box 16D, Pocomoke City, MD 21851. Principal is owned by James D. Layton, Louis Friedman and Linda A. Layton. Layton has interest in WKRE(AM) Jamesville and WKRE-FM Exmore, VA. Filed July 14.

■ **Pocomoke City, MD (BPH880714MU)—Five Star Broadcasting Inc.** seeks 106.5 mhz; 3 kw H&V; 100 m. Address: 42 Marlo Rd., Wayne, NJ 07470. Principal is owned by Sidney Friedman, Franklyn Field, Anthony Guida, Gerald Bauman and Maxine Zimmerman. It also owns WDMV(AM) Pocomoke City, MD. Filed July 14.

■ **Lancaster, NH (BPH880719MC)—Michael W. Beattie** seeks 102.3 mhz; 3 kw H&V; -45 m. Address: 99 Bridge St., Lancaster, NH 03584. Principal owns WLWG(AM) Lancaster, NH. Filed July 19.

■ **Old Forge, NY (BPH880714NQ)—Fulton Chain Broadcasting Inc.** seeks 99.7 mhz; 3 kw H&V; 100 m. Address: 4907 Rutland Place, Alexandria, VA 22304. Principal is owned by Kathy G. Root, who also has interest in WSWR(FM) Shelby, OH. Filed July 14.

■ **Byesville, OH (BPH880714NG)—Gary A. Petricola** seeks 97.7 mhz; 3 kw H&V; 100 m. Address: 218 E. 12th St., Dover, OH 44622. Principal owns 50% of WJER-AM-FM Dover-New Philadelphia, OH. Filed July 14.

■ **Byesville, OH (BPH880714MO)—Mic Rathje** seeks 97.7 mhz; 2 kw H&V; 122 m. Address: 6745 N. Chapultepec Circle, Tucson, AZ 85715. Principal has no other broadcast interests. Filed July 14.

■ **Byesville, OH (BPH880714NO)—Hometown Broadcasting Co.** seeks 97.7 mhz; 3 kw H&V; 100 m. Address: P.O. Box 685, Greencup, KY 41144. Principal is owned by Robert L. Scheibly, Phillip B. Leslie, John R. Meginnis and James G. Hedrick. It has no other broadcast interests. Filed July 14.

■ **Delta, OH (BPH880714NK)—Dickey Broadcasting Co.** seeks 106.5 mhz; 3 kw H&V; 100 m. Address: 4029 Deepwood Lane, Toledo, OH 43614. Principal is owned by Lewis W. Dickey and John W. Dickey, who have interest in WOHO(AM) Toledo, OH, and WWWFM(AM) Sylvania, OH. Filed July 14.

■ **Delta, OH (BPH880714NS)—Atlantic Resources Corp.** seeks 106.5 mhz; 3 kw H&V; 100 m. Address: Atrium One, 201 E. 4th St., Ste. 1717, Cincinnati, OH 45202. Principal is owned by Christian R. Caggiano, Paul E. Cheney and Charles E. Reynolds, who also own WERT(AM)-WKSD(FM) Van Wert, OH. Filed July 14.

■ **Zanesville, OH (BPED880718MF)—Ohio University** seeks 90.1 mhz; 4 kw; 100 m. Address: 9 South College St., Athens, OH 45701. Principal is educational institution headed by Charles J. Ping, Richard R. Campbell, Priscilla S. D'angelo, Jeannette G. Grasselli, Dennis B. Heffernan and Alan H. Geiger. Filed July 18.

■ **Tioga, PA (BPH880714NR)—Anita L. Clark** seeks 93.3 mhz; 1.65 kw H&V; 131 m. Address: 688 Ellistown Rd., Waverly, NY 14892. Principal has no other broadcast interests. Filed July 14.

■ **Rogersville, TN (BPH880713MF)—WRGS INC.** seeks 106.5 mhz; 0.6 kw H&V; 222 m. Address: Burem Road, Rogersville, TN 37857. Principal is owned by C. Philip Beal and Stephen M. Waller. It also owns WRGS(AM) Rogersville, TN. Filed July 13.

■ **Round Rock, TX (BPH880714MZ)—Round Rock Broadcasting Inc.** seeks 105.9 mhz; 50 kw H&V; 150 m. Address: 1116 Ridge Oak Drive, Georgetown, TX 78628. Principal is owned by John Lalley Moran, who has no other broadcast interests. Filed July 14.

■ **Round Rock, TX (BPH880714MV)—Vantage Broadcasting** seeks 105.9 mhz; 50 kw H&V; 150 m. Address: 1104 E. Live Oak, Austin, TX 78704. Principal is owned by Michael Oppenheimer and Susan Henderson. It has no other broadcast interests. Filed July 14.

■ **Round Rock, TX (BPH880714MR)—Catherine Dial Easley** seeks 105.9 mhz; 50 kw H&V; 150 m. Address: 634 Alamo Heights Blvd., San Antonio, TX 78203. Principal has no other broadcast interests. Filed July 14.

■ **Round Rock, TX (BPH880714NN)—Lynn E. Gerstein**

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seeks 105.9 mhz; 50 kw H&V; 150 m. Address: 3426 Hopecrest. San Antonio, TX 78230. Principal has KRRG(FM) Laredo, TX. Filed July 14.

■ Round Rock, TX (BPH880714MT)—Roca Redondo Radio Inc. seeks 105.9 mhz; 11.2 kw H&V; 274 m. Address: 5406 Odessa Lane, Austin, TX 78731. Principal is owned by Ambrosio Melendrez, who has no other broadcast interests. Filed July 14.

■ Round Rock, TX (BPH880713MG)—Round Rock Radio Group Inc. seeks 105.9 mhz; 50 kw H&V; 150 m. Address: 1717 N. IH 35, Ste. 207, Round Rock, TX 78680. Principal is owned by Michael R. Rivera, Steve D. Pena, J.A. Leonard and J. David Trotter, who have no other broadcast interests. Filed July 13.

■ Round Rock, TX (BPH880714NU)—Jimmy L. Ray seeks 105.9 mhz; 50 kw H&V; 150 m. Address: 1706 Barton Cliff Drive, Austin, TX 78704. Principal has interest in KOKE(AM) Rollingwood, TX, KGNB(AM)-KNBT(FM) New Braunfels, TX, and KLTO(FM) El Paso, TX. Filed July 14.

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New AM	
KSEL	KENM James G. Boles, Portales, NM
Existing FM's	
KSEL-FM	KKHJ James G. Boles, Portales, NM
KWVS	KDUV Quality Broadcasting Corp., Kingsville, TX
KEMX	KCLQ Central Valley Spanish Broadcasting Inc., Hanford, CA

Grants

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WJFG	Jane Filler, Solvay, NY
WLJD	Lighthouse Broadcasting Co., Fairmouth, VA
New FM's	
KPJO	Family Stations Inc., Avalon, GA
WMQQ	Washington-Marion Sound Corp., Springfield, KY
WMRQ	Latchkey Broadcasting Partnership, Meredith, NH
WAHD	Family Stations Inc., Wilson, NC
WSJE	San Juan Basin Area Vocational-Technical School, San Juan, PR
WNRV	Megan H. McWilliams, Narrows, VA
Existing AM's	
KBBQ	KKSJ Anacapa Broadcasters Inc., Santa Barbara, CA
KDOS	KVIS Americom II, a California Limited Partnership, Visalia, CA
WCLU	WKAY Royse Radio Inc., Glasgow, KY
KOKA	KLMB McCright Broadcasting, Shreveport, LA
Existing FM's	
KSNE	KZRO Marshall Broadcasting Corp., Marshall, AR
WAQI-FM	WTHM Hispanic-American Radio Broadcasting Corp., Goulds, FL
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General manager needed for KKLZ-TV, Las Vegas' leading Classic Rock station. Must be product driven, sales oriented, community involved and able to manage an outstandingly talented staff. Mail resume, management philosophy and salary requirements to: Terry McRight, President, Medina Broadcast Group, S. 5106 Palouse Hwy, Spokane, WA 99223. EOE, M/F.

Experienced sales manager needed in coastal Florida for 100,000 watt FM country station. Station has successfully programmed same format for twenty years. We are stable and you must be too. Former sales manager here for many years. New sales manager must be energetic, innovative, motivator, capable in street sales and a leader. Send resume to Bo Bowman, WPAP, Caller Box 2288, Panama City, FL 32402. EOE.

Assistant manager for development: Responsible for all membership campaigns and public relations activities. Assists GM in developing business gifts and foundation grants. Send resume to Mark Fuerst, General Manager, WXPB-FM, 3905 Spruce St., Philadelphia, PA 19104. EOE.

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Major broadcast group seeks general sales manager for highly rated Texas FM in top 10 market. Candidates should be strong leaders with superior recruiting, training, and motivational skills. Medium or major market sales management experience required. EOE. Apply in confidence: Box M-41.

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Business manager for Puget Sound, Washington radio station. Must have five years experience as controller of all accounting functions. An accounting degree is a plus. EOE. Reply in confidence with name and salary history to Box M-54.

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Radio sales background required to service top clients. Knowledge of barter business a plus. Great opportunity and top salary with major media firm. Send resume and salary history to Donnelly Media, 1440 Empire Central, Suite 350, Dallas, TX 75247. EOE.

Retail killer wanted! Live in beautiful Orange County! Tired of the snow? Come to where the sun shines and the retail dollars flow. Work for Orange County's #1 AC station. Send resume, sales results, and salary history to: GSM, K-OCEAN Radio, 130 Newport Center Dr. #210, Newport Beach, CA 92660. EOE.

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Morning show host: Exceptional opportunity to serve as co-host of a new morning music and features program for WXPB-FM. Good sense of humor required. Strong on-air presence is essential. Send resume and tape to Mark Fuerst, General Manager, WXPB-FM, 3905 Spruce St., Philadelphia, PA 19104. EOE.

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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., WNLG/WTYD Radio, P.O. Box 1031, New London, CT 06320. EOE.

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Maintenance technician for SKWAM and CATV operation. General radiotelephone required. Knowledge of transmitters, studios, CATV headend equipment necessary. Southeastern PA. Good pay, vacation, benefits. Box M-49. EOE.

Chief engineer for AM/FM combo. Need hands-on chief for 5 kw directional AM, 100 kw FM. High energy level, good communications skills essential. SBE certification preferred. Competitive pay in a great area to live. Send resume with salary requirements to Ed Weiss, General Manager, WOJY/WGLD, P.O. Box 2808, High Point, NC 27261. EOE.

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Area radio news leader seeks experienced anchor/reporter. T&R to WTRC, Curt Alexander, Elkhart, IN 46515. EOE, M/F.

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If you can deliver news... first, fast and accurate, join New Jersey's hottest new combo. Power 103 Solid Gold WNNJ. T&R to News Director, P.O. Box 40, Newton, NJ 07860. EOE, M/F.

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Midwest AM FM, AC/Country is looking for a program director to take charge of two well-established, well-run radio stations. We want someone who works well with people and who will bring out the best of everyone they work with. We want someone who is creative and open to new ideas and promotions. Send resume, references, and salary requirements with first letter. EOE. Box M-32.

On-air program director - Miami Beach's only Black Gospel station. Mature, strong 3+ years experience to manage staff and community image. Contact WMBM, Edward Margolis, VP/GM, 814 First St., Miami Beach, FL 33139. EOE.

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WETA FM, public radio serving the nation's capital area, seeks individual to assist program director and staff in the evaluation, processing and production of program material for the station. Candidate must possess 2 years broadcasting experience, including basic editing and production skills; hands-on experience and general familiarity with arts, news and public affairs. EOE. Salary: \$15,300 - \$18,000. Send resume and demo tape demonstrating production, editing and writing skills to: WETA TV/FM, Personnel Department, P.O. Box 2626, Washington, DC 20013. 703-820-6025. EOE.

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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.

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Versatile, experienced professional seeking announcing position. Also capable producer and assistant chief engineer. Prefer greater NYC tri-state area. Call Joe Schepis 516-378-5563.

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1988 Ivy League grad seeks entry level announcing position. Unique, dynamic personality. Deep voice. Totally willing to relocate. Neil 301-424-4984.

Attention Chicago media! Recent college graduate ready to help you maintain your position in the market. Light on experience but heavy on ambition! Call me before your competition does. Kathryn Rogat 216-921-3353.

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Chief engineer for ten years. Hands-on experience with all phases of FM and AM directional. Good construction and maintenance skills. 804-276-4597.

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Engineer, seeking fresh opportunity with committed broadcaster. Eleven years experience, construction mic to antenna, supervisory experience, high power. FCC/SBE/NARTE certified. Call Jim 703-434-5926.

SITUATIONS WANTED NEWS

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, Bellmore, NY 11710. 516-826-4240.

News/sports anchor: Three years experience, seeking anchor position. Experienced in news and sports in major markets plus PBP in five major sports. Ready to relocate. Call Jeff 301-299-9402.

Plains and Midwest. Relocating due to station sale. Over twenty five years all round air work, with solid references. Very professional production. Several years news background, writing and beat. Veteran with college. Salary open. Prefer nights. Box M-38.

SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

Experienced, professional producer/air personality. Solid communicator, production skills, good knowledge of 'classic rock.' Master's degree; radio, university-level teaching credentials. Affordable, ready to relocate. Dave Baxter 513-423-7304.

Available. Sports producer with sales and promotion experience. Team player, honest, sincere, workaholic. Northeastern market preferred. Al Bolognese 215-641-1954.

Major market personality/PD will bring you high end of 25-54, and monopoly on 35-64. Also fetch premium for commercial work that works! 312-871-0485.

CONSULTANTS

If you want to increase your revenue without raising rates, if you want to learn how to schedule commercials for maximum return, if you want to take advantage of all your station's sales opportunities, if you need advice on how to hire, manage, and compensate your local sales staff and national rep, contact Dick Perry at Perry Media, Inc., 517-548-1040, 2418 E. Grand River, Howell, MI 48843. Quick service.

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.

Radio series available: Warm family comedy-drama. 72 first-run half-hour episodes, ideal for non-commercial stations. Willow Crossing, 299 West St., White Plains, NY 10605. 914-949-2137.

Troubled AM - Need programming to generate sales? Need sales to make bucks? Call Thomas Hall 213-969-8559.

The news you thought had to be generated by 20 person local staff - to you by satellite...Now BRN, the bottom line in programming. Call Deborah Bowles, 1-800-873-3344.

TELEVISION

HELP WANTED MANAGEMENT

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.

Television director of marketing and promotion needed for central Texas NBC affiliate. Prefer candidate with management experience and working understanding of market research. EOE. M/F Box M-31.

KUPT/Phoenix, a member of the Chris-Craft/United Television Group, is seeking a promotion manager. Applicant must have 4 or more years of experience in promotion, preferably at an independent station. Comprehensive knowledge of promoting TV in print, radio and on-air is a must. Good people skills with prior management experience preferred. Salary negotiable based on experience. Company offers excellent benefit package. Contact Robyn Burhans, 4630 S. 33rd St., Phoenix, AZ 85040, 602-268-4500. EOE.

General sales manager: for successful independent in SW. If you can manage a staff, sell and possess people skills. Let's talk. Must be a team player and have desire to become a GM. Resume to: Box M-42. EOE. M/F

Business manager: WJXT-TV, CBS affiliate, Jacksonville, Florida, seeks top financial person. Reports to general manager. Responsibilities include but are not limited to budgets, monthly financials, credit and collections, personnel, building services. Television experience preferred. Send resume and salary history to Lynn Wolf, Personnel Manager, WJXT-TV, 1851 Southampton Rd., Jacksonville, FL 32207. EOE.

TV-radio general manager/chief operating officer: Top 25 market public television/radio station seeking general manager. Excellent facilities, qualified 65-person staff, and latest equipment. Must have minimum five years public/commercial communications management experience and possess solid background in financial management and planning. Understand and appreciate quality programming with a strong commitment to local programs. Be proven team leader capable of directing professional staff and working harmoniously with volunteers. Experience in broadcasting and community fundraising. Should possess degree from recognized college/university in broadcasting/communications or related. Competitive salary, benefits. EEOE. Send letter of application with resume to: Chairman, Search Committee, WFYI, PO Box 449186, Indianapolis, IN 46202-9180. Postmarked no later than September 26, 1988. No phone calls.

General manager to assume day-to-day responsibility for operations of Univision Network (Spanish language) television station in top ten United States market. Job requires particular abilities in sales, marketing, production, as well as command and sensitivity to financial control and budget systems. Ideal candidate will have had hands-on experience in all facets of broadcasting, will have substantial experience in both selling and managing sales as well as in station promotion, and will preferably be bilingual. CPB, 4828 Loop Central Dr., Suite 110, Houston, TX 77801. EOE

Production manager: for successful independent in SW. If you're a creative team player that can manage a production dept., send resume to Box M-42. EOE. M/F.

HELP WANTED SALES

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.

KTTY, San Diego, is looking for an extremely motivated salesperson. TV or radio experience required along with proven ability to develop new business. Must have tremendous energy, very positive attitude, and a killer mentality. Send resume and call Andrew Feldman, P.O. Box 121569, San Diego, CA 92112. 619-575-6969. Equal opportunity employer.

Development director. Reports to general manager. Duties: Sales/underwriting revenues, monitors membership/auction areas, prepares funding proposals, involved in all aspects of station fundraising. Bachelor's degree. 2 years sales experience, plus administrative, budgetary and marketing experience required. Non-profit fundraising, public broadcasting and grant writing experience preferred. \$23,000 to \$28,000. Includes 24 days paid vacation and other benefits. Letter, resume, names, addresses and telephone numbers of 3 professional references. Screening will begin 9/30/88. To: Chair, KTSC-TV Development Director Committee. USC, KTSC-TV, 2200 Bonforte Blvd., Pueblo, CO 81001-4901. USC is an AA/EEO employer.

HELP WANTED TECHNICAL

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.

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.

Chief engineer for Christian (TBN) TV station. FCC general license. UHF transmitter experience required. Minimum 2 years chief or assistant chief. Salary and benefits competitive. Send resume to C.K. Thompson, VP & Station Manager, WTBV-TV, Box 534, Fishkill, NY 12524. Tel 914-896-4610. EOE applicants encouraged.

Maintenance engineer for Christian (TBN) TV station. Minimum 2 years experience. Component level knowledge of Helical & quad VTRs, cameras, switchers, CCUs. UHF transmitter experience and FCC license helpful. Salary and benefits competitive. Send resume to C.K. Thompson, VP & Station Manager, WTBV-TV, Box 534, Fishkill, NY 12524. Tel 914-896-4610. EOE applicants encouraged.

Florida Indy seeks experienced TX studio engineer. Harris UHF. Sony 1", Betacart, G.V., ADO, Chyron. FCC general and/or SBE cert. Benefits, 401/K. Group owned. Resume to WAWV-TV, Chief Engineer, P.O. Box 17900, Jacksonville, FL 32216. EOE

Chief engineer for VHF network affiliate in mid-Michigan. Must have 5 years experience, 3 of which were in supervisory role. General class FCC license required. SBE certification and VHF transmitter maintenance experience preferred. Send resume and salary requirements to WILX-TV, Attn: Steven Hilman P.O. Box 30380, Lansing, MI 48909. WILX-TV is an equal opportunity employer.

MCO supervisor - 2 yrs. exp. supervisory exp. a plus. Thorough understanding of television broadcast ops and training a must. Resume & references to Chief Engineer. WCTI-TV, P.O. Box 2325, New Bern, NC 28561. EOE

Assistant chief engineer: Major market PBS affiliate has opening for an A.C.E. Familiarity with studio and UHF transmitter necessary. Excellent salary and benefits. This is not an entry level position. Chicago residency required within six months. Send resumes to Columbus Jenkins, Business Manager, WYCC-TV, 7500 South Pulaski Rd., Chicago, IL 60652. The City Colleges of Chicago are an equal opportunity employer.

Broadcast maintenance engineer needed for television and translator maintenance with a progressive Midwest CBS affiliate. Position allows much freedom for the individual to institute and oversee system maintenance. Excellent benefits and working conditions. Salary commensurate with experience. EOE. Box M-50.

Broadcast engineer Ball State University has an opening for a broadcast engineer to provide technical support for our media facilities and to assist higher level engineer. AA degree or equivalent in electronics or related area plus 3 months to 1 year related experience required. Application deadline 10/10/88. Send cover letter, resume and copy of college transcripts to: Human Resources Department, Ball State University, Muncie, IN 47306. An equal opportunity/affirmative action employer.

WAGA in Atlanta is seeking a broadcast maintenance engineer with at least five years of experience in the installation, maintenance and repair of state-of-the-art video production equipment with particular emphasis on videotape recorder maintenance (Ampex VPR-2B, VPR-3, VPR-80, Sony Betacart and Beta SP). Proven engineering ability, initiative and hard work are essentials in this position. Generous salary and benefits, plus opportunities for career advancement are available. Send resume and salary requirements to John Dolive, WAGA, 1551 Briarcliff Rd., NE, Atlanta, GA 30306. EOE.

'BUSH' Alaska, assistant chief engineer for full service 10-kw NDU, AM radio station and modern, full service TV station KYUK AM/TV is currently looking for that special motivated person with at least 2 years radio/TV maintenance experience and who can trouble shoot to component level. This is a hands-on position with primary duties of being in charge of the radio station. Applicant must have valid FCC license or SBE certification. Other duties could include servicing Ikegami and Sony cameras, Sony 1-inch, BVU 800 and type 5000 VCR's. General knowledge of video and audio systems within a TV station helpful but not necessary. A willingness to learn new systems, a desire to succeed, and the ability to interface with like-minded professionals is required. This position is an excellent opportunity for future advancement into management. Salary range \$25,950-\$30,000 plus excellent fringe benefits. Closing date for applications is Oct. 7, 1988. Send resume and cover letter to Brad Humelsine, KYUK AM/TV, Pouch 468, Bethel, AK 99559. Bethel Broadcasting, Inc., is an AA/EEO Employer.

Senior graphic artist: Top 10 ABC affiliate in Washington, DC seeks creative senior designer for award winning design department. Responsibilities include: daily production of news graphics and operation of Still Store, Aurora and Chyron equipment. Also, responsible for on-air graphic and typographic needs of other departments. Working knowledge of animation and video post-production techniques helpful - i.e., switchers, ADO, etc. Position also demands a thorough understanding on print and an excellent use of typography. Must be a strong concept person with unlimited energy. Send tape/samples with resume to: Bob Heisley, Design Manager, WJLA-TV, 4461 Connecticut Ave., NW, Washington, DC 20008. EO employer.

TV master control operations engineer. Public television station in top 50 market needs someone to operate electronic broadcasting equipment including audio and video tape recorders, projection equipment and on-air switching equipment. Also responsible for operation of television transmitter by remote control and performance of emergency maintenance when required. Broadcast experience and a valid FCC general class license are required. Send letter and resume to: Personnel, WITF Communications Center, Box 2954, Harrisburg, PA 17105. EOE.

HELP WANTED NEWS

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.

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, WFMJ-TV, P.O. Box 6230, Youngstown, OH 44501. EOE. No phone calls.

Producer: Key News looking for an experienced (1 year) television news producer for 6 and 11 o'clock newscasts. Must have good news judgement that fits with our identity. Must be an excellent writer. Work well under pressure and with others. Must have experience with live and remote shoots. Assigning, editing, reporting background a plus. Send resume to: KEYT-TV, P.O. Drawer X, Santa Barbara, CA 93102. Attn: News Director. No phone calls. EOE.

Kiplinger Fellowships. Broadcast journalists with three or more years fulltime experience are invited to apply to Kiplinger Midcareer Program in Public Affairs Reporting at Ohio State University. Yearlong program, beginning Sept. 20, 1989, leads to master's degree. Fellows produce news documentaries for air. Reporting trip to Washington included. The ten appointed receive full tuition plus monthly living stipends. Selection is competitive. Write or call Prof. John Wicklein, Director, Kiplinger Program, School of Journalism, OSU, 242 West 18th Ave., Columbus, OH 43210. 614-292-2607; 292-6291.

Top major market station seeks reporters for new daily access news show. Excellent story tellers with a flair for the dramatic and tabloid-magazine style. Also a top producer. Rush resume, references, contractual status, non-returnable tapes demonstrating these skills: Search Coordinator, Joseph Barnes and Associates, Television News and Promotion Consulting, 930 Granite Ct., Martinez, CA 94553. EOE.

Reporter: Top rated CBS affiliate has rare opening. Experience required. Send resume and tape, including packages and live shots: Dave Busiek, KCCI-TV, 888 9th St., Des Moines, IA 50309. EOE.

Sports producer. We need a creative, organized individual to coordinate sports assignments and produce sports-casts. You'll cover major league baseball, the National Hockey League, Big 8 and Big 10 football and basketball. Send resume, tapes and letter of sports coverage philosophy to Perry Boxx, Assistant News Director, KTVI-TV, 5915 Berthold, St. Louis, MO 63110. EOE.

Videotape editor. We need a high energy and creative tape editor. You will edit daily news material and special news projects. Minimum three years experience, preferably in major market. Tapes and resume to Perry Boxx, Assistant News Director, KTVI-TV, 5915 Berthold, St. Louis, MO 63110. EOE.

Bureau chief - Top 50 market news leader looking for a bureau chief for our capital city operation. This person should be qualified to lead a staff of ten in a day-to-day news coverage. One year management experience and proven leadership abilities. Tape and resume to Bill Cummings, News Manager, WSAZ Television 3, 645 Fifth Ave., Huntington, WV 25701. EOE, M/F.

News anchor/reporter. Terrific opportunity for community-oriented, team player. Send non-returnable VHS demo. P.O. Box 22607, Tampa, FL 33622-2607.

Senior Producer/Reporter. WPBT, public television in South Florida, has an immediate opening for someone with three to five years television news experience in reporting, writing and/or producing to oversee our local news editorial staff in producing several news and public affairs program. On-air experience or strong potential desired. Send resume with salary requirements: Human Resources WPBT/TV 2, P.O. Box 2, Miami, FL 33261-0002. An Equal Opportunity Employer. M/F/H.

Co-anchor/producer: ABC affiliate, South Bend, Indiana market, needs strong, mature, authoritative co-anchor for Monday - Friday newscasts. Two years anchoring and one year producing experience essential. Send resume and non-returnable tape to Morrie Goodman, News Director, WSJV-TV, P.O. Box 1646, Elkhart, IN 46515. EOE.

Reporter: We are the number one station in Columbus, Ohio and we're looking for a hard charging top flight reporter ready for the challenge of working with us. You must have 3-5 years experience in a small or medium market. Please send resume and tape to Bob Melisso, WCMH-TV, P.O. Box 4, Columbus, OH 43210. No phone calls, please. EOE.

11PM producer. Experienced, creative, hard-working producer needed with excellent writing skills. Send tape and resume to Brian Peterson, WOWK-TV, 555 5th Ave., Huntington, WV 25706. EOE.

Producer. Monday through Friday newscast. Send us your resume if you are creative, untiring, on the leading edge of trends, and hungry to leave a mark on a first-rate newscast. EOE. Box M-44.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

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.

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.

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.

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.

Producer/director I: Position for PBS station. Responsibilities include, but are not limited to, conducting rehearsals and broadcasts of television programs. Coordinates casts. Gathers data for scripts and programs. Edits video and audio tapes. Plans and directs programming for television. Ability to conduct research, write original scripts for television, and edit scripts preferred. Graduation from college with a degree in television or a related field or the equivalent. One year of recent, fulltime, paid, experience in television production. Valid Nevada State Drivers License within 45 days of hire. Starting salary \$10.65 per hour. Submit application or resume by Friday, September 23, 1988, 5:00 PM, to the Classified Personnel Department, Clark County School District, 2832 East Flamingo Rd., Las Vegas, NV 89121. An affirmative action/equal opportunity employer.

Program/operations manager: #1 CBS affiliate has good opportunity for right person. Job includes responsibility for station programming; contact with network; also, overall responsibility for station production and on-air look. Production background necessary. Administrative and people skills a must. Send resume, salary history and career objectives to General Manager, WTVR-TV, 3301 West Broad, Richmond, VA 23230. EOE, M/F.

KMPH-TV 26, one of America's premier independent stations, is now accepting applications for an aggressive and creative promotion director. Must be experienced in budgeting, supervising department personnel, print and radio advertising and creating on-air promotion campaigns. Requires working knowledge of video production. Independent station experience a plus. Send resume and tapes to: LeBon G. Abercrombie, Vice President/General Manager, KMPH-TV 26, 5111 E. McKinley Ave., Fresno, CA 93727. Applications will be accepted until 9/30/88. An EOE. M/F/H.

Video editor needed for promos and special projects. Must be bilingual (Spanish/English) and able to operate Convergence ECS 204 editor with NEC system 10 DVE Grass Valley 100 switcher and Chyron RGU2. Send resume, references and tape to Personnel, KVEA Channel 52, 1139 Grand Central Ave., Glendale, CA 91201. No rookies, please. Benefits. EOE.

Colonial School District located in Plymouth Meeting, PA, a suburb of Philadelphia, is looking for an individual to supervise television operations and teach high school student TV production. Must be certified to teach in the state of Pennsylvania. The position is a tenured 12 month position. Starting salary \$37,000-\$40,000. Deadline for application September 30. Resumes to 230 Flourtown Rd., Plymouth Meeting, PA 19462. EOE.

Versatile videographer/editor with flair for outdoor features. Send non-returnable VHS samples. PO Box 22607, Tampa, FL 33622-2607.

Creative supervisor: To write and produce television commercials at ABC affiliate, South Bend, Indiana market. Must have previous professional experience. Send tape, resume and salary requirements to Operations Manager, WSJV-TV, PO Box 1646 Elkhart, IN 46515. EOE.

Director for fast paced 50's market newscast. Experience in direction and switching promotional and studio production a must. CDL 480 experience helpful but not mandatory. We are a fast growing network affiliate in south Florida. Resumes only, please. Tapes will be requested later. EOE. M/F. Send replies to Personnel Manager, WPEC-TV Box 24612, West Palm Beach, FL 33407.

Producer/director. TV producer/director/writer of major programs and projects for large state university TV operation, including writing documentaries and directing multi-camera studio productions for broadcast. Major programs are journalistic or instructional, requiring use of maximum creative ability. Requires a bachelor's degree or equivalent, preferably in a communications area such as journalism, radio or television, plus approximately three years of related professional experience, preferably in commercial or educational television. Background as writer, producer or director in television or radio is preferred. Rutgers' New Brunswick campus is 30 miles south of New York City. Salary: \$29,289-\$38,070. Excellent benefits package includes tuition remission for employees and children. Demo tape will be requested at time of interview. Submit resume, indicating Ref. No. 201, to: Rutgers, The State University of New Jersey, Division of Personnel Services, Piscataway, NJ 08855. Successful candidate to provide employment eligibility verification. Affirmative action/equal opportunity employer.

Videographer: State-wide ETV Network is seeking experienced videographer to work independently or with producer/director. Responsible for on location photography and post-production editing. Candidates should have four years work experience and two years of advanced training. Send letter of application, resume with three references and salary history to Arkansas ETV Network, Sesame St. and Donaghey, Conway, AR 72032, prior to September 23rd. AETN is an AA/EOE.

TV executive producer: An experienced TV professional is needed to direct and supervise the development and production of locally produced programming for Arkansas ETV Network. Minimum requirements are a bachelor's degree; four years related work experience with two years in a supervisory position. Send letter of application, resume with three references and salary history to Personnel Office, Arkansas ETV Network, Sesame St. and Donaghey, Conway, AR 72032, prior to September 23rd. AETN is an AA/EOE.

Top 100 Sunbelt station needs the following personnel: **PRODUCTION MANAGER:** Strong creative and administrative skills - must have knowledge of state-of-the-art equipment and be able to manage people. **PRODUCER:** For start-up morning show - will be creative force for show - must have good administrative and communication skills. **DIRECTOR** For 6 & 10 pm newscasts - familiarity with state-of-the-art equipment needed - ability to function efficiently under pressure a must. Send resumes and salary requirements to: Box M-53. An EOE.

Field producer/writer - Write television documentaries, commercials, marketing videos and print materials. Minimum five years experience required in news or PM format. Some national and international travel. Send tape and resume to Craig Roberts, Gulf Creative Productions, P.O. Box 6399, Clearwater, FL 33618-6399. EOE.

Graphic artist - small market Mid-Atlantic TV station needs graphic artist to operate 3-D Picturemaker (Cubicomp/Ampex). No beginners, please. Experience with ADO/ESS a plus. Send resume Box M-39. EOE. M/F.

Production manager: Experienced, organized leader for strong, active department in medium market Midwest affiliate. Good people and marketing skills. EOE. Send resume, salary requirements to Box M-51.

SITUATIONS WANTED MANAGEMENT

General manager: Seasoned veteran with small, medium and large market background is interested in taking on new challenge. Proven track record, top industry references and bottom line know-how. Box M-35.

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, seeking fresh opportunity. Eleven years experience. Construction maintenance. Audio/video/high power RF/microwave. Supervisory experience. Call Jim 703-434-5926

Technical EIC/video engineer: 15 years experience including major television network and nationwide mobile production facilities. FCC license SBE senior television certified. For resume and information 412-264-4756

SITUATIONS WANTED NEWS

Meteorologist loves weather! AMS seal 10 years TV. Accurate, personable, award winner. Seeks final destination Northeast. Size unimportant. 415-381-4320.

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.

Photojournalist/editor with ten years experience seeks position on magazine show - investigative unit, or special projects. Call Bobby 512-697-0092.

News director, 3 yrs. experience, many more in all areas of news. Dedicated contributor to station's health. Box M-40.

News professional, eight years experience, seeks producer or anchor position. Call Dave at 308-384-5179.

Female sportscaster seeks debut! Diligent worker with top 100 TV sports internship plus 2 years on-air radio exp. Call Debbie 713-486-0847.

Meteorologist seeking position in medium or major market Sunbelt station. Ten years experience small, large markets. Box M-48.

Meteorologist. Need a place to start. Ivy League grad. On-air experience. Also sports and play-by-play. Art Saxon 215-687-4224.

Top 10 percent at Northwestern University (Medill) 1988. Talented writer, vibrant on-air presence, solid reporter, news junkie. TV, radio and newspaper experience. Tape available. Emily 205-871-3030, 315 LeJeune Way, Homewood, AL 35209.

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. Send tapes and resumes to Steve Porcicelli or Fred Landau, Box 116, Old Greenwich, CT 06870-0116. 203-637-3653.

Seeking a partner to invest in a TV station in Puerto Rico. Write to Box M-36.

The Hot Sheet-now published twice weekly! More job listings, more advice, more often. Money back guarantee. Media Marketing, P.O. Box 1476-PD, Palm Harbor, FL 34682-1476. 813-786-3603.

ALLIED FIELDS

HELP WANTED INSTRUCTION

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.

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 Ave., Indianapolis, IN 46227. EO/AA employer.

HELP WANTED LEGAL

Communications paralegals. Law Resources, Washington DC's premier paralegal placement firm, has openings for paralegals with at least one year of experience in broadcast and common carrier issues. Familiarity with FCC a must. Resume to Julia Snodgrass, Law Resources, 1747 Pennsylvania Ave., NW, Suite 1140, Washington, DC 20006. 202-371-1270. 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.

Be on TV. Many needed for commercials. Casting info. 1-805-687-6000 Ext. TV-7833.

Airline jobs \$12,000 - \$100,000 yr. Flight attendants, most other positions. Job info/listings. 1-515-683-4000 Ext. BY-7833.

Hiring! Government jobs - your area. Many immediate openings without waiting list or test. \$15,000 - \$68,000. Call 602-838-8885 Ext. 8435.

EDUCATIONAL SERVICES

On-air training: For working/aspiring TV reporters. Polish anchoring, standups, interviewing, writing. Teleprompter. Learn from former ABC network news correspondent and New York local reporter. Demo tapes. Private coaching. 212-921-0774. Eckhart Special Productions (ESP).

MISCELLANEOUS

Small business administration sealed bid sale. Invitation to bid for complete Class A FM radio station package including RF and studio. Obtain a bidding form and complete list of equipment along with a statement of terms and conditions by October 14, 1988, from the Omaha District Office of the U.S. Small Business Administration, 11145 Mill Valley Rd., Omaha, NE 68154, or telephone 402-221-3626. James C. Johnson.

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.

Continental 20KW FM transmitter wanted. Contact Larry Blakeney, WBBM-FM, Taylorsville, MS 601-729-8100.

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.

RCA UHF TV transmitter: Parallel 60 kw, mid-band Klystrons, available immediately \$85,000. Call Bill Kitchen or Dirk Freeman. 303-665-8000.

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.

AM trans. 6 - 50KWs, 8 - 10KWs, 11 - 5KWs & 10 - 1KWs, FM trans. 2 - 40KWs, 1 - 27 1/2 KW, 9 - 20KWs, 6 - 10KWs, 7 - 5KWs, 1 - 3KW, 16 - 1KWs, & 1 - 250Watt. All units in stock - All inst. books - All removed from on air service. Besco Internacional, 5946 Club Oaks Dr., Dallas, TX 75248. 214-226-8967, 214-630-3600. Ask for Rob Malany, Director of Sales.

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.

Scientific Atlanta C-band uplink transmitter. Redundant 300W HPAs with accessories. Price \$125,000.00. For more information call: 713-473-5585 and ask for Ron Brown.

UHF TV transmitter: Comark CTT-U-25MX single 60KW Klystron water cooled. Contact Keith Townsden, KADN-TV, 318-237-1500.

BCS=BroadCast Store, for all your RF, video, and audio equipment needs. Harris BTU-55U 55kw UHF low band \$275,000. 3 yrs old; Comark C-60 60kw midband UHF \$290,000. 3 1/2 yrs old; Sony BVW-30 BetaCam w/Fuji 14:1 Bern \$23,000. 350 hrs; Sony BVW-40 \$21,000, Sony BVU-850 \$10,600; Ampex VPR-80, \$18,500. Much more in our large showroom located in Burbank, CA. Come see us in New York. SMPTE Booth 1376. Call for our latest catalog. 818-845-7000.

Nagra/Ampex-VPR-5 - portable 1", famous Nagra quality - take studio 1" features out in the field. 1 hr capacity, full edit functions. complete with accessories and only 15 lbs. Save on the new or demo units. Call Video Brokers 407-851-4595.

Sony-BVH-2000's - several in stock (at time of ad) most with type 2 control panel, D.T. time code, full warranty. Call Video Brokers 407-851-4595.

Ampex-TBC's - TBC-3's & TBC-6's. All are new or demo units only - These TBC's are for use with 1" & 3/4". Complete with heterodyne kits, full 4XFS C/A/D sampling, 32 line window, DOC and velocity corrector. The units list for \$11K+. Save 50% on a top notch T.B.C.. Call Video Brokers 407-851-4595.

Ikegami HL-79E - New condition 1500 hrs total time - This camera looks and performs like new. With new Canon 13X1.2X zoom (one only in stock), 60 day warranty. Call Video Brokers 407-851-4595.

Portable 1" Ampex VPR-20 - fully refurbished, 30 day warranty; AC, supply battery charger, some with color playback adaptors. 5 units in stock for immediate delivery - get a portable 1" for less than \$10K. Call Video Brokers 407-851-4585.

Sony - Beta BVW10, BVW15, BVW40 in stock, like new condition. Call Video Brokers 407-851-4595.

Sony - Beta SP - BVW-75-new ready to ship. Video Brokers can deliver Beta-SP also some demo BVW-75's. Call Video Brokers 407-851-4585.

Ampex - 1" - VPR-2B fully re-conditioned with TBC-2B or TBC-6's - full warranty. Get a good studio 1" for less than \$20K. Call Video Brokers 407-851-4585.

Grass Valley Switchers - GVG-100 with all options, also GVG-1600-1X, GVG-1600-3D. For details & pricing call Video Brokers 407-851-4585.

New Betacam system - Video Brokers has. (at time of ad) 10 new in factory box. Sony BetaCam recorders's combinations-BVW-3As & BVW-30's - all in stock - all with Fuji 14/1 zooms with 2x. Save \$10K. Call Video Brokers 407-851-4595.

Ampex ADO - 2 units both with P & R. Call Video Brokers 407-851-4585.

3/4" and 1" blank videotape. Evaluated tape, broadcast quality guaranteed. Sample prices UCA/KCA-5 minutes, \$4.95 each; KCS-20 minutes \$6.49; KCA-60 minutes, \$10.99; 1"-60 minutes \$37.99. Elcon evaluated, shrink wrapped, your choice of album or shipped and delivered free. Almost one million sold to professionals. For more info, call 1-800-238-4300; in Maryland, call 301-845-8888.

CARS 12GHx microwave: Collins MVR-12v system includes: battery power system and 6' transmit dish. \$8,000; OBO. Contact Skip Moretti, DOE, 408-264-6565.

Laird Film MPLXR: Mod. 5050 w/ND filter, spectrum slide, EIKI 16mm proj. and Hitachi FP 50S camera. \$3,950; OBO. Contact Skip Moretti, DOE, 408-264-6565.

News set. Medium market affiliate news leader set with stripping and unique mini-blind backdrop. For photo/tape call Phil Supple. 309-698-2525.

This space could be working for you for a very low cost . . . and it reaches a most responsive audience.

RADIO

Help Wanted Management

CORPORATE ADMINISTRATIVE DIRECTOR

Rapidly growing, major market broadcast group (committed to quality Christian programming format) with 25 year record of successful service, looking for experienced Administrative Director to oversee all day-to-day operations of 5 station group, plus significant additional expansion. Must be strong advance planner and no-nonsense organizer, with well established management and administrative background. Must be ready for long-term commitment, with ability to create own income out of short-term and long-term growth of the company. This person will be a key member of the corporate management team. Must be ready to take responsibility and know what to do with it. Must have excellent character and broadcast references and must be interested in maintaining our record of integrity and quality in commercial Christian broadcasting. Are you this person?

Send complete information to
Rich Bott

Bott Broadcasting Company
10841 East 28th St.
Independence, MO 64052
EOE

EASTERN KENTUCKY UNIVERSITY



STATION MANAGER WEKU-FM/WEKH

50,000/33,000 watt NPR stations with fine arts/news format serving Richmond/Lexington and southeastern Kentucky seeks manager to coordinate and direct activities of broadcast staff in areas of development/promotion, community relations, programming and operations. Requirements: Bachelors degree in broadcasting or related field (Masters preferred) and three years management experience in broadcasting or related area. Salary dependent upon background. Submit resume to:

Dr. Fred Kolloff, Director
Division of Media Resources
102 Perkins Building
Eastern Kentucky University
Richmond, KY 40475-3127
by October 17, 1988

Affirmative Action/Equal Opportunity Employer
Employment eligibility verification required. Immigration Reform and Control Act of 1986.

GENERAL MANAGER

Small west Texas market station is looking for general manager to operate a progressive station. Seeking a general manager with a proven track record to lead, manage and improve ad sales in this market.

Progressive and productive individuals with a minimum of five years successful business and operational experience, along with aggressive ad sales management experience in small market radio only need apply.

Interested candidates would send resume, with salary history and references to Box M-45. Equal opportunity employer.

Help Wanted News

RARE ANCHOR-REPORTER OPENING

at award-winning central NY newstalk station. Top pay and benefits for the right person. Part-time positions also available. Apply to John Swann, WIBX, P.O. Box 950, Utica, NY, 13503. EOE.

AmericanMedia

News Director/Personality WALK FM97.5/AM1370

Long Island's #1 station/morning show has rare opportunity for creative, enthusiastic news professional to lead market's top news operation. Strong information/entertainment skills. Join exciting, fast growing corporation. T & R to General Manager, WALK FM/AM, P.O. Box 230, Patchogue, NY 11772. EOE.

TELEVISION

Help Wanted Programing Production & Others

CO-HOST

KING 5 Television is looking for that dynamite personality to complement the female host of our weeknight, half-hour magazine program, Evening. Proven communications skills are required and the ability to perform scripted as well as ad-libbed material. Television writing and producing experience desired.

Send tape and resumé to:

Kristina Moris
Human Resources Director
KING 5 Television
Code -B-

333 Dexter Avenue North
Seattle, WA 98109

NO PHONE CALLS, PLEASE!

King Broadcasting Company
is an Equal Opportunity Employer
M/F/H



LOOKING FOR THE BEST CREATIVE ON-AIR PROMOTION DIRECTOR IN AMERICA RESPONSIBILITIES INCLUDE:

Program Promotion
Two Break Through
Promotional Campaigns
Three Graphic ID's

IF YOU HAVE A STRONG CREATIVE VISION AND WANT TO BE PART OF A GREAT TEAM, PLEASE SUBMIT 3/4" TAPE AND RESUME TO:

VH-1
1775 Broadway, 10th Floor, New York, NY 10019
Attention: Creative/On-Air Promotion Director
PEOPLE SKILLS. A TOP PRIORITY-
NO CALLS, PLEASE
VH-1-WINNER OF 9 AWARDS AT THE 1988 BDA CONVENTION

Producer/Writer—

3 years experience required. Background in television sports and business communications. Short and long segment writing. Must be an organizer and familiar with field shooting operations and ADO, Cubicomp, ACE computer editing. Send resume, demo tape, script samples and salary requirements to: Kip Cozart—Arcom/Sunbelt Video, Inc., 4205-K Stuart Andrew Blvd., Charlotte, NC 28217

**Help Wanted Programing
Production & Others Continued**

**PROGRAM DIRECTOR
KMSP-TV**

KMSP-TV, Minneapolis-St. Paul, needs a program director with a strong knowledge of movies, off network program, who is innovative and has a good working relationship with syndicators to work for one of the nation's top independents. Please send resume to:

**Stuart Swartz
KMSP-TV
6975 York Avenue South
Minneapolis, MN 55435
EOE**

Help Wanted Technical



TELEVISION ENGINEERS

Turner Broadcasting System, the leading News, Sports and Entertainment system in satellite communications, has career opportunities for engineers with broadcast maintenance experience. These positions demand an extensive background in television engineering and at least two years of training in electronics technology. Turner Broadcasting System offers an excellent benefit and compensation program. Send resumes to:

**Jim Brown, Corp. Engineering
Turner Broadcasting System, Inc.
One CNN Center
Box 105366
Atlanta, GA 30348-5366**

CUBICOMP ARTIST/OPERATOR

Permanent fulltime and immediate freelance positions available. One year experience required. Add. scribe and Ace editing background helpful. Broadcast and corporate video experience a plus.

**Call Kip Cozart
Arccom/Sunbelt Video
(704) 527-4152**

CHEIF ENGINEER

KSTP-TV, Minneapolis/St. Paul, ABC affiliate. Lead & manage technical department. Develop & maintain budget. Responsible for both technical operations & maintenance staffs; management skills and experience necessary. VHF transmitter experience helpful.

Send resumes & letters of interest to:



**John Degan
VP/Station Manager
KSTP-TV
3415 University Ave.
St. Paul, MN 55114**

Help Wanted News

NEWS EDITORS

Put Your Newsroom Expertise To Work For Us.

Prodigy Services Company is a partnership of IBM and Sears. The PRODIGYSM service will allow families with personal computers to receive a broad range of personalized information, send electronic mail and conduct many transactions, including banking, shopping and travel reservations from their homes and offices. We are currently seeking two full-time News Editors to join our newsroom editorial department.

Applicants should have at least 2-3 years newsroom experience in print, broadcast or on-line media. A concise and lively writing style is required and basic computer skills are preferred. Sports expertise is an asset, and applicants must be able to edit news and business stories.

Our White Plains newsroom operates 24 hours a day, 7 days a week, so applicants should expect some shift work. In return, we offer an opportunity to be part of something brand new and exciting, working for a growing company in a newsroom staffed by experienced and talented journalists.

For immediate consideration, please send your resume to: Recruiting Manager, Prodigy Services Company, 445 Hamilton Avenue, White Plains, New York 10601. An equal opportunity employer.

PRODIGY

Services Company

PRODIGY is a service mark and registered trademark of Prodigy Services Company, a partnership of IBM and Sears.



KCNC-TV Denver

TV NEWS ASSIGNMENT MANAGER

Innovative, competitive Top 20 O&O seeks News Assignment Manager with proven track record as aggressive journalist, energetic motivator, and superior organizer. Management-level position on news staff of 100+.

No phone calls. Letter and resume to Joyce Puttmann, Personnel Manager, KCNC-TV, Box 5012, Denver, Colorado 80217. EOE-M/F.

Colorado's News Channel

Blind Box Responses

**BOX ???
c/o Broadcasting Magazine
1705 DeSales St., NW
Washington, DC 20036**

(No tapes accepted)

BROADCAST DESIGNER

South Florida's number one station needs experienced candidates for concept and production of video graphics, animations and print for News, Programing and Promotion. Skills in Paintbox, illustration, print and set design a must. Send resume to: Jim Hayek, WPLG-TV, 3900 Biscayne Blvd., Miami, FL 33137. Equal opportunity employer.



PRODUCER PRODUCTION MANAGER

PRODUCER: Major market/national experience including field and studio producing.

PRODUCTION MANAGER: In studio and remote set-up experience along with budget and studio management background.

**NO CALLS
OR TAPES** Send resumes to:
Executive Producer
P.O. Box 909715
Chicago, IL 60690

EEOC

MARKETING MANAGER NEW ENGLAND AND SOUTHEAST TERRITORIES

AS A HIGHLY VISIBLE REPRESENTATIVE OF THE TELEVISION INDUSTRY, MARKETING MANAGERS DEVELOP AND MAINTAIN TVB MEMBER STATIONS. WITH AN UNPARALLELED NETWORK OF INDUSTRY CONTACTS, IDEAS AND RESEARCH YOU'LL BE RESPONSIBLE FOR DEVELOPING NEW TO TELEVISION ADVERTISERS AND CO-ORDINATING MARKET DEVELOPMENT PROJECTS.

THIS POSITION REQUIRES A COMPLETE UNDERSTANDING OF LOCAL TELEVISION MARKETING, STRONG PRESENTATION SKILLS AND DOCUMENTABLE NEW BUSINESS SKILLS.

AN UNDERSTANDING OF MARKETING RESEARCH, VENDOR FUND DEVELOPMENT AND CO-OP ARE HIGHLY DESIRABLE.

SEND RESUME TO:
PAT RYAN, V.P. LOCAL SALES
TELEVISION BUREAU OF
ADVERTISING
477 MADISON AVE.
NEW YORK, NY 10022



RESEARCH DIRECTOR

Major Los Angeles independent station seeks experienced Research Manager. Must have 3-5 years experience in television research and strong writing skills. Knowledge of the Los Angeles market preferred. Minorities are encouraged to apply. Please send resume and salary requirements:

Personnel Department
KTTV Television
5746 Sunset Blvd.
Los Angeles, CA 90028
213-856-1681
EOE

super 13 Promotion Manager

Milwaukee's number 1 independent has an immediate opening for an aggressive, energetic major market promoter! If you have what it takes to keep us on top, along with 3-5 years of creative experience and 2 years of management experience, we want to talk to you. We are offering a competitive salary relative to your abilities and accomplishments.

If you wish to be considered, send your resume and tape to:

Mr. Lyle Schulze, Program Director
Gaylord Broadcasting Company
WVTV P.O. Box 1818
Milwaukee, WI 53201-1818

Deadline: September 26, 1988



New York based Television Production Company looking for Production Manager for its New York Bureau. Experience in Crew/Editor management, technical knowledge and good people skills needed. Send resume to:

Tom Rafferty
150 East 52nd Street, 18th Fl.
New York, NY 10022
EOE

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

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.

Help Wanted Sales

MARKETING

ASSISTANT RESEARCH DIRECTOR

WWOR-TV is seeking a marketing specialist with at least 4 years sales research experience at either a major TV station or national sales rep organization.

Candidates must have the ability to develop creative and effective sales research/marketing presentations, as well as strong leadership skills to train and develop a department staff. Reporting to the Vice President of Planning and Research, you will work closely with sales management to translate their needs into actionable support material. Some management experience preferred. We offer a competitive salary along with an excellent benefits package.

For confidential consideration, please forward resume with salary history and requirements to: Human Resources Department, WWOR-TV, 9 Broadcast Plaza, Secaucus, NJ 07094. Equal opportunity employer, M/F.



ON-AIR HOSTS

Cable Value Network, a rapidly expanding shop-at-home service, is conducting auditions for non-union hosts/hostesses to demonstrate and sell attractive consumer products on the air. We are located in the 12th largest metro area in the U.S. — Minneapolis/St. Paul, MN.

We're looking for natural sales pros who love selling and presenting... who can identify a product's features and benefits, and communicate them in a creative, personable manner. In return, we can offer a unique, exciting selling opportunity characterized by a variety of products, a broad customer base, a fast pace, and high visibility... with no prospecting and no out-of-town travel.

Additional qualifications include experience selling a wide range of consumer products (prefer radio/TV and/or broadcast background or on-air broadcast sales experience). Must have the ability to "think on your feet"; a friendly, professional image; and availability to work flexible hours.

We offer a highly competitive salary and benefits package, including relocation assistance. Qualified candidates send resume and demo tape in confidence to: CVN Companies, Inc., 1405 Xenium Lane North, Plymouth, MN 55441. Equal Opportunity Employer.

The Growth Is Just Beginning



Help Wanted Programing Production & Others Continued

PRODUCTION MANAGER

KSBW-TV, an NBC affiliate in Salinas, CA is seeking a Production Manager. The individual we are looking for must have a "hands-on" technical background, creative talents, and strong people skills. To apply for this position, please send a resume and demo reel to:

**General Manager
KSBW-TV**

238 John Street, Salinas, CA 93901
We are an Equal Opportunity Employer

Situations Wanted Management Continued

TV STATION/GROUP DOESN'T ANYONE WANT TO BE #1 ANYMORE?

GSM available... self-starter with leadership and management skills. Extensive background covering local, national, and regional sales management and development—with strong rep experience! Sales management success with group-owned stations and knowledgeable with all areas of station operations.

Attending TvB.

Reply Box M-53.

Situations Wanted Management

General Manager

Skilled professional with excellent bottom line record, repositioning expertise, and nationally respected sales and marketing reputation. Seeks growth opportunity.

Reply to Box M-35

SUCCESSFUL BROADCASTER

seeks growth opportunity, presently employed, 22 years Television and Radio General and Sales Management. Style... enthusiastic. Results... excellent and profitable. References... solid. Equity possible. West Coast/Southwest.

Box M-37

Business Opportunities

NEW YORK TV TIME AVAILABLE
LPTV CH44 (W44AI)
Prime \$100 per half hour
other \$60 per half hour
110 EAST 23 ST NYC 10010
212-473-6420

ALLIED FIELDS Employment Services

GET A JUMP ON THE COMPETITION!

MediaLine is your best source of job leads because you hear about jobs just hours after we do. A daily telephone report puts you in touch with the best jobs at the lowest prices.

800-237-8073

in CA: 408-296-7353

MediaLine
THE BEST JOBS ARE ON THE LINE
2156 The Alameda, San Jose, CA 95126

Miscellaneous

JOB FAIR ■ INTERNSHIPS ■ CAREER INFO

Indiana Broadcasters Association Job Fair
Wednesday, October 19, 9am-4pm
The Viscount Hotel, Indianapolis
For professionals, entry-level and students
Registration \$5, Call IBA at (317) 638-1332

SOURCES DIGEST is a new psychology magazine offering easy access to research studies in brief capsule reports. Our monthly report reviews academic journals from psychology, psychiatry, public opinion research centers and communications research, with special sections for organizational behavior and social trends forecasting. Contact: Sources Digest, 10 S. 5th St., Suite, 700, Minneapolis, MN 55402, 1-800-552-2013, ext. 367.

Public Notices

The Interconnection Committee will meet on September 26, 1988 at 9:00 a.m. in the offices of the Public Broadcasting Service, 1320 Braddock Pl., Alexandria, VA. Tentative agenda includes transponder utilization, satellite replacement, extension of services to unserved areas, and recent advanced television developments.

The Executive Committee of Public Broadcasting Service will meet at 9:00 a.m. on September 27, 1988 at the PBS offices, 1320 Braddock Pl., Alexandria, VA. The tentative agenda includes reports from PBS officers concerning programming, education services and other PBS activities; and reports from board committees, including the subcommittees on Budget, Audit, and Membership; PBS Equal Employment Opportunity, Action Plan; and other business.

Business Opportunities

A SOUND GET-TWO-GETHER
CEOs! Execs! Decision makers! Investors! Plans are under way for a NJ-based national radio network devoted to America's musical heritage. We now seek finance, barter, and/or participation arrangements from visionary, qualified people. Don't miss out! Rush qualifications to Box M-33.

ADVERTISING MANAGER Broadcasting Equipment

Broadcast Electronics seeks a creative individual to direct the company's total space advertising and product promotion program. Position reports to VP/Marketing.

Minimum requirements 2 years industrial product/ad merchandising experience and BS or MS degree, preferably in journalism. Applicant must possess good writing skills in addition to creativity and management ability. No exceptions to minimum requirements.

Salary commensurate with experience, education and abilities. Exceptional benefit package includes profit sharing plan. We are an equal opportunity employer. Please send resume in strict confidence to Director of Personnel.



**BROADCAST
ELECTRONICS INC.**

4100 N. 24th, P.O. Box 3606, Quincy, IL 62301, (217) 224-9600
An Equal Opportunity Employer

For Sale Stations

RADIO

FULL AM / FM
SOUTHWEST
LOW DOWN - EXCELLENT TERMS
ASKING \$1.5MM

Contact Rex Miller or Craig Chambers

**CLIFTON GARDINER
& ASSOCIATES INC**

Communications Brokers

433 Park Point Drive Golden, Colorado 80401 (303) 526-1458

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Within 150 miles of L.A.
Principals Only
\$1,100,000
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RADIO • TV • LPTV
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312-272-4970



GA AM/FM MED MKT 1.2m
AL AM/FM SM MKT 350K
KY AM/FM MED MKT 900K
NC FM SM MKT 750K

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MEDIA BROKERS & CONSULTANTS

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TOP 75 MARKET UHF-TV CP

Excellent potential for growth
and profitability in an
attractive market.
Box M-47

WINNER IN THE WEST!

Most powerful AM & FM in Western Capitol City.
AM is 5,000 Watts, non-directional, low frequency. FM is Full Class C. We've shown the others in town how the West was won, now we must leave to handle other broadcast interests. Terms to qualified buyer. Box M-43.

LPTV Honolulu Station for Lease/Buy

Coverage entire city
212-370-1301 Dan

CASPER, WYOMING AM/CLASS C FM

Foreclosure Sale
Cash Offer Only
402/475-5285

Daytime with pre & post sunrise.
One Kilowatt Single stick. New
Harris XMTR. Small market near
Elizabethtown, Kentucky. Priced
under \$100,000. Cash or terms.

Phone 812-738-3482

R.E. Meador & Assoc.

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AM-FM-TV-Appraisals

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KANSAS CITY, MO.

816-455-0001



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Florida Specialists

FLORIDA

• **FM CLASS A**
\$500,000 Cash
\$595,000 Terms
City Pop. 45,000

• **AM 5Kw-D 1Kw-N**
\$875,000 Terms
New Tower & Xmtr.

• **AM 1Kw FULLTIME**
\$495,000 Terms
Orlando Area
Great For Owner Operator

• **AM 5Kw-N 700 w-N**
\$225,000 Cash
Includes 14 Acres Real Estate,
Studio-Xmtr. Bldg.
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Media



Newmark

Phil Newmark, VP and general manager, KPWR(FM) Los Angeles, adds duties as VP, regional operations, KPWR(FM) and KYUU(FM) San Francisco.

Alan Goodman, VP, general manager, WAVA(FM) Arlington, Va., adds duties as VP, regional operations, WAVA(FM) and WJIB(FM) Boston.

Bill Garrard, general manager, KAGO-AM-FM Klamath Falls, Ore., named president and general manager of licensee, Key Broadcasting Inc.

Robert D. Shields, general sales manager, WEAR-TV Pensacola, Fla., named president and general manager, WPTZ(TV) North Pole, N.Y.

Joe D. Buys, general manager, WKSG(FM) Mount Clemens, Mich., named VP, general manager, WOWO(AM) Fort Wayne, Ind.-WOWO-FM Huntington, Ind.

Glenn Leidahl, general manager, affiliate relations, Cable Value Network Companies



Morfogen



Mischler

CBS/Broadcast Group appointed **Michael Mischler** and **Ann Morfogen** to new posts. Mischler, named VP, advertising and promotion, rejoins CBS from King World Productions Inc., where he has served in the same capacity since 1987. Prior to King World, he was director of communications for KCBS-TV Los Angeles from 1983 to 1987. He will be based in Los Angeles.

Morfogen, named VP, media relations, will relocate to New York from Los Angeles, where she has been serving as VP, media relations, West Coast, since 1987. Morfogen joined CBS in 1970 and has held various positions, including director of station services, KCBS-TV from 1982 to 1983. She then moved to CBS News as director of communications.

Inc., Plymouth, Minn., named VP, affiliate relations.

Mark J. Jollie, general sales manager, KBCI-TV Boise, Idaho, named general manager, KWKT(TV) Waco, Tex.

Jon Wilson, interim general manager, WBXT(AM) Canton, Ohio, named general manager.

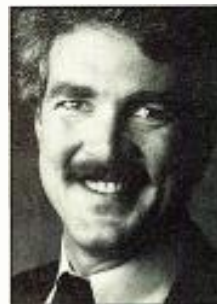
Jacqueline Kain, curator, Museum of Art, Long Beach, Calif., named director of broadcasting, noncommercial KCET(TV) Los Angeles.

Katherine Hawthorne, regional manager, cable affiliate relations, Mid-Atlantic region, Fashion Channel Network, Philadelphia, named director, cable affiliate relations, Mid-Atlantic region, Home Shopping Network Inc., Philadelphia.

Marketing



Dusenberry



Gowan

Appointments at BBDO New York: **Phil Dusenberry**, chairman, chief creative officer, to chief executive officer. He retains title, vice chairman, BBDO Worldwide Inc.; **Gary DePaolo**, senior management representative, executive VP, board member, adds duties as managing director, finance, human resources and media; **Joseph Barret**, senior management representative, executive VP, board member, adds duties as managing director, account management, research, public relations and new business development; **Ted Sann**, senior creative director, executive VP,

board member, adds duties as executive creative director; **Charlie Meisner**, senior creative director, executive VP, board member, adds duties as executive creative director.



Newman

Alfred S. Newman, executive VP, corporate entertainment group, Rogers & Cowan Inc., Los Angeles, named president and CEO, Sterling Entertainment Co., marketing service subsidiary of Management Company Entertainment Group Inc. (MCEG Inc.), Century City, Calif., financing, production and distribution firm. Newman also adds title of executive VP, worldwide marketing, MCEG Inc.

Tom Gowan, station manager, WLOL(FM) Minneapolis, named VP, director, corporate communications, Emmis Broadcasting Corp., Indianapolis, which owns KPWR(FM) Los Angeles; WENS(FM) Shelbyville, Ind.; WLOL(FM) Minneapolis; KSHE(FM) Crestwood, Mo.; WQHT(FM) Lake Success and WFAN(AM) New York, both New York, and WAVA(FM) Arlington, Va.

Rita Senders, creative director, Saatchi & Saatchi DFS Compton, New York, named senior VP, creative director.

William J. O'Neill, VP, director, international operations, Reader's Digest Association, Pleasantville, N.Y., named senior VP, direct marketing operations, Cable Value Network Companies Inc., Plymouth, Minn.

Richard McHugh, sales and marketing consultant, MacNeil/Lehrer Productions, New York, named senior VP, marketing, *World Monitor*, cable program, joint venture of *Christian Science Monitor*, Boston, and The Discovery Channel, Landover, Md.

Shannon O'Donahue, VP, operations, creative director, Reid & Mount Advertising, Montgomery, Ala., named senior VP, creative director. **Tim Denny**, creative director,



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Reid & Moun Advertising, named VP, creative director.

Cheryl W. Gardiner, VP, group media director, Wyse Advertising, Cleveland, named VP, media director.

Eric B. Lund, director, advertising sales, United Cable, Baltimore, to director, marketing, SportsChannel America, Woodbury, N.Y. **Christopher Simko**, graduate, Duke University, Durham, N.C., named marketing assistant, SportsChannel America, Woodbury.

Lynette MacKenzie, national and regional sales manager, WKMF(AM)-WCRZ(FM) Flint, Mich., named general sales manager.

Appointments at KTTV(TV) Los Angeles: **Andrea Stoltzman**, local sales account executive, KCOP(TV) Los Angeles, to local sales manager; **Hanna Gyncwajg**, national sales manager and local account executive, to manager, sports and special events; **Dejon Coffin**, national sales manager, WNYW(TV) New York, to national sales manager, West Coast.

Dean Phelps, general sales manager, WHLL(TV) Worcester, Mass., named general sales manager, WFMK(FM) East Lansing, Mich.

Mary Bennett, VP, station manager, WDTX(FM) Detroit, named general sales manager, WCXI(AM)-WWWW(FM) Detroit.

Rick Oringel, account executive, KRIV(TV) Houston, named local sales manager.

Kathleen M. Treese, advertising sales manager, east district, Continental Cablevision Western Area, Southfield, Mich., named director, advertising sales, Continental Cablevision of Ohio Inc., Findlay, Ohio.

David Kane, general manager, Summit Cable Services of Iredell County Inc., Statesville, N.C., named director, marketing, Summit Cable Services of Forsyth County Inc., Winston-Salem, N.C.

Mark R. Dempsey, director, national accounts, The Travel Channel, Denver, named account executive, Turner Cable Network Sales, Atlanta.

Appointments at WBRZ(TV) Baton Rouge, La.: **Fred Reno**, sales manager, to director, market development. **Jim (Rocky) Daboval**, national/regional sales manager, to director, spot sales. **Debby Buggs**, senior account executive, to assistant sales director.

Robin S. Olin, national sales manager, WYAY(FM) Gainesville, Ga., named general sales manager, WDFX(FM) Detroit.

Phillip Arrington, creative services director, WJZ-TV Baltimore, named marketing director.

Eugene J. Arduino, account executive, Carrafiello, Diehl & Associates, advertising agency, Irvington-on-Hudson, N.Y., named producer, broadcast production department.

Mark Gause, associate creative director, CRE Inc., marketing communications firm, Indianapolis, named creative director.

Larry Mossey, promotion director, WGY(AM) Schenectady, N.Y., named director, station marketing, WABY(AM)-WKLI(FM) Albany, N.Y.

Tim Dalrymple, sales coordinating manager, WJXQ(FM) Jackson, Mich., named sales manager.

Appointments at TeleRep Inc.: **David Griffin**, sales trainee, Atlanta, to account executive, "r" sales team, Atlanta; **Tracey Tynan**, account executive, MMT Sales, New York, to account executive, cougar sales team, New York; **Phillip Adams**, account executive, cougar sales team, New York, to account executive, "r" sales team, Los Angeles.

Yvonne Mendiola, sales and office coordinator, Seltel Inc., San Francisco, named account executive. **Richard Miller**, senior research analyst, rangers sales team, Seltel Inc., New York, named account executive.

Becky Lembcke, account executive, WBZN-FM Racine, Wis., named account executive, Greater Milwaukee Interconnect, cable television sales and marketing firm, Milwaukee.

Programing

Stephen K. Nenno, director, program administration, ABC Entertainment, New York, named VP, program administration.

Michael E. Tanner, VP, marketing, Buena Vista Television, Los Angeles, named VP, marketing, King World Productions Inc., Los Angeles.



Wyatt

Jeff Wyatt, program director, KPWR(FM) Los Angeles, adds duties as regional VP, programming, for KYUU(FM) San Francisco, WQHT(FM) Lake Success, N.Y., and KPWR(FM), all owned by Emmis Broadcasting Corp.

Bill Keenan, VP, treasurer, Wometco Corp., Los Angeles, named VP, chief financial officer, Movietime Channel Inc., cable network, Hollywood.

Keith Handyside, technical manager, *Saturday Night Live*, NBC, New York, named director, entertainment and telesales, NBC Television, New York.

John Cherry, regional marketing director, Ivanhoe Communications Inc., television production company, Orlando, Fla., named VP, syndication sales.

Meryl Cohen, VP, advertising and promotion, domestic television division, Paramount Pictures Corp., named senior VP, advertising and promotion.

Kelly Goode, manager, comedy develop-

ment, CBS Entertainment, Los Angeles, named director, comedy series development.

Bruce Reid, president and general manager, Producers Video Corp., Baltimore, joins Production Masters Inc., Phoenix.



Paschal

Ronda A. Paschal, director, Southwest region, The Disney Channel, Dallas, named VP, Southwest region. **Gary Marsh**, director, television movies and mini-series, Columbia Pictures Television, Los Angeles, named executive director, program development.

Susan Leventhal, manager, production, Arts & Entertainment cable network, New York, named director, production services.

Robert Davidson, director, programming, Interregional Program Service, public television syndication firm, Boston, resigns post but will retain duties as consultant.



Yudin

Jeff Lawenda, and **Michael Yudin**, partners, Chelsea Communications, television production company, New York, named senior VP's, Reeves Entertainment Group, New York.

Ed Walsh, news director and afternoon news anchor, WOR(AM) New York, named director, programing and news.

Jerry Levin, senior marketing executive, syndication sales, Baruch Television Group, Washington, named manager, newly opened Washington office, Raymond Horn Syndication.

Ken Pauli, music director, WJBR-FM Wilmington, Del., named program director, WFAS-FM White Plains, N.Y.

Terry Weinacht, operations manager, WLYT(FM) Haverhill, Mass., named program director, WFMK(FM) East Lansing, Mich.

John Roberts, program director, KEGL(FM) Fort Worth, named program director,

Staff reductions at NBC. Recently reported changes at NBC News will reduce the division's permanent staff by several dozen by the end of the year.

Many of the layoffs are due to the cancellation of *Main Street* and the closing or reductions of some bureaus ("In Brief," Aug. 29).

Combined with the decision to let go 60-70 temporary employees hired for the presidential election and Olympics, NBC-TV's total news staffing will decline by about 100 next year, to roughly 1,000.

□

New venture. Gary Pudney, ABC's vice president in charge of specials and talent, has resigned, to start his own talent and production company. Network officials denied reports Pudney had been forced out by Entertainment President Brandon Stoddard. Instead, officials said Pudney had requested and was granted a release from his contract so that he could pursue plans to start his own company. There was no word at deadline on a successor to Pudney.

KZEW(FM) Dallas.

Jolene Courter, administrative assistant, Uni-bev Inc., Johnstown, Pa., named program manager, WJAC-TV Johnstown.

Appointments at KRMD-AM-FM Shreveport, La.: **Dave Block**, operations manager, to program director; **Gary McCoy**, assistant production director, to production manager; **Danny Fox**, on-air personality, moves up to 10 a.m.-1 p.m. shift; **David Franklin**, part-time air personality, to full-time air shift, 7 p.m. to midnight.

Harry Boomer, morning drive announcer, WBXT(AM) Canton, Ohio, named program director.

Tory Baker Master, department head, producer, *Good Morning America*, ABC News, New York, named director, current programming, Lifetime Cabletelevision Network, New York.

Tracy Barnes, air personality, Z-Rock format, Satellite Music Network, Dallas, named operations manager.

Janet Brown-Brannon, VP, sales, ITF Enterprises/Paragon, program production firm, Los Angeles, named regional sales manager, Four Star International, based in her home, House Springs, Mo.

T. Geoffrey Slawson, assignment editor, WTVG(TV) Toledo, Ohio, named videographer, MVP Communications Inc., Troy, Mich. **Keith A. Shepard**, producer, editor and cameraman, Pastoral Telecommunications Center, Detroit, named video programmer and editor, MVP Communications Inc.

Larry Massett, independent producer and writer, Baltimore, named host, *Soundprint*, American Public Radio weekly national documentary series, Baltimore. **Mary Ellen Page**, associate producer, news department, noncommercial WILL-FM Urbana, Ill., named programming assistant, *Soundprint*.

Katie Wagner, model, Los Angeles, named on-air host, Movietime Channel Inc., cable network, Hollywood.

Diana Lynn, air personality, WLAC-FM Nashville, named morning air personality, WWRB(FM) Franklin, Tenn.

Chris Edmonds, air personality, WDFX(FM) Detroit, named air personality, WNIC(FM) Dearborn, Mich.

News and Public Affairs

Wendie Feinberg, news director, WTNH-TV New Haven, Conn., named assistant news director, WAGA-TV Atlanta.

Tony Ballew, assistant news director, WBNS-TV Columbus, Ohio, joins WVEC-TV Norfolk, Va., as news director.

Amanda Wilson, news director, WQBE-AM-FM Charleston, W. Va., named news director, WHBC-AM-FM Canton, Ohio.

Jon Roe, contributing editor, KWCH-TV Wichita, Kan., named news director.

Sam Fleming, political reporter, noncommercial WGBH-TV Boston, named news director, noncommercial WENH-TV Durham, N.H.

John Clark, assistant news director, WOWT(TV) Omaha, Neb., named associate news director.

Appointments at WHO-TV Des Moines, Iowa: **Brian Greif**, assignment editor, to assistant news director; **Eileen Wixted**, reporter/anchor, and **Tom Hauser**, reporter/anchor, add duties as co-anchors, new morning show, *Today in Iowa*; **Mike Buresh**, graduate, Iowa State University, Ames, Iowa, to weathercaster, *Today in Iowa*; **Jim Strickland**, anchor, *Live at Five*, adds duties as producer, 10 p.m. newscast; **Janet Whitters**, weekend anchor-producer, KHQA-TV Quincy, Ill., to reporter; **Brian Reinke**, photographer, WDAY-TV Fargo, N.D., to photographer; **Jim Tuxbury**, graduate, University of Missouri, St. Louis, to photographer.

Appointments for new *Live at Five* newscast, WXFL(TV) Tampa, Fla.: **Marissa Morris**, anchor, WPXI(TV) Pittsburgh, to anchor; **Wes Sarginson**, anchor, WJLA-TV Washington, to anchor; **Chris Thomas**, sports anchor, WBAL-TV Baltimore, to sports anchor; **Carol Gable**, producer, WYFF-TV Greenville, S.C., to producer; **Dee Watt**, editor, WPTV(TV) West Palm Beach, to editor; **Laura Smith**, associate producer, WJXT(TV) Jacksonville, to associate producer; **Byron Pitts**, reporter, WESH(TV) Daytona Beach, Fla., to reporter; **Jeff Patterson**, reporter, WSPA-TV Spartanburg, S.C., to reporter; **Elaine Fitzgerald**, reporter, WKRG-TV Mobile, Ala., to reporter; **Darlene Hilyard**, photographer, KXAS-TV Fort Worth, to photographer; **Laura York**, meteorologist, WAVE(TV) Louisville, Ky., to meteorologist.

Charley Steiner, sportscaster, WABC(AM) New York, named anchor, ESPN Sportscenter, New York.

Appointments at WNYW(TV) New York: **Mau-**

ry Povitch, host, Fox Television's *A Current Affair*, adds duties as co-anchor, *Fox News at Seven*; **John Roland**, co-anchor, *The 10 O'Clock News*, adds political coverage duties; **Jim Ryan**, political reporter, to anchor, *Good Day New York*.

Kim Adams, co-anchor, noon newscast, WTEN(TV) Albany, N.Y., named anchor, *3Today*, 6:30 a.m. newscast, KYW-TV Philadelphia.

Appointments at WRAL-TV Raleigh-Durham, N.C.: **Donna Gregory**, reporter and back-up anchor, KTVY(TV) Oklahoma City; **Bill Leslie**, reporter-anchor, WRAL-TV, and **Renee McCoy**, reporter-anchor, WRAL-TV, named anchors for *5:30 First News*.

Appointments at WSJV(TV) South Bend, Ind.: **Scott Hoke**, sports anchor, WAND(TV) Decatur, Ill., to sports director; **Michelle Hamrick**, weathercaster, KXXV(TV) Waco, Tex., to weathercaster; **Allan Pfeiffer**, photographer, WIBW-TV Topeka, Kan., to photographer.

Appointments at KTKA-TV Topeka, Kan.: **Curtis Duncan**, news director, KHUM(FM) Ottawa, Kan., to assignment editor; **Mike DiNitto**, general manager and news director, Salina Cable TV System Inc., Salina, Kan., to reporter; **Kathy Orio**, reporter, KOBV(TV) Roswell, N.M., to morning anchor-reporter; **Mark Holyoak**, graduate, Brigham Young University, Provo, Utah, to weekend sports anchor-reporter.

Randy Jackson, weekend anchor, KXAN-TV Austin, Tex., named anchor, 6 p.m. newscast, KTPX(TV) Odessa, Tex.

Peggy Hansen, morning drive news anchor,

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KBLG(AM)-KCPX-FM Salt Lake City, named anchor, 6:30 a.m. and noon newscasts, KREM-TV Spokane, Wash. **Mary McDermott**, anchor, 6:30 a.m. and noon newscasts, KREM-TV named co-anchor, 5 and 11 p.m. newscasts.

Tom Stringfellow, manager, news operations, WVUE(TV) New Orleans, named reporter, KENS-TV San Antonio, Tex.

Mitchell Fink, columnist, *Los Angeles Herald Examiner*, Los Angeles, named on-air columnist, KTTV(TV) Los Angeles.

Joel Davis, weekend weather anchor, news reporter, KIMT(TV) Mason City, Iowa, named 6 p.m. and 10 p.m. weather anchor.

Paul Joncich, weekday reporter, KSBW(TV) Salinas, Calif., named 6 p.m. anchor/reporter, weekend newscast.

Technology

Lynwood Heiges, director, administration and facilities, operations and engineering division, CBS Television, Washington, named VP, operations and engineering, noncommercial WETA-TV Washington.

Robert L. Glaser, director, American Film Technologies Inc., colorization firm, New York, named president.

Tore B. Nordahl, president and chief executive officer, Mitsubishi Pro Audio Group, Los Angeles, named VP, general manager, Studer Revox America Inc., Nashville.

Meyer Shwarzstein, president, Big Time, national gift manufacturing firm, Los Angeles, named manager, program marketing west, National Captioning Institute Inc., Hollywood.

James M. Quigley, product manager, outdoor terminal addressable systems project, Pico Products Inc., Liverpool, N.Y., named national sales manager.

Bob Low, regional manager, broadcast lens division, West Coast, Canon U.S.A., Los Angeles, named national sales manager, broadcast lens division, Canon U.S.A., Jericho, N.Y.

Eddie Smith, director, marketing and research, Act III Broadcasting Inc., Los Angeles, named product manager, Broadcast Management Plus, software production and supply firm, Palo Alto, Calif.

Matthew Chesler, human resources manager, Eastern Apparatus Repair Co., Atlanta, named district manager, Central Florida, Telsat Cablevision Inc.

PR and Promotion

Appointments at MTV Networks: **Linda Alexander**, manager, program publicity,

Nickelodeon/Nick at ite, New York, to director, program publicity, New York; **Martin von Ruden**, manager, West Coast, press and public affairs, Los Angeles, to director, advertising and business publicity, New York; **Dana Kornbluth**, manager, publicity, Lorimar Home Video, Los Angeles, to manager, press and public affairs, West Coast, Los Angeles.

David Capo, lead supervisor, technical operations, UA-Columbia Cablevision, Clifton, N.J., named director, public relations/governmental affairs, UA-Columbia Cablevision of New Jersey, Oakland, N.J.

Rebecca Gene Baldwin, corporate events/information coordinator, West Coast, NBC, Los Angeles, named manager, corporate events.

Phyllis T. Reese, manager, community affairs department, WJZ-TV Baltimore, named manager, public communications department. **Joyce L. Kashima**, public relations assistant, WJZ-TV, named public relations coordinator.

Kevin Cerenzia, promotion assistant, WHYI-FM Fort Lauderdale, Fla., named promotion director, WXDJ(FM) Homestead, Fla.

Steve Livingston, assistant promotion manager, KPHO-TV Phoenix, named promotion director, KVOA-TV Tucson, Ariz.

Karen Lah, promotion administrator, WKBD(TV) Detroit, named creative service producer, WXYZ-TV Detroit.

Stephen Gary, associate director, public relations, Elkman Advertising, Philadelphia, named senior account executive, Earle Palmer Browne & Spiro Public Relations, Philadelphia. **Charles R. McLeester**, marketing program manager, Continental American Life Insurance Co., Wilmington, Del., named account supervisor, direct response, Earle Palmer Browne & Spiro, Philadelphia.

Mitch Zamarin, account executive, Solters/Roskin/Friedman Public Relations, Los Angeles, named account executive, The Lippin Group, international public relations firm, Los Angeles.

Allied Fields

Thomas W. Cardy, senior manager, tax division, Arthur Anderson & Co., Tampa, Fla., named VP and chief financial officer, Communications Equity Associates Inc., Tampa. **Harold D. Ewen** steps down as president, Communications Equity Associates, but will retain duties as vice chairman. **Jim Ackerman**, vice chairman, named chairman emeritus.

Virginia S. Fox, president, Southern Educational Communications Association, Columbia, S.C., named president, Kentucky Educational Television Foundation, Lexington, Ky.

Jim Richards, regional program director, EZ Communications, Pittsburgh, joins Vallie Consulting, program consulting firm, Washington, as VP, operations.

Stephen A. Unger, president, Unger International Distributors, Los Angeles, named executive VP, managing director, international arm, worldwide entertainment division, Korn/Ferry International, Century City, Calif. Unger also adds title of VP, Korn/Ferry International.



Unger



Fortuin

Thomas M. Fortuin, president, chief operating officer, Gray and Co., Washington, named VP, legal affairs, domestic television division, Paramount Pictures Corp., Los Angeles.

Gerald J. Stretch, business manager, WEWS(TV) Cleveland, named controller, Charter Cable Inc., Cincinnati.

Richard Hoffman, VP, director, marketing, Television Marketing Associates division, TeleRep Inc., New York, forms Hoffman & Co., retail vendor support consultancy, Stamford, Conn.

Deaths

Jay Michelis, 50, vice president, corporate and media relations, NBC, died Sept. 10, at his home in Pasadena, Calif. Cause of death has not been determined. Michelis began his career as page for NBC's Hollywood studios in 1959. He held various positions in guest relations and promotions, and was named manager, promotion department, West Coast, in 1968. In 1971 he was assigned to New York as director, promotion department. Michelis became VP, talent relations, NBC Entertainment, in 1978; VP, creative services, in 1980, and VP, corporate creative services, in 1982. He is survived by his parents.

Ronald K. Sherman, 55, advertising executive, died of cancer, Sept. 10, at New York University Medical Center, Manhattan. Sherman began his career as summer trainee for J. Walter Thompson Co., New York, in 1956. After brief stint as public relations director at New York apparel firm, Kayser-Roth Corp., Sherman returned to J. Walter Thompson as account executive. In 1975, he was elected VP and general manager of New York office. In 1977, he became president, Eastern division and director on company board. In 1980, Sherman was named president, entertainment advertising division. He joined Wells/Rich/Greene Inc. as president in 1982. In 1987, he became president of Calet, Hirsch & Spector Inc., New York. He is survived by his wife, Wendy, son and daughter.

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Andy Schwartzman: MAP's public interest point man

Standing before the three-judge panel of the U.S. Court of Appeals in Washington hearing arguments on the constitutionality of the fairness doctrine last week was a lawyer who looked something like a cross between a Las Vegas pitman and a professor of government at a small Midwestern college. He was bespectacled. His dark hair had begun the transformation to salt and pepper, and his thick, neatly trimmed moustache was virtually white. But he was neither gambler nor academician. Andrew Jay Schwartzman, at 41, is, rather, one of a vanishing breed of public interest lawyers specializing in communications law, a breed that never was overly populated.

Albert Kramer. Frank Lloyd. Charlie Firestone. Sam Simon. Geoff Cowan. Those are the names of public interest lawyers specializing in broadcasting who were burrs under the saddle of the broadcasting establishment in the 1960's and 1970's. Henry Geller was another. But apart from Geller, who now heads the Washington Center for Public Policy Research, they have gone on to other things, as Mark Fowler and Dennis Patrick have led the FCC and pursued a policy that equates marketplace and private enterprise with public interest. And if those old public interest lawyers still have feelings for the romance of their youth, they are now basically mainstream. Not Schwartzman.

Since 1978, he has headed the Media Access Project, a small (make that "very small") operation funded by liberally oriented foundations and that occupies space provided by another such group, People for the American Way, in an office building catty-corner from the FCC. MAP's three lawyers, one intern and one support person make up in passion and drive what they lack in the resources necessary to take on—at the commission and in court—the behemoths of the communications industry.

In the past year, for instance, MAP confronted not only the broadcasting establishment but the FCC in the fight to preserve the fairness doctrine. And when that effort was not occupying its time, MAP was striving mightily to block the effort of Rupert Murdoch to persuade an amenable FCC to waive the crossownership rules preventing him from owning television stations and newspapers in the same cities. In a sense, David won that one.

Why? Where did Schwartzman come from? And, if do-goodism was an ineradicable part of his makeup, why broadcasting?

Reasonable questions. "I'm a media junky," Schwartzman says. "When I was a little kid, I wanted to be James Reston when I grew up. But I discovered journalists were overworked and underpaid, and were not able to make an impact. I'm overworked



ANDREW JAY SCHWARTZMAN—director, Media Access Project, Washington, D.C.; b. Oct. 4, 1946, New York City; A.B., University of Pennsylvania, 1968; J.D., University of Pennsylvania Law School, 1971; staff counsel, Office of Communication, United Church of Christ, 1971-1974; attorney, senior attorney, Federal Energy Office, 1974-1978; present position, June 1978-; m. Linda Lazarus, June 8, 1986.

and underpaid. But I make an impact."

While still in law school, at the University of Pennsylvania in the late 1960's, Schwartzman worked for Geoff Cowan as an intern at the Center for Law and Social Policy, a public interest law firm that at the time was involved in broadcasting matters. And as Schwartzman explains it, he experienced an epiphany: "I always had an interest in the area." And once involved in the work, he says, "I knew instantly this is what I want—public interest law."

Now, he sounds like a man content: "I glory in what we're trying to maintain: the best broadcasting product in the world. I want to keep it that way." Schwartzman says he remains "a media junky," an indiscriminate consumer of radio and television. "Broadcasting," he says, "has developed in a regulatory scheme I endorse." Never mind the current vogue of deregulation.

After graduating from law school, Schwartzman joined forces with Dr. Everett Parker, director of the Office of Communication of the United Church of Christ and a pioneer in public interest advocacy in the broadcast field. But the United Church was in New York, and after a few years, Schwartzman decided Washington, the seat of government, was where he belonged. In New York, he says, "I felt I was in isolation." So he moved south and landed a position with what was then the Federal Energy Office but is now the Department of Energy.

Schwartzman was happy enough writing rules and enforcing them (he is not one who thinks government is part of the problem, obviously), but in 1978 he was ready to return to communications law. And when

MAP, which was established in 1972, was searching for a new director, Schwartzman was offered the job, and he accepted. "I always knew I'd come back to communications law," he says. "I read the cases, and subscribed to BROADCASTING."

"This is a different time," Schwartzman says. In the early 1970's, when he entered public interest law, "it was much more black hats and white hats," he says, although he leaves it to his listener to decide which side was wearing which hats. "But it was the public and the industry. Cable was part of the public then. The differences within the industry were few. Now, there is no such thing as the industry. There are competing groups within it—cable, network affiliates, producers, independent television. So our role is different."

While Schwartzman acknowledges the role of technology as a driving force, he feels public advocacy helped speed the development of a more diversified industry. "We helped create a role for independent television with support of the prime time access and syndication rules," he says. "We helped create the building blocks for cable, pressing for a fair shake for cable in working for a liberalization of the anti-siphoning rules. We pressed for stiffer enforcement of the newspaper-TV crossownership rules." He also cites the efforts in behalf of equal employment opportunity rules and rules aimed at encouraging minority and women's ownership of broadcasting properties. "So the kind of advocacy of the 1970's is not needed," he says.

He does not quite mean that. True, MAP is playing more defense than it once did, protecting the gains Schwartzman feels have been achieved and that the commission thinks have outlived their usefulness. MAP, for instance, plans to oppose the FCC's proposal to lift the ban on network-cable crossownership. And as technology develops—as in the use of fiber optics and the perfection of high-definition television—MAP's agenda develops with it. But some good old '70's type advocacy is on the agenda, as well.

There is children's television, for instance: "We want obligations for broadcasters that have never been there," Schwartzman says—for programs dedicated to children's needs, for programing that is age specific, for limits on commercial time in children's programing.

There is more. But that gives the flavor of his ambition.

To what end this concern about broadcasters' "obligations" and the public interest? Geller, in talking of Schwartzman in relation to such matters is moved to quote a line from Dillon Thomas: "Rage, rage against the dying of the light." "He's raging against the destruction as he sees it of the public trustee concept in broadcasting."

For Schwartzman, it seems, it's a life.

Vertical integration within cable industry is likely to draw fire in next Congress. House Telecommunications Subcommittee member Al Swift (D-Wash.) told members of National Association of Black Owned Broadcasters. He said behavior by some cable MSO's was "sending out hand-engraved invitation to regulation." Swift said growing concentration of ownership within cable has "enormous communications policy implications" and places broadcasters at disadvantage because they have to adhere to ownership restrictions. And Congressman was sympathetic to complaint by one attendee that minorities are meeting with "resistance" in trying to get into cable business. He also took opportunity to express dissatisfaction with FCC under Reagan administration and believes policy changes will occur regardless of whether Bush or Dukakis takes White House.

□

Broadcasters, consumer radio manufacturers and FCC representatives met **Sept. 13 in Washington for semi-annual meeting of full FCC advisory committee on radio broadcasting.** On agenda were technical and allocation topics that have been under review at commission throughout summer, including AM technical improvement and band expansion, FM directional antennas, translators and class A upgrades. Committee decided to go ahead with plans to submit its own report to FCC on AM issues by early November. Advisory Committee Chairman Larry Eads, chief of Mass Media Bureau's audio services division, said that additional committee meetings would be held on Oct. 18 and Oct. 25 in Washington to finalize report.

□

Management group attempting leveraged buyout of broadcasting group Malrite Communications Group has extended its offer past original deadline set for reaching definitive agreement with company. Led by Malrite Chairman/CEO Milton Maltz, management group announced that its offer, set to expire Sept. 14, would be extended through this Friday, Sept. 23. Extension came at request of independent committee of Malrite board, which presumably needs more time to consider merits of buyout plan before making recommendation to board.

□

Number of **executive changes at CBS/Broadcast Group** were announced late last week. In recently created CBS marketing division, four positions, all reporting directly to division president, Thomas F. Leahy, were filled. **David Poltrack** was named to newly created post of senior VP, planning and research, while **Paul LaRocca** was named to newly created post of VP, merchandising and promotion. **Lyn Andrews** was named VP, market



All set. A crowd of about 150 gathered in a corner of the Washington Convention Center at Radio '88 last Friday afternoon (Sept. 16) for the long-awaited unveiling of an improved consumer radio receiver. NAB commissioned consulting engineer Richard Sequerra of Bayside, N.Y., to design the prototype, which incorporates the latest advancements in reception technology. It hopes to recoup the \$50,000 cost of the project through licensing agreements with consumer electronics manufacturers.

Some of the radio's features: NRSC deemphasis, an expandable response between 5 khz and 10 khz, continuous AM-FM tuning, AM tuning to 1705 khz, AM stereo (C-Quam, Kahn or both), FMX stereo and a Sequerra-developed "shielded loop antenna" designed to reduce man-made noise on AM.

Only the FM portion of the radio was demonstrated at the introduction. "The AM section is about 10 hours from being completed," said Michael Rau, NAB VP, technology. Pictured above with the prototype is NAB Radio Board Chairman Lowry Mays, president/CEO of Clear Channel Communications, San Antonio.

development, and **Bruce Thomas** to VP, marketing services. In network sales area of marketing division, Charles Martin, who had recently left as VP, West Coast sales, is being replaced by **John Gray**. Replacing Gray as VP, daytime late night and news sales, is **Joseph Abruzzese**. Reporting to Abruzzese are newly promoted **John Brooks**, VP and director, news sales, and **Jack O'Sullivan**, VP and director, daytime and late night sales.

Quello and Dennis outvote Patrick on minority preferences

A divided FCC last Friday (Sept. 16) instructed its lawyers to file a brief with the U.S. Court of Appeals supporting the constitutionality of the commission's minorities preference policy. And it was Chairman Dennis Patrick whose views were overridden, as Commissioners James Quello and Patricia Dennis voted to support the policy whose constitutionality was brought into question after the commission cited it in granting a permit for a UHF television station to serve the Orlando, Fla., area. The loss on the issue was believed to be the first Patrick has suffered since becoming chairman in April 1987.

The commission's brief argues that the constitutionality of the policy has already been upheld by the appeals court in West Michigan Broadcasting Co. in 1984. And if that did not settle the matter, the brief adds, then the Supreme Court did, in its University of California Regents v. Bakke decision in 1978. The brief, arguing from the Bakke rationale, says that the award of minority preference is constitutional if it is designed to achieve program diversity and if race is only one of many factors considered in a comparative licensing proceeding.

At issue in the case is the commission's grant of a permit to Rainbow Broadcasting Co., 90% of whose ownership is held by

minorities, and a clearly expressed congressional view supporting the minority preferences policy. The case became embroiled in the commission's general review of its female and minority preference policies on a remand from the appeals court. The commission's study of the relationship between program diversity and minority ownership was aborted in accordance with legislation passed by Congress in December 1987. In compliance with that legislation, the commission reinstated the preference policy in comparative proceedings, and subsequently reaffirmed the grant to Rainbow. At that point, the losing applicants—Winter Park and Metro Broadcasting—resumed their appeal.

Patrick, in a statement explaining his dissent, said the commission, in a case involving female preference, had concluded that racial classifications may not be based only on the assumption that integrated minority owners will result in increased programming and viewpoint diversity. He added that he finds the majority reasoning "seriously flawed and unpersuasive as to why subsequent events warrant a reversal of the legal conclusions" previously reached. He also said it was "unfortunate" and "a little ironic" that congressional action prevented the commission from making as strong a defense of the constitutionality of its preference scheme as it otherwise might have.

Network television sports advertising for first six months of 1988 increased to \$1.1 billion, up 71.2% over figures for first half of last year. Increase, documented by Television Bureau of Advertising, resulted primarily from first-quarter advertising in winter Olympics. Leading individual advertiser for first-half of 1988 was Chrysler, which spent \$72 million on network sports advertising, 65.3% of its total network expenditures.

CBS Evening News with Dan Rather suffered ratings setback in New York for week of Sept. 5-9, week broadcast was moved from 7 p.m. to 6:30 p.m., where it now competes with *ABC World News Tonight* and strong local newscast on WNBC-TV. Rather's ratings dropped full point for week, averaging 6/13, third in time period behind *News 4 New York* on WNBC-TV (8.6/18) and *World News Tonight* (7.5/16). Move also helped *NBC Nightly News* post solid 45% gain at 7 p.m., without competition from another network newscast. *Nightly News* averaged 8.7 rating for week, beating *Win, Lose or Draw* on WCBS-TV, which replaced *Evening News* at 7 p.m. and mustered average 6.9/14. *Jeopardy!* on WABC-TV continued to dominate at 7 p.m. with 11.6/23 average for week.

Broadcasters still hope to strip language from congressional spending bill that instructs FCC to enforce its anti-indecency policy 24 hours a day, despite setback last week when House voted to instruct its conferees to accept provision inserted by Senate. Instructions, however, are nonbinding, which should work to industry's advantage in getting section knocked out when House-Senate conference committee convenes, possibly next week.

Access Entertainment, citing "overcrowded marketplace," is closing its syndication arm. Access Syndication's only proposed new program for first-run syndication this fall, talk-show with Don King, was scrubbed months ago. Future of two other first-run shows it distributes, *Slime Time* and *Treasure Mall*, are uncertain. Reports that LBS, which sells barter time in those programs, would acquire distribution rights, could not be confirmed at press time.

Robert Kunath has left his position as general manager of WWOR-TV New York. Kunath joined MCA's independent station, its only broadcast property, in June 1987. MCA Broadcasting President Lawrence Fraiburg, calling Kunath "a fine man," said Kunath's departure was "a joint decision" attributable to "different styles of management." Kunath could not be reached for comment.

Alan Ladd Jr. has resigned as chairman/CEO of MGM Pictures Inc. His departure casts doubt on future of MGM's parent company, MGM/UA Communications Inc. MGM/UA Chairman Lee Rich departed in July, following announcement of deal to restructure company (which later fell through).

Game-show producer Bob Stewart is remaking two past hits, *Jackpot* and *IQ*, for fall 1989 syndication season. Palladium will distribute shows on cash-barter basis for Stewart, whose credits include *The Price is Right*, *Password* and *\$100,000 Pyramid*. *Jackpot* averaged 7.6 rating/30 share NTI average on NBC in 1974-75 and currently has high-rated run on USA Network. *IQ* is based on NBC comedy game show *I Guess* that garnered 7.8/32 NTI average in 1967-69 as *Jeopardy!* leadout. Neither show has ever run in syndication.

Edward Gaylord, chairman of Gaylord Broadcasting Co., announced last Wednesday (Sept. 14) that he will exercise his option to purchase majority interest in **Texas Rangers** baseball club. After majority owner Eddie Chiles made tentative agreement to sell his portion of club in late August, Gaylord, who owns 33% of club, had until Sept. 23 to match offer (BROADCASTING, Sept. 5). Gaylord will reportedly pay \$46.4 million to buy Chiles's interest in team and to pay off his portion of ball club's debt. Gaylord said that major factor in his decision was to insure that Rangers would stay in Dallas-Fort Worth area. This was

reference to Tampa, Fla.-based group whose purchase offer Gaylord was matching. Gaylord Broadcasting owns, among other properties, KTVT(TV) Fort Worth. Hurdle that sale must clear is approval from other Major League Baseball team owners, who blocked Gaylord's 1986 attempt to buy out Chiles.

Los Angeles District Court jury ruled in favor of Valerie Harper in her breach of contract suit against Lorimar last Friday (Sept. 16). Harper, and husband Tony Cacciotti, were awarded slightly over \$1.8 million, salary they would have received for last season's work in NBC sitcom *Valerie*, had they not been dismissed. (Cacciotti was co-executive producer.) In addition, pair were awarded 12.5% of gross profit from show's first three years in domestic syndication. Lorimar had not decided last week whether to appeal. Charges filed by Harper against NBC in connection with case were thrown out by presiding judge two weeks ago.

Glenn Gordon Caron, creator and executive producer of **ABC's *Moonlighting***, has left show to pursue other interests, according to ABC. Jay Daniels, co-executive producer of series, will assume Caron's duties. Caron was unavailable for comment.

Viacom announced last week that corporate name for its pay television division will now be **Showtime Networks Inc.** Division was formerly known as Showtime/The Movie Channel. Viacom said that "awkward" name was streamlined to allow company to create new networks within division. Showtime/The Movie Channel currently oversees Viacom's pay-per-view ventures, Viewer's Choice One and Viewer's Choice Two along with Viacom Satellite Networks Inc.

Share of Time Inc. stock was up 9½ points to 106¼ in trading on New York Stock Exchange on Friday, Sept. 16. According to one analyst, Capital Cities Communications' interest in buying Time Inc. could account for rise.

House Telecommunications Subcommittee is scheduled to mark up so-called superstation scrambling bill (H.R.2848) this week (Sept. 23).

'USA Today' last week

One week following the launch of USA Today: The Television Show, both reviews and ratings have been generally unkind to the infotainment show described by Tom Shales, television critic for the Washington Post, as having "neither enough info, nor sufficient tainment." The show premiered on Monday, Sept. 12, over 156 stations.

Average overnight ratings for the top 16 markets yielded a 6.2 rating and a 13 share for Monday, 5.7/12 for Tuesday, and a 5.3/11 for Wednesday's show. In addition to the downward trend of the ratings, the show failed to hold the numbers from its lead-in, losing at least two rating points each night. In seven of the 16 markets, network news was the lead-in to USA Today: The Television Show. GTG Entertainment, producer of the show, refused to make the overnight numbers available, preferring to wait for the national numbers in hopes of a more positive accounting.

Station managers and program directors questioned were nearly unanimous in their praise of the show's graphics and set, and universally critical of the show's pace and news substance. "The first day was pretty weak," said Dave Manookin, director of programming, KSL-TV, Salt Lake City, "and some of the stories were incomplete." Despite the first day, Manookin said the show improved on Tuesday and even more so on Wednesday. "It usually takes a new show a couple of months to find itself," he said.

Editorials

Winning streak

The vagaries of politics being what they are, one cannot now guess how so distant an event as the November election will turn out. But if it should chance that George Bush winds up with the Presidency, broadcasters will have at least one reason to cheer.

As this week's "Closed Circuit" page testifies, the Vice President has aligned himself against the fairness doctrine, which has bedeviled broadcasters since 1949. One cannot yet be assured that he would adopt the same goal line stand as has Ronald Reagan in his opposition to fairness—that is, vowing to veto any legislation containing such codification. But he is unequivocal in holding the First Amendment applicable to the electronic as well as the print media, and in feeling that there are sufficient media outlets to assure a competitive information marketplace.

There is as yet no official word from the Dukakis camp as to how its candidate feels about fairness but it takes no long leap to believe he's for it—along with favoring a general reregulation of telecommunications.

Broadcasters have been remarkably fortunate in recent years in being the beneficiaries of enlightened administration regulatory policy. It may not be beyond hoping that the string won't run out.

Free lunch

Congress, always looking for ways to cut campaign expenses, appears to be about evenly divided on whether or not it should force broadcasters to give away commercial air time to congressional candidates. (That's over and above the hefty exposure broadcasters already provide political figures in the form of newscasts, public affairs programs and donated time for debates, not to mention the commercial time they must provide at the lowest unit rate.) That split decision was one finding of a report released last week by a political research group, The Center For Responsive Politics (see page 65). The report relied on the survey responses of 181 congressional candidates, evenly divided among incumbents and challengers.

The center concluded from its survey that "a limited free media plan applicable to television" would be the optimum method of easing the cost burden on candidates." No doubt. Just as picking someone's pocket might be the easiest method of improving the financial fortunes of the pickpocket. But that solution, as does the center's, addresses expedience, not appropriateness. It is inappropriate, and unfair, to target broadcasters because they have the handiest deep pockets. Backers of the scheme trot out the shopworn public interest standard as rationalization for the free ride. Hardly. It is a politician's interest standard, if any, that is being furthered.

In crediting the National Association of Broadcasters with spearheading the opposition to the free time proposal (what we would christen the "their chickens in our pot" method of campaign financing), the center charges it with encouraging broadcasters to grant time for debates and other candidate forums. Guilty as charged. The center goes on to cite an NAB white paper spelling out this subversive policy: "By exerting editorial discretion and increasing a station's involvement in the political process, we help to prove to Congress the fallacy of maintaining what are essentially outdated, discriminatory and unconstitutional political broadcasting laws." If that's subversion, count us in.

Meanwhile, on Capitol Hill, senators on the communications subcommittee were considering a bill (see story, "Top of the Week") that would allow them to pay less for their commercial television time by defining apples as oranges (with broadcasters the ones getting squeezed); in this case, getting nonpreemptible

spots at lower preemptible spot rates. The argument against that move is the same as above. Yes, Congress would like to save money; who wouldn't? No, it should not unilaterally legislate that savings at the expense of broadcasters. To claim to be doing so in the name of "democracy," as one senator puffed last week, has a particularly tinny ring to it.

Final rites

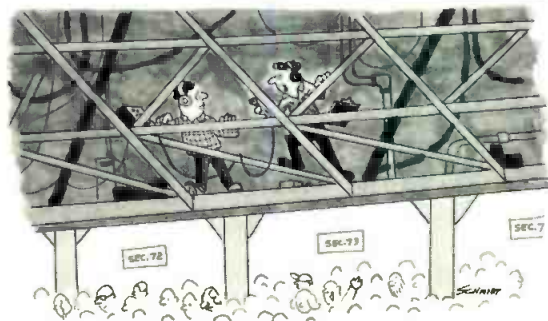
More with a whimper than a bang, the Television Information Office is about to pass from view. After years of quasi-controversy (there were always skeptics, this magazine among them, who felt the industry could better expend its energies otherwise) and modest accomplishment, it simply ran out of steam. And of money, although the \$1.1 million annual budget should certainly have been raiseable by any industry that cared.

This page has such a record of unkindness to TIO that it ill becomes us to say anything nice now. Nevertheless, we'll chance the observation that a number of able and dedicated people were associated with the organization over the years—Roy Danish, the director for 25 years, conspicuously among them. Doubtless they achieved a great deal more than we ever knew or gave credit for.

What really killed TIO is that the television it was the information office for is now only part of a larger medium that no longer needs explaining in the way the founders had in mind—or that defies explanation. TIO, exclusively allied with over-the-air television, was locked into yesterday and couldn't make it to tomorrow.

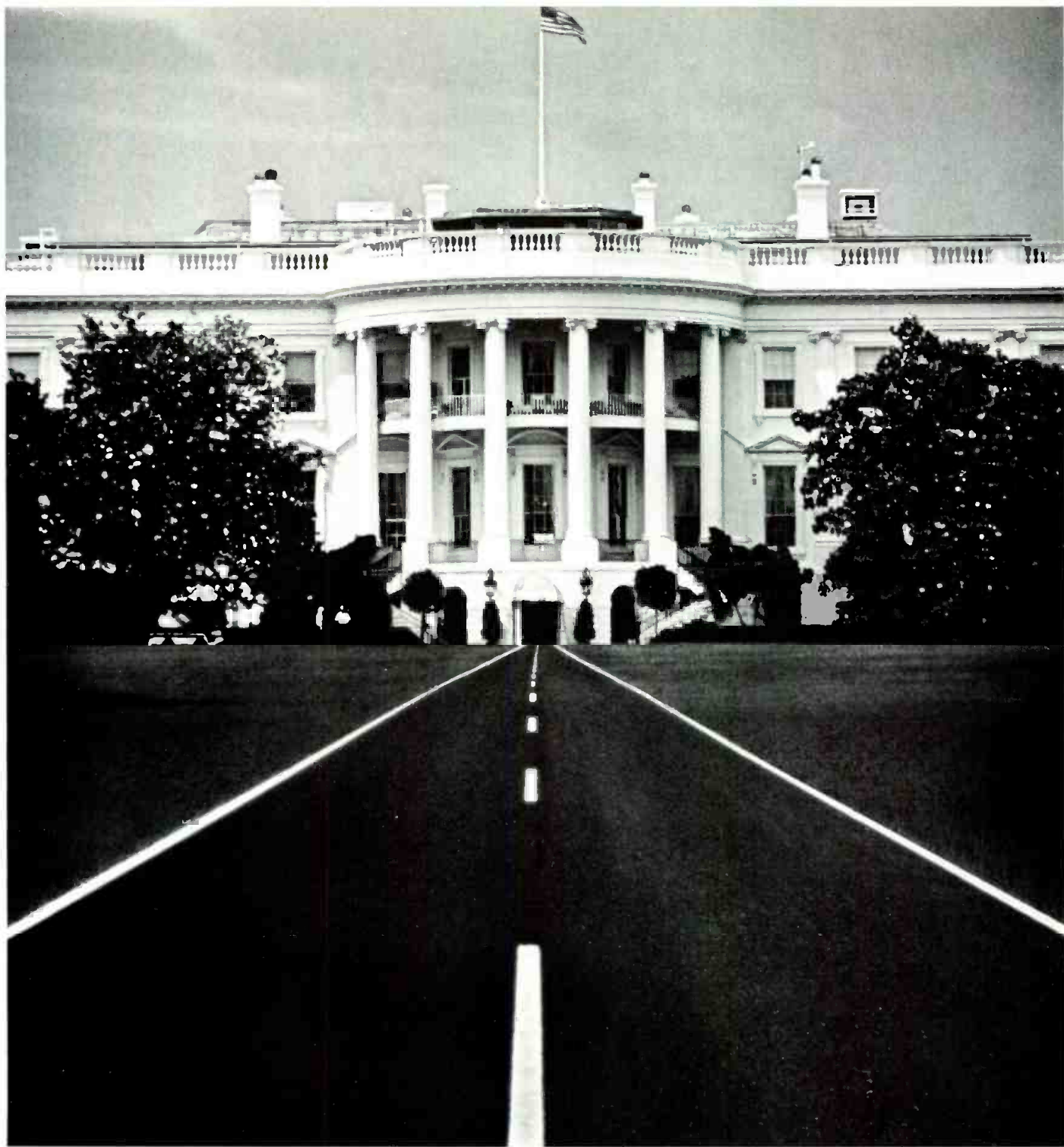
Good move

A tip of the editorial visor to Bob Wright. The NBC president announced last week that the network had decided to join ABC and CBS, among others, in carrying live the Sept. 25 presidential debate, foregoing its Olympic coverage for the 90 minutes of prime time the presidential square-off is scheduled to consume. It was a good decision. To have forced viewers to choose between the debates and a powerful alternative such as the Olympics—as NBC had originally planned—would have been, as this magazine suggested last week, "an unfortunate and unnecessary confrontation." We should, however, add a clarification. It would have been unfortunate in the pursuit of a politically aware electorate, but certainly not for the bottom line of NBC. The network stands to pay a price for giving up a measure of Olympic and advertising gold: some \$8 million in lost revenue from the premium Olympic commercial spots preempted by the debate. It will be a blow to profits, but a much larger one for principle.



Drawn for BROADCASTING by Jack Schmidt

"Weren't you the one who said we'd have no trouble picking up our credentials once we got to the Olympics?"



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