

The Fifth Estate

RADIO TELEVISION CABLE SATELLITE

Broadcasting Oct 10



**WHEN IT COMES TO ORIGINAL PROGRAMMING,
USA TOWERS ABOVE THE REST.**

- 24 world premiere motion pictures and miniseries produced exclusively for USA.
- New episodes of ACE Award-winners *Alfred Hitchcock Presents* and *The Ray Bradbury Theater*.
- New episodes of *Diamonds* and ACE Award-winner *The Hitchhiker*—both new to USA.
- Live, exclusive cable coverage of major sporting events.

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ROOM 122
AUL-SAS

36112

12364 12K NOV/90

57th Year 1988

**NTIA's blueprint
for the 21st Century
Knight-Ridder
bails out**

Harry Pappas stations joined



“There’s a lot of pretty good off-network sitcom product being offered in Fresno and Omaha right now. That’s a welcomed relief from the seller dominated market of the past few years.

We’ve looked at them all and have decided to put our money on ALF. Not only does ALF have what it takes to work on the network; but more importantly, it has all the key characteristics to work 5 days a week in key access sitcom blocks. We are especially impressed by the strong male demos which attract the kind of advertising dollars that we find the hardest to capture.

That furry little guy makes me feel warm all over when I look forward to 1990.”

Harry Pappas
President
Pappas Broadcasting

s tells why his
ALF's family.

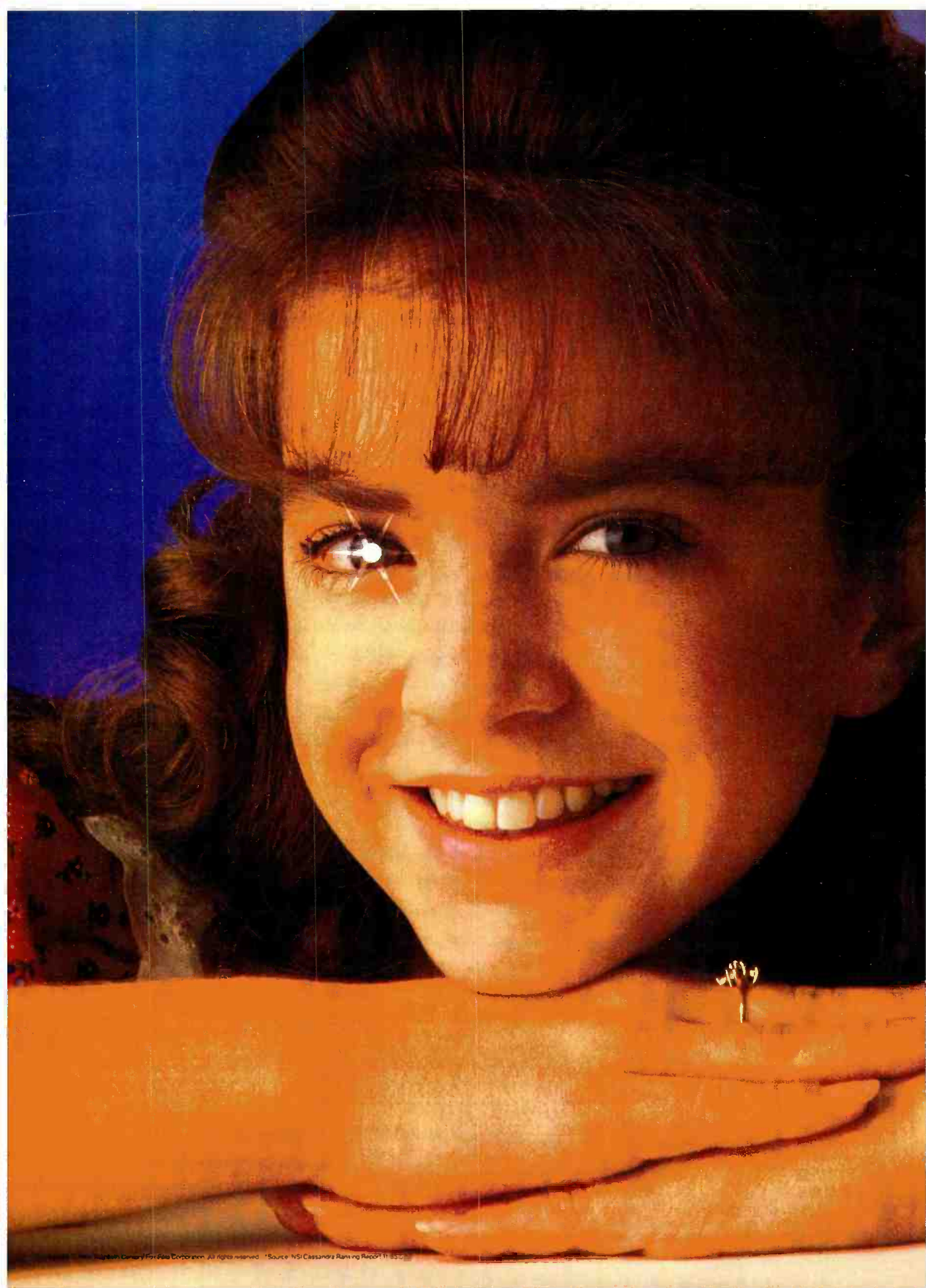


ALF

alien productions

LORIMAR
SYNDICATION

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This robot will still be running in the year 2000.

Small Wonder has the energy to short-circuit your competition well into the 21st century. Here's why:

- The number one first-run sitcom for 3 seasons running!*
- Consistently outranked shows like *It's A Living*, *Mama's Family*, *Too Close For Comfort*, and *What's Happening Now!**
- Ranked in the top 10 among all syndicated sitcoms, including

off-net, for 3 seasons in a row!*

- 96 episodes already produced!
- 4th year in first-run!
- Delivers all-family demos!
- Beat *Oprah Winfrey* in HH share and young women demos in Raleigh-Durham test (7/87)!

So power your schedule with the robot charged to run into the year 2000 and beyond. *Small Wonder*. She's wired for success.

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WONDER

AVAILABLE TO STRIP FALL '89





Gentlemen, Start Your Engines.

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

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

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

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



Associated Press
Broadcast Services

Revving up for must carry

National Association of Broadcasters officials have digested special study on must carry constitutionality—prepared by as-yet-unidentified outside law firm—and think they have something. President Eddie Fritts is planning to convene association's local carriage task force—within next few weeks—to analyze results and suggest next course of action. It's anticipated they may draft new must-carry compromise to present to cable industry, with hope that resultant legislation will withstand court scrutiny.

HDTV endorsement

Board of review of American National Standards Institute (ANSI) approved 1,125/60 high-definition video production standard last week. Standard was documented, approved and submitted by Society of Motion Picture and Television Engineers (SMPTE), ANSI-accredited organization, last winter ("Closed Circuit," Feb. 29). Earlier it had also been approved by Advanced Television Systems Committee and Japan's Broadcast Television Association. ANSI's Dorothy Hogan said that group's endorsement establishes 1,125/60 as "national consensus standard... All directly and materially affected interests have had the opportunity to participate in the development of the standard or to comment on its provisions and they have reached general acceptance of it."

Nielsen raises the bar

Television network business, just beginning to emerge from peoplemeter ratings controversy, will head into new uncharted territory by second quarter of next year. A.C. Nielsen is expected to announce that it will offer experimental monthly ratings of broadcast TV (but not cable) commercial viewing—Nielsen has until now only reported program viewing. On household and demographic basis, reports would provide minute-by-minute rating numbers, and would indicate at which minute commercial appeared. Once reports appear Nielsen will take reading of client demand for frequent as opposed to occasional reports, and whether units even smaller than one minute should be measured.

Going slow on TV Marti

Although Reagan administration, specifically including Vice President Bush, supports concept of TV Marti, White House is proceeding on project with caution. U.S. Information Agency has undertaken

studies to determine technical feasibility of proposal to establish television transmitter at end of 10,000-14,000-foot tether above Florida Keys; government experts say technical studies by outside consultants that served as basis of \$7 million congressional appropriation for startup funds for project to transmit television programming to Cuba had, as one official put it, number of "holes in them." What's more, agencies with direct responsibilities in such matters, like FCC, National Telecommunications and Information Administration and State Department, will review legal, technical and foreign affairs implications of TV Marti proposal. Indications are that broadcast tests of airborne station will not be undertaken before second half of 1989, when new administration will be running government.

Syndex fans on Hill

House Energy and Commerce Committee's report on home satellite copyright bill (H.R. 2848) includes strong endorsement for concept of syndicated exclusivity rules. Report language instructs FCC in considering syndex rule for retransmission of broadcast signals to backyard satellite dishes to use FCC's current cable syndex rules as model. Driving force behind syndex language in H.R. 2848 was Association of Independent Television Stations, which believes provision gives it needed ammunition to fight anticipated appeal of FCC's syndex rules by cable industry.

Charren to the rescue

Action for Children's Television President Peggy Charren was making rounds in Washington last week in last-ditch effort to salvage children's TV bill that is victim of political stalemate between House Telecommunications Subcommittee Chairman Ed Markey (D-Mass.) and Senator Tim Wirth (D-Colo.) (see "Top of the Week"). Charren met with Wirth and Senate Commerce Committee Chairman Ernest Hollings (D-S.C.) separately, to convey her concerns that measure not languish. By week's end there was report that National Association of Broadcasters, acting as peacemaker, was said to have prepared compromise language that might break stalemate.

Wireless roll-out

That wireless cable operators are expanding service offerings to consumers is demonstrated by plans of TechniVision, which intends to launch service in Oklahoma City, Wichita (Kansas) and Corpus Christi (Texas) by early next year. Its basic and pay wireless cable service

also will include several channels of pay per view. Principals in TechniVision—Charles Lowe, Howard Addison and Bruce Davis—are old cable hands, having built cable MSO Scott Communications before selling 125,000 subscriber company last year for \$220 million. Cable penetration is substantial in areas where TechniVision plans to serve (50%), but company believes it can achieve 10% penetration by reaching homes not passed by cable, homes that are passed but don't subscribe or cable subscribers themselves. TechniVision said its basic package will be priced 20% below cable in area. Company, according to business plan, believes it will have 109,000 subscribers in four systems by 1992.

TIN's in

End of subscriber erosion may be in sight for The Inspirational Network, cable side of Heritage (formerly PTL) TV Ministry. Cox Cable Communications in San Diego, with 300,000 subscribers, has all but signed agreement to add TIN to its lineup for first time. Addition of second largest cable system in nation follows closely on heels of PTL founder Jim Bakker's elimination from running as buyer of restructured Heritage. Cox currently carries TIN on only its Omaha system.

Cox action also precedes by perhaps only weeks proposed transfer of broadcast TV and cable operations into new management hands that will make 24-hour religious cable programming service into advertiser-supported operation. Unidentified group "is interested in pumping a lot of money" into TIN, said Heritage source. That group already has two national advertisers committed to plan and will open between-program spots to local advertisers as well.

The Weinberger precedent

Columbia Pictures Television deal with comedy program producer Ed Weinberger, announced last week (see page 44), had executives at networks and other studios citing deal as perfect example of why Hollywood's costs are so out of control. Columbia is setting him up in own company with total creative control in developed programs, unless deficits exceed certain amount, believed to be between \$150,000-\$200,000 per episode—on high side for comedies. Sources familiar with deal say Weinberger stands to make about \$10 million over five years. In addition, he gets substantial cut of aftermarket distribution revenues (minimum 25%, maybe more, sources said) of shows developed under deal. At least two other major studios are said to have passed on deal.

Where Things Stand

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

AM Stereo

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

Rationale is that C-Quam is already close to de facto standard because 100% of receivers can receive it and majority of AM stereo stations transmit it.

Antitrafficking

Office of Communication of United Church of Christ and Action for Children's Television in August 1986 petitioned FCC to institute rule-making aimed at restoring version of antitrafficking rule commission had repealed in 1982. Commission staff denied petition and petitioners appealed to commission. With FCC failing to act on their appeal, petitioners have asked U.S. Court of Appeals in Washington for writ of mandamus compelling commission action.

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

Cable Regulation

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

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

Second House Telecommunications Subcommittee cable oversight hearing May 11 saw discussion of cable's growing market power. Cable industry has been under increased congressional scrutiny. At first hearing, in March, Subcommittee Chairman Ed Markey (D-Mass.) announced he was asking General 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 hear-

AM Stereo	10
Antitrafficking	10
By the Numbers	12
Cable Regulation	10
Children's Television	10
Comparative Renewal	10
Compulsory License	12
Crossownership	12
Direct Broadcast Satellites	12
Equal Employment Opportunity	16
High-Definition Television	18
Indecency	18
Low-Power TV	18
Mergers	18
Must Carry	22
Public Broadcasting	24
Scrambling	24
TV Stereo	24
Wireless Cable	24

ing 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 programming. Last week he issued results of inquiry (see story, page 64) along with GAO report he requested on cable rate increases in Ohio.

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.

House and Senate members are in stalemate over children's television bill and with Congress slated to adjourn no later than Oct. 15, measure appears doomed. House Telecommunications Subcommittee Chairman Ed Markey (D-Mass.) wants House version of legislation adopted, while Senator Tim Wirth (D-Colo.) is pushing substitute measure (BROADCASTING, Oct. 3). Broadcasters say they are sticking with Markey's bill and find Wirth's latest proposal "unacceptable."

House measure is product of negotiations between Markey and NAB and proposes commercial limits in children's programs of 10½ minutes per hour on weekends and 12 minutes on weekdays. Measure has undergone considerable revisions and excisions, among latter, language requiring broadcasters to air one hour per day of informational and educational programming and provisions to curb so-called program-length commercials. Wirth's proposal excludes advertising limits but retains license renewal section and requires FCC to study effectiveness of legislation following enactment.

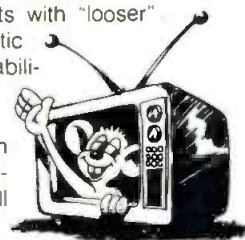
Bill's troubles do not end there. Justice Department has written Senate Majority Leader Robert Byrd (D-W.Va.) opposing House legislation and promising to recommend presidential veto (BROADCASTING, Aug. 1). Office of Management and Budget released statement opposing bill, but stopped short of recommending veto.

Comparative Renewal

■ National Telecommunications and Information Administration, in *NTIA Telecom 2000*, 672-page look at possible future of broadcasting and telecommunications, recommended that FCC purge license renewal procedures of "references to program content" as part of overall elimination of rules "governing content."

FCC is in middle of proceeding to revamp license renewal procedures—first round of comments were due last Friday—to make it easier for stations to renew and discourage groups from using process to "extort" money from broadcasters. However, it is unlikely FCC will go as far as NTIA suggested.

The FCC has proposed limiting payments broadcasters can make to challengers in settlements of comparative renewal proceedings and to groups in exchange for withdrawal of petitions to deny renewals. In addition, it has proposed requiring fuller ownership and financial disclosure information from competing



THE WORLD MUST BE
MADE SAFE
FOR SYNDICATION!



applicants, clarifying standards broadcasters must meet to win "renewal expectancies" and reconsidering criteria used in comparative hearings, particularly diversity of ownership.

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

To gather evidence of "extortion" in comparative renewal and petition-to-deny processes, National Association of Broadcasters has sent questionnaire to members and, to insure confidentiality of survey, has hired accounting firm to collect and organize responses.

Compulsory License

FCC is conducting inquiry into cable compulsory license, and may have "front burner" item ready for action this fall. If views of FCC Chair-

man Dennis Patrick are guide, inquiry could lead to recommendation that Congress abolish license, although Patrick has acknowledged that 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 cross-ownership 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 Administration report on cable television regulation that recommended that telephone companies be allowed to serve as transporters of others' programming in telcos' own service areas (BROADCASTING, June 20). They should be allowed to provide "video dial tone" to anyone with program to offer, 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.

Resolution now pending in House calls on Congress to wrest jurisdiction from Greene and eliminate barriers. Measure has backing of House Energy and Commerce Committee Chairman John Dingell (D-Mich.) and, at last count, 112 co-sponsors.

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

Duopoly/one-to-a-market—FCC Chairman Dennis Patrick, speaking at NAB radio convention Sept. 16, said he favors some relaxation of duopoly and one-to-a-market rules and that record in current rulemaking supports such a move. But FCC 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—Appropriations bill (J.R. 4782), which appears on its way to law, includes provision that prevents FCC from reexamining its broadcast-newspaper cross-ownership rules.

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 cross-ownership ban.

Direct Broadcast Satellites

■ **Already mode of program distribution in Japan and moving fast in Europe, high-power**

BY THE NUMBERS

Summary of broadcasting and cable

BROADCASTING			
SERVICE	ON AIR	CP's ¹	TOTAL *
Commercial AM	4,913	287	5,199
Commercial FM	4,085	565	4,650
Educational FM	1,339	297	1,636
■ Total Radio	10,337	1,149	11,485
FM translators	1,585	435	2,020
Commercial VHF TV	543	18	561
Commercial UHF TV	501	200	701
Educational VHF TV	119	6	125
Educational UHF TV	215	30	245
■ Total TV	1,378	254	1,632
VHF LPTV	106	163	269
UHF LPTV	282	1,143	1,425
■ Total LPTV	388	1,306	1,694
VHF translators	3,067	109	3,176
UHF translators	2,179	348	2,527
ITFS ²	250	114	364
Low-power auxiliary	824	0	824
TV auxiliary	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL ³ & intercity relay	2,836	166	3,002

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

* Includes off-air licenses. † Penetration percentages are of TV household universe of 88.6 million. ¹ Construction permit. ² Instructional TV fixed service. ³ Studio-transmitter link.

SO BLOW AWAY THE
COMPETITION!



SLEDGE HAMMER!, the toughest cop on the airwaves, explodes into television and he's aiming to be Number One with a bullet in your programming line-up. A proven winner in competitive time-periods with top efficiencies among men and kids, he carries a prior awareness necessary for success as well as a built-in audience of faithful and loyal fans. SLEDGE HAMMER! is ready to gun down the competition in your market.

SLEDGE HAMMER!

TOP GUN IN SYNDICATION!

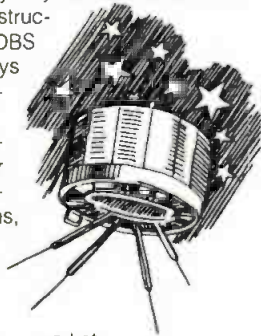


Ku-band direct broadcast satellite delivery of television programming will definitely become reality in U.S. in 1990's, Hughes Communications has said. Hughes proposes "1992 time frame" launch of 200-watt Ku-band direct broadcast satellite. Higher power—10 times higher than current fixed satellite service birds—says Hughes, will enable reception of video programming by only one-foot downlinks.

Holding FCC construction permit for that DBS bird, Hughes says prices for DBS consumer receiving units will be competitive with other consumer TV reception systems, thereby making for potential nationwide direct-to-home television broadcasting market

much larger than current two-million C-band home-dish market. Combination of Hughes's solid relations with major cable programmers, backing of parent General Motors, potential partnership with co-owned satellite builder, Hughes Aircraft, and extremely high power of its proposed 200-watt bird give it major advantages over new entrepreneurs. Hughes's plan will go to GM for approval by end of year.

(Before end of year, FCC hopes to rule on April 8 round of five new applications and



three modifications of already granted construction permits to operate satellites offering up to 32 channels in each of eight orbital slots in DBS arc.) GE Americom could beat Hughes to punch, launching 60-watt Ku-band DBS bird, Satcom K-3, as early as January 1990. With even longer record of serving cable programmers than Hughes—as well as equivalent relationship with co-owned satellite builder, GE Astrospace—GE Americom, like Hughes, is trying to bring together "business system," including programmers and cable operators, to launch K-3 and K-4 (both already under construction), to provide service to both cable industry and home dish owners, with cable likely retailers. Sixty-watt power, it says, means consumer dishes as small as three feet will be able to receive its DBS signals. In 1985, with 45-watt Ku-band birds, Satcom K-1 and K-2, already in orbit in fixed satellite service arc, GE entered joint venture, Crimson Satellite Associates, with HBO. Crimson has not yet attracted cable programmers other than HBO to Ku-band distribution, but said recently that other programmers have signed options to use K-3 once it is launched. HBO currently transmits via K-1, in addition to its C-band feeds (BROADCASTING, July 18).

Hughes says GE 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 (to be launched in January 1990), instead of waiting

for Hughes to launch its DBS bird.

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, top multiple system cable operator 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 distribution form that threatens to bypass cable may be passing.

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

Advertisement

THIS IS **MEDIA MONITOR** WITH REED IRVINE AND CLIFF KINCAID

SHOULD DUKAKIS RESIGN?

Governor Dukakis is a proud member of the American Civil Liberties Union, and so is his campaign manager, Susan Estrich. She served on the organization's national board of directors until last year. But the ACLU supports a number of policies that are very unpopular with most Americans. It opposes capital punishment and favors giving suspended sentences to all convicted criminals except those guilty of such crimes as murder and treason. It advocates the legalization of all narcotics and all pornography, including kiddie porn. It would abolish movie ratings and the tax exemptions now enjoyed by churches and synagogues. It wants to remove the words "under God" from the Pledge of Allegiance and "In God We Trust" from our coins.

Although Governor Dukakis has been campaigning for the presidency for the past year, it seems that he was never asked whether he endorses all of these ACLU policies. This is strange. If he and his campaign manager belonged to an organization that practiced and advo-

cated discrimination against women and minorities, he would certainly have been asked whether he agreed with that policy. Moreover, it would not have sufficed for him to dissociate himself from the policy of discrimination. He would have had to resign from the organization, and so would his campaign manager, if she wanted to keep her job.

Why didn't Big Media reporters pay any attention to these controversial ACLU policies until George Bush mentioned them in his first debate with Dukakis? Why didn't the reporters ask Dukakis whether or not he supported these policies? This was one of the questions AIM suggested the reporters ask at the debate. Instead, ABC's Peter Jennings asked Bush why he kept referring to Dukakis as "a card-carrying member of the ACLU." He asked what was so wrong with belonging to an organization which had come to the defense of Oliver North.

Bush responded by citing some of the highly controversial ACLU policies, but the reporters still failed to ask Dukakis if he agreed with those policies. The next day, the Dukakis campaign issued a statement saying that he didn't agree with all those policies. The statement cited several that he disagreed with. These included the legalization of child pornography, allowing gays to become foster parents, and barring policy road blocks to catch drunk drivers.

The fact that Dukakis disagreed with

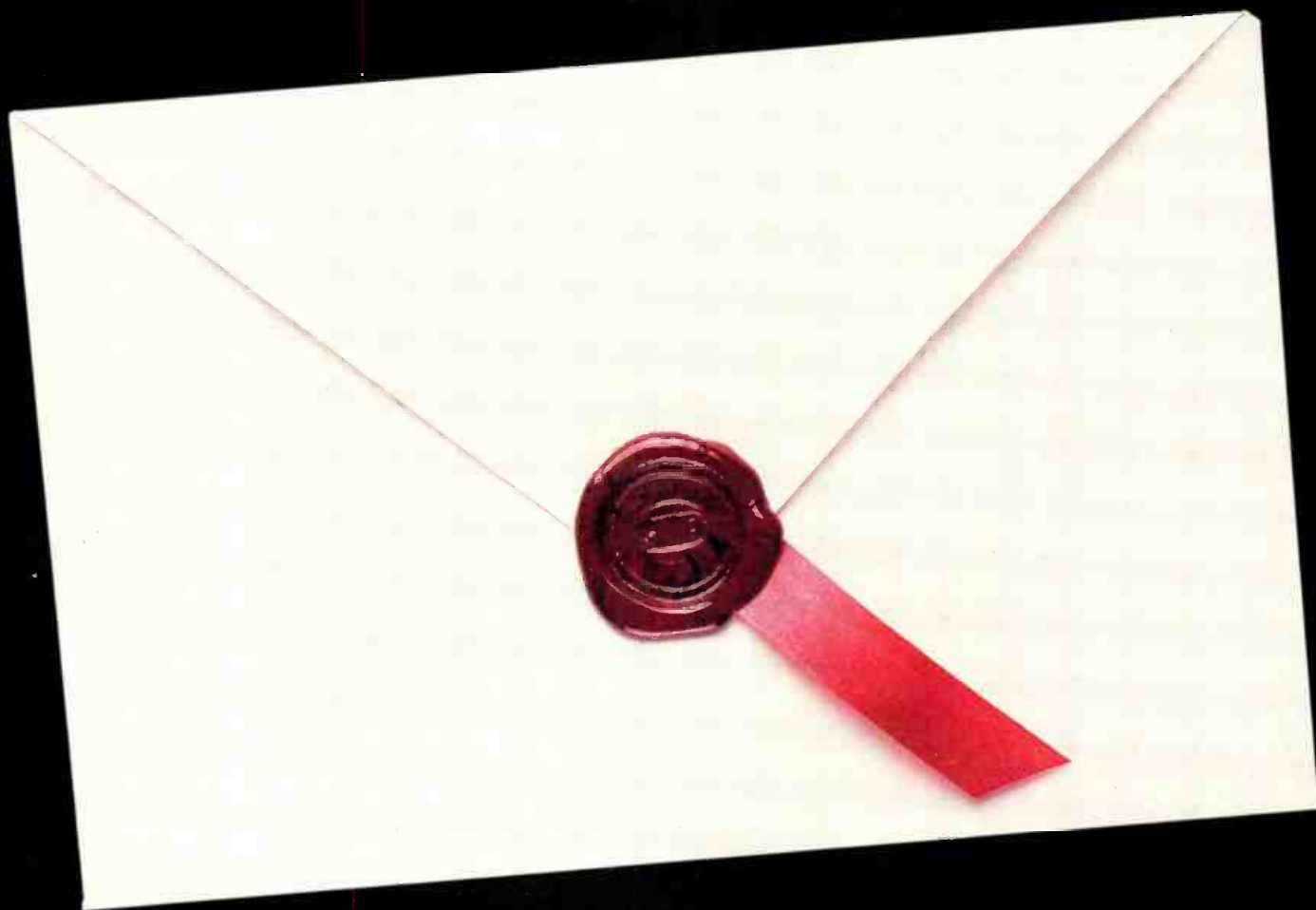
some ACLU policies was covered by all three TV networks, but conspicuously missing was any network examination of the most controversial ACLU policies, showing which Dukakis supported and which he rejected. Nor was there any effort to show voter reactions. None of the networks included interviews with those who thought that Dukakis should resign from the ACLU to show that he opposes many of its radical policies.

Even when Senator Dan Quayle publicly called on Dukakis to resign from the ACLU, NBC was the only national news organization to report Quayle's demand. Most journalists appear to admire the ACLU, and they have helped hide its unpopular policies from the public. Not only won't they ask Dukakis why he doesn't resign if he finds those policies repugnant, but they wouldn't even report that the Republican vice presidential nominee made that suggestion.



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

NOMINATED FOR
40 ACADEMY
AWARDS.



COMING OCTOBER 24th



Columbia Pictures Television

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

■ In late November, Advanced Television Test Center, project co-sponsored by NAB, ABC, NBC, CBS, PBS, Association of Maximum Service Telecasters and Association of Independent Television Stations, will move into temporary offices in same Alexandria, Va., building that houses PBS headquarters. Permanent site for ATTC's headquarters are to be found by spring, when center will provide facilities for Advanced Television Systems Committee (ATSC) and FCC's advisory committee on advanced television services to test HDTV and EDTV systems. Group W Broadcasting has donated use of its WBZ-TV Baltimore as site for some ATTC testing, one of several projects company has begun with \$1 million set aside in its budget to develop advanced television for broadcasters.

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 hearing in September focusing 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 Electronics 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.

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, will take over as president of Cable Labs this month.

Indecency

■ President Reagan signed into law congressional spending bill with provision that requires FCC to enforce its indecency policy around clock (BROADCASTING, Oct. 3). FCC has until Jan. 31, 1989, to issue new set of indecency rules. National Association of Broadcasters says appeal is "major option."

Many broadcasters joined FCC in its belief that new law is "constitutionally suspect" in light of recent case law. U.S. Court of Appeals in Washington had affirmed FCC's tougher indecency enforcement policy based on premise that FCC could not ban indecency, but could channel it to times of day when few children were in audience. But court remanded case to commission to justify midnight-to-6 a.m. "safe harbor." In light of congressional action, FCC may not go ahead with its remand rulemaking.

FCC adopted new policy in April 1987 in conjunction with action against three radio stations for broadcasting programming FCC deemed indecent. However, FCC enforcement of policy has not been aggressive. FCC levied \$2,000 fine against Media Central's KZKC-TV Kansas City, Mo., for its 1987 prime

time broadcast of "Private Lessons." But it stayed action after court remand.

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

Low-Power TV

■ FCC's nine-day "window" for LPTV applications closed June 24, but not before 1,004 were received. Initial processing has been completed: 500 were directly grantable, and have been put on public notice as of Friday, Sept. 30. If no petitions to deny are filed within 30 days, those grants become CP's.

Of remainder, approximately 335 were returned because of filing errors and 165 are going to lottery. Possibility of another window for filing is imminent, perhaps as soon as December. Community Broadcasters Association convention is being held in Las Vegas Oct. 25-28. Number of low-power stations signing on is averaging 15 per month, according to CBA.

Mergers

■ Malrite Communications Group announced Aug. 15 that it had received buyout offer from management group led by chairman and majority stockholder, Milton Maltz. Offer was \$10.25 per share in cash for approximately 13.7 million shares of common and class A stock. Malrite operates 11 radio and six television stations. Shareholder lawsuit seeking to block buyout and asking for damages was filed Aug. 16. ¶ Rogers Communications Inc. announced Aug. 9 that it had agreed to sell its U.S. subsidiary, RCA Cablesystems Holding Co., to a subsidiary of Houston-based utility, Houston Industries Inc. Price was \$1.265 billion for systems serving roughly 500,000 subscribers in San Antonio; Minneapolis; Portland, Ore., and Orange County, Calif. Houston Industries board unanimously approved purchase Aug. 16. Definitive agreement is subject to transfer approvals at municipal levels, plus FCC approval and Hart-Scott-Rodino requirements. Deal would close in December at earliest. ¶ Definitive agreement has been signed to sell Metropolitan Broadcasting to Robert F.X. Sillerman. Announcement on June 29 indicated which groups affiliated with Sillerman will end up with stations. Plans call for Metropolitan president and chief executive officer, Carl Brazell Jr., to form new company, Command Communications, to purchase KJOI(FM) Los Angeles; KHOW(AM)-KSY(FM) Denver; KRLD(AM) Dallas, and Texas State Networks for \$145 million. Sillerman will hold non-voting equity interest in Command, and 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. FCC has granted approval of assignment of licenses to Command, enabling deals to close Nov. 8 at earliest. ¶ Cablevision Indus-

An Important Message to everyone who sees the Potential of LPTV!

On October 25th at Caesars Palace in Las Vegas, the opening session will be held at the first conference ever devoted strictly to LPTV. That same day the exhibit hall will open with an array of products and services directed to the LPTV marketplace.

For details on CBA membership and conference information or information on exhibiting, call this toll-free number:

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The New Leave It To Beaver

Family Ties
Facts of Life
Barney Miller
3's Company
Good Times
What's Happening Now
Webster
Diff'rent Strokes
Punky Brewster
Sanford & Son
Jeffersons
Honeymooners
It's a Living
All in the Family

Share of time period

19
19
19
16
15
15
13
13
13
11
10
8
5
4
4

Station

WKBD
WKBD
WKBD
WDIV
WKBD
WKBD
WKBD
WKBD
WKBD
WKBD
WKBD
WKBD
WKBD
WXON
WXON

“The New Leave It To Beaver” increases over its lead-in!

Week 1					
Station	Day	Time	Program	Rating	Share
WKBD	M-F	5:30p	Good Times	7.1	15
WKBD	M-F	6:00p	The New Leave It To Beaver	8.9	18
				+25%	+20%
Week 2					
Station	Day	Time	Program	Rating	Share
WKBD	M-F	5:30p	Webster	6.7	13
WKBD	M-F	6:00p	The New Leave It To Beaver	10.2	20
				+52%	+54%
Week 3					
Station	Day	Time	Program	Rating	Share
WKBD	M-F	5:30p	Webster	6.4	13
WKBD	M-F	6:00p	The New Leave It To Beaver	10.0	19
				+56%	+46%

Source: NSI Overnights, Detroit



Catches R FEVER!

"The New Leave It To Beaver" improves WKBD's time period performance over year-ago!

Date

Sept. 88* **The New Leave It To Beaver**
October 1987 **Diff'rent Strokes**

*ST-D Performance thru 10/29. Source: NSI Detroit Overnights

Rating

10
9
+11%

Share

19
17
+12%

Miami's got the fever too!

The New Leave It To Beaver

Cheers
Alice
Jeffersons
Mash
Silver Spoons
A Team
What's Happening Now
New Newlywed Game
Family Ties
Gimme a Break
Love Connection
Benson
Barney Miller

Share of Time Period

9
8
8
8
7
7
7
5
5
5
4
4
3

Station

WBFS
WBFS
WBFS
WBFS
WCIX
WDZL
WDZL
WBFS
WDZL
WCIX
WCIX
WDZL
WCIX
WCIX

Source: Arbitron Miami Overnights, 9/19-10/20/88

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It To
Beaver**



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tries 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 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. ¶ Merger of Warner Communications Inc. and Lorimar Telepictures was blocked Sept. 27 by New York state court. Judge ruled 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 said it would appeal decision. If decision stands, deal could go through only after Lorimar sold stations or Warner reduced 42.5% stake in Chris-Craft's broadcasting subsidiary. Since definitive merger agreement was signed May 17, Warner has taken over Lorimar's domestic theatrical distribution operations, along with distribution of Lorimar's home video library. Lorimar shareholders meeting to approve merger is scheduled for Oct. 17. Under merger terms, Lorimar shareholders would make tax-free exchange of roughly 2.4 shares for each common share of

Warner. ¶ MSO's United Cable and United Artists Communications Inc. signed definitive agreement March 8 to merge into new company, United Artists Entertainment Co. Under terms of agreement amendment announced Sept. 19, UACI stockholders would exchange each share for one share each of class A and class B common stocks—class B stock convertible into class A and carrying 10 votes per share compared to class A stock's single vote. UCT stockholders have option to receive either \$35 cash or one share apiece of A and B stock in UAE, with right to put that stock to Tele-Communications Inc. TCI has expanded UCT ownership to 41% share as of July 29. TCI owns roughly two-thirds of UACI and would own a majority of newly formed UAE. Setup of class A and class B stocks is designed to preserve TCI's majority vote in UAE while permitting convertible-bond financing. Merger is subject to shareholder approvals. ¶ On April 23, joint venture of Tele-Communications Inc. (TCI) and Comcast agreed to purchase SCI Holdings, fourth largest MSO serving 1,480,000 subscribers, from Kohlberg Kravis Roberts & Co. (KKR) and other owners. 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. KKR is keeping SCI's broadcast television interests. On Sept. 28, Connecticut Department of Public Utility Control blocked transfer of three cable systems serving approximately 112,000 subscribers, citing threat of high concentration of TCI-owned systems in state.



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The Voice of America is seeking an individual with a broadcast management background and news/features experience in national and international affairs to serve as Chief of its Current Affairs Division. The position, which reports to VOA's Editor-in-Chief, includes responsibility for staff direction, editorial content and quality control of a broad range of material developed for broadcast in English and translation into other languages broadcast by VOA. This material includes documentary programs and panel discussions on topical issues as well as issues of long standing significance in such subject areas as: science, labor, economics, music, the performing arts, films, books, agriculture, urban affairs and education. In keeping with VOA's mission, the Division Chief ensures a balanced and comprehensive projection of significant American thoughts and institutions and ensures that the policies of the United States are presented clearly, effectively and with responsible discussion and opinion. The Division Chief must display creative and management skills to inspire and lead a staff of 40 plus in meeting the challenges of international broadcasting.

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Applications may be obtained from Office of Personnel Management regional offices, or by writing to us at above address. Closing date for receipt of applications is October 28, 1988. VOA is an equal opportunity employer.

Must Carry

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

72% OF THE
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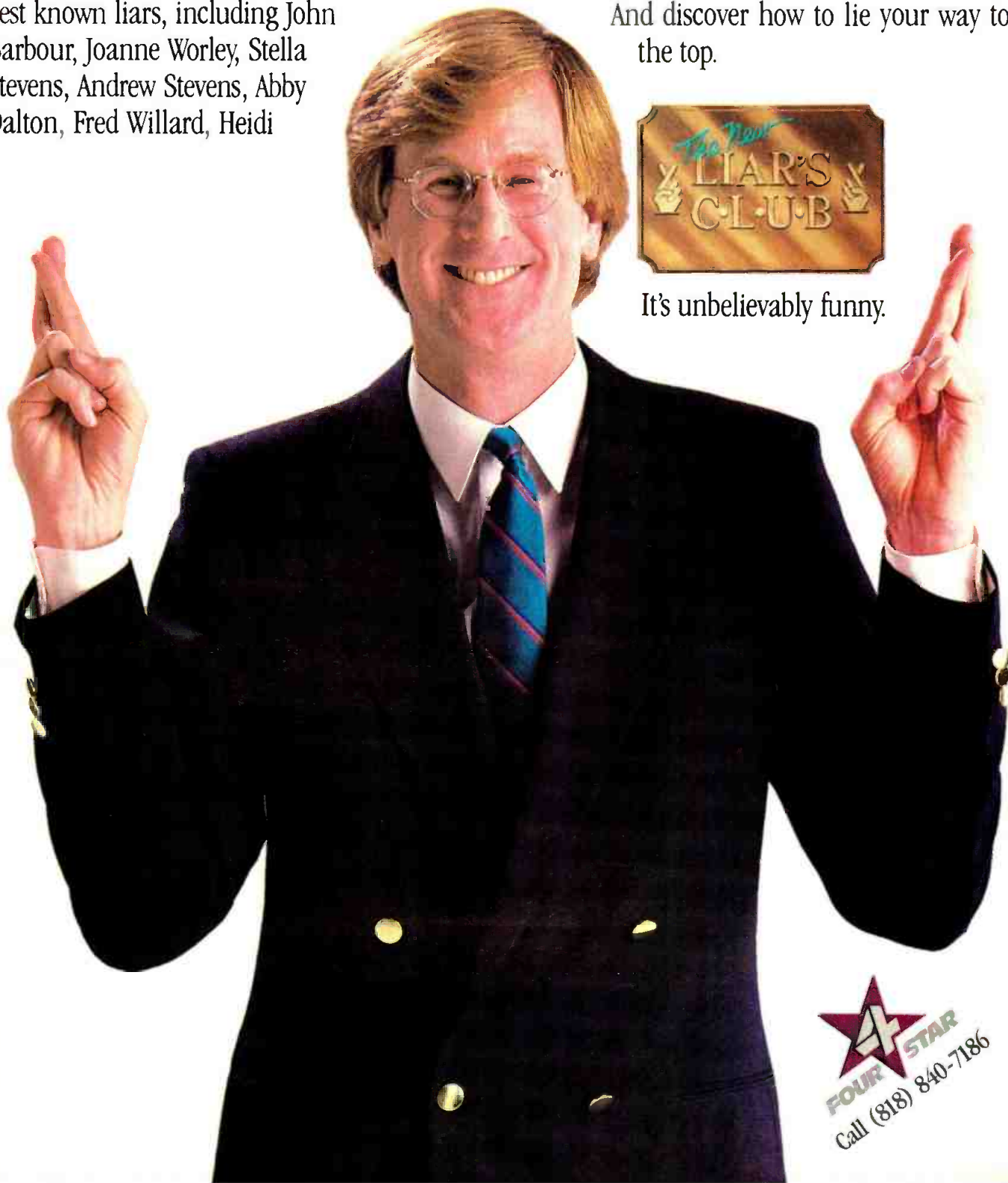
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Stevens, Andrew Stevens, Abby
Dalton, Fred Willard, Heidi

Bohay, Bill Kirchenbauer and more for the
most outrageous game show on TV.

And discover how to lie your way to
the top.



It's unbelievably funny.



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 August, 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 Broadcasters' 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.

Public Broadcasting

■ Most differences between House and Senate versions of 1991-1993 CPB reauthorization, S. 2114 and H. 4118, were settled by last week in September, but remaining snags prevented vote on final version by press time last week. Combined version does not include controversial Senate amendment codifying division of federal money between CPB and public stations, including shifting 80% of CPB national Program Fund dollars to public TV stations. Instead, CPB and stations must submit by January 1990 (and implement in FY 1991) plan to resolve problems Senate has with CPB Program Fund administration (BROADCASTING, May 30, June 27).

Passage of reauthorization before early October recess is considered most crucial because satellite replacement funding of \$200 million is included in both versions of bill. On Sept. 27, PBS board of directors authorized satellite replacement project managers to enter immediately into negotiations with four satellite capacity vendors. Current public TV and radio satellite capacity is expected to expire in early 1991, and project plans call for submission of final agreement with vendor in early 1989. On same day, CPB board of directors re-elected Chairman Howard Gutin (whose directorship expires in March 1989) and Vice Chairman William Lee Hanley (whose directorship expires in March 1992). Leslee "Honey" Alexander, who already is PBS director, joined CPB board for first time.

House and Senate agree on authorization figures: \$304 million in 1991, \$345 million in 1992, \$404 million in 1993 and \$200 million satellite replacement funds over those three years. The bills also agree on funding figures for Public Telecommunications Facilities Program (PTFP), administered by NTIA, of \$36 million in 1991, \$39 million in 1992 and \$42 million in 1993. Administration has recommended freeze of CPB funding at 1988 level (\$214 million), declining to address either satellite replacement or PTFP.

In August, even without authorization, President Reagan signed 1991 appropriation of

\$242,060,000 to CPB, with additional \$56,810,000 earmarked for satellite replacement.

Combined authorization bill would retain House language creating new program fund specifically to support independent productions and to "expand diversity and innovativeness of programming" and also retain Senate amendment codifying funding split, most of it to stations, on radio side. Bill would require that CPB oversee increased minority programming efforts, would cap CPB administrative budget at \$10.2 million in FY 1989 and, thereafter, would give 4% or consumer price index increase over previous year's budget, whichever is higher. CPB has called Senate amendments "attack" on its mandate and charged that, with all national programming in station hands, several established series may go on "endangered species list." In support of amendments, PBS and National Association of Public Television Stations have argued that stations already fund national schedule through Station Program Cooperative (SPC) and other mechanisms. NAPT, with station, producer, PBS and CPB participation, has formed task force to assess efficiency of those mechanisms. And during July Program Meeting (formerly Program Fair) in San Francisco, PBS presented ideas to expedite SPC, in part by gaining authority to negotiate with producers, and called for reinstatement of some prime time schedule common carriage to aid in promotion.

"Unbundled" performance and news packages of NPR programming began Oct. 1. Board also adopted 1989 capital budget of one million dollars and announced a distribution fee reduction of more than 20%. In August NPR launched *Latin File*, 14-minute, daily Hispanic news service in English. Spanish-language service is in works, as is general top-of-the-hour news service.

Scrambling

■ Due to developments on Capitol Hill and in marketplace (BROADCASTING, July 4), prospects for passage (in House and Senate) of legislation regulating home satellite industry are increasingly dim.

Momentum behind measure is believed to have slowed because of announcement that National Rural Telecommunications Cooperative (noncable distributor serving dish owners) had closed deals with five leading cable programmers, move many observers feel will persuade lawmakers that congressional intervention is unnecessary.

In House, certain provisions of TVRO bill (H.R. 1885) were added as amendment to superstation measure (H.R. 2848) (BROADCASTING, Sept. 26), which has gone long way toward satisfying congressional concern over matter. Absent from amendment was H.R. 1885's most controversial provision, which would mandate that cable programmers permit any qualified third party to distribute their services to backyard dish (TVRO) owners. That move means third-party packager issue is dead, at least in House.

Despite NRTC deals, Senator Al Gore (D-Tenn.), author of another TVRO bill (S.889), believes there is still need for legislative action and is poised to move his satellite measure

before Congress is slated to adjourn Oct. 15. (Gore was hoping to act before August recess but failed to find appropriate vehicle on which to attach his bill as rider.) He is said to be eyeing possibility of drug control legislation as vehicle. Gore encountered problems earlier when trying to gain time agreement to bring up legislation alone.

Senate Communications Subcommittee Chairman Daniel Inouye (D-Hawaii) is legislation's chief opponent.

On other front, superstation bill (H.R. 2848) that would permit satellite distribution of broadcast signals—superstations—to backyard dish owners (BROADCASTING, Sept. 26) was expected to sail through House last week. Prospects for passage in Senate are good despite little time left in session. Antipiracy amendments added by Telecommunications Subcommittee have improved its chances for enactment. Bill was referred to House Energy and Commerce Committee after Judiciary Committee vote.

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. In response to letter sent by Ohio Senator Howard Metzenbaum (D-Ohio), wireless cable operators said cable programmers consistently refuse to deal with them or charge them discriminatory prices. Although some cable programmers have deals with wireless operators, and several others have made initial steps in that direction, wireless groups maintain that programming they need to compete effectively is denied them. ■

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HARRIS

A commentary on international programming from Michael King, president/CEO, King World, Los Angeles

A future of alliances in international television

The future of the business is not unlike its past. The broadcasting and entertainment industry has always been a business of news and information, drama, game shows, soap operas, sports, talk shows, comedies, movies, etc., and it's going to be more of the same. If change is going to come, and I believe it will, the changes are not going to be in the forms of programming, but in the structure of the business that will develop and produce the TV programs of the future.

It's pretty hard to say precisely what the next 20 years are going to bring because in the last five years we've seen more change in the world marketplace than at any other time in the history of the entertainment and broadcasting fields. You have many more TV stations going on the air in the foreign marketplace and in the U.S. Not only do you have more broadcast stations, but more program viewing choices with the international proliferation of cable, STV, DBS, pay TV, pay per view and home video. There certainly is an incredible amount of change both here and abroad.

The next 20 years will bring even more dramatic change, and it will be driven by another important factor: the intense competition for viewers between these technologies. The aforementioned technologies are driving the marketplace, as is the higher cost of productions. As a result, the entire entertainment industry is becoming intertwined, and you're going to see partnerships between foreign and American broadcasters. We are seeing it today with many more foreign co-productions showing up on the commercial networks. There will undoubtedly be more partnerships between American and foreign producers, between foreign producers and American broadcasters, between the multinational advertisers and American producers and any combinations thereof. I think the companies that are on the cutting edge of our industry will realize this and start trying to form new relationships.

In the United States, for example, we are doing precisely that, forging new alliances, joint ventures and partnerships. The R&D Network, a program development and productions partnership between King World and several prestigious U.S. broadcasters, is going to bring the Hollywood community a lot closer to the local marketplace and vice versa. Gillette, Scripps-Howard, Westinghouse Broadcasting, Post-Newsweek, King Broadcasting and Midwest Communications collectively own stations that reach more than 30% of the total U.S. population—more viewing penetration than any of the three network owned-and-operated station groups. The consortium will provide a level of funding commensurate and competitive with the budgets of nationally produced pro-



Michael King is president and chief executive officer of King World, the Los Angeles-based distributor of TV shows and films including *Wheel of Fortune*, *Jeopardy!* and *The Oprah Winfrey Show*.

grams, but for locally produced fare.

The idea of the R&D Network is to put programming on the air immediately, see if it works, work the kinks out, and then, after we've put the show successfully on the air, offer it to the national and international marketplace.

A who's who of Hollywood has pitched more than 60 ideas to date. What is also becoming more apparent to us is that some of the biggest producers of theatrical movies, as well as stars, writers and directors, are moving closer and closer to the television industry. Once again it is the alliances such as the R&D Network that are providing the impetus to do so. They will set new standards for first-run programming that can be offered worldwide.

I also believe that the joint venture between King World and MCA represents another outstanding example for the domestic and international marketplace. Never before in the history of our business have two major distributors joined forces to create a joint venture that produces programming for every facet of our business, including cable, commercial networks, first-run syndication and home video. The joint venture blends each company's individual strengths, combining their individual and collective expertise and giving birth to an entity with unique, adaptable capabilities that will create high-quality programming. Another reason that I think you will see more partnerships down the road is due to increased cost of production here in the U.S. and abroad.

Alliances of all kinds will also be fueled by an obstacle that has made it difficult to sell American programming abroad: quotas in

the foreign marketplace.

The easing of rules and regulations in many countries is already creating a tremendous boom in co-production deals. They become local productions. I believe that in the future you will see bigger and bigger partnerships and bigger productions as government restrictions continue to ease.

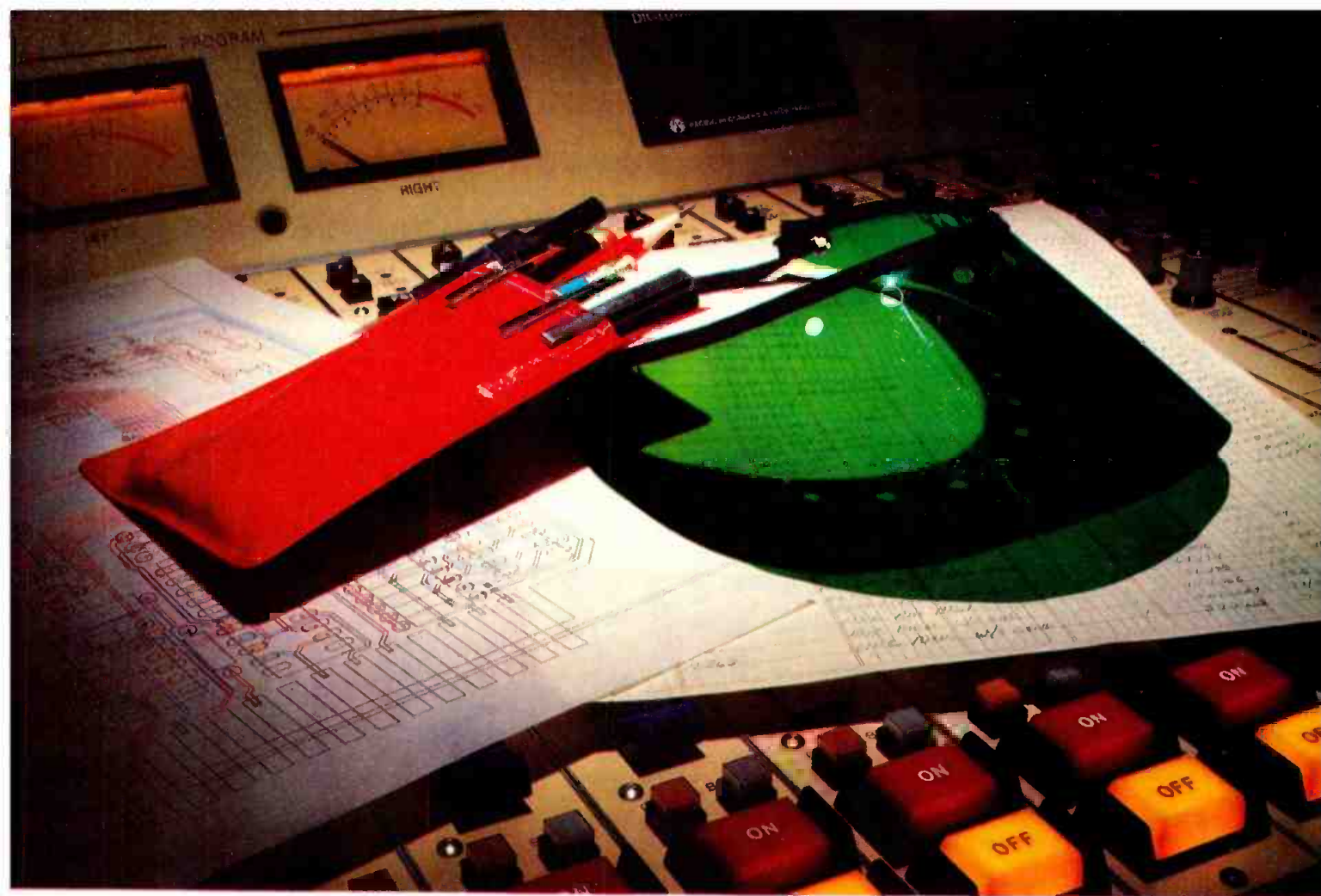
Despite the quotas, the Hollywood community is attracted to the foreign market because of the joint partnerships and ventures that can be created. A foreign investor gets far more for his buck, and so do we. The increased interest in local production outside the United States has generated a very advantageous atmosphere for production in the foreign marketplace.

Alliances will become even more important as a way to get specific expertise and understanding on a country-by-country basis in dealing with foreign broadcasters, governments and producers. This will enable us to market our product far more successfully to all of the different and new technologies.

The advertising community has become a major factor as well because there are a lot of multinational companies that spend as much or more money in advertising outside the United States than they do in this country. I predict that you're going to see a closer alignment between the foreign marketplace, the American marketplace and the advertiser. Advertisers are going to want to reach a specific audience, and the best possible way may very well be through product identification within a program. Recognizing this, we recently set up a division to produce major advertising agency client-supported programming. This marks a return to an old broadcast strategy that I believe will result in significant television production activity on an international scale.

Just as the involvement of multinational advertisers can make the difference in getting a program launched, the same can hold true in the relatively new frontier of merchandising. Merchandising is an important element that has been very instrumental in getting programming on the air that otherwise wouldn't necessarily get launched.

These are all relatively new ways of transcending geographic, cultural and linguistic boundaries in the transaction of business that results in a greater quality and quantity of television programming for the world marketplace. But not all of the alliances that are formed in response to the needs of the marketplace will succeed. What we believe works is a true partnership where there is free and easy exchange of ideas and an effort made by all parties to help solve individual needs and problems. The ones that will be successful are those where each party solves some of the other's problems. Those alliances will be historic and change the entertainment and broadcast business forever. ☐



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This week

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

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

Oct. 10-12—*United States Telephone Association* 91st annual convention. Marriott Marquis, New York. Information: (312) 332-1991.

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

Oct. 11—*Cabletelevision Advertising Bureau* local advertising sales workshop. Howard Johnson hotel, Boston.

Oct. 11—"From the Morning News to the 'Cosby Show': Minorities on Television," forum sponsored by *American University*. Kay Spiritual Center, AU campus, Washington. Information: (202) 885-2058.

■ **Oct. 11**—*Society of Cable Television Engineers, Chattahoochee chapter*, meeting. Perimeter North Inn, Atlanta.

Oct. 11-13—Basic media seminar, sponsored by *American Association of Advertising Agencies*. Clift hotel, San Francisco. Information: (212) 682-2500.

Oct. 11-16—*National Black Media Coalition* 15th anniversary conference. Adam's Mark hotel, Houston.

Information: (202) 387-8155.

Oct. 12—"Beyond the Basics," course sponsored by *Women in Cable*. Viacom Conference Center, New York. Information: Claire Stern, (212) 532-6680.

Oct. 12—*Cabletelevision Advertising Bureau* local advertising sales workshop. Sheraton Valley Forge, Philadelphia.

Oct. 12—*New York Television Academy* luncheon. Speaker: David Kenin, senior vice president, programming, USA Network. "How Cable Has Changed the Landscape of TV Programming." Copacabana, New York.

Oct. 12—*International Television Association, Washington chapter*, Communications Day. Twin Bridges Marriott, Alexandria, Va. Information: (703) 354-6996.

■ **Oct. 12**—"The Making of an Electronic Campaign," dinner-panel discussion sponsored by *American Women in Radio and Television, Southern California chapter*. Hyatt of Sunset, Los Angeles. Information: (202) 964-2740.

Oct. 12-14—*World Teleport Association* general assembly conference and exhibition. Theme: "New impacts for City Development and Initiatives for New Telecommunications Services." Congress Center East, Cologne, Germany. Information: Holly Kobran, (202) 333-7400.

Oct. 12-14—Promotion strategy seminar, sponsored by *Association of National Advertisers*. Stouffer Westchester hotel, White Plains, N.Y. Information: (212) 697-5950.

Oct. 12-15—*American Association of Advertising Agencies* Western region convention. Hyatt Regency, Scottsdale, Ariz. Information: (212) 682-2500.

Oct. 13—*Gannett Center* hosts Columbia Communication and Society seminar on "Access to Information: Libraries for the 21st Century." Columbia University, New York. Information: (212) 280-8392.

Oct. 13—*USA Network* local ad sales seminar. Marriott Greentree, Pittsburgh. Information: (212) 408-9170.

■ **Oct. 13**—Television Day, sponsored by *New England Broadcasting Association*. World Trade Center, Boston. Information: (617) 426-3575.

Oct. 13-14—*Alaska Broadcasters Association* 24th annual convention and engineering conference. Hotel Captain Cook, Anchorage, Alaska. Information: (907) 258-2424.

Oct. 13-16—*National Broadcast Association for Community Affairs* convention. Copley Plaza hotel, Boston. Information: Valerie Navy, (617) 449-0400.

Oct. 14—*Radio-Television News Directors Association's* fifth annual New York "SuperRegional." Sheraton Centre, New York. Information: (202) 659-6510.

■ **Oct. 14**—16th annual *Colorado State University* "Broadcast Day." Theme: "Challenges and Opportunities within American Broadcasting/Cable in 1988." Luncheon speaker: FCC Commissioner Patricia Diaz Dennis. Information: Dr. Robert K. MacLaughlin, (303) 491-6140.

Oct. 14-15—*Broadcast Education Association* Western regional meeting. Grossmont College, Calif. Information: Frank Holston, (301) 396-7918.

Oct. 14-16—"The Economics of Urban Poverty and Welfare," advanced economics conference for journalists, co-sponsored by *Foundation for American Communications, Ford Foundation* and *New York Daily News*, in association with *New York Newspaper Pub-*

Major Meetings

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 Cen-

ter, 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 Televisions*, international television program market. Cannes, France.

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

Vegas, May 1-4 (tentative), 1993.

May 11-15, 1989—*American Women in Radio and Television* 38th annual convention. Waldorf-Astoria, New York. Information: (202) 429-5102.

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 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 *National Association of Broadcasters*. New Orleans. Future meetings: Sept. 12-15, 1990, Boston, and Sept. 11-14 (tentative), 1991, San Francisco.

■ **Oct. 3-5, 1989**—*Atlantic Cable Show*. Atlantic City Convention Center, Atlantic City, N.J. Information: (609) 848-1000.

Oct. 5-8, 1989—*Society of Broadcast Engineers* fourth annual national convention. Kansas City, Mo. Information: John Battison, (614) 888-3364. Future convention: Oct. 11-14, 1990, St. Louis.

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Oct. 14-18—MIPCOM, international film and program market for TV video cable and satellite. Palais des Festivals, Cannes, France. Information: Perard Associates, (212) 967-7600

Oct. 15—Radio-Television News Directors Association region 14 conference. Holiday Inn, International Drive, Orlando, Fla. Information: Lee Hall, (404) 897-7000.

Oct. 15—Deadline for program entries in Input '89, international public television screening conference (to be held May 21-27, 1989, in Stockholm). Information: (803) 737-3434.

Oct. 15—Deadline for entries in contest for film or videotapes produced or directed by women. sponsored by *Women in the Director's Chair*. Information: (312) 281-4988

Oct. 15-19—Society of Motion Picture and Television Engineers 130th technical conference and equipment exhibit. Jacob K. Javits Convention Center, New York.

Oct. 16-18—Wireless Cable Association's Wireless Cable '88 annual conference and equipment exhibit. Hyatt Regency Crystal City, Arlington, Va. Information: (202) 347-4253.

Oct. 16-18—Nevada Broadcasters Association annual convention. Hyatt Lake Tahoe Resort, Lake Tahoe, Nev.

Also in October

Oct. 17—Fox Broadcasting Co. affiliate sales seminar, "Maximizing Your Potential Sales Revenue with Fox." Bally's, Las Vegas. Information: Michael Peikoff, (213) 203-1425.

Oct. 17-19—Television Bureau of Advertising 34th annual meeting, "Television '89 and Beyond." Bally's, Las Vegas.

Oct. 18—International Television Association event, "Campaign '88: The Candidate, the Media and the Corporation." Burson-Marsteller, New York. Information: Carl Levine, (212) 265-3600.



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Errata

Information in cable advertising chart on page 77 of Sept. 19 issue **should have been attributed to Arbitron's Broadcast Advertiser Reports.**

Correct subscriber figure for Madison Square Garden Network cable service after Sept. 14 dropping by Cablevision Systems is **2.14 million**, not 1.8 million as reported in BROADCASTING, Sept. 26.

Story on Capitol Hill demonstration of high-definition broadcasting systems (Sept. 12) gave credit where it was not due. Demonstration was organized by **House Telecommunications Subcommittee**, was underwritten by **Association of Maximum Service Telecasters, National Association of Broadcasters and National Cable Television Association.**

Sept. 19 "Changing Hands" and "For the Record" items on **sale of KTPK-FM Topeka, Kan.**, incorrectly identified H. Pat Powers as principal owner of seller, Shawnee Broadcasting Co. **Shawnee's principal owner is Marvin H. Wilson.** Items also incorrectly identified Pierce A. McNally as principal owner of **Topeka Broadcomm Inc.**, buyer. **Company is equally owned by McNally and Charles J. Burns.** Purchase price was **\$3 million**, not \$2.875 million.

Information: Carl Levine, (212) 265-3600.

Oct. 18-19—Broadcast Credit Association credit seminar. Omni Netherland Plaza, Cincinnati. Information: (312) 827-9330.

Oct. 18-20—Mid-America Cable TV Association 31st annual meeting and show. Hilton Plaza Inn on Country Club Plaza, Kansas City, Mo. Information: (913) 841-9241.

Oct. 19—International Radio and Television Society newsmaker luncheon featuring Laurence Tisch, CBS president/CEO. Waldorf-Astoria hotel, New York. Information: (212) 867-6650.

Oct. 19—Seventh annual Telecommunications Career Day, sponsored by *James Madison University*, de-

partment of communications. University campus, Harrisonburg, Va. Information: (703) 568-6221.

Oct. 19—Federal Communications Bar Association monthly luncheon. Speaker: Thomas Fitzpatrick, FCC chief administrative law judge. FCC, Marriott hotel, Washington.

Oct. 19-21—Indiana Broadcasters Association fall conference. Viscount hotel, Indianapolis.

Oct. 19-22—Intelevent '88, seventh world conference on future of "international telecommunications policy and regulatory issues through the views of the world's leaders in industry and government." Theme: "Global Telecommunications: Strategic Pathways to the 21st Century." Cannes, France. Information: (703) 556-7778.

Oct. 20—Presentation of "Jumbo Prawn" awards honoring "people in the northern California advertising community who apply their creative genius to the art form of radio," sponsored by *Northern California Broadcasters Association*. Steinhart Aquarium, Golden Gate Park, San Francisco. Information: (415) 362-2606.

■ Oct. 20—New York Television Academy drop-in luncheon. Speaker: David Post, founder and chairman, Channel America LPTV Network, on "The Future of Low Power Network Television." Copacabana, New York.

Oct. 20-21—Broadcast Financial Management Association board of directors meeting. Omni Netherland Plaza, Cincinnati. Information: (312) 296-0200.

Oct. 20-22—Friends of Old-Time Radio 13th annual convention. Holiday Inn-North, Holiday Plaza, Newark, N.J. Information: Jay Hickerson, (203) 248-2887.

Oct. 20-22—National Religious Broadcasters, Eastern chapter, convention. Sandy Cove conference center, North East, Md. Information: Sue Bahner, (716) 461-9212.

Oct. 20-22—"Marketing Policy and Strategy," cable TV course offered by *University of Denver Center for Management Development and Women in Cable*. Atlanta. Information: (303) 871-2927.

Oct. 20-23—American Advertising Federation annual Western region conference. Waiohai Beach Resort, Kauai, Hawaii. Information: (202) 898-0089.

■ Oct. 21—USA Network local ad sales seminar. Inter-Continental hotel, New York. Information: (212) 408-9170.

Oct. 21-23—Radio Advertising Bureau radio sales university. St. Louis. Information: (212) 254-4800.

Oct. 21-23—Missouri Broadcasters Association fall meeting. Tantara, Lake Ozark, Mo.

■ Oct. 24—"Media Access," conference sponsored by *American Women in Radio and Television, Houston chapter*. Holiday Inn Crowne Plaza, Houston. Information: Kym King, (713) 661-2020.

Oct. 26—"Beyond the Basics," course sponsored by *Women in Cable*, Viacom Conference Center, New York. Information: Claire Stern, (212) 532-6680.

■ Oct. 26—New York Television Academy luncheon. Speaker: Alan Gerson, vice president, program marketing and administration. NBC, on "Setting the Record Straight." Copacabana, New York.

Open Mike

For open-mindedness

EDITOR: In the last few weeks, BROADCASTING has carried a number of stories whose combined effect appears designed to scare television stations into opposing efforts now underway in Congress to repeal a law that prohibits telephone companies from providing cable service in competition with the present cable system monopolists. Your lead editorial in the Sept. 29 issue even made the shocking revelation that some in the TV

industry may be preparing to contend that the First Amendment guarantee of free speech somehow requires that telephone companies be kept out of the cable TV business despite the fact that providing cable TV service—just like running a TV station or a cable system—is an important form of speech.

Before TV broadcasters begin a stampede to stamp out competition in the cable industry, they should stop and think about whether they are really doing the right thing. It



November 14 Special Report



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seems to me that television stations might very well benefit, rather than be hurt, by a competitive TV industry in which telephone companies were a strong competitor:

■ A competitive cable industry would make all cable systems less likely to charge a fee to local TV stations for carrying their signals, as some existing cable operators have proposed to do.

■ A competitive cable industry would give local TV stations another outlet for carriage of their signals and should make it less likely—in an era without must-carry rules—that local stations would be dropped.

■ Telephone company fiber optic technology may ease the TV industry's transition to high-definition transmissions by allowing television stations to transmit their signals with high-definition quality more quickly than would be possible by relying on over-the-air technology alone.

With regard to the First Amendment, surely television stations won't try to argue that the government should muzzle telephone company speech. After years of fighting against government restrictions on broadcaster speech, television stations should be embarrassed to contend that the government should regulate telephone company speech. The First Amendment right to speak freely applies to everyone—even to the many cable operators who today have a monopoly in their local communities.—*Rodney L. Joyce, Ginsburg, Feldman & Bress, Washington (whose clients include telephone industry interests).*

Public interest kudos

EDITOR: Your Sept. 19 profile of Andy Schwartzman, current director of Media Access Project, was enjoyable and informative. Its reference to him as "one of a vanishing breed of public interest lawyers specializing in communications law" is accurate, as many former public interest lawyers are "now basically mainstream."

Therefore it is important that some mention should be made of other long-standing public interest law firms that remain active in the communications field. For example, Citizens Communications Center—whose name is found in many landmark rulings—is now part of Georgetown University Law Center's Institute for Public Representation and recently appointed a new director, as it continues to work before the FCC and the courts. Similarly, New York Law School's Media Law Clinic conducts an active public interest communications practice. And there are more.

Public interest law organizations such as these perform a valuable function that complements the work done by Media Access Project. Perhaps the critical point to emphasize is that they all represent the views of important segments of the public that would otherwise go unrepresented. Even if we might disagree with these views, the expense of letting them "vanish" at the FCC or in court might well invite greater public criticism of the media and more congressional involvement in broadcast regulation.—*Harvey J. Shulman, Washington.*

The Fifth Estate Broadcasting TELEVISION

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Broadcasting Oct 10

Vol. 115 No. 15

TOP OF THE WEEK

Night of the number two's

NBC is number one with viewers as vice presidential candidates square off

The country finally got its chance to see and hear the vice presidential hopefuls face off against one another last week. But the showdown between Democrat Lloyd Bentsen and Republican Dan Quayle produced few fireworks. Aside from Bentsen's "you're no Jack Kennedy" scolding, there was little grist for the networks' post-debate analysis mill. Bentsen was declared the winner by the national networks providing coverage of the debate largely on the strength of his admonishment of Quayle following the Republican's comparison of himself to John F. Kennedy.

Approximately 50 million viewers watched Wednesday's 8:30-10 p.m. NYT debate, with NBC the winner, according to national figures released by A.C. Nielsen. NBC scored a 13.0 rating and a 21 share. ABC, which followed the debate with the second game of the National League Championship Series between the Los Angeles Dodgers and the New York Mets, came in second with a 12.5/20, and CBS had a 9.0/14.

ABC, which delayed the start of the playoff game to air both events uninterrupted, carried the debate as well as several minutes of post-debate discussion between Peter Jennings and ABC political and media analyst Jeff Greenfield. ABC's *Nightline*, following the baseball game and local news, ran from 1:57-2:29 a.m., and featured *Nightline* host Ted Koppel with Greenfield and ABC correspondents Brit Hume, Anne Compton, Sam Donaldson and Jackie Judd.

NBC went on the air live from the Omaha Civic Auditorium with John Chancellor anchoring the coverage. Chancellor filled in for NBC anchor Tom Brokaw, who participated on the panel asking the candidates questions. Post-debate coverage on NBC began at 11:37 p.m. led by Brokaw, with Chancellor and correspondents Ken Bode and Andrea Mitchell. Included in the 15-minute analysis were Brokaw interviews with former vice presidential candidate Geraldine Ferraro and former Texas governor John Connally.

The *CBS Evening News* was broadcast from Omaha, with Dan Rather also anchoring the debate coverage, which ran from

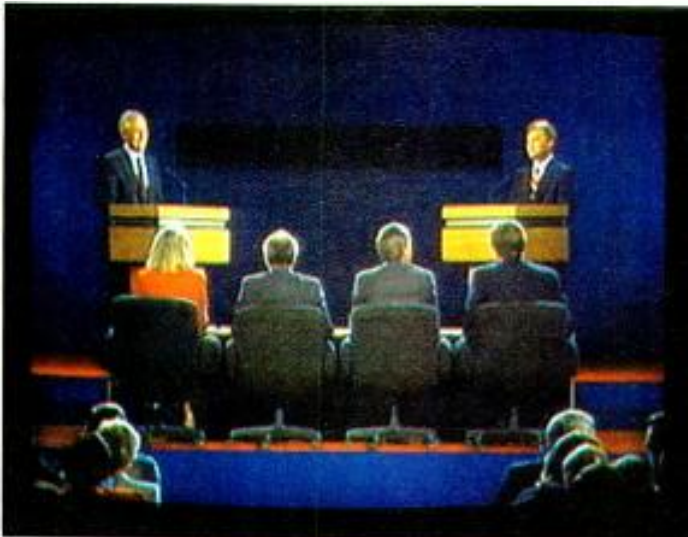
8:30-10. CBS's 30-minute post-debate analysis began at 11:30 p.m., featuring Rather, Leslie Stahl, Bob Schieffer and Bruce Morton at the debate auditorium. Joining them from New York were correspondent David Martin and *CBS This Morning's* Robert Krulwich.

CNN began coverage of the debate at 8 p.m., with a half-hour pre-debate show with anchors Mary Alice Williams and Bernard Shaw in Atlanta. Joining Williams and Shaw for the post-debate analysis from Omaha were political correspondents

debate, Fox's main Betacart system failed, forcing the network to go to its backup system. One hour into the debate, and ironically just as Bentsen was launching his assault on Quayle, Fox temporarily lost its feed, losing the "you're no Jack Kennedy" quote. Finally, an undisclosed error on the part of technicians caused Fox to lose the last three minutes of the debate. "It was not a good night technically," said a Fox spokesman, adding, "It's not the first time that a network experienced technical difficulties during a debate. During the 1976 debate between Gerald Ford and Jimmy Carter, ABC lost their sound for 40 minutes while providing sound pool coverage." The spokesman said all interruptions were accidental and "any speculation to the contrary is unfounded."

Immediately following an announcement last week by the League of Women Voters that it would no longer sponsor any future debates, all three networks and CNN notified the Democratic and Republican National committees that they would offer sponsorship for the next presidential debate, scheduled for Oct. 13. The league withdrew its support of the debates to protest the nominees' campaigns forcing the ground rules for the debate on the league. The two campaigns

determined who would moderate the debate, the debate's format, the questioners, seating arrangements and camera positions. "We have no intention of becoming an accessory to the hoodwinking of the American public," said Nancy Neuman, president, League of Women Voters. David Burke, president of CBS News, said in a letter to the Democratic and Republican committees: "In light of the withdrawal of the League of Women Voters from sponsorship of the scheduled second debate of presidential candidates, this is to inform you that CBS News stands ready to sponsor such a debate. We would work closely with you and/or the representatives of both candidates to bring this important event to the public." A CBS spokesman would not say if the network would acquiesce to the demands of the campaigns, saying "the talks haven't gone that far." Apparently, the bipartisan Commission on Presidential Debates, which sponsored Wednesday's vice presidential debate and the presidential contest, will sponsor the Oct. 13 presidential debate. □



Charles Bierbauer, Frank Sesno and Frederick Allen. Also providing commentary during the show were Senator Albert Gore (D-Tenn.) and James Baker, former Treasury secretary and currently Bush campaign chairman.

C-Span carried the debate live, then aired a two-hour phone-in show from 10 p.m. to midnight. The show, hosted by C-Span political editor Carl Rutan, prompted a call from the network operations manager at AT&T, who reported that the deluge of calls to C-Span was flooding the phone circuits. Between 11:10 and 11:15 p.m., AT&T reported that more than 26,000 calls were attempted to the network. Twenty minutes after the call-in show ended at 12:20 a.m., AT&T reported some 11,000 calls still being attempted. C-Span repeated the debate four times throughout the night, following each repeat with a half-hour call-in show.

Fox Broadcasting Co., in an attempt to tape-delay the debate for its affiliates, encountered technical snafus and human error in its presentation. Prior to the start of the

Knight-Ridder to sell its eight TV stations

According to company, move is being made to reduce debt, but some analysts say K-R could easily handle current load

Knight-Ridder's announcement last week that it plans to divest its eight affiliated television stations was read by some broadcast television observers as a pessimistic comment on the industry's outlook.

While the announcement, which followed the company's board of directors meeting the previous Thursday, did not discuss industry fundamentals, the company did indicate that it preferred to put its money into businesses such as cable television and database information services. One estimate suggests that the stations, which join at least a dozen affiliate stations waiting to be sold, could fetch between \$500 million and \$600 million pre-tax.

Although Knight-Ridder is a large media company, with over \$2 billion in annual revenue, its broadcasting division is a recent addition, and relatively small, with no stations in the top 25 markets. Nor was Knight-Ridder itself among the top 25 group owners in terms of number of stations. The broadcasting division made up less than 5% of the



Gold

Miami-based company's revenue, and the division president was not one of the five company executives sitting on the company's 17-person board of directors. There were no broadcasting properties in Knight-Ridder when it was formed 14 years ago from the merger of Knight Newspapers Inc. and Ridder Publications Inc. Even so, last week's announcement received much attention in the industry.

Those company directors contacted declined to comment on the board's view of the broadcasting industry. The official reason stated in the announcement was that the division would be sold to keep the company's debt level down as it pursued acquisitions in other areas, including database services, cable and the company's own stock. More than one securities analyst closely following Knight-Ridder said, however, that the company could easily handle its current \$900 million in debt. Kevin Gruneich, a securities analyst with First Boston, said: "They would have no problem managing that kind of debt...they are only highly leveraged in comparison to their conservative past." Noting that the higher level of debt might result in a reduction of its credit rating was Jane Grant, broadcast analyst for Moody's, which is currently reviewing Knight-Ridder for a possible rating downgrade.

Last week's announcement also said Knight-Ridder wanted to "convert to cash a substantial amount of previously unrecognized appreciation." And there is little doubt that some of the stations have significantly increased in value since Knight-Ridder began assembling its station group in 1977. In that year it bought, for \$50 million, WTEN(TV) Albany-Schenectady-Troy, N.Y., WJRT-TV Flint, Mich., and WPRI-TV Providence, R.I. Four years later WTKR-TV Norfolk, Va., was added for \$48 million. WKRN-TV Nashville, Tenn., was purchased for \$37 million in 1983. The group was completed in 1986 when KOLD-TV Tucson, Ariz.; WALA-TV Mobile, Ala., and WTVY(TV) Oklahoma City were purchased for \$160 million from Gannett.

Those close to the station trading marketplace question whether now is the best time to sell the eight stations. A number of affiliate TV stations, and at least one other major affiliate group, the SCI stations managed by George Gillett, have been sitting on the market for several months without any sign that buyers are willing to pay the prices being asked. Some think the current impasse is due to a divergence between what multiples of cash flow buyers are willing to pay, and the multiples that sellers think their stations are worth (or the prices they must obtain to pay off previously incurred debt). Dan Gold, president of Knight-Ridder Broadcasting, commented on such observations: "Certainly I am aware of stations that have been publicly put up for sale. But that doesn't tell me anything about the real question, which is what are the values of these stations?"

First Boston's Gruneich speculated that

Radio network dealings

The United Stations Radio Networks appeared to be close to a deal last week with StarGroup Communications following a round of negotiations between the two companies. Many have predicted the talks would result in a leveraged buyout of StarGroup, which includes the Transtar Radio Network and The Research Group.

The negotiations come one year after the purchase of a minority interest—said to be about 20%—of StarGroup by the principals of United Stations, who include company President Nick Verbitsky and broadcasting entrepreneur Dick Clark. At the same time last October, United Stations also took over Transtar's advertising sales efforts.

The latest series of negotiations were the result of a decision made last July by both companies to jointly retain Shearson Lehman Hutton and Kidder, Peabody to examine "future options." A leveraged buyout was one such option indicated at the time of the announcement, along with the possibilities of a merger, an initial public offering, a sale or retaining the status quo.

Verbitsky would not give specifics on last week's discussions, although he did indicate that a deal appeared to be near. StarGroup and Transtar Chairman Terry Robinson said he expected an announcement early this week, probably concerning a leveraged buyout.

"There's no market for the radio networks other than another radio network," said broker Robert Mahlman. "Although it's a good business, it's a very complicated business." He said that the cash flow at privately held Transtar may not be high enough to support a leveraged buyout. However, cash flow at the company may be on the rise as a result of Transtar's strong showing in the spring 1988 RADAR network ratings (BROADCASTING, Aug. 22).

Conjecturing on the possibility of a public offering, Oppenheimer & Co. analyst Dennis McAlpine said: "Given the problems that Westwood [One] has had, a public offering is probably not in the likely mode." (Second-quarter 1988 income for publicly held Westwood One dropped 75% from the same period last year [BROADCASTING, July 18].)

The StarGroup properties include six-year-old Transtar, Colorado Springs, which offers eight 24-hour satellite-delivered "turnkey" music formats and serves as the marketing and clearing arm for CNN Radio, Atlanta. StarGroup also operates Seattle-based The Research Group.

The United Stations Radio Networks, founded in 1981, includes: United Stations Radio Network One, a young adult network aimed toward listeners ages 18-49; United Stations Radio Network Two, an adult network aimed at ages 25-54, and United Stations Programming Network, which supplies long-form music programming.

the eight-station group could fetch between \$500 million and \$600 million, pre-tax. Such a sum would be between 13 and 16 times the \$38 million cash flow (on net revenue of \$108 million), net of corporate overhead, that Gruneich and several other analysts estimate the affiliate group will take in this year. If someone were willing to pay such multiples, at a time of foreseeable slow growth, that would probably indicate the buyer thought the station's performance could be improved.

Knight-Ridder itself acknowledges that the stations have not performed as well as hoped. Some of the problems are attributed to the generally sluggish advertising environment, acknowledged by most station group owners, or to specific markets, such as Oklahoma City. But the group's largest-market station, WKRN-TV Nashville, has also had problems, said Gold. The station, an ABC affiliate, ranks third in the market on the basis of sign-on-to-sign-off household shares. According to published estimates by

John Kornreich, a partner at Sandler Capital Management, the group's 1988 cash flow is the same as it was in 1986.

Whatever gain is reported on the sale of those stations would help improve earnings-per-share, affected by soft retail and national advertising in the company's newspapers. Also affecting earnings-per-share are the company's recently completed acquisition of database company Dialog for \$353 million and, on the positive side, a lower tax rate and reduced number of shares. □

Telecommunications in the year 2000: 'dazzling array'

NTIA releases report on the future of communications; the future is bright for broadcasting, if competition replaces government regulation

Come the turn of the century, broadcasting may not be as profitable as it is now, but, if freed from onerous government regulation, it should still be prosperous and a part of the "dazzling array" of electronic media that will allow "viewers...to watch precisely what they want to watch, when they want to watch it."

So says the National Telecommunications and Information Administration in *NTIA Telecom 2000*, a prodigious 672-page report released last week that reviews the state of telecommunications and predicts a bright future for it in the next century on the assumption that policymakers will substitute competition for government regulation.

To insure broadcasting's future, the report recommended that the federal government eliminate most "content-based regulation" and the use of programing criteria in license renewal proceedings and grant whatever antitrust immunity is necessary to allow the industry to regulate itself by establishing programing "guidelines."

Since sweeping deregulation carries some risk, the report proposed a "measured transition." Radio alone should be deregulated for five years, it said, and if all goes well, deregulation could then be extended to television. The FCC or the Congress should also grant radio stations "indeterminate" licenses, and television stations 10-year licenses. And, it said, renewal of television licenses should be based solely on "objective," nonprograming criteria.

"In *Telecom 2000*, we foresaw extraordinary promise due to communications advances and potential through the next decade and well into the early part of the next century," said Alfred C. Sikes, assistant secretary of Commerce and NTIA administrator, in releasing the report at a press conference.

"But we also noted that today we seem to concentrate unduly on the rules of competition, as if which company or group of companies ultimately delivers a particular service is crucial," the former broadcaster said. "Markets should be competitive, and competitors are important to the overall competitive process. But, in the final analysis, the key public policy concern should be making sure that customers have access to potential-

ly highly valued new services. Access counts more than who specifically provides it."

Broadcasting and cable will share the future, the report said. "Some gloomy predictions to the contrary notwithstanding, over-the-air broadcasting should remain a vital element in the national media mix, as few industries have demonstrated so consistent a talent and ability to deliver what the public and advertisers want," it said. "It is conceivable that television may prove less profitable, but there is no good reason to

(In a report authored by former NTIA staffer Anita Wallgren and released last June, the NTIA recommended that the telephone companies be restricted to offering "video dial tone"—the transmission of video for broadcasters, cable programmers and others on a common carrier basis.)

According to *NTIA Telecom 2000*, the "proliferation of distribution media and program offerings increases the likelihood that by the 21st century, viewers will have achieved full control over their television sets. They will be able to watch precisely what they want to watch, when they want to watch it."

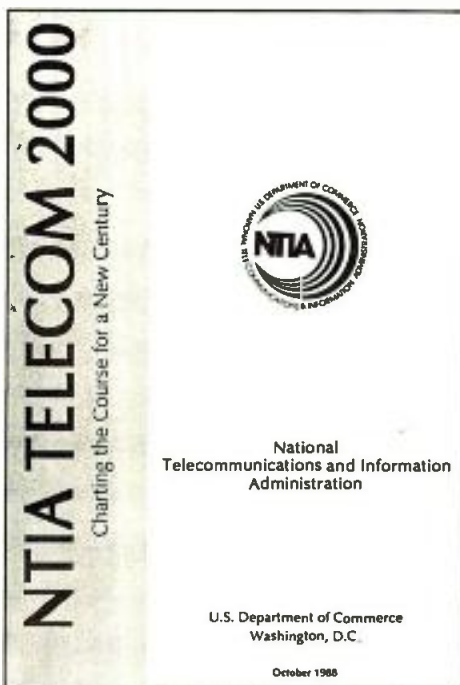
The news was also good for radio. It should continue to "command strong support," it said. "For our increasingly mobile society, radio demonstrably continues to provide valued services and an information immediacy which the American public plainly needs and wants."

Unlike cable, the report said, broadcasting's future success is contingent on its being freed of government oversight of its programing, which now places it at a competitive disadvantage with cable. "While cable and broadcasters are increasingly competitors in the same market, broadcasters remain subject to federal licensing and other regulations which obliged them to air programing independent of marketplace demand. Reporting and other requirements are also imposed."

The report questioned the constitutionality of content regulations on First Amendment grounds, noting that the Supreme Court has signaled a willingness to reconsider the Red Lion scarcity rationale for broadcast content regulation.

What's more, it said, marketplace forces are better able to bring about programing diversity than is content regulation. As the number of "media outlets" grow, broadcasters will come under increasing pressure to "attract and retain viewers...by providing programing that satisfies the needs and interests of those viewers," it said. "While criticism of certain programing should...continue well into the next century, it is highly unlikely that viewer groups (other than perhaps the most esoteric) will somehow go unserved without government intervention."

There is "little hard evidence" to suggest that the elimination of content regulations would harm the public, the report said. No evidence that the repeal of the fairness doc-



assume that in coming years we will experience a market-driven demise of over-the-air video service."

Cable will become "increasingly important" as its wires reach even deeper into communities and as its channel capacity expands, the report said. Satellite broadcasting and wireless cable (MMDS) will compete with cable in some places, complement it in others, it continued.

What's more, it said, if the telephone or cable companies can combine fiber optic and video switching technologies, they could provide a "video dial tone" service. "This could give subscribers access, on demand, to a virtually unlimited library of video, audio and data services."

NTIA looks to the future

Nearly eight years ago, the Reagan Administration arrived in Washington determined to eliminate federal regulations that it felt put a drag on free enterprise and promote competition in its stead.

The Reagan Administration is now on its way out, but, in an effort to insure that its philosophy lives on, at least in electronic communications, the National Telecommunications and Information Administration last week released a 672-page report that concludes that broadcasting and telecommunications will prosper in the 21st century if future administrations follow its advice and resist the urge to regulate.

But will those future administrations pay heed? It depends how well NTIA did its job, said Alfred Sikes, assistant secretary of commerce and NTIA head, in a BROADCASTING interview last Friday. "The cogency of our views will end up determining the value of the report."

As a former radio broadcaster, Sikes has an affinity for broadcasting and wants to see it thrive in a future alongside fiber optic networks capable of delivering an unlimited number of video ser-



Sikes

vices to the home. But for it to thrive, he said, it has to be free of content regulation, including the equal-time law and the fairness doctrine, which the FCC repealed in August 1987, but which Congress is threatening to reimpose.

The way to get there, according to Sikes, is by "decoupling" radio from television. If the content of radio can be deregulated without damage to the public interest, he said, it may later be extended to television. "Public officials seem to be less intimidated by radio so they may be more prepared to take the step with radio than television."

The NTIA report does not address FCC structural regulation in broadcasting, which put restrictions on ownership of stations. But, Sikes said: "Those rules all need to be revisited.... If you own a television and a newspaper in a large city, there is just no threat to competition, there is no chilling effect on freedom of speech or diversity of opinion." The reason the report does not address such regulation, Sikes said, is because "we could just take on so much."

trine more than a year ago has caused "societal harm" has been presented, it went on. "With an abundance of programmers and outlets, any evils sought to be remedied by such rules are far more likely to be addressed in the marketplace. As with newspapers, the traditional American antidote to unfair speech is not government regulation, but, rather, more speech."

Deregulation of radio for five years would allow policymakers to examine the broadcasting market free of government intervention. "Such experience could be used in determining what degree of television deregulation—or radio re-regulation—would best promote the public interest."

"Enlightened self-regulation" coupled with current laws and regulations of other federal and state agencies will discourage broadcasters from abusing their freedom, the report said. "There is no basis for assuming that any risks to the public's interests are so great, or that alternative remedies are so ineffective, or any harms will materialize so quickly or irremediably, that perpetuating the current regulatory scheme is warranted."

Indeterminate licenses for radio and 10-year licenses for television are supported by the experience following the FCC's decision seven years ago to increase television license terms from three years to five years, and radio terms from three to seven. The lengthening of the terms reduced the administrative burden on the FCC and "had only positive effects on the overall level and quality of service to the public."

In the absence of content regulation, the report said, television license renewals can no longer turn on the programming performance of the licensee. In reviewing renewal applications, it said, the FCC should consider only whether the licensee has complied with the Communications Act and whether it has provided adequate service in terms of coverage and hours of operation. "Unless the FCC can clearly demonstrate that these and other objective criteria have not been met, the license should be renewed." □

Mixed results for off-network 'Cosby'

Syndication debut appears to be helping independents more than affiliates; in many cases ratings are not as high as expected

The Cosby Show, debuting in syndication last Monday (Oct. 3) in most of the metered markets, improved substantially on its lead-in show and performed better than the show in its time period a year ago. However, in many cases, the numbers fell far below the ratings projected, and had to be disappointing, analysts said, given the record prices paid for the show. And according to an analysis by Seltel, of the affiliate stations in metered markets using the show as a news lead-in, *Cosby* had little impact—the ratings for the news shows leading out of *Cosby* were basically flat from a year ago.

Those numbers should give affiliates around the country cause for concern, as

more than 90% of the *Cosby* station lineup is affiliates, most of which are using the program in early fringe to boost news programs, from which most station revenue is derived. But observers caution that while the numbers were not encouraging, they represent performance for only the first three days of the program's run in syndication. Conclusions about *Cosby*'s performance in syndication can't be drawn until it runs a while longer, they said.

Based on the first three days' numbers, *Cosby* averaged a 9.2 rating/19 share in the metered markets, improving on its lead-in share by 36%. Compared to a year ago, *Cosby* improved the share of audience in its time period also by 36%. But in metered markets where the program was used on affiliates as a news lead-in, the show averaged an 8.2/19, while the news programs leading out of it dropped 5% in share, averaging an 8.7/18, according to the Seltel analysis. A year ago, those same newscasts averaged an 8.3/18.

"So far, *Cosby* has not helped boost news shares," as most stations buying it had hoped, said Lonnie Burstein, associate program director, Seltel. He said that on three affiliates where an entertainment show was the lead-out to *Cosby*, those programs were, on average, up 23% in share.

On the other hand, he said, it appears that independents picking up the program received a pretty big boost from *Cosby* last week. The program averaged a 10.2/18 on independents in seven metered markets, improving the share from its lead-in by about 36% and improving the time period share from a year ago by about 50%, Burstein said. But, more important, shows leading out of *Cosby* on those stations performed about 27% higher than the programs in the time period a year ago. "Independents should be very happy with that perfor-



mance," Burstein said.

In New York, WWOR(TV) averaged an 8.9/16 the first three days, far below the 12 rating it was projecting and even further below the 15 rating it will need to break even on the show. In Los Angeles, KCOP-TV averaged an 8.5/15, far below the 14 rating it projected. In Chicago, WFLD-TV averaged a 10/18, while WCAU-TV Philadelphia pulled in a 7.9/17. Richard Kurlander, vice president, programming, Petry Television, said all

four stations "have to be disappointed," given the high expectations of the program.

So far in the metered markets, said Kurlander, "the majority would be disappointed, but some would be pleased." Among those markets turning in numbers close to or at projections last week, he said, were Detroit, Dallas, Washington, Houston, Cleveland and Atlanta. *Cosby* placed first in Detroit, Atlanta and Washington. The worst performances were turned in by WTVJ(TV)

Miami, where *Cosby's* 6.5/15 average was 2 share points below what *The Newlywed Game* did a year ago, and by KPIX(TV) San Francisco, where after three days it was performing at a level only slightly better than *The People's Court* did a year ago.

Summing up, Kurlander said that *Cosby's* initial numbers show the program is "doing well" in syndication. But for the considerable sums of money paid, "well is not good enough. So far the results are mixed." □

Fox scraps 'Late Show,' plans third night of programming

Network drops low-rated program; looks to spring launch of new night, probably Monday

Fox Broadcasting Co. told its affiliates last week it was canceling *The Late Show* effective Oct. 14, and will not replace the weeknightly program with another. The company also said it was planning to launch a third night of series programming next spring, most likely on Monday nights. Fox also plans to offer, on a monthly basis, a two-hour movie night starting next May.

FBC said it would continue to feed reruns of *The Late Show* over the Fox network for those stations that want to use it. But stations contacted last week in major markets indicated they would be substituting their own programming, including movies, and off-network comedies and dramas.

In Washington, Fox-owned WTTG(TV) said it would air *Hill Street Blues* in the *Late Show* time period at midnight. WATL(TV) Atlanta plans to use movies. Many stations had already dropped the show and others were broadcasting it on a delayed basis by as much as an hour.

From its debut in October 1986, with inaugural host Joan Rivers, *The Late Show* has been plagued with low ratings and complaints from affiliates and critics that Fox essentially doomed the show by tinkering with it extensively, turning viewers off in the process. One affiliate last week said Fox executives admitted that "they never really packaged the show properly."

Rivers was dumped after eight months, with the show averaging only between a two and three rating. She was replaced by a series of rotating hosts, before Arsenio Hall was finally settled on as the new host. Then came the version known as *The Wilton North Report*, universally panned and dumped after about four months, at which time Ross Shafer, the current host, was signed.

In a teleconference with affiliates last week, FBC officials, headed by Barry Diller, told affiliates FBC was considering a number of new late night programs that would be confined to weekend airing. Several comedy projects being considered include an hour program that would feature comedienne Ruby Wax, as well as *The Comic Strip Live*, produced by Fox-owned KTTV(TV) Los Angeles, which is now being fed live on Saturday nights to the entire Fox station group.

FBC programming vice president, Kevin



Ross Shafer



Arsenio Hall



Joan Rivers

Wendle, confirmed that the company is also committed to developing a music program for Friday late night, featuring live or taped performances, that would be distributed nationally by FBC and internationally by another company. The program, a joint venture among Fox, the BBC and Australian and Japanese networks, would also have music videos and lifestyle segments. The target debut date is February or March 1989.

Affiliates were also told that FBC's on-again-off-again third night of prime time programming is now on again for April or May of 1989. The night has not been nailed down, but the discussion is focused on Monday night, presumably the best night in terms of promoting it over the weekend, or Wednesday, which Fox officials perceive as the weakest night for network viewing, and thus a potential opportunity to pick up some defecting viewers.

Program possibilities for the third night include two programs that were delayed by the writers' strike—*Angels '88*, from Aaron Spelling, and *City Court* from Stephen J. Cannell, both now scheduled to go into production in January, said Wendle.

Another candidate is *Cops*, a docudrama-type series now in production about a group of Miami policemen. But Wendle said that *Cops* would first be tested on the Fox-owned stations before going to the network.

Also in development is a pilot commitment for Patrick Hasburg, co-creator of FBC's *21 Jump Street*. Hasburg, an associate of Cannell, will produce the pilot under his own company. Also, FBC has given a 13-episode commitment to an offbeat comedy from Dennis Kline (whose credits include *Mary Hartman, Mary Hartman*) about a "scatter-brained mom" and her four troublemaking sons.

FBC also told affiliates last week it has given a script commitment to Steve Desouza for a one-hour action comedy about a bionic-like police dog and his handler, who has a microchip in his brain to read the dog's thoughts. That one is called *K-9000*.

Sources also said Fox officials talked about the possibility of developing programming for other dayparts, such as early morning and daytime, as well as a national newscast. Fox-owned WNYW(TV) New York recently launched a new local morning talk show, which would be a potential candidate for the network if enough affiliates showed interest. The sources stressed however, that that discussion was very general and Fox was not so much polling interest as discussing the possibilities. □

Down to the wire in Congress

As minutes tick away toward adjournment, congressmen rush to complete pending business; among items up in the air are a House TVRO bill, anti-porn amendment and dispute over kid's TV legislation

Capitol Hill was bustling with activity last week as lawmakers attended to last-minute business in the hopes of adjourning by Oct. 15. The House adopted by voice vote a home satellite bill (H.R. 2848) that would create a six-year compulsory license for the satellite distribution of broadcast signals—superstation and network—to backyard satellite dish (TVRO) owners. Whether the Senate will find time to act on the measure is unknown.

As for other congressional activity, there was still a logjam on children's television legislation (BROADCASTING, Oct. 3). The measure is mired in a dispute between House Telecommunications Subcommittee Chairman Ed Markey (D-Mass.), who wants the House version of the legislation (H.R. 3966) passed, while Senator Tim Wirth (D-Colo.) has come up with an alternative proposal he feels Congress should endorse. As one industry lobbyist described the situation, this is "hardball politics between Markey and Wirth."

Congress was trying to wrap up its work by last Saturday (Oct. 8), but now will return this week in an effort to pass a controversial antidrug bill. Senator Al Gore (D-Tenn.) is poised to add his home satellite legislation (S. 889) as a rider to the drug bill. However, the odds appear to be against him since his is one of 75 amendments pending on the Democratic side. Furthermore, Senate leaders would prefer there be no amendments.

A parental leave measure was another political hot potato that as of late last Friday was going nowhere. The bill was amended to include an anti-porn section offered by Senator Strom Thurmond (R-S.C.) that, among other things, reaffirms current obscenity laws making distribution of obscene material on cable or subscription television illegal (BROADCASTING, Oct. 3). There is no threat to cable since the language merely recodifies what is already in the 1984 Cable Act. Moreover, cable industry lobbyists were able to convince Thurmond to modify the measure so that a reference to indecent language was withdrawn.

Besides creating a compulsory license, H.R. 2848 has other important features, including provisions that establish stiffer penalties for piracy of satellite signals, and it makes the manufacture, assembly and modification of unauthorized descramblers a felony punishable by a fine of up to \$500,000 and imprisonment of up to five years. Also, the FCC would be required to conduct an inquiry to determine if a universal encryption standard is needed.

Legislation aimed at curbing violence on television (H.R. 3848) was spotlighted at a House hearing last week held by the Judiciary

Committee's antitrust subcommittee. In June, the Senate approved a companion measure (S. 844) that would establish a three-year antitrust exemption so the broadcast, cable and motion picture industries could implement voluntary guidelines to reduce violent programming. With time running out, the House is not likely to act. Even Judiciary Committee Chairman Peter Rodino (D-N.J.) indicated to BROADCASTING that the bill was not going anywhere. Since it is late in the session and because there is "considerable controversy" over the bill, Rodino said he "doubts if it will move."

Subcommittee members heard from, among others, Senator Paul Simon (D-Ill.), who is the chief sponsor of the Senate bill, and Bob Keeshan (Captain Kangaroo). Keeshan supports the initiative. He thinks lifting antitrust restrictions is the best approach without intruding upon broadcasters' First Amendment rights. It "does not regulate; it allows broadcasters to come together to self-regulate," said Keeshan.

But the American Civil Liberties Union thinks the bill is unconstitutional and would result in content regulation. "Congress would, by enacting this legislation, be trying to shape telecast messages to fit its sense of what is good for Americans to see," argued Barry Lynn, legislative counsel for the ACLU. "If this year Congress can send a signal to broadcasters and cable operators that they should work to de-emphasize vio-

lence, what prevents the next Congress from allowing, and thereby 'suggesting,' that telecasters meet to promote the interests of the 'unborn' or the Democratic or Republican parties?" asked Lynn.

In other Hill action last week:

■ The Senate unanimously approved a bill that would allow the U.S. to participate in the Berne Convention, an international treaty that provides copyright protection. The House approved a companion measure last May.

■ Both chambers adopted legislation that establishes Inspector General offices at those government agencies without one. The FCC, Federal Trade Commission and Corporation for Public Broadcasting are among those agencies. Sources say CPB resisted the measure "vociferously," but because of the amount of funding it receives, lawmakers felt it should be included. The offices investigate waste and fraud. Things are not expected to change much. "Given the careful review that FCC rules and ethics policies are given under the existing system, I can't imagine it getting much tighter," said John Kamp, director of the commission's office of public affairs.

A lottery advertising bill was adopted by the Senate Judiciary Committee, although the National Association of Broadcasters said it is "moderately hopeful that it will get through the whole Senate before adjournment." □

INTV board ponders telco entry

The Association of Independent Television Stations is deferring any decision on whether phone companies should be allowed into the television business until hearing more from the telephone industry. However, last week, INTV's board issued a policy statement outlining its concerns about both "the cable monopoly we face today and the telco monopoly we may face tomorrow."

The association said "free local television stations" must be "accorded free and unimpeded access through cable and fiber optic video distribution systems." And INTV believes that regardless of whether cable or the telephone companies install fiber pathways, they both "should be prohibited from having any vested interest in the programming passing through those pathways whether by virtue of equity ownership or the sale of advertising availabilities."

Other highlights of the three-day board meeting in Manchester Village, Vt., included briefings on the FCC's financial interest and syndication rules by Jack Valenti, president of the Motion Picture Association of America, and by Stephen Weisswasser, senior vice president and general counsel of Capital Cities/ABC. INTV and MPAA opposed network efforts to eliminate those rules several years ago. The issue has been revived, and more formal discussions between the two camps are expected this fall.

In addition, the directors heard a presentation on new technologies from John Abel,

NAB executive vice president, operations.

As for INTV and telco relations, United States Telephone Association President John Sodolski wrote INTV President Preston Padden, suggesting the groups hold "several small, informal retreats where a handful of members of both boards could sit down to learn more about each other's businesses and to discuss areas of common interest and concern." The board accepted USTA's offer.

The independents feel their signals should be carried by all distribution systems. According to the policy statement: "The provision of free access for free local television stations and tariff rate access for pay video programmers (cable networks, pay-per-view services, etc.) is completely consistent with non-discriminatory common carrier principles. Free television is readily distinguishable from all other video services. Free and unimpeded access through cable and telco distribution systems is necessary in order to preserve a base of free universal local service for all Americans."

Interest in this issue stems from an FCC inquiry that might result in the elimination of the agency's telco-cable crossownership restrictions that prevent phone companies from owning cable systems in their service areas and also may lead to a recommendation that Congress repeal similar prohibitions in the 1984 Cable Act. USTA is spearheading telephone industry efforts to eliminate those restrictions. □

U.S. pleased with WARC results

International meeting succeeds in developing geostationary orbit plan for fixed satellite services

More than 900 delegates from 120 countries of the International Telecommunication Union left Geneva last week, having produced a plan and associated procedures for the fixed satellite services' use of the geostationary orbit, a plan that some thought, given the complexity of the project, comes close to squaring the circle. The results did not please all of the participants. But by most accounts, the second session of the World Administrative Radio Conference had been a reasonable success. Certainly, the U.S. took that position.

Ambassador Theodore Brophy, chairman of the U.S. delegation, said the conference had produced an allotment plan for the expansion bands in the fixed services that was "generally acceptable and that satisfies the requirement of the first session of the conference, held in 1985, that the second provide a plan that guarantees all countries equitable access to the geostationary orbit." He also expressed pleasure with the agreement on "multilateral planning meetings that are flexible" as a means of resolving conflicts between and among existing and proposed systems in the conventional fixed satellite service bands. He cited, in addition, the conference's "prompt agreement on all of the broadcast satellite service issues" (BROADCASTING, Oct. 3). "So we are pleased with the outcome," Brophy said.

A measure of the U.S.'s feeling was that, unlike its position at several other ITU-sponsored meetings over the past 10 years, and unlike the position taken by 62 countries attending the Space WARC, the U.S. did not register a reservation regarding the outcome.

The U.S. attitude appears to have been shaped in large part by the Americans' success in winning conference approval of informal, ad hoc proceedings—much like those currently in use—rather than the formal, structured multilateral planning meetings that had been considered as a means of resolving coordination difficulties. Members of the U.S. delegation who represent corporations that operate satellites and who are sensitive to the day-to-day problems of satellite coordination were said to be "ecstatic."

"A rigid MPM structure would have imposed costs and uncertainty on the coordination process," said Leslie Taylor of GTE Spacenet Corp. "This was a great victory for the U.S.—which one year ago was not anticipated."

The U.S. delegation was also pleased with the outcome of debate on one of the associated procedures, one dealing with "additional uses." The procedure was proposed as a means of introducing an element of flexibility into the plan—which is to remain in force for 20 years—even though it was hedged around with language designed to protect the sanctity of the plan's allotments. And in the final hours of the confer-



L to r: Richards; Brophy; Tyc; Edward Reinhart, consultant; Harold Kimball, National Telecommunications and Information Administration; Edward Miller, NASA Lewis Research Center, and Robert A. Hedinger, AT&T Bell Laboratories.

ence, the U.S. managed to fend off efforts by several Latin American countries to restrict the flexibility the Americans thought they had negotiated. "We have no problem" with the final compromise, said Brophy.

The second-ranking member of the Canadian delegation, Edward D. DuCharme, whose interest in the issue was identical to the Americans', said the language the U.S. suggested as a means of breaking the impasse was "brilliant."

The conference, which concluded last Thursday (Oct. 6), missed its adjournment deadline by some 24 hours despite brutal 18-hour sessions ending at about 3:30 a.m. during the final days. It had begun on Aug. 29, with one of its principle missions being to translate into a plan the command of the first session that all countries "be guaranteed in practice...equitable access to the geostationary orbit." That mission was a function of developing countries' fear that available orbital capacity would be gobbled up by the developed countries before they had the means to launch satellites of their own. To the U.S. and other developed countries, such planning is wasteful and inefficient; so they managed, in the first session, to restrict planning to 300 mhz of the so-called expansion bands associated with 6/4 ghz, and 500 mhz of the expansion bands associated with the 14/11-12 ghz. Each country would be allotted at least one orbital position in a predetermined arc with 800 mhz of bandwidth. The damage would be limited.

Having achieved that, the U.S. and other developed countries made a major effort to assure the success of the second session. The reason, as a member of the United Kingdom delegation indicated, was not entirely altruistic. "It is not in the interest of the developed countries to have this conference collapse," the UK delegate, Mike Bates, said. "That would reopen the conventional bands to planning." And the developed countries want to preserve them for the so-called first-come, first-served approach, which they regard as efficient and fair.

Actually, if the work of the conference is to prove useful to developing countries in

the near term, it will be through the provision for subregional systems included in the associated procedures. The concept emerged late in the first session of the conference, and attracted increased interest during the intervening three years, as developing countries realized that only through cooperation with their neighbors could they hope to gain satellite service in the near term. The associated procedures provides a mechanism by which countries can join in such a system. The ITU, in association with a number of African nations, is preparing a study on the proposed development of a system for Africa, known as RASCOM.

The U.S. and other developed countries made large investments in time and resources to prepare for the conference, which was faced with the difficult task of designing a plan that would accommodate not only 240 allotments for all 165 ITU members—some countries would be allocated up to three allotments if necessary to provide single coverage of a particularly expansive land mass—but for systems that had been proposed for the band prior to the start of the first session, on Aug. 8, 1985. There are 18 such systems, few of them operating, with a total of 35 satellites. The major problem was interleaving the two groups in a manner that would not result in incompatibilities. But the planners were also faced with the problem of accommodating specific constraints members wanted built into their allotments—for mountain ranges, for instance. What's more, the member countries appeared to have become obsessed with the idea that their allotment required a carrier to interference (C/I) ratio—a measure of expected system performance—of 26 db.

An intersessional working group had produced that standard for the convention's use. And although members of the group maintained that a C/I of several points below 26 would still be satisfactory, countries were not convinced. Indeed, some delegates who had seen the computer printouts indicating their countries' allotments would, in some configurations of the plan, have a C/I of,

say, 36, complained if on the next run the figure dropped to 32.

And, of course, the necessarily theoretical plan was based on the fanciful notion that all allotments would be implemented simultaneously. Many may never be implemented; others, only over time. Another unlikely assumption used for purposes of analysis was that full bandwidth would be used by all existing systems. In the real world, then, an allotment's C/I would be higher than the theoretical. Still, some countries, most of them in crowded Europe, complained.

So the computer specialists ran and reran the plan. The NASARC software produced by NASA had to be abandoned; it had been designed for a more flexible approach. And Japan's Orbit program, even after modifications by the International Frequency Registration Board, came up short. After each run, a team of experts from the U.S., Canada, Brazil, China and Japan would manipulate allotments manually in an effort to improve the plan. Finally, the U.S.'s and Canada's principal experts on the subject, Edward Miller of NASA and R. R. Bowen of Canada's Department of Communications, held a kind of seminar with representatives of some 30 complaining countries to explain techniques for improving an allotment's C/I. Miller said later that "at least 10 allotments in the two bands [6/4ghz and 14/11-12ghz] were improved above 26 db, while others were brought closer to 26 db."

A number of countries, again, mostly European, grumbled as the plan was submitted to a plenary of the conference on Wednesday night. But it was approved by consensus. (As one official remarked: "What alternative was there?") One impressed observer was Luis F.T. Perrone, Intelsat deputy director of external relations.

"The plan," he said, "achieved miracles to accommodate all constraints and existing systems."

The U.S. drew two allotments under the plan—one at 159 degrees west, to cover Alaska, Hawaii and Guam, and another, at 101 degrees west, to cover the continental U.S. and Puerto Rico. Both have C/I ratios comfortably above 26 db. What's more, two of the existing (if not yet operating) systems in the plan are American—ISI, with two satellites, at 56 degrees west and 58 degrees west, and PanAmerican Satellite, also with two satellites, at 57 degrees west and 45 degrees west. The conference also found it necessary to accommodate a relatively rare category of systems some were calling "new existing systems," those that had been notified to the ITU between the two sessions. One of a small handful of such systems was proposed by a U.S. company—McCaw Communications. It wants to establish one satellite at 70 degrees east (above the Indian Ocean) and another at 170 degrees east. (above the Pacific). Such "new existing systems" will be processed as either a national allotment or under the "additional uses" provision of the associated procedures. However, if treated as an additional use, the system would have a maximum life of 15 years. That maximum term was part of a

package compromise the U.S. had reached with other members of the committee dealing with associated procedures and that was retained in the subsequent compromise with the five Latin American countries. Retained also was agreement on a one-year moratorium on bringing additional uses into being. The moratorium would begin the date the plan enters into force, March 16, 1990.

But those elements were not the source of the problem with Bolivia, Colombia, Ecuador, Peru and Venezuela. They were concerned about the possible impact of additional uses on the plan; they wanted to include language that would restrict an "additional use" to national coverage of the country concerned, and to refuse to permit such a use if the country "has another assignment which is not in operation." They failed to persuade the committee to reopen the matter, but began making an issue of it in plenary, Tuesday night. Finally, on Wednesday morning, a small drafting group was organized to seek a compromise. And one was struck over lunch.

The language, offered by the U.S., permits coverage beyond a country's borders, if "otherwise agreed to" by affected countries. Similarly, it would permit displacement of an allotment's orbital position "if agreed to" by the countries affected. What's more, although it does not make the point explicit, the U.S.'s Brophy said the language, like that in the original compromise, could be used as authority for extending the life of existing systems, now fixed in the plan at 20 years. However, the new language also says the additional use would only be permitted if the country's allotment, in full or in part, "has been converted into an assignment or the requirement cannot be met" by such a conversion.

Still, it was the success on the multilateral planning meeting issue that seemed the biggest prize with which the American delegation was returning home—in part, because of the direct and immediate effect it would have on the way satellite companies do business, and on their revenues; in part also because the U.S. had managed to climb out of a hole it had helped dig.

The U.S. had proposed multilateral planning meetings at the first session, in an effort to persuade the conference to abandon the idea of an allotment plan. Not only did the tactic fail; the MPM was viewed as part of the process of guaranteeing equitable access to the geostationary orbit, though in the conventional bands—and began taking on characteristics the U.S. believed would make such meetings inefficient and costly. Some countries appeared to be interested in something akin to a WARC, with ITU members entitled to a vote, regardless of whether they were directly affected, and with costs borne by the ITU.

So U.S. representatives, in a series of bilateral meetings around the world over a six-month period early this year, lobbied hard for an informal system, burdened with few restrictions. And it achieved its goal. The new procedure adds little to what is now on the books; it simply permits countries experiencing "major difficulty in obtaining

coordination" to call multilateral meetings. It leaves such questions as venue and costs to the parties themselves. One modification of existing procedures is the explicit recognition that multiadministration systems, such as Intelsat, can participate. There was, U.S. delegates agreed, less to the MPM procedure than met the eye.

The U.S. achieved its goal with the unexpected help of developing countries. Algeria, for instance, had determined that in view of the guaranteed access to the orbit being provided by the allotment plan, the MPM matter was of secondary importance. And it was a resolution on the matter sponsored by India, Indonesia and Mexico that the U.S. feels was particularly helpful.

□

For some Americans in Geneva last week, at least, the conference was seen as a watershed in the history of the ITU. Frank Urbany, who has attended WARC's since 1977, first as a representative of the government and, currently, as a representative of Bell-South, said that the conference was the culmination of almost a decade of "intensive conference activity flowing from the General WARC of 1979." In the early years of that period, he said, the New World Information Order gave expression to developing countries' determination to safeguard their interest in communications. That led to interest in detailed planning of the spectrum and the geostationary orbit in the HF (shortwave) WARC and the Space WARC.

"But now," Urbany said, "I think there is a fuller awareness of the limitations of planning." He noted that the HF conference has failed in two sessions to develop a plan. And if the plan produced by the two sessions of the Space WARC "was a significant accomplishment, in a political sense, in providing a guarantee of access to the orbit," Urbany said that accomplishment was achieved at the "cost of considerable limits placed on the use of the band." He said the developing countries should leave the conference with the idea that "the flexible-procedures approach used in the nonallotment bands will be the most effective way of meeting the needs of all countries."

In any event, Urbany believes the ITU plenipotentiary conference, in Nice next May, "will produce a less ambitious program of conferences" for the years ahead.

The ITU's Secretary General, Richard Butler, in remarks at the final session of the conference, also noted that the conference marks the end of "an unusually heavy schedule of radio conferences," with at least one World Conference being held every year for the past six, along with some specialized regional conferences. But he was not ready to predict a lessening of activity in the years ahead. And, in answer to a question at a subsequent news conference, Butler did not seem to draw the lesson Urbany did from the recent WARC's. Planning, he said, "must be put in the perspective of 165 countries. There has to be international cooperation. To plan and bring services into existence, one has to find actions in cooperation with others." □

Daytime doldrums for networks

Programmers of 'glacial' daypart maintain faith in game shows and soap operas despite decline in ad revenue

"Glacial" is how network program vice presidents describe the 10 a.m.-4 p.m. weekday daypart. Daytime's programming staples, game shows and serials have long occupied their morning and afternoon time periods, respectively, and some individual examples of the two genres, particularly in the afternoon, haven't budged for decades.

But disturbing the 60% profit margins of years past is the "glacier's" recent financial contraction. ABC's, CBS's and NBC's net revenue from daytime advertising could be down 12% this year, the fourth straight year of decreases, and by 1989 could descend yet another seven percent, by one estimate, to just below \$900 million, where it was last in 1981. In absolute terms, the networks will have lost well over half a billion dollars in profit over the five years through 1989 by not being able to keep daytime advertising sales at the \$1,242,000,000 at which they peaked in 1984.

The network's daytime problems come in a variety of forms: 15-second commercials and basic cable programming that, according to A.C. Nielsen, drew a combined 3.4 household rating in August (compared to a three-network rating of roughly 16). There is also the peplemeter, which, according to an NBC research executive, probably accounted for most if not all of the decline in key demographic ratings in at least two network daytime schedules in the last broadcast year.

Although ABC's, CBS's and NBC's worries extend across the whole daypart, the biggest worry for the networks is in the morning up until roughly 12:30 p.m. It is during that time block that affiliate clear-

ances have deteriorated noticeably from five years ago. Except for CBS's *Price is Right* and NBC's daytime *Wheel of Fortune*, September clearances before 12:30 are below 90% coverage of the country. According to data provided by A.C. Nielsen, six of the 11 network morning shows have clearances below 82% and real problems face NBC's *Super Password*, with 74%.

By comparison, from 12:30 p.m. on, clearances greatly improve. All but two shows, NBC's *Scrabble* with 83% and ABC's *Loving* with 88%, are cleared by affiliates reaching more than 97% of television households.

Network daytime programmers even have problems clearing the lineup with owned stations such as Capital Cities/ABC's WPVI(TV) Philadelphia and General Electric's KCNC(TV) Denver.

Jo Ann Emmerich, ABC's vice president of daytime programs, said, "Our problem is we don't have the clearances. The local stations' problem is to make a profit. Obviously it is a matter of economics." At CBS, Michael Brockman, vice president, daytime, children's and latenight programs, noted that the clearance problem has been exacerbated by the increased availability of syndicated alternatives.

"In the morning it could be either a syndicated game show or talk show, even though there really has not been one successful game show that didn't first have a long trial period on the networks. The jury is still out on *Win, Lose or Draw*."

The programming response to the morning problem of keeping viewers interested and retaining affiliates has been mostly to rework the traditionally successful game show genre. ABC has in development a game show based on the board game, *Monopoly*. NBC is going back to the drawing board with *You Bet Your Life*, an updating of the

1950's game show starring Groucho Marx. An earlier pilot of the show, with Richard Dawson, did not test as well as NBC hoped. Said Brian Frons, vice president of daytime programs: "We are taking another look at it...to see if there is another comedian out there who can make it work." Brockman said CBS will be doing a game show pilot in the next couple of weeks.

ABC also continues to keep alive the off-network sitcom strip with *Growing Pains*, which Emmerich said the network has an option on through the middle of next summer: "We pick sitcom shows that have young female appeal. Stories such as *Growing Pains* and *Who's the Boss?* (which preceded the current show) are both stories about family."

Emmerich attributed the relative scarcity of sitcoms on the networks' daytime schedules to the "four or five years in prime time when no one was doing well." NBC's Frons said that the success of syndicating half-hours, and their consequent increased off-network price tags, has made the programming less attractive for the daytime network schedule compared to five or more years ago.

No network is currently contemplating diluting the afternoon three-hour soap blocs with any other form of programming, at least not after 1 p.m. Although ratings were thought to be affected somewhat by the peplemeter, shows during the time period still turn in high clearances and deliver large numbers of the target audience.

While most existing afternoon soaps are hard to displace, the networks sometimes have new ones in development, particularly as possible solutions for the hour starting at noon, where the only exceptionally strong network offering, both in ratings and clearances, is CBS's *Young and the Restless* (12:30-1:30)—the half hour from 12 to 12:30



Emmerich



Brockman



Frons

p.m. is turned over to affiliates.

Among the new serials in development is *Casino*, which ABC's Emmerich said is currently acquiring a head writer. Closer to production but slightly delayed because of the writers' strike is NBC's *Generations*, a half-hour serial drama set in Chicago. NBC's Frons said one of the network's possible options is to double-feed the show and give NBC affiliates the option of keeping the other half hour ("Closed Circuit," Oct. 3).

Ignoring some of the subtler differences among game shows, or among serials, the only recent addition to the categories of daytime programming is ABC's *Home*, which Emmerich describes as a how-to show. But, as Bill Carroll, vice president and director of programming, Katz American Television, notes: "everything that is old in daytime is new again." In the case of *Home*, its predecessor, at least in name, was an NBC offering of 1954-57 which starred Arlene Francis and Hugh Downs. Carroll said he thinks ABC hopes its half-hour show, which has relatively low household ratings but does better demographically, will provide "compatibility with the kind of shows affiliates are running (in adjacent time periods)...a talk-type program."

What some network executives dream of is getting a successful talk show in the morning. But NBC's Frons said the success of syndicated talk shows has made that next to impossible: "The fact is that our mornings can't get the revenue that syndicated talk shows pay in the afternoon."

If the networks do not come up with a better game show mousetrap, or find another type of show, they may soon be faced with the same decision at least two of the networks faced several years ago when low clearances forced them to drop network programming starting after 4 p.m. Said Brockman, "I think we have to find some new form of product support...some other mechanism. Trying to see what I can do to provide service for affiliates that can't get it anywhere else."

There is little incentive to experiment with new shows in the afternoon. Said Frons, "The risk of putting a new show on in the afternoon is that you put those clearances in the high 90's at risk. The minute we make a change that all goes up for grabs. If the new show doesn't work out, then where do we go?"

More than one network financial executive guessed that the three-network average for daytime profits was still at least 30%, and perhaps 40%. Those margins are down from the astounding 60% margins being recorded only a few years ago. Getting an accurate picture of the daytime profit picture is complicated by the fact that time on three of the hour-long afternoon serials is not sold in the marketplace. Those shows, ABC's *Another World* and CBS's *As the World Turns* and *Guiding Light*, are owned and produced by Procter & Gamble, which uses all the commercial availabilities itself.

With margins still comfortably above most, if not all, other networks dayparts, daytime programming executives still work at keeping programming cost increases "modest." Informal estimates of the cost of daytime shows are \$650,000 for one week's

worth (five days) of hour-long serial dramas; \$350,000 for five half-hour serials; perhaps \$220,000 for a week's stripping of an off-network sitcom, and \$125,000 for five game shows. ABC's Emmerich said that the cost of *Home* was somewhere between a game show and a sitcom.

Among the time-honored budgeting methods are putting a "collar" on the size of game-show prizes and shooting as many shows as possible in one day. The latter is done to keep down labor costs which one network executive said make up more than

half the production budget.

All three daytime vice presidents suggest that budget cutting has not mandated any restrictions on their programming options. But one of the three executives said that he had tried to "shrink the prize budgets in game shows" and has also changed the rules of one game show to make it less expensive.

But most of those speaking said there is no great desire to risk changing the look of shows that work well. Said Brockman, "We really have found that these forms are durable." □

The high price of success

Program production costs have soared in recent years, increasing deficits and sending some producers overseas to cheaper venues and foreign partners

Although some industry executives believe another long strike, like the recent walkout by writers, would be the death knell for Hollywood program production—two weeks ago independent producer Lee Rich said another big strike could "kill" the industry (BROADCASTING, Oct. 3)—many more see the spiraling cost of program production as the real killer.

A survey of network executives and producers shows that over the past eight years the cost of producing an hour of prime time network television has increased from about \$650,000 to between \$1 million and \$1.3 million. And some sources say the cost of an hour has, on average, actually come down in the past two years, as networks have ordered a scaling down of expensive action elements in programs. At the same time, network license fees, which once covered about 90% of the cost of production, now only cover about 80% at best, and sometimes as little as 65%, according to Ed Gradinger, president and chief executive officer, New World Television Group.

For comedy programs, executives say the cost of a half-hour sitcom ranges between \$325,000 and \$500,000, and that the deficits associated with that genre are now as vexing a problem as they are for one-hour shows. Comedy program deficits now run as high as \$150,000, and in one extreme case for a new comedy this season, sources say, Paramount's *Dear John* will cost more than \$650,000 per episode, carrying a deficit of at least \$200,000. It wasn't too long ago that a half-hour cost \$200,000 to produce.

The high price tag on *Dear John* is attributed to the high "above the line" talent

costs, which include the services of the male lead, Judd Hirsch, and executive producer Ed. Weinberger. Weinberger is one of what production sources say is a small pool of comedy producers (along with talents such as Les and Glen Charles, Gary David Goldberg, Witt-Thomas-Harris, Carsey-Werner and a few others) that networks insist on having produce their comedies. The demand for such a small pool, in turn, enables those within it to command high fees that drive up the cost of production.

Paul Junger Witt, chairman of Witt-Thomas Productions & Witt-Thomas-Harris Productions (*Beauty and the Beast*, *Golden Girls*, *Empty Nest*), told a Hollywood luncheon crowd that if he and his partners had started their production company in 1987 instead of 1976, "we would not have made it beyond the first six months" due to deficits and production costs.

"Our first series [*Fay*, on NBC] went six episodes," Witt said. "Because we generated no deficits, our fees supported us for the second six months we were in business. Our second series was *Soap*, a very expensive series for its time. We were able to break even on the license fees and foreign advances. The same was true for *Benson*. But they have become progressively more expensive after that."

Witt said that his company lost more than \$1 million on last season's *Mama's Boy*, which went six episodes on NBC before being canceled. "Thank God we didn't go 22 [episodes]," he said. According to Witt, it is not unusual these days for a comedy to wrap its first season \$2 million in the red.

If the networks expect to be able to continue to distribute quality comedy programming, Witt contended, they must make a better effort to support small independent producers, who are often "long on ideas and talent and sometimes short on cash." The alternative, he said, is to let the major studios

Out of business. CBS last week canceled critically acclaimed and Emmy winning "dramedy" *Frank's Place*, a Viacom Production (Hugh Wilson, executive producer). Last May the network removed *Frank's Place* from the starting prime time lineup for the 1988-89 season, but said it had ordered 13 more episodes of the program for midseason use. But last week the decision was announced not to proceed with the 13 additional episodes. The week of Sept. 25th, the last available *Frank's Place* ranked 47th out of 49 prime time programs for the week, with a 5.6/10. CBS Entertainment president Kim LeMasters cited poor ratings as the reason for cancellation. Viacom official said that given the high cost of the show, it would cease production on the program without seeking another network exhibitor, broadcast or cable. First-run syndication was also ruled out.



Familiar faces. The Museum of Broadcasting, New York, and the National Portrait Gallery, Washington, are co-sponsoring *On The Air: Pioneers of American Broadcasting*, an exhibit of artifacts of the lives and careers of radio and television personalities.

The show, which opened at the Portrait Gallery Oct. 7 and runs through Jan. 2, 1989, highlights broadcasters and broadcast entrepreneurs from the turn of the century through 1960. Artifacts on display include caricatures, photographs, paintings, sculptures and recordings. Represented in the display are figures that invented and helped shape

the medium, grouped according to broad categories including "comedies," "drama series," "variety shows," "high culture," "sitcoms and serials," "children's shows" and "broadcast journalists." The exhibit ranges from pioneering inventor Guglielmo Marconi to musician Arturo Toscanini, from comedian Jackie Gleason to pioneer broadcast journalist Edward R. Murrow.

The above illustration is from a May 1938 *Fortune* magazine, drawn by Miguel Covarrubias, and was used as art for the exhibit catalog cover. The identities of the faces depicted can be found on the following page.

"swallow up" the sitcom genre, with the result that, "as often as not," they will stamp out "cookie cutter comedies.... One hopes the networks won't let this happen."

Some studio executives suggest network programmers speak out of both sides of their mouths when they discuss program costs. For example, Mel Harris, president, Paramount Television Group, notes that since 1980 annual increases in network license fees have averaged 5% for entertainment series, while the costs of producing such

programs have at least doubled. On the other hand, he notes, the same networks paid almost three times as much per hour of Olympics programming rights in 1988 (about \$1.7 million) than in 1980 (about \$600,000). When it comes to justifying higher payments for entertainment and big-event programming, the networks are providing "two different pictures," he said.

New World's Gradingier doesn't mince words when he says the networks have "a credibility problem" in holding back on entertainment license fees but signing a blank check for certain event programming they really want. "If they want the Olympics or *War and Remembrance* they seem to be able to come up with the money," said Gradingier.

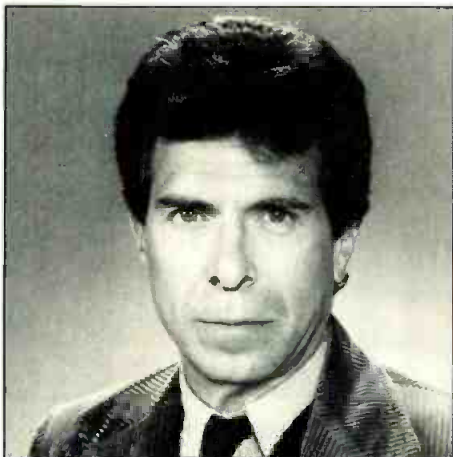
One network official, requesting anonymity, said it was unfair to equate a series license fee deal with a network's pursuit of a "premium event." In the latter instance, he said, "you are getting premium ad dollars. NBC is getting \$330,000 or more for spots in the Olympics. The market will not bear that kind of pricing in regular series programming."

John Agoglia, executive vice president, NBC-TV business affairs, agreed with that assessment, and stressed that his network, at least, would make no apologies for chasing blockbuster events with big money. There is

no question, he said, that the summer games "give the advantage to our fall schedule to a great degree."

As to the cost of series programs, Agoglia countered that "the studios, in their competition between themselves, have forced up the cost [of producing shows] more than any other element." Bidding wars among studios for top production and on-air talent are the driving force behind spiraling costs, he suggested.

Both Harris and Gradingier suggest that



Witt



Gradingier

Turner's gamble highlights Atlantic City cable show

Industry heralds TNT rollout, addresses such issues as telco entry

The cable industry welcomed Ted Turner to Atlantic City last week and wished him well on the debut of his new network—Turner Network Television (BROADCASTING, Oct. 3).

A year and a day after he unveiled his intentions of starting TNT, Turner took the stage at a party at the Imperial Ballroom of Trump Plaza hotel as the opening frames of "Gone With the Wind" began rolling. The first moments of TNT's life were greeted by a cheer from the crowd of cable executives in town for the Atlantic Cable Show.

Turner used the occasion to renew his commitment to providing TNT with first-run programming. Flanked by Donald Trump, the subject of an upcoming TNT movie, and Kermit the Frog, star of the TNT series *Fraggle Rock*, the TBS chairman reminded the audience that 80% of TNT's revenue would be put back into original, first-run entertainment.

Turner also drove that point home at a luncheon on the day before TNT's debut. Speaking at the CTAM's Cable Management Conference, Turner said that Major League Baseball will award its next television contract soon and that TBS will probably come out owning a part of it. Turner said that contract is "not in our hands" yet, but will be "coming down soon."

Turner also mentioned that the ratings shortfall experienced by NBC with its carriage of the Seoul Olympics could bode well for an Olympics package for cable. By defraying part of the Olympics rights fee through sale of a package of events to one or

more cable networks, the broadcast networks could achieve profitability more easily (BROADCASTING, Sept. 26).

Turner thanked the cable industry for its support of TNT and pledged to support the formation of a cable coalition to prevent possible "legislative harm," such as the allowing of telcos into cable.

In line with his thanks for the support TNT has received, Turner also said that the new service will be licensed to systems on an exclusive basis.

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Fending off telco entry into cable, along with the future of cable programming, was a major concern of several MSO heads who "looked into the future" at the CTAM conference on Monday.

Daniel Aaron, vice chairman of Comcast, said the telcos are not as formidable as most people think. Cable's vast array of allies should be smart enough to form a coalition to ward off such entry, he said, since cable has established itself as a franchise that deserves some form of protection.

Cable's two other top priorities, according to Aaron, are "calling out the best in programming services" and being careful to be selective in choosing which of those services suits an individual market.

Charles Dolan, chairman and chief executive at Cablevision, stressed that cable is still an emerging technology, whose ability to carry to the home TV signals of increasingly better quality will improve in the next two years. Dolan specifically mentioned how Cablevision is now using AM amplifiers to improve its signal quality on Long Island.

David MacDonald, president of NYT cable, said the telcos have "no particular advantage" over cable companies when it comes to laying down fiber. MacDonald said that cable's strength is a result of the number of companies now doing research.

In terms of programming, MacDonald said the future of pay per view now looks strong given the growth in revenues from pay-per-view special events. The "trend line" in pay per view now indicates that special events will overtake movies in pay-per-view revenue in the near future.

Paul Freas, president and chief executive officer of TKR Cable, said that cable faces a tremendous challenge in successfully marketing its product. As he put it, cable will never improve its penetration when potential subscribers cannot get through to systems on the phone.

□

On the programming side, those at the CTAM Conference heard a warning by C-SPAN Chairman and Chief Executive Officer Brian Lamb that "arrogance" will invite congressional regulation. Cable's potential problems might be generated by its success, he said. Arrogance in an industry, according to Lamb, is the feeling that "we know what is best." Arrogance, he said, helped bring about the break-up of AT&T.

Tony Cox, chairman and chief executive officer of Showtime Networks Inc., said that it is now necessary for all cable services to step up and reassess their traditional marketing strategies. In particular, he mentioned that with the growth in quality of programming on basic cable channels, a growth in their marketing efforts is expected.

Additionally, he said, basic channels have been getting a free ride from the marketing of pay services in the past. But with the decline in pay viewership, he said, the onus is now on basics to market themselves.

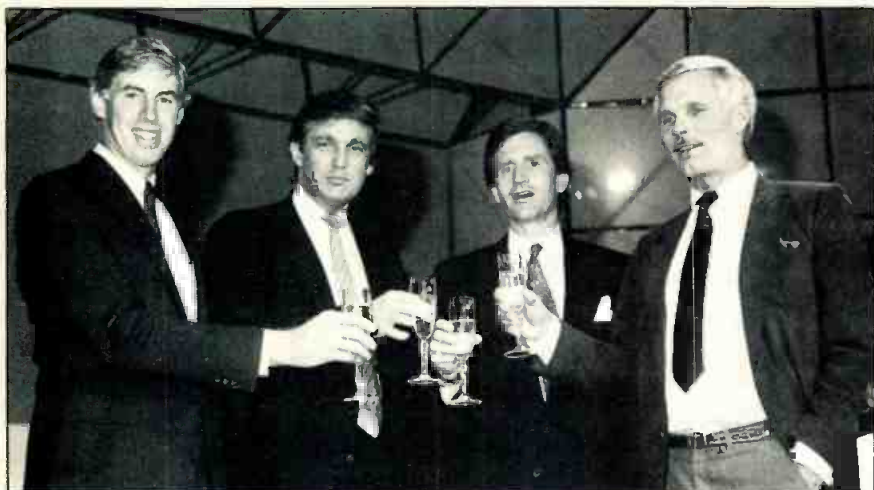
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The keynote of the Atlantic Show was not a speech, but rather an assessment of the Presidential campaign by the co-hosts of CNN's *Crossfire*, Tom Braden and Pat Buchanan.

Along with Braden's quip that listening to the Reagan administration defend itself against the "sleaze factor" is like listening to a speech on fidelity by Gary Hart, and Buchanan's belief that Michael Dukakis's foreign policy experience consists of a visit to the local International House of Pancakes, both were unsatisfied with broadcast television's coverage of the campaign.

"Someone has to give us the facts," said Braden. For more detailed coverage of the candidates than the two-minute pieces seen on network news, tune into C-SPAN or CNN, they advised.

□



Toast to TNT. During the Atlantic Cable Show the launch of TNT was celebrated by (l to r): Terrence McGuirk, president, Turner Cable Network Sales; Donald Trump, president, Trump Organization; Gerald Hogan, president, Turner Entertainment Networks, and Ted Turner.

GE Americom and Alascom to launch two satellites

Alaskan long-distance carrier will share its replacement bird, help finance launch of C-band 'protection satellite' also available to programers; Americom applies to launch two others

Plans to replace current domestic U.S. C-band satellite capacity in the 1990's edged into financial reality last week as GE Americom announced it has signed an approximately \$100-million contract with Alaskan long-distance carrier Alascom involving the launch of two C-band satellites (BROADCASTING, Oct. 3). The agreement, said Americom, calls for the launch of Aurora 2, to replace Alascom's Aurora 1, and for the launch of an in-orbit spare that will not only provide second-satellite protection for Alascom—in case of an Aurora 2 failure—but will also give Americom the ability to offer U.S. cable and broadcast television programers the same protection.

Just meeting the FCC's Oct. 1 deadline, Americom also filed applications to build and launch replacements for its two primary cable programming satellites, Satcom F3R and Satcom F4, both to be launched in 1992. According to the FCC filings, F3R and F4 will be "removed from service" in September 1992 and April 1993, respectively. Americom's other C-band satellite, Satcom 2R, was launched after the others and should not need replacing until late 1993.

"It is expected that the new replacement satellites Satcom C-3 and C-4," the applications claimed, "will be fully utilized upon achieving operational status and will remain so throughout their operational lives."

Alascom's financial participation in the launch of the in-orbit spare, Satcom C-1 (an already constructed ground spare), could prove crucial at a time when informal negotiations between satellite operators and cable programers for C-band capacity in the 1990's have reportedly accelerated ahead of the more formal broadcast network negotia-

tions (BROADCASTING, July 18). With Americom and Hughes Communications each vying to retain as customers approximately half of the cable programer community, Americom believes second-satellite protection will be an important bargaining chip. Said GE Americom President Kevin Sharer: the proposed C-1 launch "assures our customers [of] our ability to continue to offer the ultimate in service protection—the ability to move an entire spacecraft's traffic intact, if necessary, to the protection satellite."

The contract as a whole, said Sharer, "effectively positions us to implement our transition plans for our new third-generation spacecraft to serve our cable, broadcast, government and other customer groups into the 21st century."

According to projected expenditures included in Americom's application, \$460 million will be invested in launching C-1, C-3 and C-4. Average annual system-wide depreciation and operating costs of \$57 million will add up to another \$746 million over the 12-year projected life of the birds.

The transition will begin with the 1991 launch of Aurora 2, replacing Aurora 1 at 143 degrees west longitude (the far western edge of the orbital arc available to the U.S.). The agreement gives Alascom 14 of 24 Aurora transponders, with options on four more, and as majority owner of the satellite, Alascom applied for the Aurora 2 construction and launch permit last fall. According to the FCC satellite branch, Alascom submitted another filing on that proposal three days before last week's deadline for replacement applications, presumably reflecting the finalized terms of the Americom-Alascom deal. Americom will operate Aurora 2 and retain the remainder of its transponders to sell or lease itself.

Satcom C-3 is scheduled to launch in the second quarter of 1992, replacing F3R at 130 degrees; Satcom C-4 in late 1992, re-

placing F4 at 82 degrees, and Satcom C-1 in the first quarter of 1993, replacing F1R. (In a separate filing, Americom is seeking to launch C-4 not into F4's 82 degrees slot, but instead "the most westerly position" available between 85 and 101 degrees. It also seeks to move one of its Ku-band satellites, Satcom K-1, from its current position at 85 degrees to the most westerly slot available between 75 and 89 degrees.)

All of Americom's C-band satellites, except C-5, will carry 24 36-mhz C-band transponders, each 16 watts—twice the power of an average first-generation transponder—resulting, said Americom, in effective isotropic radiated power (EIRP) increases of 3-5 db, "improving delivered signal quality and/or allowing smaller, less expensive earth stations." Americom also claims the birds will be high-definition television capable, offer lower noise in their on-board receivers and increased internal backup redundancy in case of single transponder failures. Each bird also will carry "sufficient solar array to support a 12-year mission," a two-year improvement on the average operational life of first-generation satellites. (C-5 will also carry 24 C-band transponders but boasts only 10 watts.)

The satellite branch, said FCC attorney Fern Jarmulnek, is reviewing, and hopes to act on as soon as possible, all the applications filed last fall (BROADCASTING, Nov. 30, 1987) and last month to build and launch nearly 20 satellites into the fixed satellite service arc. Because of confusion over whether last fall's applications were to include both new and replacement satellite filings, the commission announced the Oct. 1 deadline for more replacement applications. Among the total applications, in many cases, multiple applicants are applying for the same orbital slots. Not every applicant will get its way.

And with consensus that it takes three years to build and launch a satellite, the imminent deaths of Satcoms F3R and F4 in 1992 mean that Americom's replacement proposals must necessarily become final business plans in early 1989—approximately a year before Hughes or AT&T must begin building their proposed next-generation spacecraft—if it is to avoid a gap between the death of birds now in orbit and the start of replacement satellite operations. □

Bird deal. Intelsat Director General Dean Burch and Ford Aerospace President Donald Rassier met in Washington last Tuesday, Oct. 4, to sign a \$394,278,788 contract for delivery of five Intelsat VII spacecraft (BROADCASTING, Oct. 3). The contract also calls for 33⅓% in-orbit performance incentives and allows Intelsat to order additional spacecraft through 1994 at agreed upon option prices.

The signing, however, may not be the last obstacle to bringing all the Intelsat VII plans to fruition. One day before Burch hailed the deal as providing satellites that "will enhance Intelsat's provision of services...into the 21st century, bringing more benefits of satellite communications to more people than ever before," Pan American Satellite (PAS) submitted another filing at the FCC that questions Intelsat's candor and intentions concerning who will be served by, and who will pay for, those Intelsat VII services.

In comments objecting to participation in the Intelsat VII purchase by U.S. Intelsat signatory, Comsat, PAS argued that the procurement includes "speculative" investment in foreign planned domestic services (PDS) and also includes one Atlantic region satellite—and two spare satellites—the need for which "Comsat has not justified."

Comsat's application, said PAS, "marks a fundamental turning point for the FCC...the first time that the commission has been asked...to have U.S. ratepayers underwrite the cost of capacity planned solely for non-U.S. domestic users," particularly an Intelsat VII satellite that "will be deployed at 307 degrees east longitude and carry significant amounts of PDS traffic." Charging also that Comsat's application failed to show those PDS revenues eventually contributing to "economies of scale" beneficial to U.S. ratepayers, PAS said, "Given Comsat's rate structure, it is inevitable that U.S. taxpayers will subsidize PDS."

The first two VII series birds, said Intelsat, will replace V-A series satellites over the Pacific Ocean and will be launched in mid-1992 and early 1993.

Wireless cable operators convene in Washington

Getting programing to drive their service is a principal issue facing WCA members at annual meeting

The Wireless Cable Association, feeling that the upstart pay television medium it represents has at least established a firm foothold in the marketplace, convenes for its

annual convention next week (Oct. 16-18) at the Hyatt Regency Crystal City in the Washington suburb of Arlington, Va.

"We have it all together," says Robert Schmidt, who will be presiding over the WCA convention for the first time as its president. "That doesn't mean it's a slam dunk, but we can really provide the consumer a choice."

Indeed, wireless cable operators in several cities, including Washington, Cleveland, New York and even Mitchell, S.D., are broadcasting multiple channels of cable programming to subscribers over microwave (multipoint distribution service and instructional television fixed service) channels and claiming success.

Over the past two years, wireless cable operators have been frustrated primarily by their inability to secure rights to popular cable programming services on what they felt were reasonable terms. But, Schmidt says, those days may be coming to an end. Government officials are "mandating" that the cable programmers make their services available to media other than conventional cable television. "I have had a number of conversations with cable programmers over the past few months, and they are telling me they are going to sell us the product," says Schmidt, the former president of the National Cable Television Association, the principal trade association of the cable industry. "But the proof is in the pudding."

In contrast with Schmidt's guarded optimism is a survey conducted by Senate Antitrust Subcommittee Chairman Howard Metzenbaum (D-Ohio) (see story, page 64). It found cable programmers reluctant to deal with media other than conventional cable, and many wireless cable operators frustrated by their inability to deal with the programmers.

Fifth Estate Earnings Reports

Company	Period	Revenue (000)	% change	Earnings (000)	% change	EPS
All American Television	Year	\$11,567	110%	\$245	NM	\$0.13
Cable TV Industries	Second	\$11,293	11%	\$372	60%	\$0.12
Entertainment Marketing	Second	\$46,213	29%	\$1,321	111%	\$0.09
Meredith	Year	\$678,489	13%	\$47,367	40%	\$2.48
Prism Entertainment	Second	\$5,027	-3%	\$36	-92%	\$0.02

All American Television said its revenue growth reflected growth in company's program offerings. ■ **All of Meredith's** seven television stations reported earnings for year ended June 30 below earnings for previous fiscal year, except for CBS affiliate KCTV(TV) Kansas City, Mo. ■ **Prism** said company incurred expenses of \$500,000 related to canceled merger it had contemplated with Atlantic Entertainment Group.

Some evidence of improved relations between cable programmers and wireless cable may be on the exhibit floor. The Discovery Channel, Lifetime and United Video, the last the purveyor of superstation WGN-TV Chicago, planned to be among the 30 programmers and equipment manufacturers exhibiting at the convention. What's more, Jeff Treeman, senior vice president, United Video, and Robert Johnson, president, Black Entertainment Television, are slated for a Tuesday afternoon panel session on programming.

The convention agenda seems designed to keep rhetorical pressure on the programmers to deal with the budding medium. The agenda is heavy with government officials who have been critical of alleged anti-competitive and anti-consumer behavior.

Senator Albert Gore (D-Tenn.), the champion of the home satellite industry in its struggle to get access to cable programming at "fair and reasonable" rates, had to cancel his scheduled luncheon speech on Monday (Oct. 17) to stump for Dukakis-Bentsen, but

has promised to be on hand for a reception Sunday afternoon.

West Virginia Attorney General Charles Brown is the Monday dinner speaker. He heads a task force of the National Association of Attorneys General, which is keeping one eye on cable operators and the other on state antitrust and consumer protection laws. Brown also struck a deal with cable systems in Charleston, W.Va., owned by American Television & Communications by which the system agreed to discount basic rates for low-income subscribers.

A Monday session will feature, among others, Ed Correia, chief counsel for the Senate Antitrust Subcommittee, and Emily Young, an aide to Billy Tauzin (D-La.). Metzenbaum will address the convention via videotape. Tauzin is the author of legislation similar to Gore's that would make cable programming more accessible to dish owners.

While the conventional cable industry is fighting to keep the telephone industry out of its business, the wireless operators are opening their arms to telcos. In his state-of-the-industry speech at the Tuesday luncheon, Schmidt says, he will "welcome the telcos to join us."

The WCA is also giving the cable industry a forum in which to present its arguments for why it should be allowed in the television business. Substituting for Gore at the Monday luncheon will be Martin McCue, general counsel, United States Telephone Association. Harry (Chip) Shooshan, of Shooshan & Jackson, who is working for the USTA, is slated for a Tuesday panel.

Talking about wireless cable as a business at a Tuesday session will be four operators: Mark Foster, of Microband Companies Inc., which has systems in Washington, Detroit and New York; James Theroux, Metropolitan Cablevision, which operates a system in Cleveland; Michael Specchio, of Peoples Choice Television, and Chuck Mauszycki, Family Entertainment Network, a system operator in Mitchell, S.D.

A Monday panel will feature Richard Churchill, general partner, TA Associations, Boston, which has helped finance Microband and Metropolitan Cablevision.

Other scheduled speakers include FCC Commissioner James Quello; Henry Geller, director, Washington Center for Public Policy Research; Deborah Costlow, partner, Piper & Marbury, and Michael Kelley, George Mason University. □



Narration from AIDS spot: "My brother wouldn't listen to me. I told him: 'You have sex, you use condoms so you don't get AIDS.' He laughed and said condoms weren't macho. My brother: He was so macho."

Condom conscious. The three broadcast television networks indicated last week they would run a recently produced public service announcement that advocates the use of condoms to prevent the spread of AIDS. For CBS, the broadcast of spots mentioning condoms would be a first. While none of the three networks run commercials for brands of condoms, both ABC and NBC had previously run public service announcements on the AIDS issue mentioning condoms. The new spots are a project of The Ad Council, The American Foundation for AIDS Research and the National AIDS Network and were designed by the Ogilvy & Mather division of Scali, McCabe, Sloves Inc.

The campaign includes four 30-second TV commercials with the theme "Help Stop AIDS. Use a Condom." Also produced were three radio spots, five print ads, and two bus and subway ads. CBS, in its announcement to affiliates announcing the decision, said it would run the spots only after 9 p.m., and an NBC spokesman said that network would probably do the same. ABC will not restrict them to certain time periods. The spots will also be mailed to TV and radio stations in the next two weeks.

Reading Arbitron's summer book

Top spots in L.A., New York remain unchanged; Chicago sees return of WGN(AM) to number-one position

WHTZ(FM) New York and KPWR(FM) Los Angeles maintained number one strongholds in their markets, while Chicago saw the return of WGN(AM) to the top of the list. That's the word on the top three markets from the just-released summer Arbitron ratings. The following results are based on listening, Monday-Sunday, 6 a.m.-midnight, from June 23 through Sept. 14. The metro shares below represent audience ages 12-plus.

New York

Contemporary hit WHTZ(FM) once again topped the list with a 6.2 share, up from 6.0 in spring 1988. The number-two spot was held by easy listening WPAT-AM-FM, which upped its share slightly from 5.5 to 5.6. Third place in the market was taken by contemporary hit WWPR(FM), which held a 4.7 share. WWPR's share represented a rise over 4.2 in the spring 1988 book and 4.1 in the winter 1988 book. Following WWPR was contemporary hit WQHT(FM) with a 4.5 share, up from 4.1 last spring. The number five spot in the market was held by rocker WNEW-FM with a 4.4 share. WNEW-FM's share was a leap from its 3.6 share in the spring 1988 book.

The sixth largest share in the country's number-one market was a 4.3 tie held by both news WINS(AM) and talk WOR(AM). WINS rose from 4.0 and WOR dropped from 4.6. The next highest share was held by urban contemporary WRKS(FM) with a 4.2, a drop from 4.6. Closely following WRKS were WCBF-FM with a 4.1 share, down from 4.2, and urban contemporary WBLS(FM) with a steady 4.0 share. Soft contemporary WLTW-FM suffered its third consecutive drop, from 4.7 in fall 1987 to 4.6 in winter 1988 to 4.5 in spring 1988 to its current 3.8.

Further down the list, all-sports WFAN(AM) had a 2.5 share, up from 2.0 in the spring 1988 results, which was up from 1.0 in the winter 1988 book. Spanish WJIT(AM) also had its second rise, up from 0.6 in winter 1988 to 1.0 in spring 1988 to its current 1.1 share.

Los Angeles

Contemporary hit KPWR(FM) held the largest share of the market with a steady 7.4, followed by contemporary hit KIIS-AM-FM with a 6.9. KIIS moved closer to the number-one spot than it had been during spring 1988, when it held a 6.5 share. Talk KABC(AM), which was on the heels of KIIS during spring 1988 with a 6.2 share, lost its momentum and dropped to a 5.7. Following in fourth place was soft contemporary KOST(FM) with a 5.0, up from 4.6. Coming in at fifth place

was AOR KLOS(FM), which remained steady at 4.3.

The next highest share in the Los Angeles market was soft contemporary KBIG(FM) with a 4.2 share, up from 3.4 in spring 1988 and 3.3 in winter 1988. Seventh place was held by easy listening KJOK(FM), which dropped from 4.2 to 4.1. The next largest share was by AOR KROQ-FM, which maintained its 3.4 for the third consecutive ratings book. Rounding out the top-10 stations were all-news KFWB with a 3.3 share, up from 2.7, and a three-way tie for 10th place (each with a 3.1 share): classic rocker KLSX(FM), up from 2.7; all-news KNX(AM), up from 2.9, and adult contemporary KRTH-FM, down from 3.7.

New age and light jazz KTWV(FM), which features "The Wave" format, jumped from a 1.7 to a 3.0 share.

Chicago

MOR/talk WGN(AM) pounced on urban contemporary WGCI-FM for the number-one spot in the market. WGN rose from a 9.0 to a 10 share while WGCI dropped from 9.2 to 7.7. Third place in the market was held by all-news WBBM(AM) with a 5.4 share, down from 5.7 in the spring 1988 book and 6.3 in the winter 1988 ratings. Taking fourth place was easy listening WXEZ-AM-FM (formerly WCZE[AM] and WLOO[FM]) with a total 5.3 share and a rise from 5.2, followed in fifth place by adult rocker WLUP(FM), which dropped in share from 5.0 to 4.5.

The second half of the Chicago top 10 was headed by contemporary hit WYTZ(FM), taking the number-six place with a 4.0 share. The station had a 3.5 share last spring. Closely following WYTZ in seventh place was urban contemporary WBMX-FM, which jumped from a 3.0 share to a 3.9. Behind WBMX, classic rocker WCKG(FM) took the eighth place position with a 3.8 share. WCKG dropped from a 4.4 share held

last spring. Rounding out the top 10 were oldies station WJMK(FM) (steady with a 3.7 share) and contemporary hit WBBM-FM, which dropped from 3.7 to 3.2.

Outside of the top 10, MOR station WJJD(AM) had its third consecutive drop from 3.3 in fall 1987 to 3.2 in winter 1988 to 2.7 in spring 1988 to its new 1.9 share. Stations showing a continued rise include: talk station WMAQ(AM), up from 1.1 in winter 1988 to 1.6 in spring 1988 to its current 1.7 share, and jazz, new age WNUA(FM), up from 1.5 in winter 1988 to 1.8 in spring 1988 to its current 2.1 share.

Other markets

■ In Philadelphia, the top 10 market shares were held by album rocker WMMR(AM) with 8.0; urban contemporary WUSL(FM) with 7.1; all-news KYW(AM) with 6.8; contemporary hit WEGX(FM) with 6.7; nostalgia WPEN(AM) with 6.6; easy listening WEAZ(FM) with 5.9; AOR WYSP(FM) with 5.8; adult contemporary WSNI-FM and talk WWDB(FM) each with 4.6; soft contemporary WKSZ(FM) and country WXTU(FM) each with 4.5, and WMGK(FM) with 4.1.

■ The top 10 market shares in Detroit were: MOR/news/talk WJRI(AM) with 12.4; contemporary hit WJLB(FM) with 7.8; contemporary hit WHYT(FM) with 5.3; easy listening WJOL(FM) with 5.1; adult contemporary WNIC-FM with 4.8; country WWWW(FM) with 4.5; contemporary hit WCZY-FM with 4.0; AOR WLLZ(FM) with 3.8; a three-way tie between adult contemporary WOMC(FM) and news-talk WXYT(AM) and MOR CKLW(AM) at 3.2 each, and a two-way tie between top-40 WDFX(FM) (formerly WDTX) and oldies WKSG(FM) at 3.1 each.

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Just when you thought it was safe to turn on the radio

On the occasion of the 50th anniversary of Orson Welles's 'War of the Worlds,' new version will be aired by public radio

As legend tells the story, listeners tuning in to CBS radio on the evening of Oct. 30, 1938, were jolted from their seats when a program of lilting orchestral music gave way to a series of frightening special reports. Alien creatures had been spotted in Grover's Mill, N.J., said a trembling announcer, and the future didn't look bright.

What audiences heard that evening was an adaptation of "The War of The Worlds," a work of fiction by H.G. Wells. But for some who tuned in that episode of *Mercury Theater of the Air*, the sound effects and ensemble of convincing actors led them to believe that the world as they knew it, or at least New Jersey, was coming to an end.

The unnerving broadcast created real panic in the streets. Telephone lines were jammed. Cars sped across state lines. People were scrambling to houses of worship.

At the center of the controversy was the show's producer and featured player, Orson Welles, an aspiring actor who shrugged his shoulders at the confusion and offered three reasons why the public reaction left him bewildered: the story was set in the future; the broadcast occurred during regular *Mercury Theater* hours and had been advertised as such in newspapers, and listeners were told at the beginning and twice during the broadcast that the production was fictitious.

Besides, public reaction to the broadcast appeared to be more hype than reality. An editorial in the Nov. 15, 1938, issue of *BROADCASTING* indicated that "after calmer reflection, it is now apparent that most of the hysteria allegedly promoted by the 'Martian invasion' was actually headline-bred."

Nevertheless, the broadcast continues to fascinate audiences. "Every year there seems to be some memorial about it," said the program's scriptwriter, Howard Koch, speaking last week from his New York home. He said he had no idea when he wrote the script that the production would become so popular, adding, "I was just doing a job."



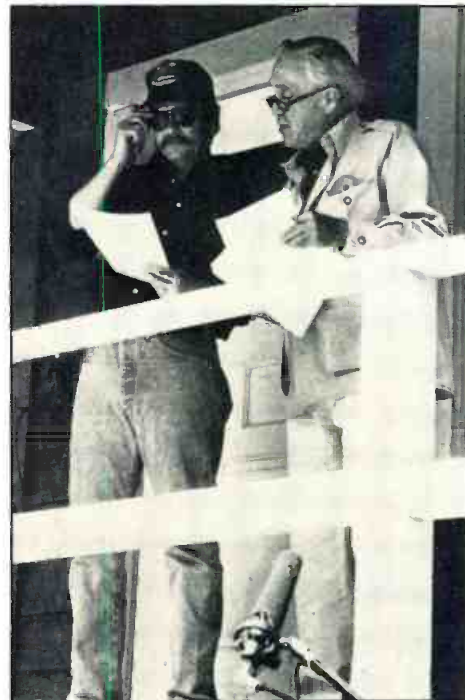
Welles at 'Mercury'



It was apparently a job well done: recordings of the program have become a Halloween tradition on radio stations since its original broadcast.

Ironically, the popular recording may not be heard on radio stations this year because of a copyright battle between rightsholder Koch and Portland, Ore.-based The Broadcasting Connection, which has distributed the program for several years. Koch's attorney, Edward Mosk, said the contract with the company was terminated earlier this year. At The Broadcasting Connection, however, general manager Diana Laferriere said the contract lasts through 1989 and the company has lined up at least 150 stations this month that intend to buy one-time broadcast rights on a cash basis.

If The Broadcasting Connection goes ahead with the deals later this month, said Mosk, the company "is going to be a copyright infringer and every station that broad-



Ossman (l) and Robards

casts it will be a copyright infringer." Before anyone labels Mosk as the Grinch who tried to steal Halloween, it should be made clear that he expects Koch to license the original production in future years. Mosk said this year, however, the intention is to pack away the original production and clear the airwaves for an all-new version of the radio drama.

The just-recorded 50th anniversary production of *The War of the Worlds*, authorized by Koch, has already met with heavy media promotion. The 60-minute production, set to air Oct. 30, features Jason Robards in the Welles role leading a cast that includes Steve Allen, Douglas Edwards, Terry Gross and Hector Elizondo. Director David Ossman and producer Judith Walcutt have been working with a \$100,000 budget and state-of-the-art recording facilities coordinated by Academy Award-winning sound designer Randy Thom.

The new production has cleared close to 200 public stations, according to a spokeswoman for Otherworld Media Productions, the Seattle-based company headed by the husband-wife team of Ossman and Walcutt. This is the first of what the company described as a series of "radio movie holiday specials." Future productions in the series include *Gulliver's Travels*, *U.S. Meantime* (an original work) and *The Directors Festival*, featuring works by top-name producers in radio drama.

Otherworld is serving as producer of *The War of the Worlds* 50th anniversary special, which is being presented by WGBH(FM) Boston. The new production will be offered free to public radio stations and delivered via National Public Radio's Extended Program Service System satellite for broadcast be-

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tween 5 p.m. and midnight. Commercial stations will have the option to pick up the show in markets where it has not been taken by a public station.

Funding for the new production has so far reached \$80,000, according to the spokeswoman, based on \$40,000 donations each from McGavren Guild and the National Endowment for the Arts. McGavren Guild has promoted the production as proof that "You can believe with your eyes...or your ears."

The new production features an updated script that includes such contemporary touches as a campaigning vice president who happens to sound like George Bush. For authenticity, some of the scenes have been shot on location. Will audiences be convinced this time around that an actual invasion is taking place? "I think people will be aware that it's a drama," said Ossman, particularly since the program will be reaching an educated public radio audience that is accustomed to theater.

However, audiences will not be given as much warning this time around as they were 50 years ago: only one "very low-key disclaimer" will be presented at the beginning of the new broadcast, according to the Other-world spokeswoman. □

Spot check. National spot radio billings for August 1988 were \$88,116.60, a 5.5% drop from August 1987's \$93,247.60, according to Radio Expenditure Reports Inc., Mamaroneck, N.Y. According to the \$74,598.10 adjusted 1987 figure, however, there was an 18.1% gain over last year. The adjusted figure accounted for August 1987's five weeks versus August 1988's four. The year-to-date 1988 figure, \$628,766.10, represented a 4.7% rise over \$600,475.00, 1987's year-to-date total. RER compiles figures from the top 15 rep agencies.

Changes made. Station WIZD(AM) Atmore, Ala., has changed its format from adult contemporary to classic rock and switched its call letters to WGCX(AM). Along with the changes come a new general manager, Benjamin Franklin Bain III, formerly vice president and general manager at WNUS(FM) Belpre, Ohio, and a new program director, John T. Stevens, most recently music director for WTRG(FM) Rocky Mount, N.C. WGCX is the first station owned by The WESCOM Group, Inc., a newly formed holding company. □

KOMA(AM) Oklahoma City has switched its format from big band to oldies. The station, which will feature ID's by 1960's announcer Charlie Tuna, is currently seeking syndicated programs to fit in with its new format. Station general manager Jane Bartsch said the 24-hour selection of hit music from the 1950's and 1960's is a throwback to KOMA's years as a popular top-40 station—KOMA had a big band format for three years.

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	Closing Wed Oct 5	Closing Wed Sep 28	Net Change	Percent Change	P/E Ratio	Market Capitali- zation (000,000)
BROADCASTING						
N (CCB) Capital Cities/ABC....	356 1/4	348 1/2	7 3/4	02.22	21	5,763
N (CBS) CBS.....	175 1/4	170 1/2	4 3/4	02.78	9	4,141
A (CCU) Clear Channel.....	13 3/4	14 1/8	- 3/8	-02.65	25	53
D (JCOR) Jacor Commun.....	6	6		00.00	-13	58
O (LINB) LIN.....	59 3/8	58 1/2	7/8	01.49	38	3,068
O (MALR) Malrite.....	9 5/8	10 1/8	- 1/2	-04.93	-20	131
O (MALRA) Malrite 'A'.....	9 7/8	10 1/8	- 1/4	-02.46	-14	134
O (OBCCC) Olympia Broad.....	3 1/2	3 1/2		00.00		8
O (OSBN) Osborn Commun.....	7	6 1/2	1/2	07.69	-6	35
O (OCOMA) Outlet Commun.....	24 1/4	22 1/2	1 3/4	07.77	-9	158
A (PR) Price Commun.....	6 5/8	7 3/8	- 3/4	-10.16	-5	64
O (SAGB) Sage Broadcasting	4 1/8	4 1/4	- 1/8	-02.94	-6	16
O (SCRIP) Scripps Howard.....	80 1/2	82 3/4	- 2 1/4	-02.71	64	831
O (SCRIP) Scripps Howard.....	80 1/2	82 3/4	- 2 1/4	-02.71	64	831
O (SUNNC) SunGroup Inc.....	1 7/8	1 7/8		00.00	-2	4
O (TLMD) Telemundo.....	7 1/4	6 3/4	1/2	07.40	-1	55
O (TVXGC) TVX Broadcast.....	2 1/8	2	1/8	06.25		12
O (UTVI) United Television.....	28 1/4	28 1/4		00.00	46	309

BROADCASTING WITH OTHER MAJOR INTERESTS						
N (BLC) A.H. Belo.....	27 3/4	27 1/2	1/4	00.90	11	292
O (ASTV) Amer. Comm. & TV	1/16	1/16		00.00		4
N (AFL) American Family.....	13 5/8	13	5/8	04.80	11	1,103
O (ACOMA) Assoc. Commun.....	25 1/2	24	1 1/2	06.25		243
O (BMAC) BMA Corp.....	29	28 1/2	1/2	01.75	78	304
N (CCN) Chris-Craft.....	22 5/8	22 1/2	1/8	00.55	50	492
N (DNB) Dun & Bradstreet.....	54 3/8	50 1/2	3 7/8	07.67	21	8,265
O (DUCO) Durham Corp.....	35 3/4	35 1/2	1/4	00.70	30	301
N (GCI) Gannett Co.....	34 1/8	32 7/8	1 1/4	03.80	17	5,525
N (GY) GenCorp.....	20	19 1/2	1/2	02.56	1	634
O (GMXC) GMX Commun.....	3/32	3/32		00.00	1	634
O (GACC) Great Amer. Comm.....	9 7/8	9 5/8	1/4	02.59	9	259
N (JPI) Jefferson-Pilot.....	34 7/8	35 1/4	- 3/8	-01.06	15	1,376
N (KRI) Knight-Ridder.....	42 3/4	41 1/2	1 1/4	03.01	16	2,431
N (LEE) Lee Enterprises.....	27 1/2	28	- 1/2	-01.78	19	683
N (LC) Liberty.....	39 1/8	39 1/4	- 1/8	-00.31	14	363
N (MHP) McGraw-Hill.....	69 1/4	68 1/2	3/4	01.09	21	3,339
A (MEGA) Media General.....	36 3/4	36 5/8	1/8	00.34	24	1,036
N (MDP) Meredith Corp.....	31 1/4	30 1/4	1	03.30	13	600
N (MCG) Mich. Energy.....	31 3/4	32 3/8	- 5/8	-01.93	20	86
O (MMEDC) Multimedia.....	73 1/2	72 1/2	1	01.37	71	808
A (NYTA) New York Times.....	28 1/8	28 1/8		00.00	14	2,306
N (NWS) News Corp. Ltd.....	15 3/8	15 7/8	- 1/2	-03.14	8	4,096
O (PARC) Park Commun.....	28 1/2	28 3/4	- 1/4	-00.86	22	393
O (PLTZ) Pulitzer Publishing...	27 1/2	28	- 1/2	-01.78	18	288
N (REL) Reliance Group Hold...	4 7/8	4 3/4	1/8	02.63	5	365
O (RTRSV) Reuters Ltd.....	26	26 1/8	- 1/8	-00.47	17	21,587
T (SKHA) Selkirk.....	34	26 1/4	7 3/4	29.52	29	276
O (STAUF) Stauffer Commun.....	140	140		00.00	47	140
N (TMC) Times Mirror.....	32	31 3/8	5/8	01.99	15	4,140
O (TMC) TM Communications	3/8	9/16	- 3/16	-33.33	1	2
N (TRB) Tribune.....	40	37	3	08.10	22	3,052
A (TBSA) Turner Bcstg. 'A'.....	14 3/4	14 5/8	- 1/8	-00.85	-2	321
A (TBSB) Turner Bcstg. 'B'.....	15	15 1/8	- 1/8	-00.82	-2	326
A (WPOB) Washington Post...	206 3/4	202	4 3/4	02.35	14	2,655

PROGRAMING						
O (SP) Aaron Spelling Prod....	6 3/4	6 3/4		00.00	5	123
O (ALLT) All American TV.....	3 1/4	2 7/8	3/8	13.04		3
O (BRRS) Barris Indus.....	7 1/2	7 3/8	1/8	01.69	-3	58
N (KO) Coca-Cola.....	42 3/4	43 1/4	- 1/2	-01.15	17	16,048
A (CLR) Color Systems.....	3 1/8	3	1/8	04.16	-2	16
N (KPE) Columbia Pic. Ent.....	12	11 1/2	1/2	04.34	171	1,316
O (CAVN) CVN Cos.....	13 1/4	12 1/8	1 1/8	09.27	11	230
A (DEG) De Laurentis Ent.....	3/8	5/16	1/16	20.00		4
O (dclp) dick clark prod.....	4 1/8	4 1/4	- 1/8	-02.94	10	34
N (DIS) Disney.....	64 5/8	63 1/4	1 3/8	02.17	19	8,567
N (DJ) Dow Jones & Co.....	33 1/4	32 1/2	3/4	02.30	15	3,202
O (EM) Entertainment Mktg.....	4 1/8	4	1/8	03.12	13	50
O (FNNI) Financial News.....	6 1/2	6 7/8	- 3/8	-05.45	29	78
A (FE) Fries Entertain.....	1 5/8	1 1/2	1/8	08.33	7	8
N (GW) Gulf + Western.....	40	37 7/8	2 1/8	05.61	7	2,404
O (GNTX) Hal Roach.....	3 3/4	3 3/4		00.00	-8	26
A (HHH) Heritage Entertain.....	2 3/8	2 1/2	- 1/8	-05.00	2	10
A (HSN) Home Shopping Net.....	4 1/8	4	1/8	03.12	18	359
N (KWP) King World.....	24 3/8	23 1/4	1 1/8	04.83	15	703
O (LAUR) Laurel Entertain.....	2 1/2	2 5/8	- 1/8	-04.76	5	6
A (LT) Lorimar-Telepictures.....	12	12 1/2	- 1/2	-04.00	-3	556
N (MCA) MCA.....	45 1/2	43 1/2	2	04.59	25	3,308
N (MGM) MGM/UA Commun.....	11	12 1/4	- 1 1/4	-10.20	-6	551
A (NHI) Nelson Holdings.....	1/4	5/16	- 1/16	-20.00	-2	6

	Closing Wed Oct 5	Closing Wed Sep 28	Net Change	Percent Change	P/E Ratio	Market Capitali- zation (000,000)
PROGRAMING						
A (NWE) New World Enter.....	3 1/4	3 1/8	1/8	04.00	9	35
D (NNET) Nostalgia Network...	1	1		00.00	-1	5
N (OPC) Orion Pictures.....	15	15 1/8	- 1/8	-00.82	13	258
O (MOVE) Peregrine Entertain.	1 3/4	2	- 1/4	-12.50	-58	4
N (PLA) Playboy Ent.....	14	13 7/8	1/8	00.90	15	131
O (QVCN) QVC Network.....	9	8 3/4	1/4	02.85	-18	91
O (RVCC) Reeves Commun.....	5 1/2	6	- 1/2	-08.33	27	69
O (RPICA) Republic Pic. 'A'...	8 1/4	8	1/4	03.12	91	35
O (RPICB) Republic Pic. 'B'...	7 3/4	7 3/4		00.00	55	5
O (SMNI) Sat. Music Net.....	4 1/4	4 1/4		00.00	-106	38
N (WCI) Warner.....	36 7/8	36	7/8	02.43	19	4,651
O (WONE) Westwood One.....	11 1/2	11 1/2		00.00	15	165

SERVICE						
O (AMEA) A.M.E. Inc.....	8 1/8	8 1/4	- 1/8	-01.51	8	40
O (AGRP) Andrews Group.....	5 5/8	5 3/8	1/4	04.65	-2	37
O (BSIM) Burnup & Sims.....	14 5/8	14 1/8	1/2	03.53	31	233
N (CQ) Comsat.....	27 3/4	26 7/8	7/8	03.25	-10	508
N (FCB) Foote Cone & B.....	25 5/8	24 3/4	7/8	03.53	12	213
O (GREY) Grey Advertising.....	114	115	- 1	-00.86	15	138
O (IDBX) IDB Communications	8 7/8	8 3/4	1/8	01.42	35	36
N (IPG) Interpublic Group.....	34 1/4	34 1/2	- 1/4	-00.72	15	768
O (OGIL) Ogilvy Group.....	26 3/4	26 1/4	1/2	01.90	13	381
O (OMCM) Omnicom Group.....	19 7/8	19 3/8	1/2	02.58	14	488
N (SAA) Saatchi & Saatchi...	18 1/2	17 3/8	1 1/8	06.47	8	2,695
O (TLMT) Telemation.....	1 5/8	1 5/8		00.00	6	7
A (TPO) TEMPO Enterprises...	9	9 1/4	- 1/4	-02.70	30	51
A (UNV) Unitel Video.....	9 7/8	9 1/4	5/8	06.75	14	21

CABLE						
A (ATN) Acton Corp.....	13 1/2	13 3/4	- 1/4	-01.81	2	15
O (ATCMA) Amer. TV & Comm.	29 5/8	28 1/4	1 3/8	04.86	65	3,222
O (CTEX) C Tec Corp.....	39 1/4	39 1/4		00.00	17	216
A (CVC) Cablevision Sys. 'A'...	32 1/2	33 1/2	- 1	-02.98	-11	683
N (CNT) Centel Corp.....	44	44		00.00	12	1,913
O (CMCSA) Comcast.....	15 3/4	15	3/4	05.00	-71	704
A (FAL) Falcon Cable Systems	20 1/8	20 5/8	- 1/2	-02.42	-62	128
O (JOIN) Jones Intercable.....	12 1/8	12 3/8	- 1/4	-02.02	37	154
T (MHPQ) Maclean Hunter 'X'	13 1/4	12 3/8	7/8	07.07	36	976
T (RCIA) Rogers Commun. 'A'	62 1/4	61	1 1/4	02.04	-95	770
T (RCIB) Rogers Commun. 'B'	56	53 1/2	2 1/2	04.67	-66	692
O (TCAT) TCA Cable TV.....	32 1/4	30 3/4	1 1/2	04.87	63	389
O (TCOMA) TCA Commun.....	25 1/8	25 1/2	- 3/8	-01.47	50	3,802
N (TL) Time Inc.....	114 7/8	108 5/8	6 1/4	05.75	27	6,713
O (UACI) United Art. Commun.	27	27 3/4	- 3/4	-02.70	225	1,108
N (UCT) United Cable TV.....	33 5/8	33 7/8	- 1/4	-00.73	-176	1,253
N (VIA) Viacom.....	30	28 7/8	1 1/8	03.89	-4	1,600
N (WU) Western Union.....	2 1/8	2	1/8	06.25		67
O (WSMCA) WestMarc.....	18 1/2	18 1/2		00.00	23	265

ELECTRONICS/MANUFACTURING						
N (MMM) 3M.....	61 5/8	64	- 2 3/8	-03.71	15	14,018
N (ARV) Arvin Industries.....	21 1/4	21 7/8	- 5/8	-02.85	8	404
O (CCBL) C-Cor Electronics...	10	10		00.00	16	20
O (CATV) Cable TV Indus.....	4 3/4	4 3/4		00.00	-31	14
N (CHY) Chyron.....	4 7/8	4 3/4	1/8	02.63	17	49
A (CMX) CMX Corp.....	3/4	3/4		00.00	8	6
A (COH) Cohu.....	10	10 1/8	- 1/8	-01.23	9	18
N (EK) Eastman Kodak.....	46 3/8	44 3/4	1 5/8	03.63	13	15,716
N (GRL) Gen. Instrument.....	27 1/4	25 5/8	1 5/8	06.34	-19	910
N (GE) General Electric.....	43	43 1/4	- 1/4	-00.57	18	39,359
O (GETE) Geotek Inc.....	3/4	3/4		00.00	-2	2
N (HRS) Harris Corp.....	27 1/2	26 3/4	3/4	02.80	12	1,125
O (ITEL) Itel Corp.....	18 5/8	19 5/8	- 1	-05.09	43	494
N (MAI) M/A Com. Inc.....	9 7/8	10	- 1/8	-01.25	-6	267
N (IV) Mark IV Indus.....	10 1/4	10 1/8	1/8	01.23	6	110
O (MCDY) Microdyne.....	3 3/8	3 3/8		00.00	-2	14
O (MCOM) Midwest Commun.	4 3/4	4 1/4	1/2	11.76	11	14
N (MOT) Motorola.....	40	42 3/8	- 2 3/8	-05.60	16	5,172
N (OAK) Oak Industries.....	1 1/8	1	1/8	12.50	11	85
A (PPI) Pico Products.....	3 1/8	3	1/8	04.16	-62	10
N (SFA) Sci-Atlanta.....	12 3/8	12 1/4	1/8	01.02	10	290
N (SNE) Sony Corp.....	45 1/2	49 1/2	- 4	-08.08	74	10,521
N (TEK) Tektronix.....	21 3/8	21 3/4	- 3/8	-01.72	712	592
O (TLCR) Telecraft.....	4 5/8	4 5/8		00.00	21	7
N (VAR) Varian Assoc.....	27 1/8	27	1/8	00.46	-142	592
N (WX) Westinghouse.....	53 1/4	52 1/2	3/4	01.42	10	7,643
N (ZE) Zenith.....	21	20 5/8	3/8	01.81	-26	544
Standard & Poor's 400.....	311.90	308.46		3.44		01.15

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.



Record-breaking MIPCOM expected

Annual international TV programing show should break attendance and exhibitor records in Cannes

With Western Europe spending well over \$800 million on U.S. programs this year, more than half the estimated \$1.3 billion worldwide pie for American syndicators, the rapid growth of the fall international program fair opening in Cannes, France, later this week should be of little surprise. A tiny home video show when it began earlier this decade, the little sister to Cannes's MIP-TV in the spring has grown large indeed. The Oct. 14-18 MIPCOM, which last October drew more than 4,000, this year has a record number of preregistrants and 20% more exhibits in an expanded floor space at Cannes's Palais des Festival.

Some six dozen American exhibits will count among the stands, with Paramount and independent Reeves Entertainment on the exhibit floor for the first time, along with British producers Granada TV, Yorkshire TV and Polygram Music Video, and another two dozen first-time exhibitors.

This year's market will also be the first for many of the 100 European independent producers joined under an umbrella exhibition of the Common Market-supported EuroAim project.

Expected to have little, if any, effect on this year's program market was the lengthy U.S. TV writers' strike earlier this year. Despite delaying the start of the new season in the States, the pre-existing lag in film lab delivery of shows to foreign outlets will leave any slowed distribution imperceptible to their audiences. One noticeable result of the strike, however, may be American producers working on shortened network seasons having fewer episodes to sell overseas.

The formal presence of Hollywood major Paramount on the exhibit floor for the first time is not necessarily a validation of the

show's importance, argued international sales head Bruce Gordon. But the degree to which MIPCOM has become the fall extension of the still larger spring MIP-TV seems clear. According to Gordon, two-thirds of the Paramount clients on hand at MIP are expected at MIPCOM.

Another first-timer at this year's show will be a man with his own library to sell—Ted Turner. Turner is hosting a cocktail reception Monday evening, Oct. 17, for the 1990 Goodwill Games and to celebrate the launch of Turner Network Television in the U.S. (BROADCASTING, Oct. 3). Turner International, in addition to its extensive MGM and RKO libraries, has heading up its sales lists the new TNT co-production *A Man For All Seasons*, starring Charlton Heston. Turner is also offering home video products through its newly formed subsidiary, Turner Home Entertainment International, with programs including *Cold Sassy Tree* with Faye Dunaway and the TNT biography of entrepreneur Donald Trump.

The Columbia Pictures International TV contingent will be headed this year by Executive Vice President Arnold Messer, who will be selling the new show *Angels '89*, a one-hour Fox Broadcasting action-drama, along with the animated half-hour *Slimer and the Real Ghostbusters* and NBC's one-hour drama *Something Is Out There*, hour drama *Trackdown* and two-hour dramas *The Diamond Trap*, *Higher Ground*, *Intrigue* and *Police Story*.

Among the large independents attending, Vestron TV's offerings will include the new CBS series *Dirty Dancing*, as well as the live concert special derived from the film, while Viacom will have its new ABC comedy *Roseann*. Republic Pictures will have the new reality program *On Trial* and new made-for-TV movie *Liberace*. Reeves Entertainment will focus sales efforts on the new *The Home Show* and *Life's Most Embar-*

assing Moments.

CBS Broadcast International will have the half-hour *Katts and Dog*, and the animated children's *Raggedy Ann and Andy*, as well as 30 episodes of *The Twilight Zone* and the mini-series *The Rebellion of the Hanged*. NBC will be on hand, as will ABC Distribution, with the two-hour TV movie *Ladykillers* and animated children's series *The Timberwood Tales*. Capcities/ABC-owned cable sports channel ESPN will also exhibit, offering its U.S. sports programming material, as well as non-ESPN material it distributes on an international basis, including National Hockey League games, indoor soccer and karate.

Expect an announcement from Henson International at the start of the show on three new joint ventures with Japan's NHK, and on the company's stand, library additions including British animation special *RARG*, 13-episode animated series *Charlie Chalk* and five Danish features from producer Metronome, in addition to the 13 half-hours of *Ghost of Faffner Hall* being co-produced with Britain's Tyne Tees Television.

Orbis Communications will offer the weekly *Public People/Private Lives*, and in the nonfiction category, five weekly half-hours of *World Monitor* and specials *Unauthorized Biography* and *Final Report*. Weintraub Screen Entertainment's recent product offerings include feature films *Fresh Horses*, *My Stepmother is an Alien*, and *The Karen Carpenter Story*.

ITC, with Entertainment Group President Jerry Leider attending, will add the new four-hour mini-series *Onassis: The Richest Man in the World* to its mini-series package and will also have the one-hour musical variety special *A Musical Celebration*.

Music programming distributor Radiovision International will be pitching the Amnesty Tour concert program and will be detailing a joint venture with the Soviets for

the distribution of 13 music video titles to the Soviet home video market, as well as the airing of weekly music programming in the Eastern Bloc nation.

Programs from Rich International include variety series *It's Showtime at the Apollo*, international co-productions *Shady Lady* and *Past Lives* and new theatrical features and children's shows.

New children's programming will also come from Sunbow Productions, with puppet live-action series *The Adventures of Commander Crumbcake*, the animated half-hours *Georgie* and *Sherlock Hound* and other series and animated specials. Multimedia will also have on hand "Good Old Boy," its new feature film production in association with the Disney Channel.

Saban International will be offering two-

hour specials *Who Killed John F. Kennedy?* with Jack Anderson, *Terrorism USA* and *Marcos—The Hidden Gold*. The company also has animated and live-action children's programs, as well as *True Confessions*, *Unsolved Mysteries* and *High Risk*.

International Broadcast Systems will launch the half-hour interview program *Superstars*, produced by Sygma Productions of France, as well as *Australia Takes a Bow*, a series of half-hour tributes to that country in its bicentenary year.

Triangle Entertainment, with former Syndicast International executive Andrew Berman as president of worldwide sales, will exhibit at MIPCOM with animated series offered in association with TMS Entertainment of Los Angeles, plus sports specials, two HBO documentaries and rock music

programming. Producer Services Group of Los Angeles will have a 90-minute news documentary *Days of Rage: The New Palestinians* and *Routes of Rhythm with Harry Belafonte*, as well as a range of other documentaries and performances.

Among British offerings, BBC Enterprises has several new dramas, Central Television will have a range of new documentaries and dramas including the HBO series *Tanner* and TVS-Telso will have the Rete-Italia-TVS co-production *The Endless Game* with Albert Finney and George Segal and *Act of Betrayal*, starring Elliot Gould, along with other new programs. Consolidated Distribution's two major additions for the show are made-for-TV films *Red Earth*, *White Earth* and *Beauty and Denise*, along with new animated programs. □

Co-productions taking on growing attraction

Sharing production costs with overseas partners is becoming more popular with U.S. producers

Co-production—an international TV catch phrase with as many meanings as there are players in the business—has spread into virtually every sector of the American TV industry. And many believe the age of these various program co-ventures has just begun, providing as they do for alternative forms of program financing and shared fiscal risk, as well as creative synergies.

The circle of participants, both domestic and international, is growing rapidly, and in the U.S. includes not just the smaller, independent producers who helped pioneer the form and public TV stations seeking alternative fare, but increasingly the major commercial networks, cable channels and even Hollywood's long-resistant major studios.

Foreign co-venture activities, boosted by the expansion of television outlets in Europe, have also widened beyond the leading British broadcasters and includes Italian, French and other European companies.

Whether involving simple presales, facilities rental or more complex prefinancing or creative cooperation, companies are forming permanent arrangements for their program co-ventures. Simultaneously, they are seeking appropriate program forms and subjects to cross cultural and language barriers separating their nations.

In a series of interviews with protagonists of this young industry, BROADCASTING explores the why's and wherefore's of this new programming.

□

The seeds of the emerging international co-venture business were sown during the last decade's rapid change in the U.S. broadcasting industry, believes producer Michael Lepiner of Telecom International. "Fifteen years ago, the three networks dominated 85% to 95% of all viewing, resulting in ad expenditures being directed solely at the three networks. Since then there has been a dramatic fragmentation, fractionalization and segmentation of audiences. No longer is there any one medium that advertisers can funnel their monies directly to [and] as a

result no one of these media has the foundation to afford the high cost of programming.

"The big question is how will multimillion-dollar programs get produced if the three networks no longer have the money to produce them. This is the basis for whatever changes are coming about in programming," explained Lepiner. "Combine that with the increasing growth and privatization and expansion, a desire for product and an increase in expenditures into those mediums."

Former studio executive and now independent producer Larry Gershman agrees. "Co-productions were inevitable since 1976, international expansion aside [and] even if network license fees had stayed the same, because the costs of production were rising everywhere."

The first production industry sector to look toward cost-sharing program co-ventures were smaller independent producers, which, unlike the dominant, program-producing major studios, could not afford to finance projects at a deficit, then wait several years to recoup costs through domestic and international syndication.

A prime example is Harmony Gold, a small independent that, according to Frank Agrama, Harmony Gold's president and chief executive officer, turned to program partnerships to escape the squeeze between insufficient domestic license fees, the long wait for international syndication revenues and constrictions on overseas prices resulting from quotas limiting the airing of U.S.-produced programs.

The company's first co-production, mini-series *Shaka Zulu*, a pure financing deal with Australian, French, Italian and German companies, was an exceptional success in its airing on American independent stations and led Harmony Gold to formulate even more aggressive plans for a \$90-million fund with Italian and French partners to produce more than a dozen \$6-million four-hour mini-series. Although those plans have run into difficulties, including budget overruns that Agrama blames on French producer SFP, two of the Harmony Gold co-produced mini-series, *King of the Olympics* and *The Man Who Lived at the Ritz*, were completed and have aired in the U.S.

"We're joining with others to cut the risk down," added Agrama. "That's why we do co-productions."

Other, larger independents have begun to move toward program co-ventures as well. Among them is Viacom. According to Arthur Kananack, president of Viacom Enterprises, "The reasons are obvious. This is a product-driven business, and in the past we have relied on our own productions. But with the proliferation of new customers, we need [co-productions] because we need more product."

Even large U.S. broadcast groups, producers in their own right, have turned to foreign partners to increase programming volume. Tribune Broadcasting, for example, last year signed a deal with West German programming powerhouse Kirch Group to develop English-language programming.

Cable is another U.S. industry sector that has increasingly looked to international co-ventures to expand program production. While seeking to enhance their program mix, much as public television has done with the import of quality British programming on the cheap, cable programmers are more limited than commercial broadcast networks in the resources they can devote to meeting producers' upfront costs.

For pay cable channel Home Box Office, co-production is critical, according to Jim Warner, vice president, HBO Enterprises. "Co-productions are of vital importance to HBO in that we regularly are producing programming, very expensive and of high quality, and it is difficult for us to fully finance it without some kind of partnership arrangement."

HBO's international co-venture effort, which Warner said originated about five years ago with the formation of HBO Premiere Films (now HBO Pictures), currently provides the channel with approximately half a dozen made-for-cable movies each year, as well as other family, music and documentary programs.

The Disney Channel has also been active in encouraging producer co-ventures to help supply it with long-form family entertainment, and other cable channels, among them USA Network and Discovery Chan-

nel, have initiated co-production efforts.

Ted Turner's cable superstation WTBS(TV) Atlanta has "dabbled" in co-productions over the years, said Robert Wussler, senior executive vice president. Turner Broadcasting System, but is now looking more seriously at its potential with the company's new cable channel, Turner Network Television, which launched in the U.S. last week. Wussler, however, does not see co-produced material as "the be-all and end-all" of the cable channel's program needs.

A key sector that now appears to be gaining interest in program co-ventures is the Hollywood majors. Slow to enter the new business, the studios are generally believed loathe to give up program rights, or to undermine their worldwide distribution network or West Coast production facilities. Their size also makes them more able than smaller producers to sustain production deficits.

Some studios, however, have cast an interested eye on the new approach. Among them is Paramount, which last winter struck a joint venture-co-production deal with Paris-based *Smurfs* producer Revcom, and more recently commissioned the Australian production of its network series *Dolphin Bay* (also, the company's *Star Trek: The Next Generation* is being produced in Canada to help reduce production costs). MCA also has had its first serious discussions on mini-series co-production.

"There is a certain resistance to change" among studios, noted independent producer Michael Lepiner. "If you've had a goose that's laid a golden egg, you don't want to give in that goose." But, added Lepiner, "the goose is beginning to lay silver eggs. There is no longer a system in this country where networks or stations can afford to produce shows."

Outside the U.S., meanwhile, the expansion of European and other domestic markets has pressed producers to seek co-venture relationships to build product not only for their own domestic libraries but to strengthen their distribution arms with product to sell to the still highly lucrative U.S. market.

Among the most active have been British producers in the UK commercial television sector, including such companies as Granada TV, Television South, Central, Thames TV and London Weekend TV, as well as continental European production companies such as Silvio Berlusconi's Reteltalia.

Granada TV International Chief Executive Vivien Wallace explained that for her company, the last 18 months have seen a growing willingness to consider presales and prefinancing.

Previously, international sales were "mere icing on the cake" of the British monopoly commercial system, but with the surge of independent producers in the UK and increasing access to the national commercial network schedule by regional broadcasters, Granada's production output must seek other outlets or shrink to meet lesser domestic demand, she indicated.

U.S. producer Gershman, whose consortium of international producers includes UK's Central, Italian state broadcaster RAI, NDR in West Germany, Mexico's Univisa

and Canada's Global, pointed out that an inability to tap into the U.S. market is extremely limiting to a project's revenue potential.

Telecom's Lepiner saw it slightly differently. "The U.S. is the largest and most significant market, but it is one of many. It is no longer the single driving force." Two Telecom mini-series put together through a European consortium, the Emmy Award-winning *The Hiding of Anne Frank* and last season's *Anastasia*, would not have been profitable if not sold around the world, said Lepiner.

"We would not have produced them for the U.S.," said Lepiner. "Neither show could have been produced for the U.S. had they not been sold on a worldwide basis, because none of the U.S. networks could nearly afford the production price of the show."

As U.S. and offshore partnerships continue to blossom, some critical elements of the formula remain undetermined—the form of the co-ventures and the form and type of program produced from it. Producers, for instance, have yet to determine what is the most appropriate co-venture agreement, or even if there is one. The variations, according to Fred Cohen of independent producer Sunbow, include any combination of distribution guarantees, license fees and production facilities agreements. Creative involvement through story origination and development or through sharing of on-

screen and off-screen talent adds yet another layer of complexity.

The presale, in which the producer elicits an agreement to sell the product in a particular territory, is the simplest, but still leaves elements of financial risk for the producer and uncertainty for the buyer over whether the product will translate well to his home audience. Creative co-ventures, on the other hand, may lead to conflicts in translating the concepts to the screen in a way that satisfies the cultural demands of all the partners' national audiences.

Also an open question is what types of programs are the best vehicles for co-ventures, whether long-form or series, dramas or documentaries. According to Don Taffner, documentaries, dramas and mini-series have a better chance of being co-produced than comedy and game shows that depend more on local flavor and so do not travel as well internationally. While Taffner believes there is a danger of national differences leaving a project in a kind of cultural limbo, he does see forces at work for the homogenization of international programing efforts, a process that may ease American minds, but leaves many Europeans anxious.

Although most foreign co-ventures have involved mini-series, there are signs that co-produced series are also in the works. At Viacom, for instance, Kananack said his company is contemplating co-produced series forms, while Lepiner's Telecom has been negotiating a network sale for a co-

Co-venture scorecard

Deal-making in the world of program co-ventures is on the rise as the concept attracts more and more participants from among the globe's program-makers and backers. The following is just a sampling of the most current efforts:

- Producer Larry Gershman's World International Network (WIN) consortium, whose members include British, Italian, German, Mexican and Canadian television companies, is working on a new project for Turner Network Television. Tentatively titled *Night Breaker*, it will star Martin Sheen and son Emilio Estevez. WIN is also working on a \$7-million mini-series for CBS, part of the *AT&T Presents* series. The three- or four-hour project will be produced in conjunction with Telecom International, another independent producer.

- Telecom is also producing a series of two-hour mysteries with the UK's Yorkshire TV and other non-U.S. partners. Telecom has also sold to CBS *The Pied Piper*, co-produced with a French partner and the UK's Granada TV.

- Granada is working as well with the Italian Reteltalia and U.S. producer Harmony Gold on the Jack Higgins thriller *Confessional*. The British producer also has a TV movie in development with CBS and is in discussions on three other projects with the U.S. networks, including a series with a two-hour pilot and other mini-series. Granada is also co-producing a series of drama documentaries for Home Box Office and is in production with Robert Cooper Productions (Citadel) on *Murderers Among Us*, the story of Nazi hunter Simon Weisenthal.

- HBO is working with another British commercial broadcaster, Television South, and Citadel on another made-for-cable movie, is in post-production on an Australian co-produced mini-series *A Dangerous Life*, and on a Zenith and BBC co-production on a Soviet KGB agent. HBO has other films in development with the BBC, Britain's Channel Four and Italian state broadcaster RAI.

- Harmony Gold, whose co-production consortium includes Reteltalia, is looking at the possibilities of partnership with leading French network TF-1, after disputes over production budgets with French state production company SFP. Co-venture discussions are also being held with Soviet and Brazilian television.

- Viacom has initiated several co-produced mini-series projects, starting with the Dick Francis novel, "The Danger," and tied to other mini-series deals soon to be announced.

- Also talking with the Soviets on co-production are Charles Fries, which is looking at production on a Genghis Khan program, and Turner Broadcasting, which is developing mini-series *Zeus' Weapon* on CIA-KGB crime solving for a 1991 airing.

produced series already committed to in the UK.

The advent of news-information co-production may also be on the horizon, some believe, although initial efforts, such as NBC's *Globe TV* cooperative news magazine, have foundered. Music co-productions have had more success, with one leading practitioner, Radiovision International's Kevin Wall, finding off-shore broadcaster interest in tie-ins to major artists on tour through their region.

Children's programming is also considered ripe for co-production, with deals including Henson International's co-produced live-action TV series agreement with British Tyne

Tees Television, World Events Productions' co-production agreement with French animation company IDDH and a deal between Sunbow and Itel for a Disney Channel program.

Whatever disagreements may still exist on the form or content of program co-ventures, the growth of an established infrastructure of relationships may go a long way toward bridging the major gaps and establishing co-production as an important international TV business phenomenon.

For HBO's Warner, "familiarity breeds productivity," and as creative partnerships are strengthened, there will be a greater willingness to take risks and try new forms.

Harmony Gold's Agrama agreed that the move was on now to try to find permanent co-venture partners.

Added Lepiner: "We're now going through this multiyear period of change, and if you stand back, there isn't a clear pattern as to how business is done today. There aren't set ways in which things are done. No one knows which formats are really going to succeed, not only in this country, but on a worldwide basis. No one knows what impact producing for a worldwide market is going to have on the kinds of programs we're going to watch. We'll wake up somewhere in the 1990's and probably have a different system and a different format." □

Breaking the ice in Moscow

Fifth Estaters and policymakers, including FCC Chairman Dennis Patrick and MPAA's Jack Valenti, go to Moscow to talk business and policy with their Soviet counterparts;

It is too early to say for sure, but talks two weeks ago between U.S. government communications officials, broadcasters, publishers and filmmakers and their counterparts in the Soviet Union may have produced just what they were intended to: a freer flow of information between the two world powers.

Some U.S. participants to the event organized by the United States Information Agency returned with agreements, others with plans to increase the information flow through cooperative arrangements of one sort or another or by opening doors in the Soviet Union that were formerly closed.

Left unresolved, however, were two issues that have strained relations between broadcasters in the East and West: the Soviet jamming of the Board for International Broadcasting's Radio Liberty and Radio Free Europe, and crippling interference to U.S. AM stations on 1040 khz from a 300-kw Havana station on that frequency broadcasting Radio Moscow. The U.S. contends that the jamming and the interfering station are illegal under international communications treaties.

The Motion Picture Association of America came away with two agreements with the Soviet Ministry of Cinematography (Gos-

kino) that MPAA President Jack Valenti called a "breakthrough." One is intended to give the countries greater access to each other's audiovisual markets; the other, to afford copyright protection to U.S. works in the Soviet Union and vice versa.

Fries Entertainment, Los Angeles, set in motion a plan to license programing to the Soviets.

The Voice of America, the international broadcasting arm of the United States Information Agency, was pleased by the Soviet's announcement during the talks that it had awarded press credentials to a Moscow correspondent for the VOA. According to USIA spokesman Joseph O'Connell, Andre De Nesnera is already in Moscow filing reports, but will not have a permanent office set up until early next year. He said the Soviet announcement was not unexpected. The Soviets had indicated their intention to issue credentials to a VOA correspondent last summer.

The talks, organized by the USIA, were a follow-up to similar discussions held last April in Washington. The U.S. 68-person delegation to Moscow was led by USIA Director Charles Z. Wick. Although his leadership of the agency would end with the Reagan Administration, Wick said at the end of the talks he hoped that the U.S. and Soviet communicators and policymakers could continue to meet twice a year, once in Washington and once in Moscow.

Bill Reed, senior vice president, educa-

tional services, Public Broadcasting Service, who led the handful of broadcasters at the broadcasting session, said U.S. and Soviet broadcasters will be working together in the months ahead on at least five projects: 1) Soviet cooperation in and possible distribution of KUHT(TV) Houston's production of *Spacewatch*, a series on space exploration aimed at elementary school children; 2) Soviet production of a series aimed at teaching Russian to U.S. audiences; 3) co-production of an educational series examining major foreign-policy initiatives of the U.S. and Soviet from each country's perspectives; 4) co-production of an educational series on the geography and culture of various countries, and 5) a commitment to try to find outlets for Soviets news, commentary and features on U.S. radio networks.

Reed said the Soviet delegation, which numbered about 15 persons, was "very, very enthusiastic" about the series on U.S. and Soviet foreign policy over the years. He said the series will look at initiatives like the U.S. in Vietnam and the Hitler-Stalin non-aggression pact of 1939. As a first step, he said, the U.S. participants will develop an outline for the series and both sides will line up groups of scholars to provide the substance of it.

Making the commitment to find air time for Soviet programing on U.S. radio networks were Norman Wain, of Metroplex Communications, and Norman Pattiz, of Westwood One. Wain said he and Pattiz will check out the programing they receive from the Soviets and offer it to broadcasters. But, he said, they would make no promises. "It's free choice in this country," he said.

Despite the agreements, Wain said the talks suffered from a fundamental difference in goals of the two parties. As entrepreneurs, the U.S. broadcasters are interested primarily in making a profit or at least breaking even on joint projects, he said. The Soviets, on the other hand, he said, are motivated primarily by a desire to disseminate their political philosophy.

Wain, who represented the interests of the National Association of Broadcasters as well as his own at the meetings, made a plea for Soviet intervention in shutting down the Havana station that has been interfering with Metroplex's WHBO(AM) Pinellas Park, Fla., and other stations on 1040 khz since early in



Valenti



Patrick

1987. "The stations are blown off the air when the Cuban station is on the air," Wain said. "We can't reach our city of license. That's how bad it is."

According to Wain, the Soviets, led by Vladimir Popov, deputy chairman, USSR State Committee for Television and Radio Broadcasting, responded there had been an "understanding" at the Reykjavik summit that if the Soviets stopped jamming the VOA in the Soviet Union (which they subsequently did), the U.S. government would not stand in the way of Radio Moscow being disseminated in the U.S.

Wain said he and other U.S. officials stressed that they had no objection to the broadcast of Radio Moscow in the U.S. They impressed upon the Soviets that the only problem was the use of an AM station whose estimated power of 300,000 watts put it in violation of international radio treaties.

Wain said he suggested that the Soviets do what any other entity with a message would do in the United States: buy time on radio stations. Wain said he believed some broadcasters would be willing to carry Radio Moscow, despite possible public relations problems and the fact that the programming itself is "boring." "I don't think anybody would listen to it for more than 10 minutes," he said.

The suggestion was not a hit. Wain said they apparently did not want to spend the money. "We are trying to earn hard dollars, not spend them," Wain quoted Popov as saying.

FCC Chairman Dennis Patrick took up the case of the Havana station at a meeting the following day between government offi-

cials. Patrick said he engaged the Soviets in a long discussion, in which they complained that they had no way of accessing the U.S. market. Like Wain, Patrick explained that the U.S. has no objection to Radio Moscow's dissemination in the U.S., and that the solution may be for the Soviets to contract for time on broadcast stations or cable systems, which can be fed efficiently by satellite and which have a "voracious" appetite for programming.

Patrick said he tried to impress upon the Soviets the seriousness of the problem and, by meeting's end, he felt he had been at least partly successful. Although no solutions were proffered by the Soviets, the Soviet officials seemed "anxious to try to work the problem out."

At the same session, Leonard Marks, a Washington communication attorney, protested the Soviets continuing jamming of BIB's Radio Liberty and Radio Free Europe in violation of international radio law. Marks led the U.S. delegation to the World Administrative Radio Conference in 1987 that declared the practice illegal.

According to Marks, the Soviets response was less than satisfactory. He said the Soviets present said it was a political matter and that whether to continue jamming is a decision that would have to be made at higher levels. However, he said, the discussion was more "reasoned, calm and logical" than it was in past meetings where the subject has come up.

Also in attendance at the meeting were the heads of BIB: Steve Forbes, Mark Pomar and Bruce Porter.

Under his understanding with the Soviets,

Charles Fries, chairman and president, Fries Entertainment Inc., said, he will select four made-for-TV movies and mini-series and send them to Soviet officials for screening. If acceptable, the Soviets would license the shows and dub them in Russian.

Fries, who is also chairman of the Caucus of Producers, Writers and Directors, said he also discussed with the Soviets ways of combatting the negative stereotypical portrayals of U.S. citizens in Soviet media and Soviet citizens in U.S. media. To help correct the problem, Fries said, he will continue to push for an exchange program for producers. The discussion was prefaced by the showing of a videotape prepared by Fries with clips from popular U.S. television shows in which Soviet citizens were portrayed.

The MPAA's film-distribution agreement gives U.S. producers and distributors the opportunity to contract with Goskino for "percentage rental" deals with Soviet theaters, whereby the producer or distributors would share box office receipts with the theaters as they do in Western countries. Also, the agreement allows U.S. distributors to lease Soviet theaters and pay for the lease in rubles for box-office receipts.

The second agreement pledges the Soviet government to give copyright protection against piracy to U.S. films and videotapes distributed in the Soviet Union.

Valenti said he has been working on such agreements for 21 years. "It is the very first time concords have actually been concluded between the film worlds of the USSR and the USA," he said. "It is a big step forward."

Cablecastings

Syndex study

United Video has released a study that found 47% of cable systems are likely to drop distant signals once the FCC's syndicated exclusivity rules take effect next year.

Jeff Treeman, senior vice president of United Video, the common carrier for several superstations, said, "The FCC missed the boat when they guessed at the effects of the final syndex rules."

Treeman estimates that 20 million cable viewers will be affected, which doesn't include the six million viewers who subscribe to small systems that were not included in the survey. Although those systems are exempt from the rule, Treeman indicated they would be hurt because it would no longer be feasible for common carriers to carry superstations.

The Malarkey-Taylor survey found that 43% of the systems said they would leave blacked-out segments blank, while another 20% were "not sure" what they would do. Only 28% of the respondents said there was substitutable programming they feel subscribers would watch.

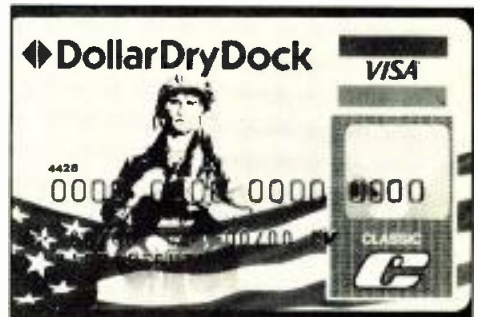
QVC's best friend

QVC Network has purchased the manufacturing facilities, technology and trade name of one of its largest sales items, the Diamonique line of jewelry, from MSB Industries. Terms were not disclosed, but QVC Chairman Joseph Segel said: "Diamonique jewelry has been QVC's best-selling line, on television and by mail, representing around \$18 million of our sales volume this year." Segel said the purchase will allow QVC to increase production of Diamonique's products to keep up with demand.

HBO supports Vietnam vets

In its first corporate sponsorship of an "affinity" credit card, Home Box Office has given its support to Dollar Dry Dock Bank's Vietnam Veterans of America VISA card. Affinity credit cards make contributions to a particular cause with every purchase by a cardholder (in this case the Vietnam Veterans of America). In addition to a donation with each purchase, the VVA will

receive contributions of \$6 for each account solicited by a local chapter, and \$4 of an annual cardholder's annual fee collected on each account it solicits. HBO was selected by Dollar Dry Dock because of its "tradition of support for the Vietnam Veterans," as seen in its *Welcome Home*



telethon, and the movie *Dear America: Letters Home From Vietnam*. The words "HBO and your cable company honoring service...remembering sacrifice" will appear on the Vietnam Veterans of America VISA Card. The card will carry an annual financing rate of 16.8%, and a \$20 annual charge.

Carriage questions

Media General, Fairfax, Va., the cable system that dropped WGN-TV Chicago earlier this year, inciting the wrath of Cubs fans in Washington, will return the station to its lineup on Jan. 1. WGN-TV will join TNT and American Movie Classics in the basic lineup. The price of the 42-channel limited basic service will rise \$3, to \$8.95, and the 92-channel full basic will increase from \$15.95 to \$18.95. The system said those increases will be offset by \$3 reductions for Disney and Bravo, from \$10.95 to \$7.95.

Thomas Waldrop, Media General chief executive officer, said WGN-TV was returning because "we have listened to our subscribers." He said the station will be available to both the 42-channel and 92-channel packages.

Waldrop said the rate hikes would amount to 8% overall. "Our estimate is that the average monthly cost paid by the subscriber in 1989 will be about \$36.66," which he said was \$2.64 more than in 1988.

Media General serves 155,000 subscribers in suburban Washington. Even with the 1989 rate structure, the system calculates it has the cheapest cost-per-channel in the area, at 21 cents, on the strength of its 92 active channels.

Indie solution

Independent WFLI-TV Cleveland, Tenn. (Chattanooga), and the TeleScripps cable

system in Chattanooga resolved a carriage dispute on the eve of the cable system's launch of Turner Network Television.

The system, citing a subscriber survey of more than 400 that shows WFLI-TV the least



Promotion arrangement. Tele-Communications Inc. has signed an affiliation agreement with NuStar to launch the cross-promotion service on TCI systems serving more than 3 million subscribers.

Present for the signing were J.C. Sparkman, senior vice president, TCI; John Malone, TCI president; Wayne Bullock, NuStar president and chief operating officer (standing), and Gerry Lenfest, chairman, Lenfest Communications.

NuStar allows for cable operators to program system-specific name, logo and channel number for events being promoted, which are inserted in unused local advertising avails. The service requires the purchase of NuStar switcher equipment.

viewed of any channel, planned to drop the station for TNT. The station protested and the two sides worked out an agreement whereby the station will be seen in about one-third of the 65,000-subscriber system, primarily in the suburbs. TNT has been added to the entire lineup, but in parts of the system with higher megahertz capacity, WFLI-TV will remain.

Paul White, station manager of WFLI-TV, said the station had an average weekly cume of 16% from 7 a.m. to 1 a.m. Those numbers far exceed the 3% minimum viewing requirement that existed in the most recent set of must-carry rules.

The system also said it will make available an A/B switch for subscribers in downtown Chattanooga, where WFLI-TV will not be carried.

Tax language

California Governor George Deukmejian has signed into law a bill codifying procedures local assessors use in calculating the worth of cable systems for property tax purposes. The California Cable Television Association pushed the language that values a cable property, and thus the tax paid, based on "that portion of franchise fee payments paid for use of the public rights of way," a procedure CCTA said had been in effect for decades.

Several county assessors had recently attempted to include the entire worth of a system (including physical assets), which could have raised property taxes as much as 1,700%, CCTA said. CCTA President Spencer Kaitz hailed the bill as a victory for the industry. "The industry was not looking for any sort of tax break at all—we were just arguing that we not be hit with an additional and arbitrary tax that is not levied on any other business in the state."

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HDTV to highlight SMPTE

Advanced systems will be subject of papers, workshops, exhibits at New York conference

High-definition television—how to shoot it, record it and display it—has long been a focus of activity for the Society of Motion Picture and Television Engineers (SMPTE). But at the group's 130th Technical Conference and Equipment Exhibit, set to open this Saturday (Oct. 15) in New York, HDTV transmission will also be a prominent issue. Sunday morning and afternoon sessions on transmission systems will be held with representatives from most of the proponent companies providing detailed updates on their progress.

Following up last year's record attendance of 17,056, SMPTE is expecting an equal number of attendees to walk through the doors of the Jacob K. Javits Convention Center to sit in on technical paper sessions on HDTV transmission, production and post-production, as well as fiber optics transmission, graphics, digital recording and several other video and film issues. Over the course of the five-day event (Oct. 15-19), SMPTE will hold 23 sessions where 170 papers will be delivered. Although in past years technical sessions were divided about 50-50 between TV and film topics, this year only four of the 23 sessions are on film technology alone. HDTV will be the dominant issue in many of the 19 other sessions, which will be on subjects concerning TV or film and TV together.

At the same time, SMPTE holds the second largest annual television equipment exhibition. All space has been sold out since last summer on the exhibit floor where 186 companies will be showing their latest products over 71,750 square feet of booth space. Those numbers are down from the records set at last year's exhibition at the Los Angeles Convention Center (261 companies, 79,000 square feet), because of the smaller capacity of the Javits Center.

The society will present its highest award, the Progress Medal, to Kerns H. Powers during a Saturday luncheon at the Javits Center. Powers, retired RCA Laboratories scientist and currently a consultant to the David Sarnoff Research Center in Princeton, N.J., was part of the RCA team that developed the NTSC television transmission system. Receiving an Honorary Membership Award will be Stefan Kudelski, of Cheseaux, Switzerland, inventor of the lightweight Nagra recorder and the crystal-controlled camera, which are used for sound quality during remote transmissions. Kenjiro Takayanagi, supreme advisor, Victor Japan Co. (JVC), Tokyo, a holder of over 200 patents and sometimes called "the father of Japanese television," will also receive an honorary membership.

Other notable awards recipients on Saturday: Charles H. Jablonski, who served as managing director, engineering for NBC's Olympic coverage, New York, and C. Robert Paulson, director, television and graphics marketing, Artel Communications Corp., Hudson, Mass., citations for outstanding service to the society; Heinrich L. Zahn, retired director, technical development, BTS Broadcast Systems, Germany, the presidential proclamation, and William and Karen Glenn of the New York Institute of Technology (developers of the "VISTA" HDTV transmission system), the *SMPTE Journal's* television award. Yoshio Ozaki, senior project engineer, Sony Corp., Tokyo, will receive the Agfa-Gavaert Gold Medal for his part in the development of the electron beam method of transferring HDTV video images to 35 mm film.

At a Sunday luncheon at the nearby Marriott Marquis hotel, the newest SMPTE fellows will be named. TV engineers among the 14 honorees include Richard R. Green, senior vice president, technology, PBS, who will take over later this month as president of Cable Laboratories Inc.; Birney D. Dayton, vice president, engineering, the Grass Valley Group, Grass Valley, Calif.; Frank J. Haney, director, television facilities, Capital Cities/ABC, New York; Gustavo Dato, ABC-TV, retired, and Richard A. Hathaway, director of engineering, and John P. Watney, principal engineer, Ampex Corp., Redwood City, Calif.

William Connolly, president, Sony Advanced Systems Group, Teaneck, N.J., will deliver the keynote address to the society at the opening session on Saturday morning. Connolly was named head of the new Advanced Systems Group, which deals mainly with the development of high-definition production equipment, when it was formed earlier this year (BROADCASTING, May 23). His speech will follow opening addresses by SMPTE President M. Carlos Kennedy, director, long-range planning, Ampex, and Program Chairman Edward J. Burns, district sales manager, Eastman Kodak. Stan Baron, managing director, technical development, NBC, and SMPTE engineering vice president, will also give a report.

Reports on 12 of the transmission systems proposed to the FCC's advisory committee on advanced television services will be given in the transmission sessions. They will begin Sunday morning with a speech by Alex Felker, chief of the FCC's Mass Media Bureau, who will update the society on the latest regulatory actions involving HDTV transmission. They will end in the afternoon with a panel discussion of the systems that proponents present. The afternoon session will also include a paper detailing the European Eureka 95 project, delivered by Peter Bogels of Philips International, Eindhoven,

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High finance. Westinghouse Broadcasting, New York, has announced that it is setting aside \$1 million to advance the development of high-definition and enhanced-definition television broadcasting. A number of projects have been announced that will deepen the company's involvement in the HDTV field.

"We believe that advanced television—whether it is HDTV or some other solution—is the next logical progression in the industry, and intend to make sure that broadcasters are in the forefront of this challenge," said Group W Television President Tom Goodgame in a statement released with the announcement.

The broadcasting group of five TV stations volunteered use of its wjz-TV Baltimore for use by the Advanced Television Test Center (ATTC) for over-the-air testing of systems. It is the first broadcasting company to donate its facilities for over-the-air testing. WUSA(TV) Washington has been used for the past year in propagation tests.

Joseph Gianquinto, Group W vice president, broadcast operations and technical services, said that wjz-TV will be an ideal testing facility for ATTC. It is located near Washington, where ATTC headquarters will ultimately be located. New studios have just been completed for wjz-TV, and by next spring, when over-the-air testing of systems is expected to begin, the station will have installed one of the first Harris solid-state VHF-TV transmitters, recently introduced in Washington (BROADCASTING, Sept. 29). The new transmitter, which is being installed as an auxiliary system for wbz-TV, can be used as a second transmitter for testing of augmentation-channel systems.

Some of the Group W money, as earlier announced, has been pledged to the Del Rey Group in support of its HD-NTSC system. The amount was not disclosed, but Gianquinto said that it is in the neighborhood of the \$100,000 that was invested in Del Rey by Tribune Broadcasting, Cox Broadcasting and Cox Cable each (BROADCASTING, Feb. 29). It has also contributed a portion of a \$3 million grant that a group of station owners pledged to the David Sarnoff Research Center, for further development of NBC's advanced compatible television (ACTV) system. In addition, Group W said that it will later announce backing for other transmission systems.

Group W said it plans to direct its resources toward production of HDTV programs to be used during transmission tests. When ATTC-owned cameras and videotape recorders are delivered to wjz-TV, station personnel will produce talk shows and other types of programming produced by local broadcasters every day.

Goodgame said it is time for broadcasters to get more involved in HDTV. The FCC, by ruling out on Sept. 1 transmission systems not compatible with NTSC receivers, "has championed the interests of the American viewer," he said. "We are eager to work within those guidelines to develop the next generation in broadcast television technology. We hope our steps will encourage others to do the same."

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the Netherlands.

HDTV will be the dominant topic of several other technical sessions throughout the conference. All day Monday there will be papers on production with detailed explanations of some of the latest improvements to high-definition video equipment and the latest techniques for using equipment built according to the 1,125/60 standard. Also during the Monday sessions, Richard Iredale, developer of the Del Rey Group's HD-NTSC transmission system, will introduce HD-Pro, a complementary video production system.

On Tuesday afternoon, four out of seven papers on post production will deal with HDTV post-production techniques, including video-to-film interfaces, laser telecine, and chromakey processing with HDTV and film software. A session the following morning on video cameras and displays will also be dominated by HDTV-related papers. Throughout the conference, a special demonstration will be held showing the results of field-rate conversions from the high-definition video standard 60 fields per second (fps) to the NTSC standard 59.94 fps. At last year's fall conference, a demonstration of the differences between HDTV images converted to 24 fps film, the standard for 35 mm film, and to 30 fps film showed that at the lower rate, flicker artifacts are more obvious. SMPTE is now investigating whether the film standard should be changed to 30 fps to make it more compatible with the 1,125/60 and NTSC standards.

For the second year in a row, an entire session will be devoted to fiber optic technology. HDTV will again creep into the picture, as representatives of Bell Communications Research, Red Bank, N.J., discuss fiber transmission of high definition and audio signals of fiber. Engineers from CBS, Thomson Video of France and the Grass Valley Group will present papers on fiber in the studio. Other television sessions will deal with digital transmission of TV signals, non-HDTV post production, graphics, automated TV studios and small-format videotape recording.

A number of companies are expected to have product introductions at the SMPTE exhibition. Perhaps the most notable will be ALEX, Ampex Corp.'s first character generator, designed for broadcast and post production, which will make its U.S. debut after being shown at the IBC exhibit in England last month (BROADCASTING, Oct. 3). The system contains a library of over 1,500 typefaces and an internal palette capable of generating over 16 million colors. Ampex will also introduce a component analog version of its Vista switcher line, designed to be used with Betacam SP half-inch videotape equipment.

Quantel Inc. of Newbury, England, will show the latest enhancements to its Harry digital editing system, including integration with Quantel's Encore effects machine. The company will also demonstrate its Cypher Sprint character generator, which was introduced at the National Association of Broadcasters convention last spring and was debuted by NBC during the Olympics. An NBC operator who controlled the system at Seoul will be at the booth leading the demonstrations.

Microtime Inc., Bloomfield, Conn., and Digital F/X, Santa Clara, Calif., will both introduce software for digital video graphics and effects. Microtime will also introduce the Tx3 Format Interchange component

digital interface with analog component, S-VHS or composite systems.

Tektronix Inc., Beaverton, Ore., will introduce seven new products, including test signal generators for both component and

composite digital studios. The DP-100 digital video probe is a new device to detect faults in digital equipment. A low-cost, NTSC test signal generator for mobile units will also be introduced. □

Changing Hands

NBMC objects to Oklahoma City TV sale

A complaint by the National Black Media Coalition may dash Pappas Telecasting's plan to own the only commercial independent TV station in Oklahoma City.

Pappas has proposed purchasing KOKH-TV Oklahoma City from Busse Broadcasting for \$16 million ("Changing Hands," Oct. 3). In addition, it plans to buy the assets of KAUT(TV) and KGMC(TV) for \$14.25 million and \$3.6 million, respectively, then lease back those assets to new licensees who would operate as noncommercial stations.



Pappas

If all goes according to plan, Pappas would have the only commercial independent in town. "We are trying to consolidate three commercial independents into one healthy station," said Dennis Davis, Pappas senior executive VP and CFO. "With three in a market, it makes it difficult to purchase programing that people want."

But the Washington-based NBMC has jeopardized the plan with a petition calling on the FCC to deny the transfer of KGMC from the wife of convicted stock speculator Ivan Boesky to one of Pappas's hand-picked noncommercial broadcasters, the Oklahoma Educational Television Authority Foundation Inc. (OETA), under the FCC's "distress sale" policy. OETA has proposed operating the station as a satellite of its KETA.

As it has been applied, that policy allows stations whose licenses have been slated for revocation hearings to escape the hearings and possible loss of licenses by selling to minorities at 75% of market value. In designating KGMC's license for hearing, the FCC charged that Boesky transferred the license to his wife, Seema, without FCC approval.

NBMC's complaint is that the distress sale policy was developed and should be used only to increase minority ownership. "OETA is not a minority controlled entity," it said in its petition.

"Approval of this proposed assignment

will stand the minority ownership policy on its head," it said. "Waivers will become the rule, and the rule will become a nullity."

In asking for distress sale relief, the station argued, among other things, that it was unable to strike a deal with a potential minority buyer and that the policy should be expanded to permit sales to noncommercial broadcasters.

Davis said Pappas's purchase of KOKH-TV and its purchase and lease-back agreements with KGMC and KAUT are contingent on the FCC's approval of the transfer of the station's licenses. If the FCC, in response to the NBMC complaint, denies the KGMC transfer, Davis said, the whole deal could unravel. However, he said, there are contingency plans. One way around an FCC denial would be for KGMC to file for bankruptcy, Davis said. Pappas could then buy the assets from the trustee and donate money to OETA

to lease the assets and begin operation of the station.

Another way would be to go ahead with the purchase of the assets and simply have Boesky surrender the license, said Davis. His third way would be to find a minority buyer. Pappas has found a minority buyer willing to operate KGMC as a religious station, he said. But, he said, it is not "a very viable option." According to Davis, Tri-Alpha, the prospective licensee of KAUT, intends to operate it as a religious station. □

WAQX-FM Manlius, N.Y. □ Sold by AGK Communications to Atlantic Ventures for \$4,500,000. **Seller** is headed by Craig Fox and owns WAQX(AM) Syracuse, N.Y. **Buyer** is headed by Eric Schultz and also owns WEZO(AM)-WRMM(FM) Rochester, N.Y. WAQX-FM is on 95.3 mhz with 3 kw and antenna 300 feet above average terrain. *Broker: The Mahlman*

September 1, 1988

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KIIZ(AM) Killeen and KIXS(FM) Harker Heights, both Texas. □ Sold by Mid-Tex Radio Communications to KIXS Inc. for \$2,550,000 plus \$450,000 non-compete consulting agreement. **Seller** is headed by John Schneider and has no other broadcast interests. **Buyer** is headed by Ken Williams and has no other broadcast interests. KIIZ is daytimer on 1050 khz with 250 watts. KIXS(FM) is on 105.5 mhz with 3 kw and antenna 300 feet above average terrain. **Broker: Thoben Van Huss & Associates Inc. and Chapman & Associates.**

WRGA(AM)-WQTU(FM) Rome, Ga. □ Sold by McDougald Broadcast Corp. of Rome to Radioactivity Acquisitions Inc. of Atlanta, Ga. for \$2,550,000. **Seller** is headed by Michael McDougald and has no other broadcast interests. **Buyer** is principally headed by Clyde Murchison, John Schneider and Dain Schult. It is planning to acquire WKBX-FM Kingsland, Calif., KYXX(FM) Ozone, KAYJ(AM)-KIXY-FM San Angelo and KHOS-AM-FM Sonora, all Texas. WRGA is on 1470 khz with 5 kw unlimited. WQTU is on 102.3 mhz with 3 kw and antenna 804 feet above average terrain. **Broker: Chapman Associates.**

WKEU-AM-FM Griffin, Ga. □ Sold by Dominion Marketing Inc. to Design Media Inc. for \$2,300,000. **Seller** is owned by Albert Charles Schmick and Joseph H. Bourdow, and has no other broadcast interests. **Buyer** is headed by John Thomas and Peter Carpey, New York City investors with no other broadcast interests. WKEU is on 1450 khz with 1 kw unlimited and WKEU-FM is on 97.7 mhz with 3 kw and antenna 300 feet above average terrain. **Broker: Blackburn & Co.**

WCLJ(AM)-WZKZ(FM) Corning, N.Y. □ Sold by

King Communications Inc. of Boston to Group Six Communications of New Jersey for \$2,050,000. **Seller** is headed by Jack T. King and has interest in WBTB(AM) Batavia and WBTB(FM) Attica, both N.Y. **Buyer** has interest in WWOC-FM Avalon, N.J. WCLJ is on 1450 khz with 1 kw unlimited and WZKZ is on 106.1 mhz with 40 kw and antenna 532 feet above average terrain. **Broker: Chapman Associates.**

WAYD(AM) Ozark, Ala. □ Sold by WayD Inc. to Westley Morgan for \$150,000. **Seller** is headed by Harold Smith and has no other broadcast interests. **Buyer** is New York City investor also purchasing WORJ(FM) Ozark. WAYD is daytimer on 1190 khz with 1 kw. **Broker: The Thorburn Co.**

WORJ(FM) Ozark, Ala. □ Sold by MSB Communications Inc. to Westley Morgan for \$650,000. **Seller** is headed by Steve McGowan and

owns WSEL-AM-FM Pontotoc, Miss. **Buyer** is New York investor also purchasing WAYD(AM) Ozark. WORJ is on 103.9 mhz with 3 kw and antenna 190 feet above average terrain. **Broker: The Thorburn Co.**

CABLE

Systems serving Yuma, Ariz., and El Centro, Calif. □ Sold by AdamBanc Savings Association to Century Communications Corp. for \$102,500,000. **Seller** is part of The Adam Corp./Group System, former Bryan, Tex.-based MSO headed by Don Adam. With this sale, company spins off last cable holding. **Buyer** is New Canaan Conn.-based MSO headed by Leonard Tow. It serves approximately 770,000 subscribers in 22 states. Systems pass 70,000 homes with 44,000 subscribers. **Broker: Waller Capital Corp.**

Law & Regulation

GAO study says Ohio cable rates up

Cable operators refute report ordered by Metzenbaum; Senator also releases survey saying cable programmers keep services from MMDS, SMATV, TVRO

Nearly 60% of Ohio's cable subscribers are paying an average of 27% more for basic

cable service since deregulation of rates took effect almost two years ago, according to a General Accounting Office report ordered by Senator Howard Metzenbaum (D-Ohio). Metzenbaum, who chairs the Senate Antitrust Subcommittee, also disclosed the results of a survey that concludes that cable competitors (the wireless cable, SMATV and home satellite industries) are being denied access to cable programming.

Ohio cable operators, however, hotly contested the report's methodology and said the results were "misleading and inaccurate." Asked what the National Cable Television Association thought of the GAO's findings, a spokesman said, "we don't think it is appropriate to draw conclusions from a study that is incomplete."

The survey and the GAO report were released last week during the final days of the 100th Congress. A Metzenbaum statement accompanying the data characterized cable as an "unregulated monopoly with growing power over consumers and its competitors," and said the next Congress "must decide whether all this power should go unchecked." A Metzenbaum aide said it was "premature" to predict what the senator will do next year. "It may be another hearing or legislation," said the aide.

GAO compared rates charged in 1986 for basic service, HBO and for installation with those charged in August 1988 by 25 Ohio systems. The 25 systems, owned by 15 cable MSO's, range in size from 16,000 to 157,000 subscribers. GAO noted, however, that its list "does not necessarily represent the 25 largest cable operators in Ohio since we noted some discrepancies in subscriber data between our data sources."

The report also concluded that rates for HBO decreased by 2% and installation charges rose 6%. The GAO sample represents 8% of the state's cable systems, which serve some 1.1 million (59%) of Ohio's

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cable subscribers. GAO admitted, however, that its sample "was not selected in a manner which would enable us to project the results to all companies in the state."

Moreover, even GAO acknowledged the report has other failings. In examining basic service rate changes, the office said it did not "assess the extent to which additional channels and services may have accompanied rate increases, providing added value to the basic cable subscriber." Furthermore, it said, it did not account for discounts or package rates for installation or packages that combine basic and pay services for a price cheaper than if they were sold separately. "Therefore, the individual basic, HBO, and installation charges we have reported do not necessarily represent the amount which a typical subscriber would be billed. Similarly, the rate changes we have reported are not necessarily indicative of what a typical subscriber has incurred."

The Ohio Cable Television Association slammed the GAO report for relying on "secondary sources" and because it "focuses solely on a small, selected sample of basic cable rate increases and, therefore, does not tell the whole story. Only a small portion of the information was obtained from Ohio cable system operators, and none from subscribers," said OCTA in a two-page press statement. The cable association pointed out that even GAO recognizes the report has deficiencies.

And it noted that other rate studies have arrived at a far different set of numbers. For example, the Bureau of Labor Statistics found consumers' average monthly cable bill rose 6.6% the year after deregulation.

Among some of the GAO findings was that basic cable rates rose from \$3.95 to \$6.95, a 76% increase, at Warner Cable's Cincinnati system. It also said rates at the Mahoning Valley system in Warren, Ohio, jumped 70%. But Ernest Hill, state manager for TCI Cablevision of Ohio, which owns that system, said subscribers were paying only 21% more for cable service. "Moreover, they are now receiving more basic cable channels, additional TV hookups at no extra charge, free cable converters for the first TV set, and they will see the entire cable system upgraded and rebuilt over the next two or three years. The study not only uses the wrong figures for Mahoning Valley, but it also ignores how low regulated rates were in 1986 and the cost increases the system has experienced since then," said Hill in a three-page statement.

A national survey of cable rates is being prepared by GAO at the request of House Telecommunications Subcommittee Chairman Ed Markey (D-Mass.) and is slated for release either late winter or early spring.

Metzenbaum has been critical of the cable industry since convening a hearing in March on whether the industry is behaving anti-competitively. He gave the industry 60 days in which to clean up its act or face legislative action. But before making a move, the senator decided first to survey cable competitors. The lawmaker hoped to ascertain if cable programmers are making their fare available to potential cable competitors "on fair terms, or, in some cases, on any terms at all." Later (in August) he asked GAO to look at rate hikes in his state.

Some industry sources feel the senator's motivations are purely political and that he released the survey and GAO report a month before the election to help his standing in a tough race.

The senator queried 36 leading cable programmers asking for company policy on sales to retailers other than cable operators. There were 23 responses. (Not responding: American Value Network, Black Entertainment Television, CVN, CBN, FNN, Telshop, Home Shopping Network, International Television Network, Nostalgia Channel, Tempo, Travel Channel, WPIX-TV New York and QVC.)

Programers, according to the summary prepared by Metzenbaum's subcommittee staff, either made programming available to all technologies, or "refused to provide programming to one or more of the technologies that compete with cable, while a third group stated that programming was made available on a case by case basis." Programers that did not sell to cable competitors did so because they are concerned about "financial security and signal security," according to the survey. However, many companies "expressed no such reservations. In addition, while Viacom reported that Showtime and The Movie Channel are not made available to wireless cable because of financial and security concerns, Viacom's MTV, VH-1 and Nickelodeon are sold to wireless cable."

About 90 letters went out to wireless cable interests (including MMDS, operators, manufacturers and brokers) with 23 of

the industry's 32 operators responding. "All respondents complained that they were unable to obtain desired programming, and that this unavailability of key programming harmed their ability to compete," the summary stated.

Letters from roughly 50 SMATV operators revealed that the industry "appeared to have access to more programming than wireless operators." Still, they encountered trouble getting HBO and/or Showtime and they said they were being charged rates that are "significantly higher" than prices cable operators pay for the same service. SMATV operators reported that sometimes the "only way they could obtain programming was by purchasing it from the local cable operator."

As for home satellite, the National Rural Telecommunications Cooperative cited its agreement with major programers. "The remaining three distributors, United TVRO Association, the Home Satellite Television Association and the Amway Corp. all reported that programming was either unavailable or was available at discriminatory prices."

Metzenbaum's survey concluded that "there is insufficient competition in cable television...and that the local cable operating system enjoys a virtual veto over any programming that the consumer wishes to see. Increasingly, the cable operator will be able to raise rates because there is no competition to keep them at reasonable levels."

It also recommended that Congress revisit the 1984 Cable Act because it greatly cur-

September, 1988

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tails municipal authority to regulate cable (Metzenbaum voted against the act) and it suggests that cable's "monopoly power should be high on the list of issues to be examined by Congress next session."

Nevertheless, the senator's survey does recognize the industry for its contributions. "The technology of cable has allowed a vastly wider array of programming to be transmitted to individual households than was possible 20, or even 10 years ago. Not only do American consumers have access to widely popular programming, but cable technology makes it possible for programs desired by only a very small section of the public to find sufficient financial support to stay in business."

NCTA questioned the validity of the survey's conclusions. An NCTA spokesman said it basically was a "summary of what their mail said" from people "who have axes to grind."

In looking at some of the letters, BROADCASTING found a correspondence from Charles Gee, former chairman and chief executive officer of the Fashion Channel. He responded even though he had since departed the home shopping service. Fashion, begun with the full backing of MSO's, only dealt with cable operators. It went into bankruptcy and has since been taken over by the Cable Value Network, also owned by cable operators. Gee told the subcommittee it should address the addition of a second program provider in each market and the elimination of vertical integration.

NCTA also faulted the summary for failing to make note that there are MMDS operations offering cable programming in 15 cities across the country.

Microband was among the wireless cable operators answering Metzenbaum's query. The company said it has been unable to reach programming agreements with Showtime/The Movie Channel; Cablevision-owned SportsChannel; American Movie Classics and Bravo; Arts & Entertainment; TNT; CNN; the Weather Channel, and QVC Network. It said after the March hearing it entered negotiations with SportsChannel but they "have only generated onerous terms which have an extraordinary unreasonable practical effect when applied to our business."

James Theroux, president of Metroten in Cleveland, said he obtained an agreement with Showtime only after settling an anti-trust suit that Metroten had filed. And, he said, he has to pay a higher rate for Showtime, ESPN, MTV, Nickelodeon, CNN and Nashville Network than what cable operators pay. Among the programmers that have not dealt with Metroten, he said, were HBO, Disney, AMC, Request, Movietime, Discovery, Arts & Entertainment, Lifetime, The Weather Channel and Viewer's Choice.

Theroux said that "fully half of the losses of wireless cable are due to the fact that it cannot offer key desired programming." He said he had offered HBO a signing bonus of 10% of HBO's first-year charges and a one-year prepayment package with guaranteed minimum payment. He also said he would price HBO at only 30% over retail, which would have been \$6.50 if the retail price was \$5.

He also questioned why, during negotiations with HBO, the company's chairman, Michael Fuchs, had asked for information on other wireless cable operators and the "progress and success of our existing MDS affiliates" in addition to requesting information on Metroten's subscriber levels, business plans, etc. Theroux asked: "Why is that relevant?"

According to Theroux, the company had 24,561 basic subscribers and 19,253 Showtime subscribers earlier this year, and was projecting to add 1,400 basic subscribers and 1,100 Showtime subscribers per month. It said it uses the Zenith Z-Tac encryption system and that TA Associates has invested \$20 million in the service, in response to questions about piracy or financing, the reason most often cited by cable programmers for not dealing with wireless operators.

Theroux said the company, which has a referendum on the November ballot to gain a cable franchise in Cleveland, intends to expand its wireless reach to the suburbs in areas where cable prices are high and service is poor. He believes that pay penetration could increase 10% to 20% over the next four years when his MMDS transmitter serves 75% of the area (580,000 homes).

Curtis Bradley, president of Bradley Communications, said that when he was president of a five-city MMDS service in 1983, the Movie Channel offered a \$10 per subscriber bonus to him if he switched from HBO to that service. With 85,000 subscribers, Bradley said that amounted to \$850,000. Two years later, after he acquired an MMDS system serving Oklahoma City, he tried to get programming contracts with Showtime/The Movie Channel, USA, Disney, ESPN and CBN, but to no avail. One financial backer pulled out and Glenn Jones, chairman of cable MSO Jones Intercable, stepped in, he said. Jones tried to secure programming contracts (the system had only HBO as a pay service) and he also failed to obtain agreements, Bradley said. That ultimately forced the system to go dark in August, Bradley said.

People's Choice Television President Michele Specchio, who has MMDS licenses in 12 of the top 20 markets, said after failing to come to an agreement with Showtime, he brought suit against the pay service, at which time it "pulled out all the stops." People's then proposed a settlement, offering to pay \$1.1 million in upfront fees and nonrefundable deposits, which was rejected. He said the same offer has gone unanswered from HBO. "We continue to receive nothing but refusals to deal, discriminatory pricing and a lack of response to our proposals," he said.

Wireless Cable Association President Robert Schmidt said in his response that the cable industry is worried about telco competition. Of cable, he said: "Somehow they have to be convinced that the Congress, FCC [and] state regulators will mandate a minimum of two providers for satellite home entertainment television services. Once that point is understood, I am convinced their current attitude will change drastically and quickly."

The cable programmers, in their responses, said they do offer their programming to other

delivery mechanisms, but that certain technical and financial criteria have to be met. And they denied that cable operators pressure them into not selling to other delivery systems.

HBO Chairman Michael Fuchs said: "HBO regards cable as the preferred medium of delivery." In addition to having concerns about signal security and financial stability (HBO requires a "viable business plan"), Fuchs raised concerns that other providers would get "a free ride" from the marketing and promotional efforts of HBO and other cable operators in a given market. If another delivery mechanism gains subscribers at a cable operator's loss, there is no net gain for HBO, he said. Thus, Fuchs said, HBO looks to delivery systems that serve unserved areas. HBO, he said, has made agreements with Microband for its systems in New York, Detroit and Washington, and with Maxtel Associates, a national SMATV company.

Showtime Chairman Tony Cox said when his company doesn't deal with other delivery systems it is because of "the business and financial viability of such distributors and technologies." He said Showtime had an "extremely discouraging" experience with some single-channel MDS operations in the past and many of those same companies are now in the multichannel MDS business. MDS has security problems, he said, with what is proposed being "less sophisticated than that used in the Videocypher II system." And, he said, there is no evidence that incremental MMDS subscribers will generate significant revenue for the company.

Disney, often pointed to as not dealing with other technologies, said it has agreements with Microband in two systems, including New York, and several SMATV dealers. It is also offered to the TVRO universe. It said it does have a right of first refusal in some contracts with operators, whereby the local operator has the initial right to market the service to local MMDS or SMATV operators requesting Disney. But Disney said: "Never has this...stood in the way of Disney's making an agreement with SMATV or MMDS operators."

USA, which had a long standing policy against selling to wireless cable, informed Metzenbaum in a Sept. 22 letter that it had reached agreement with Microband for its Detroit and Washington systems and with Metroten in Cleveland. ESPN said it had agreements with Microband in New York, Metroten, Family Entertainment and Premier Communications Network.

The Discovery Channel said that although MSO's own a major portion of the service, they do not control the board. It said that it has concentrated on cable delivery during its startup phase, but said it began to talk with SMATV and MMDS about delivering the service this year.

Among other programmers, MTV and Lifetime said they have sold to 10 MMDS operators, Nashville Network to Microband and Metroten, and Turner's Headline News or CNN to four, including Microband.

Arts & Entertainment said it delivers to no other technologies besides cable, but that once its signal is scrambled, it will market to SMATV and TVRO. □

Gore examines encryption standard issue

Senator and General Instrument trade letters on consumer friendliness of Videocipher-II Plus

Responding to a Sept. 19 letter from Senator Albert Gore Jr. (D-Tenn.), General Instrument's Lawrence Dunham, vice president, Videocipher division, wrote back to the Senator late last month with assurances that GI's new Videocipher-II Plus satellite signal encryption system is compatible with its predecessor, Videocipher-II, the current de facto industry standard. At press time last week, Gore was proceeding in his efforts to move to a Senate vote his bill S. 889, legislation he has argued is necessary to insure that home satellite dish owners retain access to cable and broadcast programming transmitted via satellite. VC-II Plus is scheduled to replace VC-II on General Instrument's assembly lines next June (BROADCASTING, Sept. 12).

"I want to express the deep concerns which I and many of my colleagues have about the introduction of the Videocipher-II Plus system," Gore had written. Referring specifically to VC-II Plus's "substantial number of tier bits for the encryption of programing which will not be compatible with existing Videocipher-II decoders," the Senator reminded Dunham that the original version of S. 889 included provisions ordering the FCC to adopt an industry scrambling standard. Those provisions were withdrawn, he said, because VC-II appeared to have become the de facto standard, "and because of General Instrument's representations that these [VC-II] consumers were adequately assured of access to programing without legislation.

"We do not wish to impede the progress of S. 889 by the reintroduction of the FCC standards section at this crucial time," wrote Gore, but "if existing owners of VC-II descramblers are unable to access programing encrypted with the VC-II Plus system, I expect that during the next session of Congress, measures may be introduced to call for FCC standards or other regulations to rectify this situation." The Sept. 19 letter urged GI to "take immediate steps to assure" that no VC-II owners lose access to programing.

On the House side, H.R. 2848 was passed by a voice vote last week, and prospects were reportedly good for adoption in the Senate of that "superstation bill," which includes a provision requiring the FCC to conduct an inquiry to determine if a universal encryption standard is needed (BROADCASTING, Sept. 26).

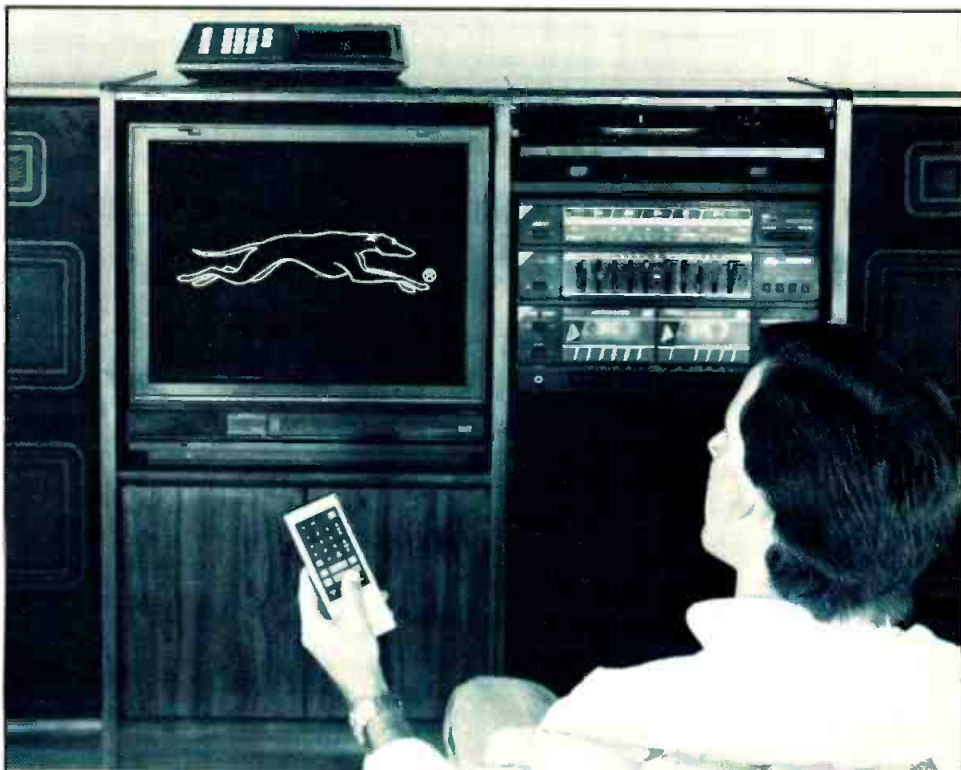
Dunham did not refute Gore's understanding that programing encrypted via the extra tier bits would be inaccessible to current VC-II's, but, he argued, "use of the additional channels which the system provides cannot realistically begin until some significant time after" the new system is first shipped. "Given the interest which programers have in continuing to serve their already large legitimate consumer base, we question whether any significant demand for upgrade of current descramblers will ever

develop," he wrote.

But, even given programing expansion into the inaccessible 200 tier bits, said Dunham, an adaptive upgrade in the consumer descramblers would require only "a simple change in the circuit board." The 200 extra tier bits offered on VC-II Plus, Dunham wrote, constitute a "provision for the upgrade of current equipment" the likes of "which was not available to owners of black and white television sets when color television was introduced, which is not likely to be available to current owners of television sets when ATV [advanced television] is introduced, which was not available to owners

of 78 rpm phonographs when 45 rpm and 33 rpm phonographs were introduced, and which was not available to owners of 23-channel CB's when 40-channel CB's were introduced.

"I confess that I am somewhat confused by your reference to FCC standards in this context," said Dunham's letter. "Such mandatory standardization is, we believe, entirely inappropriate because it would freeze technology...we would be seriously constricted, if not prevented, in taking steps to combat signal theft and in planning for future growth in the delivery of satellite television to the home market." □



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For the Record

As compiled by BROADCASTING from Sept. 28 through Oct. 5 and based on filings, authorizations and other FCC actions.

Abbreviations: AFC—Antenna For Communications; ALJ—Administrative Law Judge; alt.—alternate; ann.—announced; ant.—antenna; aut.—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

■ WMOO(AM) Fairhope and WBLX(FM) Mobile, both Alabama (AM: BAL880923EB: 660 khz; 22.5 kw-D 850W-N DA-2; FM: BALH880923EC: 92.9 mhz; 100 kw; HAAT: 1,555 ft.)—Seeks assignment of license from Trio Broadcasters Inc. to Central Life Broadcasting of Alabama Inc. for \$10,000,000 ("Changing Hands," Oct. 3). Seller is subsidiary of Beasley Broadcast Group, Goldsboro, N.C.-based group of 10 AM's and 13 FM's headed by George Beasley. Buyer is Tampa, FL-based insurance company headed by Paul C. Major. It has interest in WTMP(AM) Temple Terrace, FL. Filed Sept. 23.

■ KBLU(AM)-KTTI(FM) Yuma, AZ, and KOLE(AM) Port Arthur and KKKY(FM) Orange, both Texas (KBLU: BAL880919EF: 560 khz; 1 kw-U, DA-2; KTTI: BALH880919EG: 95.1 mhz; 25 kw; HAAT: 98.5 ft.; KOLE: BAL880919ED: 1340 khz; 1 kw-U; KKKY: BALH880919EE: 104.5 mhz; 100 kw; HAAT: 440 ft.)—Seeks assignment of license from Sun Country Broadcasting Inc. to UNO Broadcasting Corp. for \$2,550,000. Seller is headed by Frank Tenore and has no other broadcast interests. Buyer is owned by Robert J. Tezak, 100%. It also owns WJOL(AM)-WLLI(FM) Joliet, IL, and KTOP(AM)-KDVV(FM) Topeka, KS. Filed Sept. 19.

■ KNTI(FM) Lakeport, CA (BALH880915GE: 99.5 mhz; 2.6 kw; HAAT: 1,880 ft.)—Seeks assignment of license from Magic Communications Corp. to Evans Broadcasting Service Inc. for \$415,000. Seller is owned by Larry Nader, Clifford Marko and Harold Marko, and has no other broadcast interests. Buyer is owned by Jerry M. Evans, 39.5%; Leslie K. Evans, 39.5%; John & Alice Kaufmann, 16.0%; and Juanita Baldo, 5%. Filed Sept. 15.

■ KDGO(AM) Durango, CO (BAL880919EK: 1240 khz; 1 kw-U)—Seeks assignment of license from Broadcast Management Inc. to Rampart Broadcasting Inc. for \$135,000.

Seller is owned by Marcy and Jerry Fitch and has no other broadcast interests. Buyer is owned by William E. Beasley, 40%; Lan Degeneres, 40%; R. L. Aubert, 10%, and Richard Crouse, 10%. Beasley and Degeneres each own 15% of KRTZ-FM Cortez, CO. Filed Sept. 19.

■ WLCF(AM) Eustis, FL (BAL880926EE: 1240KHZ: 1KW-U)—Seeks assignment of license from Lake Media Inc. to WKLE Inc. for \$200,000. Seller is owned by Dalton C. Wright and has no other broadcast interests. Buyer is owned by Hugh E. Reams, 95%, and William D. Elliott, 5%, and has no other broadcast interests. Filed Sept. 26.

■ WBAF(AM) Barnesville, GA (BAL880913ED: 1090 khz; 1 kw-D)—Seeks assignment of license from The Estate Of Wimley Waters to Barnesville Broadcasting Inc. for no consideration. Seller is owned by The Estate of Wimley Waters. Buyer is owned by Charles Waters, 100%. It also owns WIML(FM) Wrightsville, GA. Filed Sept. 13.

■ KVGB-AM-FM Great Bend, KS (AM: BTC880922EA: 1590 khz; 5 kw-U, DA-2; FM: 104.3 mhz; 96 kw; HAAT: 810 ft.)—Seeks assignment of license from The Shareholders of Forward of Kansas Inc. (Richard Dudley et al.) to Great American Broadcasting of Kansas Inc. for \$750,000. Seller is owned by Forward Communications Corp., Peoria, IL-based group of one AM, one FM and five TV's headed by Richard Dudley. Buyer is owned by John Bozeman 33.3%; Janet Bozeman 33.3%, and Robbie Swinney 33.3%, and has no other broadcast interests. Filed Sept. 22.

■ WYGO-AM-FM Corbin, KY (AM: BAL880919HU: 1330 khz; 5 kw-D, DA: FM: BALH880919HV: 99.5 mhz; 50 kw; HAAT: 492 ft.)—Seeks assignment of license from Vernon Broadcasting Inc. to Eubanks Broadcasting Inc. for \$775,000. Seller is headed by James C. Vernon and has no other broadcast interests. Buyer is owned by Eubanks Electrical Supply, 100%, which is owned by Dallas Eubanks, 100%. It has no other broadcast interests. Filed Sept. 19.

■ WMMQ(FM) Charlotte, MI (BTCH880913HG: 92.7 mhz; 1.5 kw; HAAT: 466 ft.)—Seeks assignment of license from John P. and Roberta F. Ottaway to Robert F. Ottaway for \$75,000. Seller has no other broadcast interests. Buyer has no other broadcast interests. Filed Sept. 13.

■ KXXL(AM) Bozeman, MT (BAL880920ED: 1450 khz; 1 kw-D, 250 w-N)—Seeks assignment of license from GNP Inc. to CASI Broadcasting & Entertainment Enterprises for \$174,000. Seller is headed by Gary Petersen. Buyer is owned by Colleen F. Bee, 100%, and has no other broadcast interests. Filed Sept. 20.

■ KLDZ(FM) Lincoln, NE (BALH880916HT: 95.3 mhz; 3 kw; HAAT: 100 ft.)—Seeks assignment of license from Tandem Communications Inc. to Kempff Communications Co. for \$2,400,000 ("Changing Hands," Sept. 26). Seller is owned by Harley Lampmann, Ray Farrington, Lee Thomas and Tom Barler, who have no other broadcast interests. Buyer is owned by Ronald L. Kempff, 80%, and Paul L. Kempff, 20%. It also owns WKKI(FM) Celina, OH. Filed Sept. 16.

■ WBRV-AM-FM Boonville, NY (BAL880926EA: 900 khz; 1 kw-D; FM: BAPH880926EB: 101.5 mhz)—Seeks assignment of license from The Atwood Broadcasting Corp. to Lowville Radio Inc. for no consideration. Seller is owned

by . Buyer is owned by Nancy U. Atwood and David R. Atwood, joint tenants, 100%, and has no other broadcast interests. Filed Sept. 26.

■ WJUL(AM) Niagara Falls, NY (BAL880915EF: 1440 khz; 1 kw-D)—Seeks assignment of license from Niagara Frontier Broadcasting Corp. to W.J.J.L. Inc. for \$310,000. Seller is headed by Norma Talbot. Buyer is owned by Susan A. Nicholas, 50%, and James E. Myers, 50%, and has no other broadcast interests. Filed Sept. 15.

■ WPCQ-TV Charlotte, NC (ch. 36: 2,100 kw-v, 210 kw-aur; HAAT: 1,310 ft.)—Seeks assignment of license from Channel 36 Partners to Providence Journal Broadcasting for \$40 million-\$50 million (see "Changing Hands," Aug. 1). Seller is subsidiary of Odyssey Partners, New York-based group of four TV's headed by Michael Finkelstein. Buyer is subsidiary of Providence Journal Co., publisher of *Providence* (R.I.) *Journal-Bulletin*, headed by Steve Hamblett, president and CEO. Broadcast group owns three TV's and cable systems in 14 states. Filed Sept. 19.

■ WGTJ(TV) Greenville, NC (BAPCT880921: ch. 38: 5000 kw; HAAT: 474.25 ft.)—Seeks assignment of license from Community Service Telecasters Inc. to Agape Coastal Television Inc. for \$12,000. Seller is owned by Athene B. Bunne, 10%; Thaluis J. Markum, 50%; K.M. Vestal, 40%. Buyer is owned by John W. Gainey III, 47.75%; Frederick J. McCune, 47.75%; Thaluis J. Markham, 3.5%, and Larhe Vestal, 1.75%. Gainey and McCune each owns 49% of Local Television Association Inc., which holds CP for WFXI(TV) Morehead City, NC. Filed Sept. 21.

■ WIKS(FM) New Bern, NC (BALH880916HZ: 101.9 mhz; 100 kw; HAAT: 1,020 ft.)—Seeks assignment of license from Joyner Communications Inc. to WIKS-FM Inc. for \$4,500,000. (See "Changing Hands," Oct. 3.) Seller is Cary, N.C.-based group of three FM's (including WIKS) headed by Tom Joyner. Buyer is owned by Stephen Taylor and family. It also owns WTLZ-FM Saginaw, MI. Filed Sept. 16.

■ WATX-TV Arecibo, PR (BTCCT880914KE: 54; 11.7 kw-V; HAAT: 1,200 ft.)—Seeks assignment of license from Francisco Velazquez-Estremera to Southwestern Broadcasting Corp. for \$135,000. Seller has no other broadcast interests. Buyer is owned by Pedro Roman-Collazo, 100%. It also owns WVOZ(AM) San Juan, WVOZ(FM) Carolina, WBOZ(AM) Sabana Grande and WBOZ(FM) Hormigueros, all Puerto Rico. Filed Sept. 14.

■ WRWR-TV San Juan and WTRA-TV Mayaguez, both Puerto Rico (WRWR-TV: ch. 30: 2630 kw; HAAT: 1301 ft.; WTRA-TV: ch. 16: 90 kw; HAAT: 1,123 ft.)—Seeks assignment of license from Bay Broadcasting Inc. to Century Telecast Corp. for no consideration. Seller is headed by Narciso Hernandez. Buyer is owned by Adolfo Flores, 30.8%; Jose D. Camacho, 7.6%; Ramon Rodriguez, 30.8%; Florida Financial Advisors 30.8%. Filed Sept. 26.

■ WKFD(AM) Wickford, RI (BAL880920EC: 1370 khz; 500W-D)—Seeks assignment of license from Inlet Communications Inc. to Wickford Wireless Inc. for \$322,500. Seller is owned by Paul Pabis and has no other broadcast interests. Buyer is owned by Jeanmarie V. McGowan, 100%, and it has no other broadcast interests. Filed Sept. 20.

■ WHZZ(FM) Huntingdon, TN (BTCH880919HW: 100.9 mhz; 3 kw; HAAT: 300 ft.)—Seeks assignment of license from Robert T. Hudson to J.D. Kyle Manns for no consideration. In consideration for the transfer of shares in the licensee, buyer shall assume and hold seller harmless from all indebtedness against the licensee and associated with the station. Seller has no other broadcast interests. Buyer has no other broadcast interests. Filed Sept. 19.

■ WJAK-AM Jackson, TN (BTC880919EJ: 1460 khz; 1 kw-D)—Seeks assignment of license from Roberson & Beulah Hannis to Harold H. Allen et al. for \$226,000. Seller has no other broadcast interests. Buyer is owned by (post-transfer) Harold H. Allen, 33.3%; Patricia A. Allen, 33.3%, and Dorothy J. Herbert, 33.3%, and has no other broadcast interests. Filed Sept. 19.

■ KCLW(AM) Hamilton, TX (BAL880926ED: 900 khz; 250W-D)—Seeks assignment of license from Hamilton Broadcasting Inc. to A. Tony Beltran for \$70,000. Seller is owned by John Hanna and has no other broadcast interests. Buyer has no other broadcast interests. Filed Sept. 26.

■ KJET(AM)-KZOK(FM) Seattle and WBZN-AM-FM Racine, WI (KJET: BAL880919EB: 1590 khz; 5 kw-U, DA-2; KZOK: BALH880919EC: 102.5 mhz; 100 kw; HAAT:

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1,170 ft.; WBZN: BAL880919EH; 1460 khz; 500 W-D, DA; WBZN-FM: BAL880919EI; 100.7 mhz; 50 kw; HAAT: 500 ft.)—Seeks assignment of license from Sterling Recreation Organization Co. (KJET-KZOK) and Columbia Theatre Co. (WBZN-AM-FM) to Adams Radio of Seattle Inc. for \$7,200,000 ("Changing Hands," Sept. 19). Sellers are principally owned by Frederick A. Danz, who also owns KALE(AM)-KIOK(FM) Richland, WA. Buyer is Clearwater, FL-based group of three AM's, four FM's and 12 TV's owned by Stephen Adams. Filed Sept. 19.

■ WJMC-AM-FM Rice Lake, WI (AM: BAL880916HR; 1240 khz; 1 kw-U; FM: BAL880916HS; 96.3 mhz; 100 kw; HAAT: 540 ft.)—Seeks assignment of license from Barron County Broadcasting Co. to WJMC Partnership for \$1,100,000. Seller is headed by M.W. Johnston. Buyer is owned by TKC Inc., 83.33%, and Midwest Management Inc., 16.67%. TKC Inc. is headed by Thomas Koser, 80%, and Robert Koser, 20%. Midwest Management Inc. owns WTJY(AM)-WMGN(FM) Madison, WI, and WKKN(AM) Rockford and WKMQ(FM) Winnebago, both Illinois. Thomas Koser holds 0.13% of the stock of MW Multicom Inc., licensee of WITI-AM-FM Lansing, WI. WKHQ-AM-FM Charlevoix, and WCHT(AM)-WGLQ(FM) Escanaba, all Michigan. Filed Sept. 16.

New Stations

New Stations

■ Marianna, AR (BPH880727MK)—Ramblin Communications seeks 106.9 mhz; 3 kw H&V; 100 m. Address: P.O. Box J, Marianna, AR 72360. Principal is owned by Rick Albin, 50%, and Michelle Albin, 50%, who also owns KZOT(AM) Marianna, AR. Filed July 27.

■ Brownsburg, IN (BPH880722MQ)—Brownsburg Broadcasting Corp. seeks 101.9 mhz; 3 kw H&V; 100 m. Address: P.O. Box 436, Brownsburg, IN 46112. Principal is owned by Kenneth W. McClara, 33%; Carolyn S. McClara, 33%, and David B. Knoll, 33%. It has no other broadcast interests. Filed July 22.

■ Brownsburg, IN (BPH880722MP)—Helen Sparks Quinn seeks 101.9 mhz; 2.5 kw H&V; 51 m. Address: 1812 Crescent Dr., Springfield OH 45504. Principal has no other broadcast interests. Filed July 22.

■ Indianapolis, IN (BPH880727ML)—Hampton Broadcasting L.P. seeks 96.3 mhz; 1.23 kw H&V; 156 m. Address: 846 West Fletcher, Apt J-5, Chicago 60657. Principal is owned by Lisa V. Morrison, GP, 30% equity, 100% control, and has no other broadcast interests. Filed July 27.

■ Indianapolis, IN (BPED880728MA)—The Moody Bible Institute of Chicago Inc. seeks 96.3 mhz; 3 kw H&V; 100 m. Address: 82 N. La Salle Dr., Chicago 60610. Principal is owned by Joseph M. Stowell, George Sweeting, William F. Mitchell, Paul H. Johnson, Edgar Harrell and John Elsen, and has no other broadcast interests. Filed July 28.

■ Indianapolis, IN (BPH880727MJ)—Shirk Inc. seeks 96.3 mhz; 0.593 kw H&V; 215 m. Address: P.O. Box 22300, 3003 Kessler Blvd., Indianapolis, IN 46222. Principal is owned by William Shirk Porman and has no other broadcast interests. Filed July 27.

■ Wabash, IN (BPH880725MM)—Bruce A. Levasseur seeks 105.9 mhz; 3 kw H&V; 100 m. Address: 3512 Cavalier Dr., Ft. Wayne, IN 46856. Principal has no other broadcast interests. Filed July 25.

■ Wilmore, KY (BPH880727MM)—The Cromwell Group Inc. seeks 96.3 mhz; 1.4 kw H&V; 140 m. Address: P.O. Box 150846, Nashville, TN 37215. Principal is owned by Bayard H. Walters. It also owns WCTZ(AM) Clarksville, TN, and WHRS(AM)-WFMI(FM) Winchester, KY, and holds CP for new FM, Mattoon, IL. Filed July 27.

■ Roland, OK (BPH880727MD)—Polly A. Crews seeks 92.3 mhz; 0.93 kw H&V; 174 m. Address: 2201-1/2 North 58th St., Fort Smith, AR 72904. Principal has no other broadcast interests. Filed July 27.

■ Daingerfield, TX (BPH880728ME)—Robworthon Broadcasting seeks 106.9 mhz; 1.1 kw H&V; 156 m. Address: P.O. Box 600, Daingerfield 75638. Principal is owned by Richard L. Whitworth, 47%; Stacy M. Roberts, 47%, and Gerald L. Dalton, 6%. Roberts also owns KEGG(AM) Daingerfield. Filed July 28.

Actions

■ Washington, DC (BPH830512AI)—Granted app. of South Jersey Radio Inc. for 103.5 mhz; 46 kw; 155 m. Address: 15 Shore Rd., Linwood, NJ. Principal has no other broadcast interests. Action Sept. 21.

■ Washington, DC (BPH830510AM)—Dismissed app. of Potomac Broadcasting Corp. for 103.5 mhz; 46 kw; 155 m.

Address: 7000 Wyndale St., Washington 20015. Principal has no other broadcast interests. Action Sept. 21.

■ Washington, DC (BPH830512BJ)—Dismissed app. of Quality Broadcasters of Washington Inc. for 103.5 mhz; 46 kw; 155 m. Address: 2637 Connecticut Ave., NW, Washington. Principal has no other broadcast interests. Action Sept. 21.

■ Washington, DC (BPH830512BT)—Dismissed app. of Cozzin Communications for 103.5 mhz; 46 kw; 155 m. Address: 29425 Chagrin Blvd. Cleveland 44122. Principal has no other broadcast interests. Action Sept. 21.

■ Washington, DC (BPH830512BV)—Dismissed app. of Joseph T. Zingale for 103.5 mhz; 46 kw; 155 m. Address: 1220 19th St. NW, Room 200, Washington. Principal has no other broadcast interests. Action Sept. 21.

■ Washington, DC (BPH830512CL)—Dismissed app. of TNR Broadcasting Group for 103.5 mhz; 46 kw; 155 m. Address: 4201 Cathedral Ave., NW, Washington. Principal has no other broadcast interests. Action Sept. 21.

■ Quincy, IL (BPH850228MD)—Granted app. of Linda Crook for 103.9 mhz; 3.0 kw H&V; 289 m. Address: 2215 Oak, Quincy, IL 62301. Principal has no other broadcast interests. Action Sept. 21.

■ Greenwood, IN (BPH870729MG)—Dismissed app. of Morgan County Broadcasters Inc. for 106.7 mhz; 3 kw H&V; 100 m. Address: P.O. Box 1577, Martinsville, IN 46151. Principal is owned by David Keister, 99.7%, and Kay A. Keister, 0.3%. It also owns WMCB(AM)-WCBK(FM) Martinsville, IN, and WMLA(AM) Normal and WMLA(FM) Leroy, both Illinois, and has interest in WBCI(FM) Lebanon and WIFE(AM)-WCNB-FM Connorsville, both Indiana, and WOFR(AM)-WCHO-FM Washington Court House, OH. Action Sept. 23.

■ Mitchell, IN (BPH871113ME)—Granted app. of Daniel L. Goens for 102.5 mhz; 2 kw H&V; 122 m. Address: RR #13, Box 650, Bedford IN 47421. Principal has no other broadcast interests. Action Sept. 21.

■ Louisville, KY (BPH880126MQ)—Returned app. of Echonet Corp. for 100.5 mhz; 50 kw; 150 m. Address: 2500 S. Raritan, Englewood, CO 80110. Principal is owned Charles Ergen, 40%; David M. Drucker, 20%, and Candy M. Ergen, 40%. Action Sept. 23.

■ Louisville, KY (BPH880126NG)—Returned app. of Lou-

isville Associates for 100.5 mhz; 50 kw H&V; 150 m. Address: 332 West Broadway, Louisville, KY 40202. Principal is owned by Cathelin D. King. Action Sept. 23.

■ Bethesda, MD (BPH830511AD)—Granted app. of South Jersey Radio Inc. for 570 khz; 5 kw-D. Address: 15 Shore Rd., Linwood, NJ 08221. Principal has no other broadcast interests. Action Sept. 21.

■ Bethesda, MD (BPH830512BU)—Dismissed app. of Washington's Good Music Station for 570 khz; 5 kw-D. Address: 1321 4th St. SW, Washington. Principal has no other broadcast interests. Action Sept. 21.

■ Banks, OR (BPH880127MB)—Returned app. of Parke-Reyes Company for 107.5 mhz; 900 w; 182 m. Address: 4218 S.W. Primrose St., Portland, OR 97219. Principal is owned by Roberto Reyes-Colon, 51%, and Nelson Parke, 49%. Action Sept. 23.

■ Lyndon, VT (BPH860113MF)—Granted app. of Vermont Broadcast Associates Inc. for 98.3 mhz; 0.19 kw; 1,300 m. Address: P.O. Box 1387, Tute Hill, Lyndonville, VT 05851. Principal is owned by Bruce A. James, 50%, and Richard H. Davis, 50%. Action Sept. 21.

Actions

Commission Actions

■ FCC upholds transfer of control of Taft Broadcasting; Bruce A. Hassel denied reconsideration (Report MM-345, Mass Media Bureau)—FCC has upheld transfer of control of Taft Broadcasting Company from its shareholders to TFBA Limited Partnership, over objections of Bruce A. Hassel. Action by commission Sept. 29 by Letter (FCC 88-306).

■ FCC upholds staff action concerning KCCD(TV), channel 9, Tonopah, NV (Report MM346, Mass Media Bureau)—FCC has upheld an action by Mass Media Bureau's Video Services Division denying a request by Castle Communications Inc. for an extension of time to construct station KCCD(TV), channel 9, at Tonopah, NV, and canceling construction permit and deleting call sign. Action by commission September 29 by Order (FCC 88-305).

■ FCC modified and clarified various aspects of fee pro-

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\$4,400,000 Cash
BILL WHITLEY 214/788-2525

Northeast Top 10 Class IV AM
\$2,000,000
KENT REPLOGLE 202/822-1700

FL Coastal Growth Market
Class A FM - \$3,500,000
GEORGE REED 904/730-2522

Coastal FL Resort, Class A FM
\$1,900,000, terms
JIM BREWER 904/730-2522

Top 50 Mkt. Class A FM with
fulltime AM - \$2,700,000
GEORGE REED 904/730-2522

Illinois Small Mkt. AM, good
cash flow - \$395,000, terms
BILL LYTLE 816/932-5314

Rocky Mtn. Top 40 Class C FM
\$2,300,000
GREG MERRILL 801/753-8090

New California B-1 FM
Attractive terms - \$2,500,000
JIM MERGEN 818/893-3199

Arizona Resort Area FM
\$550,000, terms
GREG MERRILL 801/753-8090

Eastern Ohio 5 kw Fulltime AM
Rated - \$980,000, 20% down
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gram. General Docket 86-285 (Report DC-1242, Action in Docket Case)—Commission has modified and clarified various aspects of Fee Collection Program authorized under Consolidated Omnibus Budget Reconciliation Act of 1985. Action by commission September 22 by MO&O (FCC 88-301).

■ **Mountain States Telephone and Telegraph (MSTT) Order.** FCC has vacated MSTT Order in which it concluded that its policies for deterring of embedded customer premises equipment (CPE) preempted contrary state treatment of tax accounts associated with CPE transferred to AT&T from BOC as part of AT&T divestiture. (By MO&O [FCC 88-294] adopted September 15 by commission.)

■ **FCC upholds bureau action in Blackfoot, ID.** FM Proceeding: MM Docket 87-223 (Report DC-1244, Action in Docket Case)—FCC has upheld action by Mass Media Bureau dismissing applications of Rebecca Radio of Idaho and Q Prime Inc. for a new FM station at Blackfoot, ID. Action by commission September 26 by MO&O (FCC 88-302).

■ **Noncommercial ED-FM Stations—Denied reconsideration request by California State University.** Long Beach, Foundation of FCC action which reviewed technical and operational requirements of noncommercial educational FM broadcast stations and changed its allocations policy in border area. (MM Docket 87-140 by MO&O [FCC 88-241] adopted July 14 by commission.)

■ **Sitka, AK—At request of Alaska Broadcast Communications Inc., proposed amending FM Table by allotting channel 276C2 (103.1 MHz) to Sitka as its first local commercial FM service.** Comments due November 21, replies December 6. (MM Docket 88-465 by NPRM [DA 88 1472] adopted August 28 by Deputy Chief, Policy and Rules Division, Mass Media Bureau.)

■ **Wilson, AR—At request of Clarence Medlin, proposed amending FM Table by allotting channel 279A (103.7 MHz) to Wilson as its first local broadcast service.** Comments due November 21, replies December 6. (MM Docket 88-463 by NPRM [DA 88-1470] adopted August 29 by Deputy Chief, Policy and Rules Division.)

■ **Swanton, OH—Designated for hearing mutually exclusive applications of Swanton Radio Limited Partnership; Welch Communications, Nunn Corporation and Swan Creek Communications for a new FM station on channel 297A (107.3 MHz) at Swanton.** (MM Docket 88-432, by Order [DA 88 1304] adopted August 18 by Chief, Audio Services Division, Mass Media Bureau.)

■ **Guayama, PR—Granted motion for summary decision and granted Ebenezer Broadcasting Group Inc.'s application for a commercial and noncommercial TV station at Guayama.** (MM Docket 88-291 by Summary Decision [FCC 88D-31] issued September 15 by ALJ Walter C. Miller.)

■ **Communications Satellite Corporation—Denied Turner Broadcasting System Inc.'s request for refund of charges from COMSAT for television services apart from refund of approximately \$39 million ordered by FCC in April 1987.** (CC Docket 88-095 by Order [DA 88-1456] adopted September 15 by Chief, Common Carrier Bureau.)

Review Board Actions

■ **Reno, NV—(Washoe Shoshone Broadcasting, A Limited Partnership, et al.) TV Proceeding.** Denied requests by Reno Minority Broadcasting Corporation for reconsideration of decisive comparative coverage aspects of Board's Decision, and by Reno-Eleven Telecasters for reconsideration of its denial of ownership/management integration credit. (By MO&O, FCC 88R-52, Sept. 9; MM Docket 85-293.)

■ **Temple, TX—(Progressive Communications Inc. et al.) FM Proceeding.** Affirmed decision by ALJ granting application of Progressive Communications Inc. for a new FM station at Temple and denying competing applications of MaryMc Broadcasting Co. and Bell County Broadcasting Company. (By Decision, FCC 88R-54, Aug. 26; MM Dockets 84352, 354-55.)

■ **Seattle, WA—(Seattle Public Schools [KNHC(FM)] and Jack Straw Memorial Foundation) FM Proceeding.** Scheduled oral argument for Oct. 21 at 10:00 a.m., Room 235, 2000 L St., NW, on exceptions to Initial Decision of ALJ Joseph Chachkin (FCC 88D17, released May 27, 1988) granting application of Seattle Public Schools to renew license of KNHC(FM) and denying application of Jack Straw Memorial Foundation to operate on full-time or shared-time basis on frequency occupied by station KNHC(FM). Each party has 20 minutes for oral argument. Jack Straw may reserve part of its time for rebuttal. (By Letter, Sept. 22; MM Docket 86-49.)

ALJ Actions

■ **Paradise Valley, AZ—(Camelback Radio Broadcasters, L.P., et al.) FM Proceeding.** Designated ALJ Joseph P. Gonzalez to preside in proceeding. Scheduled prehearing conference for Nov. 21 and hearing for Dec. 21. (By Order, Sept. 15; MM Docket 88-410.)

■ **Phoenix, AZ—(Maricopa County Community College District et al.) ED-FM Proceeding.** Designated ALJ Richard L. Sippel to preside in proceeding. Scheduled prehearing conference for Dec. 8 and hearing for Jan. 11, 1989. (By Order, Sept. 23; MM Docket 88-442.)

■ **Cabot, AR—(KBOT Inc. and Cabot Broadcasting Limited Partnership) FM Proceeding.** Designated Deputy Chief ALJ James F. Tierney to preside in proceeding. Scheduled prehearing conference for Dec. 1 and hearing for Jan. 4, 1989. (By Order, Sept. 21; MM Docket 88-428.)

■ **Los Angeles, CA—(Black Television Workshop of Los Angeles Inc. [KEEF-TV]) TV Show Cause Proceeding.** Designated ALJ Joseph Chachkin to preside in proceeding. Scheduled prehearing conference for Nov. 17 and hearing for Dec. 19 in Los Angeles, or vicinity. (By Order, Sept. 15; MM Docket 88-420.)

■ **San Joaquin, CA—(San Joaquin Broadcasting and Susan Lundborg) FM Proceeding.** Designated Chief ALJ Thomas B. Fitzpatrick to preside in proceeding. Scheduled prehearing conference for Dec. 6 and hearing for Jan. 5, 1989. (By Order, Sept. 21; MM Docket 88-430.)

■ **Cleveland, GA—(Newsie Inc. et al.) FM Proceeding.** Designated ALJ Joseph Stinner to preside in proceeding. Scheduled prehearing conference for Nov. 23 and hearing for Dec. 23. (By Order, Sept. 15; MM Docket 88-423.)

■ **Clarksville, GA—(Radio Habersham Inc. et al.) FM Proceeding.** Designated ALJ John M. Frysiak to preside in proceeding. Scheduled prehearing conference for Nov. 18 and hearing for Dec. 20. (By Order, Sept. 15; MM Docket 88-408.)

■ **Lakeland, GA—(Lakeside Broadcasting Inc. et al.) FM Proceeding.** Designated ALJ Walter C. Miller to preside in proceeding. Scheduled prehearing conference for Dec. 14 and hearing for Feb. 13, 1989. (By Order, Sept. 23; MM Docket 88-444.)

■ **North Fort Riley, KS—(Kaw Valley Broadcasting Co. et al.) FM Proceeding.** Designated ALJ Edward Luton to preside in proceeding. Scheduled prehearing conference for Dec. 1 and hearing for Jan. 4, 1989. (By Order, Sept. 21; MM Docket 88-427.)

■ **Whitley City, KY—(Country Roads Broadcasting Corpo-**

ration and Tim Lavender) FM Proceeding. Designated ALJ Joseph Chachkin to preside in proceeding. Scheduled prehearing conference for Nov. 23 and hearing for Dec. 23. (By Order, Sept. 15; MM Docket 88-424.)

■ **Dewitt, MI—(Lansing Community College et al.) FM Proceeding.** Designated ALJ Richard L. Sippel to preside in proceeding. Scheduled prehearing conference for Nov. 29 and hearing for Dec. 29. (By Order, Sept. 15; MM Docket 88-425.)

■ **Albert Lea, MN—(Radio Albert Lea Inc. and Albert Lea Broadcasting Corporation) FM Proceeding.** Designated ALJ Richard L. Sippel to preside in proceeding. Scheduled prehearing conference for Nov. 17 and hearing for Dec. 19. (By Order, Sept. 15; MM Docket 88-406.)

■ **Bennington, NE—(M&K Communications et al.) FM Proceeding.** Designated ALJ Joseph Stinner to preside in proceeding. Scheduled prehearing conference for Dec. 7 and hearing for Jan. 10, 1989. (By Order, Sept. 22; MM Docket 88-439.)

■ **Jackson, NH—(William H. Zelf Jr. et al.) FM Proceeding.** Designated ALJ Edward Luton to preside in proceeding. Scheduled prehearing conference for Dec. 9 and hearing for Jan. 12, 1989. (By Order, Sept. 23; MM Docket 88-446.)

■ **Atlantic City, NJ—(Atlantic City Community Broadcasting Inc. et al.) FM Proceeding.** Designated ALJ Edward J. Kuhlmann to preside in proceeding. Scheduled prehearing conference for Dec. 7 and hearing for Jan. 9, 1989. (By Order, Sept. 21; MM Docket 88-433.)

■ **Margate City, NJ—(Brook Broadcasting Company and Margate Communications Limited Partnership; Cleo Brooks, General Partner) FM Proceeding.** Designated ALJ John M. Frysiak to preside in proceeding. Scheduled prehearing conference for Dec. 9 and hearing for Jan. 12, 1989. (By Order, Sept. 23; MM Docket 88-445.)

■ **Southern Pines, NC—(Richardson Broadcasting Group et al.) FM Proceeding.** Designated ALJ Walter C. Miller to preside in proceeding. Scheduled prehearing conference for Jan. 11 and hearing for Mar. 20, 1989. (By Order, Sept. 15; MM Docket 88-407.)

■ **Columbus, OH—(Columbus Broadcasting Corporation et al.) FM Proceeding.** Designated ALJ Edward J. Kuhlmann to preside in proceeding. Scheduled prehearing conference for Nov. 22 and hearing for Dec. 22. (By Order, Sept. 15; MM Docket 88-421.)

■ **Delaware, OH—(Radio Delaware Inc. and Adams Broadcasting Corporation) FM Proceeding.** Designated Deputy Chief ALJ James F. Tierney to preside in proceeding. Scheduled prehearing conference for Nov. 22 and hearing for Dec. 22. (By Order, Sept. 15; MM Docket 88-422.)

■ **Spencer, OK—(Lift Him Up Outreach Ministries Inc. et al.) FM Proceeding.** Designated ALJ John M. Frysiak to preside in proceeding. Scheduled prehearing conference for Nov. 30 and hearing for Dec. 30. (By Order, Sept. 20; MM Docket 88-431.)

■ **New Ellenton, SC—(GRR Marketing and Blessed FM Limited Partnership) FM Proceeding.** Designated ALJ Walter C. Miller to preside in proceeding. Scheduled prehearing conference for Dec. 14 and hearing for Jan. 18, 1989. (By Order, Sept. 15; MM Docket 88-404.)

■ **Germantown, TN—(Germantown Radio Company et al.) FM Proceeding.** Designated ALJ Joseph P. Gonzalez to preside in proceeding. Scheduled prehearing conference for Dec. 2 and hearing for Jan. 5, 1989. (By Order, Sept. 21; MM Docket 88-429.)

■ **Port Isabel, TX—(David Fiveash et al.) FM Proceeding.** Designated ALJ Edward Luton to preside in proceeding. Scheduled prehearing conference for Nov. 18 and hearing for Dec. 20. (By Order, Sept. 15; MM Docket 88-409.)

■ **Charlottesville, VA—(Skyline Broadcasting Co. et al.) FM Proceeding.** Designated ALJ Joseph Chachkin to preside in proceeding. Scheduled prehearing conference for Dec. 8 and hearing for Jan. 11, 1989. (By Order, Sept. 22; MM Docket 88-440.)

■ **Royston, GA—(Oculus Broadcasting Corporation and Bennett's Broadcasting Company) FM Proceeding.** Approved settlement agreement and dismissed with prejudice application of Bennett's Broadcasting Company; granted application of Oculus Broadcasting Corporation for new FM station on channel 279A (103.7 mhz) at Royston, and terminated proceeding. (By MO&O, Sept. 21; MM Docket 88-348.)

■ **Muskegon, MI—(Richard L. Culpepper and Golbar Broadcasting Co., Limited Partnership) FM Proceeding.** Granted request for summary decision by Golbar Broadcasting and resolved air hazard issue in its favor; approved settlement agreement and dismissed with prejudice application of Golbar Broadcasting; granted application of Richard L. Culpepper for new FM station on channel 300A (107.9 mhz) at Muskegon, and terminated proceeding. (By

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■ West Carrollton, OH—(William M. Piner et al.) FM Proceeding. Approved joint request for partial summary decision between RoNita Bernice Hawes-Saunders and West Carrollton Broadcasting Company and dismissed with prejudice application of West Carrollton Broadcasting. (By MO&O, Sept. 20: MM Docket 87-526.)

■ Shepherdsville, KY—(Douglas Gaines Harding et al.) FM Proceeding. Granted request by Claire Tow and enlarged issues against Gene R. Osselmeier to determine whether Osselmeier has operated a broadcast station without a license in violation of Communications Act; whether he had sufficient net liquid assets or committed funds at time he filed his application in this proceeding; whether he failed to comply with commission rules by failing to inform commission of substantial and material changes in his application, and, based on evidence adduced, whether Osselmeier possesses requisite qualifications to be a broadcast licensee or licensee. (By MO&O, Sept. 19: MM Docket 88-4.)

■ Mobile and Foley, AL—(Com/Nav Marine Inc. and Mobile Marine Radio Inc.) Maritime Mobile Service Proceeding. Granted application of Com/Nav Marine Inc. for a construction permit to operate a Public Coast Station in Maritime Mobile Service on frequencies 156.80 mhz and 161.825 mhz at Mobile, AL, and denied application of Mobile Marine Radio Inc. for same frequencies at Foley. (By Initial Decision, FCC 88D-32, Sept. 26: MM Docket 87-345.)

■ Moultonborough, NH—(SIB Corporation et al.) FM Proceeding. Granted requests by Hoover Communications Corp. and enlarged issues against SIB Corporation to determine facts and circumstances surrounding Warner E. Sievers's involvement in affairs of SIB; whether it lacked candor or misrepresented facts concerning Sievers's involvement in affairs of SIB; to determine interests held by J. Peter Hare and James W. Mardis in SIB; whether SIB violated commission rules by failing to report to commission nature of such interests; whether it lacked candor or misrepresented facts concerning nature of such interests, and, in light of evidence adduced, whether SIB is basically qualified to be a commission licensee. (By MO&O, Sept. 22: MM Docket 88-35.)

■ Mahomet, IL—(Adlai E. Stevenson IV et al.) FM Proceeding. By separate orders, approved settlement agreement between Alliance Broadcasting of Champaign County and

Dybedock & Associates Inc. and dismissed with prejudice application of Dybedock & Associates; and approved settlement agreement between Alliance Broadcasting and Middletown Developers Inc. and dismissed with prejudice application of Middletown Developers. (By MO&Os, Sept. 20: MM Docket 88-364.)

■ Guayama, PR—(Ebenezer Broadcasting Group Inc. and Ministerio Radial Cristo Viene Pronto Inc.) TV Proceeding. Granted request for summary decision by Ebenezer Broadcasting Group and resolved short-spacing and environmental issues in its favor; granted application of Ebenezer Broadcasting for new VHF television station on channel 46Z at Guayama; application of Ministerio Radial Cristo Viene Pronto was dismissed Sept. 6; terminated proceeding. (By Summary Decision, FCC 88D-31: MM Docket 88-291.)

■ East Ridge, TN—(Roy Davis et al.) FM Proceeding. Granted request by Michael Benms and enlarged issues against John H. Totten Sr. and Jennie L. Totten to find out if John H. Totten Sr., when filing his application for Chatham, GA, in 1974, falsely represented that he (and his son) had personally interviewed a number of community leaders, and if he did, what effect that has on his basic qualifications to be commission licensee; whether Totten Sr. has misrepresented reasons he dismissed his application for Chatham, and, if he has, what effect that has on his basic qualifications to be commission licensee; and, whether in instant proceeding Totten Sr. has testified falsely or lacked candor about reasons he dismissed his application for Chatham, GA. (By MO&O, Sept. 16: MM Docket 88-122.)

■ Ruckersville, VA—(Edward L. Modlin Jr. et al.) FM Proceeding. Granted request by PMK Partners I and resolved staffing proposal and financial qualifications issues in its favor. (By MO&O, Sept. 22: MM Docket 88-18.)

■ Silver Springs, FL—(Silver Springs Communications et al.) FM Proceeding. Granted request for summary decision by A. P. Walter Jr. and resolved site availability issue in its favor. (By MO&O, Sept. 19: MM Docket 88-119.)

■ Wurtsboro, NY—(Jerome Gillman Inc. and Preston Mark Pollack and Susan Lea Pollack) FM Proceeding. Approved settlement agreement and dismissed with prejudice application of Preston Mark Pollack and Susan Lea Pollack; granted application of Jerome Gillman Inc. for new FM station on channel 247A (97.3 MHz) at Wurtsboro, and terminated proceeding. (By MO&O, Sept. 20: MM Docket 87-428.)

Allocations

■ Cochran, GA—Effective Nov. 7, amended TV table to substitute noncommercial educational channel 29 for channel 15 and modified license of WDCO accordingly. (MM Docket 88-249, by R&O [DA 88-1363] adopted Aug. 18 by Deputy Chief, Policy and Rules Division.)

■ Jenkins, KY—Effective Nov. 7, modified FM table by substituting channel 232C2 (94.3 mhz) for channel 232A; modified license of WIFX-FM accordingly. (MM Docket 87-613, by R&O [DA 88-1364] adopted Aug. 2 by Deputy Chief, Policy and Rules Division.)

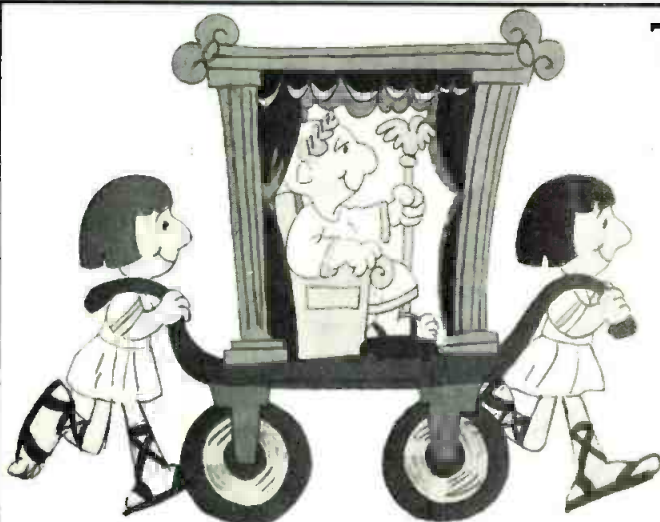
■ Pukalani, HI—Effective Nov. 7, amended FM table to substitute channel 252C2 (98.3 mhz) for channel 252A; modified license of KMVI-FM accordingly. (MM Docket 87-440, by R&O [DA 88-1367] adopted Aug. 18 by Deputy Chief, Policy and Rules Division.)

■ Kingwood and Barrackville, both West Virginia—Effective Nov. 7, amended FM table to allot channel 226A (93.1 mhz) to Barrackville and channel 299A (107.9 mhz) to Kingwood; filing window Nov. 8 through Dec. 8. (MM Docket 87-399, by R&O [DA 88-1376] adopted Aug. 23 by Deputy Chief, Policy and Rules Division.)

■ Camden, AR—Effective November 18, amended FM Table to allot channel 283A (104.5 mhz) to Camden, as its third local FM service. Window open Nov. 21-Dec. 21. (MM Docket 87-598 by R&O [DA 88-1499] adopted Sept. 9 by Deputy Chief, Policy and Rules Division, Mass Media Bureau.)

■ Yreka, CA—Effective November 18, amended FM Table to substitute channel 249C2 (97.7 mhz) for channel 249A at Yreka and modify license of KYRE(FM) to specify operation on higher-class channel. (MM Docket 88-108 by R&O [DA 88-1500] adopted Sept. 9 by Deputy Chief, Policy and Rules Division.)

■ Canton, Farmington, Elmwood and Pekin, all Illinois—Effective Nov. 18, amended FM Table to allot channel 247B1 (97.3 mhz) to Elmwood; substitute channel 300B1 (107.9 mhz) for channel 252A (98.3 mhz) at Canton; substitute channel 238B1 (95.5 mhz) for 237A (95.3 mhz) at Pekin, and substitute channel 243A (96.5 mhz) for channel 239A (95.7 mhz) at Farmington; and modify license of



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WBYS-FM at Canton to specify operation on channel 300B1, and modify license of WGLO(FM) at Pekin to specify operation on channel 238B1. (MM Docket 86-489 by R&O [DA 88-1503] adopted Sept. 14 by Deputy Chief, Policy and Rules Division.)

■ Ackerman and Cleveland, MS—At request of French Camp Radio Inc. and Carol B. Ingram, proposed amending FM Table by substituting channel 300C (107.9 mhz) for channel 300C1 at Ackerman and modifying license of WFCA to specify operation on higher-class channel: substituting channel 295A (106.9 mhz) for channel 299A (107.7 mhz) at Cleveland. Comments due Nov. 15, replies December 12. (MM Docket 88-472 by NPRM [DA 88-1488] adopted Sept. 1 by Deputy Chief, Policy and Rules Division.)

■ Garapan, Saipan—Effective Nov. 18, amended FM Table to allot channel 250C (97.9 mhz) to Garapan as its second local FM service. Window open Nov. 21-Dec. 21. (MM Docket 87-254 by R&O [DA 88-1501] adopted Sept. 14 by Deputy Chief, Policy and Rules Division.)

■ Pelican Rapids, MN, and Milbank, SD—Effective Nov. 18, amended FM Table to allot channel 281C2 (104.1 mhz) at Pelican Rapids as its first FM broadcast service. Window open Nov. 21-Dec. 21. (MM Docket 88-12 by R&O [DA 88-1497] adopted Sept. 9 by Deputy Chief, Policy and Rules Division.)

■ Ridgecrest, CA—At request of Bel Air Broadcasting Corporation, proposed amending FM Table by substituting channel 224B1 (92.7 mhz) for channel 224A at Ridgecrest.

and modifying license of KQIZ-FM to specify operation on B1 channel. Comments are due Nov. 18, replies Dec. 5. (MM Docket 88-458 by NPRM [DA 88-1395] adopted August 30 by Deputy Chief, Policy and Rules Division. Mass Media Bureau.)

■ Durango, CO—At request of Durango Broadcasting Company, proposed amending FM Table by allotting channel 275C (102.9 mhz) to Durango as its third local FM service. Comments are due Nov. 18, replies Dec. 5. (MM Docket 88-456 by NPRM [DA 88-1393] adopted Aug. 30 by Deputy Chief, Policy and Rules Division.)

■ Battle Ground, IN—At request of Linda Kuenzie, proposed amending FM Table by allotting channel 254A (98.7 mhz) to Battle Ground as its first local broadcast service. Comments are due Nov. 18, replies December 5. (MM Docket 88-459 by NPRM [DA 88-1396] adopted August 30 by Deputy Chief, Policy and Rules Division.)

■ New Albany, IN—At request of Roch Communications Company, proposed amending FM Table by allotting channel 234A (94.7 mhz) to New Albany as its first local FM service. Comments are due Nov. 18, replies Dec. 5. (MM Docket 88-457 by NPRM [DA 88-1394] adopted Aug. 30 by Deputy Chief, Policy and Rules Division.)

■ Central, NM—At request of C. N. Morris, proposed amending FM Table by allotting channel 237C2 (95.3 mhz) to Central as its first local FM service. Comments are due Nov. 18, replies December 5. (MM Docket 88-462 by NPRM [DA 88-1429] adopted Aug. 29 by Deputy Chief, Policy and Rules Division.)

■ Waupun, Mayville and New Holstein, WI—Effective Nov. 14, amended FM Table by substituting channel 258C2 (99.5 mhz) for channel 257A (99.3 mhz) at Waupun, and conditionally modifying license of WGGQ(FM) to specify operation on C2 channel; and substituting channel 226A (93.1 mhz) for channel 258A at New Holstein, and conditionally modifying license of KFKQ(FM) to specify operation on channel 226A; and substituting channel 254A (98.7 mhz) for channel 259A (99.7 mhz) at Mayville in order to accomplish Waupun upgrade. (MM Docket 88-270 by R&O [DA 88-1466] adopted Sept. 9 by Deputy Chief, Policy and Rules Division.)

■ Sitka, AK—At request of Alaska Broadcast Communications Inc., proposed amending FM Table by allotting channel 276C2 (103.1 mhz) to Sitka as its first local commercial FM service. Comments due Nov. 21, replies Dec. 6. (MM Docket 88-465 by NPRM [DA 88-1472] adopted August 28 by Deputy Chief, Policy and Rules Division. Mass Media Bureau.)

■ Wilson, AR—At request of Clarence Medlin, proposed amending FM Table by allotting channel 279A (103.7 mhz) to Wilson as its first local broadcast service. Comments due Nov. 21, replies Dec. 6. (MM Docket 88-463 by NPRM [DA 88-1470] adopted Aug. 29 by Deputy Chief, Policy and Rules Division.)

■ Wray, CO—At request of Wray Radio Inc., proposed amending FM Table by substituting channel 252C2 (98.3 mhz) for channel 252A and modifying license of KRIZ-FM to operate on new channel. Comments due Nov. 21, replies Dec. 6. (MM Docket 88-464 by NPRM [DA 88-1471] adopted August 29 by Deputy Chief, Policy and Rules Division.)

■ Chauncey, et al., GA—At request of several parties, proposed amending FM Table by several options. Option I: Lonnie C. Carter proposed allotting channel 267C2 (101.3 mhz) to Chauncey as its first FM channel; Option II: Sol Broadcasting Inc. proposed substituting channel 267C2 for channel 269A (101.7 mhz) at Soperton and modifying license of WKTM(FM) to specify operation on class C2 channel; Option III: Kirby Broadcasting Company proposed substituting channel 224C2 (92.7 mhz) for channel 224A at Dublin and modifying license of WKKZ(FM) to operate on new channel, and substituting channel 267A for channel 221A at Eastman and modifying license of WUFF(FM) to operate on channel 267A, and issued a show cause order to WUFF as to why its license should not be modified to specify operation on channel 267A. (MM Docket 88-460 by NPRM and Order [DA 88-1397] adopted August 29 by Deputy Chief, Policy and Rules Division. Mass Media Bureau.)

■ Prescott Valley, AZ—At request of Lucky Communications Inc., proposed amending FM Table by allotting channel 252C2 (98.3 mhz) to Prescott Valley, as its first wide coverage area FM service. Comments due Nov. 21, replies Dec. 6. (MM Docket 88-473 by NPRM [DA 88-1481] adopted August 31 by Deputy Chief, Policy and Rules Division. Mass Media Bureau.)

■ Yellville, AR—Effective Nov. 14, amended FM Table to substitute channel 249C2 (97.7 mhz) for channel 249A at Yellville and modified license of KCTT-FM to specify operation on higher-class channel. (MM Docket 87-565 by R&O [DA 88-1489] adopted Sept. 9 by Deputy Chief, Policy and Rules Division.)

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RADIO

HELP WANTED MANAGEMENT

General manager needed for KKLZ-FM, 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.

General manager/sales manager. FM in beautiful Mid-west college town. Looking for dynamic, aggressive individual who is willing to work hard and build up station operating below its potential. Sales experience a must. Tremendous opportunity for advancement with budding chain. Send complete resume, references and salary history to Box N-9.

WEBC 108 FM: Southern Connecticut's leading radio station seeks business manager. Supervisory experience including general ledger and payroll. College graduate. Send resume, salary requirements and salary history to Vince Cremona, General Manager, 50 Washington Street, Norwalk, CT 06854. EOE.

Fr. Myers - Naples, Florida FM. Outstanding opportunity for self-motivated general manager. Ownership offered without cash investment. Box N-20. EOE.

GM's and SM's: Ground floor opportunity with young, aggressive group. Openings in Wisconsin, South Carolina, Texas, Iowa and North Dakota. Equity possible. Send resume along with your strategy on winning in small to medium markets to: Tom Love, Eagle Communications, P.O. Box 588, Lufkin, TX 75902. EOE.

Investors looking: Seeking proven, top quality, radio GMs and/or properties for acquisition. Substantial management, equity incentives assured. Box L-46.

LSM-G-98, Portland, Maine. Aggressive individual with sales management experience and finely tuned people skills to motivate, train, and help build sales team. Station is highly promotional, building numbers. Salary and benefits are negotiable. We want to grow and need people to do it. Call today. Tom Talbott, 207-775-6321. EOE.

Sales manager: Leading FM/AM promotion oriented radio stations need strong, professional, experienced leader to train and motivate sales staff. Salary and incentives. Prefer CRMC or equal. Beautiful Mid-Southwest area 200,000. Great place to live. Gary Keifer, KISR/KFSA Radio, P.O. Box 3100, Fort Smith, AR 72913. EOE.

Full time R.I. AM needs sales oriented GM. You should be an aggressive closer, committed to the business. Hands on manager. Prior GM experience not necessary. Send resume to: Dave Hills, c/o TeleRep, 875 Third Avenue, New York, NY 10022. EOE.

Major group broadcaster seeks experienced VP/GM for KLTE, Oklahoma City, Oklahoma. Send resume and salary history to Scott Frothingham, Entercom, 100 Presidential Boulevard, Suite 10, Bala Cynwyd, PA 19004. EOE.

HELP WANTED SALES

Nation's 29th Hispanic market growing fast with only two Spanish radio stations. Have openings for two AEs with direct sales experience. Spanish not required. Call Steve McGavren, KAFY Bakersfield, 805-324-4411. EOE.

Aggressive salesperson wanted for AM/FM combo in growing north central Illinois market. Established list. If you are experienced, great! If not, you can learn from us. Send resume to J. McCullough, WLPO/WAJK, P.O. Box 215, LaSalle, IL 61301. EOE.

Rapidly growing NYC talk station needs quality salesperson with strong retail background. Excellent opportunity to make serious \$\$\$. Must be aggressive, hard-working, with strong, conceptual orientation. Call Bob Stevens 212-586-5700. EOE.

Bemidji, MN AM/FM combo - 5kw AM, 100kw FM - Experienced salesperson needed NOW! Growing group offers advancement opportunities. Send resume to Harry Hastings, KKB Radio, Box 1360, Bemidji, MN 56601. EOE.

The fastest growing area in the country is southwest Florida and we need good sales people. Send your resume to: WDCO, 1227 De Prado Boulevard, Cape Coral, FL 33990. 1-813-574-1200. EOE.

Excellent opportunity to join growing regional FM. Sales managers, AEs, and sales trainee positions available immediately. FM 104.9 WYRY, 130 Martell Court, Keene, NH 03431. 603-357-4797. EOE/MF.

Combination man, sales and sports. One year experience in radio sales and ability to call the game. Resume to Darrell Sehorn, KGRO-KOMX, Box 1779, Pampa, TX 79065. 806-669-6809. EOE.

We're looking for a small market sales pro ready to move up. We're solid now and building on our success for the future. Guarantee of 18K - 22K, plus commission, plus travel. Top 100 market leader. #1 12+, #1 18-34, #1 18-49, #1 25-54. Reply in strictest confidence to Mike Binkley, WIKS, P.O. Box 2684, New Bern, NC 28561. EOE.

Olympia Broadcasting, Wanted: This top rated broadcasting company continues to expand and seeks experienced account executives who want to enhance their broadcast careers. Please send resumes to VP/Director of Sales. Address: 605 First Avenue, Suite #510, Seattle, WA 98104. EOE.

Ideal Minnesota small market AM/FM combo seeks experienced salesperson. Contact Debra Briggs, KJJK, Ferguson Falls, MN 56537. 218-736-5408. EOE.

Hamden/Greater New Haven AM radio station. New owners. Interviewing for retail sales positions. Experience preferred. Send resume to: L. Ostrow, Milstar Broadcasting Corp., 99-15 67th Road, Forest Hills, NY, #75, 11375. EOE.

HELP WANTED ANNOUNCERS

New station in Virginia Beach looking for staff, on-air, sales, news. All staff positions. Tapes and resumes to: P.O. Box 9272, Virginia Beach, VA 23450. EOE.

Part-time/relief announcers needed for New York radio station. Big Band Standards experience preferable. Combo. Box N-13.

WHIL-FM in Mobile Alabama has an immediate opening for a fulltime classical music announcer who will also handle studio operations. We are looking for a person with three to five years on-air experience, knowledgeable about classical music and pronunciations, on-air fundraising experience, an interest in operations, and good references. We will make an attractive offer to the right person. Send resume, salary and tape to: Joe Martin, WHIL-FM, Post Office Box 160326, Mobile, AL 36616. No phone calls. WHIL-FM is an Affirmative Action/Equal Opportunity Employer.

Air talent: WCZX FM Poughkeepsie NY is searching for mature, adult communicators with Oldies/AC experience. Ability to relate essential. Air check/resume today to: P.D. CZX Classics, 319 Mill Street, Poughkeepsie, NY 12601. EOE, M/F.

New southern Conn. AM Classic Rock station, hiring talent for all shifts, news, tape, resume, salary to: M. Wilson, Milstar Broadcasting, 284 Winding Road South, Ardsley, NY 10502. EOE.

Announcer, Full service/AC seeks tapes and resumes for full and part-time openings. EOE. Contact Joe Ryan, WKIP, P.O. Box 1450, Poughkeepsie, NY 12602. No calls.

HELP WANTED TECHNICAL

Austin, Texas - A high-tech town with a high quality of life. The University of Texas at Austin is seeking an assistant director for technical services at the Center for Telecommunication Services. To provide direction as chief engineer and technical maintenance supervisor. Required qualifications: Bachelor's degree in electrical, telecommunication, or electronics engineering; five years experience in electronic broadcasting equipment design, installation, maintenance, and operation; knowledgeable in respect to FCC technical rules and regulations. On call nights and weekends (beeper will be provided). Annual salary is \$31,188 with excellent benefits. Department is willing to pay more depending on qualifications. Responsible for 100kw FM transmission facilities, including SCA; audio production facilities (master control, air control, three additional control rooms and associated studios); satellite audio uplink/downlink and video downlink; video cable system; master/slave highspeed, open-reel audiotape duplication system; STL and leased full-duplex microwave systems. Send resume with cover letter and three professional references to Mr. William Giorda, Communication Building B, University of Texas at Austin, Austin, TX 78712. Applications will be accepted through December 1, 1988. Equal opportunity/affirmative action employer.

Engineer/right-hand man needed by AM/FM combination. Must be able to service equipment and take care of some internal management of stations. Present engineer/right-hand man retiring after nearly 40 years of service. Tell me why we should hire you for this 100,000 watt FM in a great area to live. Major university within eight miles. Please send it ALL to me, General Manager, P.O. Box 145, Seneca, SC 29679. EOE.

Mid-west AM-FM looking for solid, stable chief engineer with strong maintenance ability. 312-896-9300. Contact Larry EOE.

Chief engineer for southern Connecticut Class B FM. Full hands on responsibility. Curt Hansen, WEBC 108, 50 Washington Street, Norwalk, CT 06854. EOE.

SCETV is seeking an experienced broadcast maintenance technician at WSCI-FM in Charleston, SC to be responsible for all technical aspects of station operation. Installs, maintains and oversees operation of all equipment. Trains staff in proper operation of equipment. Acts as liaison with transmitter supervisor, NPR engineering and other professional organizations. Technical director of all field projects. Associate degree in electronics technology and one year experience in the repair and maintenance of electronic equipment used in the area of radio and/or television broadcasting and production. Please send request for application to FM Station Manager, WSCI-FM, P.O. Box 801, Mt. Pleasant, SC 29464. EOE.

HELP WANTED NEWS

Experienced. Mature. Aggressive. If you fit these criteria, and you enjoy getting news the old-fashioned way, come join us on Cape Cod. Full-time news position. Full-time benefits. EOE. Call Keith Corey 508-775-7400 before 1:00 PM. Or, send tape and resume to WOCB, P.O. Box 668, West Yarmouth, MA 02673.

News talent: Reporter/anchor. Experienced. News department needs adult communicator. Ability to relate a must. Air check/resume to: N.D., CZX Classics, 319 Mill Street, Poughkeepsie, NY 12601. EOE, M/F.

News anchor for full service AC. Talkshow experience helpful. EOE. Contact Kim Dillon, WKIP, P.O. Box 1450, Poughkeepsie, NY 12602. No calls.

WILM Newsradio has potential openings for anchors/reporters/editors. Current events knowledge, writing, ad lib & board ability critical. Tape, resume, writing samples to: Allan Loudell, 1215 French St., Wilmington, DE 19801. EOE.

News director for WFSU-FM, Tallahassee, Florida. Coordinates the production of all news related programming, develops a comprehensive news format highlighting events of local interest and oversees distribution of news and information program productions. Supervises and makes daily assignments to news staff and determines content for local news segments. Hosts daily local news program. Degree required and two years of experience. To apply submit resume, tape and three letters of reference to Caroline Austin, WFSU-FM, 2561 Pottsdamer Street, Tallahassee, FL 32304. Salary minimum - \$19,610.00. EOE.

Experienced reporter, great entry-level on air position. T & R to KVEC, 3195-G McMillan Rd., San Luis Obispo, CA 93401. EOE.

Morning Edition Host and Producer for WFSU-FM Tallahassee, Florida. Serves as host for Morning Edition including hourly news summaries. Writes and edits scripts, rewrites copy, edits audio tapes and announces all continuity copy. Maintains community contacts and interviews news subjects live or on tape for stories, and announces all bridges between segments. Degree (experience can be substituted) and one year of experience. Send resume and tape to Caroline Austin, WFSU-FM, 2561 Pottsdamer Street, Tallahassee, FL 32304. Salary minimum - \$16,691.00. EOE.

HELP WANTED PROGRAMMING PRODUCTION & OTHERS

Experienced P.D. needed for market dominant news/talk. Some air work. Send photo, tape, resume and letter telling us how you can do the job. Attn: Mr. Brooks, KMJ Radio, 3636 N. First, Suite #106, Fresno, CA 93726. EOE.

Radio announcers. Top rated western Illinois Modern Country FM needs "communicator" to do more than intro records. Experience necessary. Leading area combo. Great place to live and work. Tape/resume to: WGEM AM FM, P.O. Box 80, Quincy, IL 62306. EOE, M/F.

Caribbean calling. New 1-KW FM permit, needs manager-engineer to head up operation from the start. Possible profit-sharing and equity. We're also in need of 1KW transmitter and complete studio to be installed on our beautiful Caribbean Island. Reply Box M-74.

Program director: The University of Michigan is seeking an experienced program director for its radio broadcasting service, currently providing informational programming, classical music and early jazz to nearly all major population centers in the state through WUOM (FM) in Ann Arbor and its associate public radio stations in Grand Rapids and Flint. The successful applicant will join a management team committed to a long range plan of service improvement and audience growth. Responsibilities will include the selection, development, acquisition and scheduling of programming; selection, training and evaluation of all on-air staff; assistance in the formulation and administration of the programming budget, and assistance in station planning and policy making. Necessary qualifications include a Bachelor's Degree in communications or another related liberal arts curriculum or an equivalent combination of education and experience; five years of experience in radio programming and announcing with at least two years in program management, a strong background in classical music programming, a working knowledge of Arbitron audience research materials, and strong inter-personal skills. Salary range in the low to mid 30's with an exceptional benefits package which includes five weeks of paid vacation, complete health care coverage, group term life insurance, and an excellent retirement program featuring immediate vesting. Please send resume and audition tape by October 28, 1988 to Joel Seguire, WUOM, 5500 LSA Building, Ann Arbor, MI 48109. A non-discriminatory, affirmative action employer.

SITUATIONS WANTED MANAGEMENT

Currently employed general manager, street fighter, good administrator, gets the job done at a profit! Box M-34.

Last 5 years my stations were number one. Sales/promoting/promotions oriented G.M., multiple formats. Let's win together. Call Bill - 804-232-5197

Broadcast professional, 20 years experience, seeks general or sales management. Prefer South or Southeast. All offers considered. Box N-3.

GM, track record of 100% sales increases first year, profits. Seeking small-medium market. Excellent references. 512-850-9703.

Down and out in the East? Make \$ with great programming and good street wise sales programs. Call Don Karnes 717-321-9035.

General manager. Creative. Aggressive. Bottom Line/Sales oriented. Wants rapport with major broadcasters or experienced investors. PO Box 15343, Fort Lauderdale, FL 33318-5343

Former Group VP, currently VP/GM of Southwest CHR, looking for group position or GM position in top 100. Box N-24

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.

Your next General Manager! Dynamic sales & promotion professional. Please call Bill Elliott, 413-442-1283

SITUATIONS WANTED SALES

Sales, announcing, copy, production combo! Experienced small market professional. Morning or afternoon drive plus sales. Box M-69.

Experienced in light radio sales, former prog. news, farm director wants to relocate in small market with opportunity to sell radio advertising in southwest Virginia, Kentucky, Tenn. Family in Wise, Virginia. Reply to Box N-8.

Successful AE seeks SM position in small or AE in medium Northeast market. 616-983-0257. Scott.

AM in the red? Get into the black. Tried and true methods. Knock on door - make sales. Call Clark Jones 615-373-2108.

SITUATIONS WANTED ANNOUNCERS

Can start tomorrow! Recent college and C.S.B. graduate looking for an on-air news position in the Northeast. One year experience. For demo, write L.A.F., P.O. Box 220, Braintree, MA 02184

Hey, U.S. radio stations: I'm a CSB graduate in need of a chance in radio as DJ, Trainable, relocatable. 517-787-9043 Steve

Seeking entry level DJ position. Broadcasting school graduate. Looking for full or part-time position in New England but will consider elsewhere. Contact Charles Urnie, P.O. Box 3055, Waterbury, CT 06705.

Easy listening announcer. Nostalgia a specialty. Also experienced in news. Prefer Virginia location. Call Don, 703-249-4796.

20-year veteran personality, stable, wants to work in medium to large Southern market. Experienced in many formats, prefer Gold or A/C. Box N-31.

Please hire me! General announcing and music. First blind graduate from Columbia School of Broadcasting, Chicago. Harold Bocock, 3502 Ted Avenue, Waukegan, IL 60085. 312-623-6997.

SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

PowerMix - Jerry "DJ" Strothers - Digital production, excellent community involvement, promotions, CNN Newshound. 412-244-8872.

Have pipes - will travel. All serious offers considered. Team player. 30 years in radio all facets. Call today. Let's talk. 517-386-7506. Dick O'Brien.

CONSULTANTS

Have ailing small market station? We can help. Sales, programming and engineering. Low rates. Ohio, Indiana, Kentucky, WVa., PA. Call HDI Program Consultants. 513-382-1843 after 6PM EST.

MISCELLANEOUS

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.

Radio newsletters! We compose, produce, and print newsletters exclusively for radio stations. Find out more. Call Apple Communications at 203-334-8922.

Are you ownership ready? Passive investors seeking quality, proven radio GMs and/or properties; management equity, incentives assured. Box N-28.

TELEVISION

HELP WANTED MANAGEMENT

Local sales manager - w/GSM potential for aggressive No. 3 affiliate in 3 station market. Must have sales management experience and be strong in sales development, recruiting and inventory mgmt. Indy experience a plus. Midwest 125+ market size. Box N-1

General sales manager for group owned power house affiliate. Mid-sized sunbelt market. Must know national sales and be a creative ace in local sales development. Minimum 5 years management experience preferred. Only the best should apply. Compensation meets job requirements. Send resume to Human Resource Director, Box N-12. EOE.

General manager for strong network affiliate in upper Midwest. This position calls for a hands-on broadcaster with experience in all facets of station management. Good salary and benefits with an aggressive group owner. Please send resume to Box N-21. EOE.

Director of development: Public Broadcasting's only 4-station/1-market operation is looking for a seasoned development professional to manage a 16-person fundraising staff operating in the areas of membership auction, corporate support, grants, and planned giving for 2 TV and 2 radio stations. Also responsible for a major-donor club and will serve as part of management team directing capital giving campaign. Requires minimum of 3 years development experience for non-profits (or 3 years in responsible position in public broadcasting), leadership experience, and excellent communication skills. Ability to communicate effectively on TV and radio a must. Successful candidate will be a key participant in on-air fundraising for all stations. Ability to handle competing priorities and willingness to work long hours essential. Public broadcasting experience preferred. Excellent benefits: salary based on experience and ability. EOE. Please send resume & cover letter to: Vice President of Development & Publicity, WNY Public Broadcasting Association, 184 Barton St., P.O. Box 1263, Buffalo, NY 14240.

Local sales manager: NBC affiliate in northern California looking for aggressive sales manager with proven track record. Strong background in people management. Ability to train and manage inventory. Send resume to KCPM-TV, 180 East Fourth St., Chico, CA 95928. EOE.

TV station manager: Bachelor degree in education/communications or related areas of work. Three to five years of experience in studio operations and TV station managing. Salary competitive, considers relevant credentials and experience. Location: Cocoa, Florida. Submit a resume to: Personnel Office, Brevard Community College, 1519 Clearlake Rd., Cocoa, FL 32922. Closing date Oct. 17, 1988

Station manager - Midwest Indy seeks professional with extensive sales management experience. Reply in confidence. Box N-6. EOE.

Promotion producer: WISH-TV seeks an exceptional talent, one whose writing will amaze us, whose TV production skills will astound us, whose sense of marketing will inspire us. Three to five years experience in advertising or promotion is critical. No phone calls. Send resume and samples to Promotion Director, WISH-TV, 1950 N. Meridian, Indianapolis, IN 46202. EOE. M/F.

Group broadcaster seeks general manager for NBC affiliate, WTOV-TV, Steubenville, Ohio. Candidate must have sales experience, knowledge in financial accountability, and possess strong people skills. Send resume to Ralph E. Becker, Television Station Partners, 55 Old Post Rd. #2, Greenwich, CT 06830. TSP is an equal opportunity employer.

HELP WANTED SALES

Local sales manager for strong affiliate in mid-sized sunbelt market. Group owned. Minimum 3 years experience preferred. Applicants must be exceptionally skilled and creative at increasing budgets of existing accounts and creating new ones. Compensation commensurate with experience and skill. Send resume to Human Resource Director, Box N-12. EOE.

Growth company seeks highly motivated, experienced TV sales representative to sell proven marketing systems to TV stations. Draw against commission. Earning potential 60K+. Resumes to Michele Roberts, Broadcast Resource Group, 210 25th Ave. N., Suite 818, Nashville, TN 37203.

National sales manager: Jacksonville, Florida. Aggressive, hard-working with independent sales background. Ability to motivate people, excellent organizational skills. Travel necessary. Management experience helpful. Call Lynn Mortimer, General Sales Manager, WNFT-TV 47 at 904-725-4700. EOE.

Local sales manager: Jacksonville, Florida. Television station needs experienced individual to manage department. Independent sales background necessary. Call Lynn Mortimer, General Sales Manager, WNFT-TV 47 at 904-725-4700. EOE.

Sales representative: Expanding Chicago production company needs Michigan Avenue (agency) sales representative. We're looking for someone with proven track record - no beginners, please. Excellent compensation and growth opportunities. Box N-32.

Account executive—Live and work in Knoxville, TN, home of the University of TN, and one of the most progressive and beautiful cities in the Southeast. Smokey Mountains, abundance of lakes & a clean environment add to the overall beauty of the area. WKCH-TV is a Fox affiliate and the only Independent in the Knoxville market. We are looking for a strong television salesperson, with independent experience preferred. We are offering a top list with major earning potential, and future management possibilities. Please contact Matt Pryor, General Sales Manager, WKCH-TV, 615-971-4343. EOE.

HELP WANTED TECHNICAL

Florida Indy seeks experienced TV/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.

TV maintenance engineer, 4-5 years experience with strong digital background and edit suite maintenance. Contact George Murray, Trinity Broadcasting 714-665-2147. EOE.

Small market television station in the Southwest is seeking a chief engineer. Salary commensurate with experience. Send resume to Box N-4. EOE

Electronic maintenance technician: First-rate, experienced technician, capable of caring for wide range of modern equipment in a large network affiliate. Solid technical background. Heavy experience in most of the microwave and transmission equipment, quad and helical VTR; audio mixing and recording equipment, digital systems, electronic news gathering, etc. FCC General License required. Qualified applicants, send resume to Jack Barnes, KOMO Television, 100 Fourth Avenue North, Seattle, WA 98109. EOE

Transmitter supervisor. Top 10 market UHF Harris transmitter, contact Jim Lange, Chief Engineer, 12276 Wilkins Avenue, Rockville, MD 20852. EOE.

Assistant chief engineer: Major market PSS affiliate has opening for an ACE. 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 is an equal opportunity employer.

Chief engineer for ABC affiliate. Group operation with opportunity for advancement. Excellent company benefits. Send resume to Max Sklower, KBMT-TV, P.O. Box 1550, Beaumont, TX 77704. EOE.

Chief engineer: Midwest, VHF network affiliate is looking for a hands-on chief. Applicants should have control room, maintenance, and transmitter experience. Great opportunity for supervisor or assistant chief to move up. Send resume to J.D. Walls, Operations Manager, KCAU-TV, Sioux City, IA 5110. EOE, M/F.

Maintenance engineer. KSEE has an opening for an experienced maintenance engineer. Must have 3-5 years experience working with state-of-the-art commercial TV equipment in a broadcast station. Please send resume to Personnel, KSEE, P.O. Box 24000, Fresno, CA 93779. EOE, M/F/H.

Engineering supervisor: Large California video post-production facility has immediate openings for 3 engineering supervisors. Should be highly motivated, with hands-on knowledge of post-production methods and equipment such as Ampex and Sony 1" VTR's, CMX editors, GVC and Ampex switchers, Rank Cintel telecines and electronic graphics equipment. Must have previous supervisory experience with good people and communication skills. Mail resume to: Judy Solomon, Human Resources, California Video Center, 5432 West 102nd St., Los Angeles, CA 90045. EOE.

HELP WANTED NEWS

Feature reporter for exciting recreational mecca! Send non-returnable VHS samples. No goldfish-swallowers or alligator-wrestlers, please. P.O. Box 1476, Tampa, FL 33622-2607. EOE.

Group-owned, ABC affiliate needs news director for aggressive, news oriented station in medium Midwest market. Excellent growth potential for the right person. Salary commensurate with experience. EOE. Send resume immediately to Bill Acker, KODE-TV, P.O. Box 46, Joplin, MO 64802.

Small Texas market CBS affiliate seeks 6 & 10 PM co-anchor to complement a male dominated news team. Applicant should possess a college degree and have at least 3 years experience as a reporter and/or anchor with strong writing and presentation skills. Send tape and resume to: News Director, KLST-TV, 2800 Armstrong, San Angelo, TX 76903. EOE.

Director for news at top 75 Southeast network affiliate. Fast paced newscasts require experienced director who can switch and direct. Must have strong leadership capabilities and actively contribute to aggressive news product. Will supervise crew, produce commercials, program and promotional projects. Computer editing experience a plus. No beginners. Send resume and salary requirements to Box N-10. EOE.

Weekend anchor/reporter. Midwestern #1 affiliate looking for dedication, personality and love for community involvement. Absolutely no rookies. Box N-22. EOE.

ENG photographer: WTVG, Toledo. Aggressive, creative, with minimum two years experience. Send tape and resume to Michael Sullivan, News Director, WTVG, Toledo, OH 43607. EOE. No calls, please.

Television anchor: Must have 3 years on-air experience in broadcast journalism. TVANCHOR/REPORTER: Must have 1 year experience in broadcast journalism. P.O. Box 4406, Chico, CA 95927. EOE.

Anchor/reporters: WTEN-TV is looking for a weekend reporter/anchor and a noon co-anchor/reporter. All candidates must be strong journalists with at least two years experience. We want aggressive, caring individuals who write well and are team players. Send tape and resume to Jim Holland, News Director, WTEN-TV, 341 Northern Blvd., Albany, NY 12204. No phone calls, please. We are an equal opportunity employer.

Weather presenter needed in Tornado Alley for Midwest ABC affiliate. Familiarity with weather computers a necessity. If you're energetic and know weather, send tape and resume to Bob Totten, KTKA-TV, P.O. Box 2229, Topeka, KS 66601. EOE.

Weathercaster wanted. WNWO-TV is seeking a strong on-air weatherperson. AMS preferred; three years experience minimum. Send resume and non-returnable tape to: George Noleff, News Director, WNWO-TV, 300 South Byrne Rd., Toledo, OH 43615. WNWO-TV is an equal opportunity employer. Deadline: October 15.

Reporter wanted. WNWO-TV is looking for an experienced reporter with anchor potential. Live-shot and on-set experience necessary. Send resume and non-returnable tape to: George Noleff, News Director, WNWO-TV, 300 South Byrne Rd., Toledo, OH 43615. WNWO-TV is an equal opportunity employer. Deadline: October 15.

11pm producer. Growing top 40 station with SNG, CONUS, and NEWSTAR computerized newsroom seeks aggressive journalist to take charge of our late news. Must know how to make the 11 new and different from the six. Minimum two years experience. Send resumes, tapes, and references to Dave Layman, WLNE-TV, 10 Orms St., Providence, RI 02904. No phone calls. EOE.

Producer/reporter--to assist in producing weekend and morning newscasts. Need strong writing and good understanding of video and graphics. At least one year experience as a reporter/photographer. Tape and resume to Grant Price, Vice President/News, KWWL-TV, 500 East Fourth St., Waterloo, IA 50703. EEO.

Assignment editor: College degree, organizational skills, two years of TV assignment desk experience a must, non-smoker. Send resumes and tapes to Terry Kurtright, News Director, KOLR-TV, Box 1716, Springfield, MO 65801. No calls. EOE.

Photographer/editor. Experienced only. Must be a whiz at hard news and sports. Must be quick editor familiar with BVU 800 or Betacam systems. Live shot experience a plus. Tapes and resumes to Bill Wagman, News Director, WANE-TV, Box 1515, Fort Wayne, IN 46801. EOE, M/F.

Anchor/reporter - San Diego. Looking for the right person to work with outstanding male anchor and news team. Great opportunity! Send tape and resume to Jim Holtzman, KFMB-TV, Box 85220, San Diego, CA 92138. EOE.

Reporter: Hard working reporter sought for one of nation's top local cable TV news department. 1-2 years on camera experience. Editing a plus. Please send resume with salary requirements and a demo reel to: Media General Cable of Fairfax, 14650 Lee Rd., Chantilly, VA 22021. EOE.

Mid-market New England TV station seeking seasoned co-anchor (M-F). Must have at least 3 years anchoring experience with network affiliate. Excellent opportunity for professional team player. This station is committed to excellence. If you are considering a move to a modern facility in a beautiful part of the country, and want to be part of an upcoming winning team, send resume and references to Box N-33. EOE.

Feature reporter for exciting recreational mecca! Send non-returnable VHS samples. No goldfish-swallowers or alligator-wrestlers, please. P.O. Box 22607, Tampa, FL 33622-2607. EOE.

Weathercaster who thrives on community involvement and environmental issues. Send non-returnable VHS demo. P.O. Box 22607, Tampa, FL 33622-2607.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

Editor/on-line. Creative, hard-working, on-line editor needed to head progressive commercial post-production operations for local station. A take-charge person experienced with Ampex 4100 switcher, ACE editing/VPR 80's, Harris ESS, Dubnet CG and Ampex ADO. Knowledge of Ampex 3-D Picturmaker a plus. Resume & tape to John Cannon, WMDT TV, 202 Downtown Plaza, Salisbury, MD 21801. EOE, M/F.

Computer editor: Looking for highly motivated, technically oriented editor for Ampex suite. Must be experienced with ACE editor, ADO, A/C switcher, VPR 6's. Franklin Video, Inc., 1300 St. Mary's Street, Suite 205, Raleigh, NC 27605. 919-833-8888. EOE.

Chicago on-line editor. Here's a great opportunity to work with great bunch of people in this major post-production community. We need an experienced editor in our Sony 1" (and Betacam SP and 3/4") edit suite. Prior experience with the following counts a lot: Grass Vally edit controller and switcher, Abekas A62, Ampex ADO, and Chyron Super-Scribe. Excellent compensation package and opportunities for the right forward-looking, client oriented individual. Send resume and salary requirements in confidence to: Neal Kesler, Edit Express, 727 N. Hudson, Chicago, IL 60610. EOE.

Are you ready for Chicago? Experienced multicam location engineer opening with one of Chicago's leading production houses. Must love production and be technically deep. Send resume to Lee Carter, Renaissance Video Corp., 130 South Jefferson St., Chicago, IL 60606. EOE.

Electronic graphic artist: Experienced, creative, quality minded person needed to operate Vidifont V graphic system with paint for a Midwest commercial television station/production house. Send resume and salary history to Box N-14. EOE.

Production manager. Require strong commercial, program, and news production background. Two years experience as production or commercial manager or equivalent. Send resume by November 1, 1988, to Personnel Director, WHOI-TV, 500 N. Stewart St., Creve Coeur, IL 61611. EOE.

Host/field producer: Innovative minority affairs program airing in the Number 1 and 4 markets needs a seasoned journalist to host the series and produce top-quality field pieces. 2-3 years experience researching, writing, editing, producing and appearing in field places required. Two years' anchoring or hosting experience, undergraduate degree and strong commitment to minority-related issues required. Rush resume and tape to Damon Williams, Producer, NJN, 1573 Parkside Ave., CN 777, Trenton, NJ 08625. EOE/MF.

Independent TV station expanding to Albuquerque NM accepting applications for all positions. Send resume to Personnel Dept., P.O. Box 580, Santa Fe, NM 87504. (Positions avail. immediate). EOE.

WPBF-TV, West Palm Beach, Florida - Presently recruiting to fill all positions for new station: Business manager, chief engineer, promotion manager, production manager and all operating personnel. Please send resume to Personnel Director, WPBF-TV, 3970 RCA Blvd., Suite 7007, Palm Beach Gardens, FL 33410. No phone calls. EOE.

Director of promotion & publicity: Public Broadcasting's only 4-station/1-market operation is looking for a seasoned professional to handle promotion and publicity. Responsible for all press relations and service, advertising and promotion (local and national) for 2 TV and 2 radio services. Also publishes monthly program guide magazine for members. Requires minimum 5 years direct experience in broadcast station promotion or public broadcasting, demonstrable leadership abilities, as well as excellent communication and organizational skills. Public broadcasting experienced preferred. Long hours, terrific benefits; salary based on experience and ability. EOE. Send resume and cover letter to: Vice President of Development & Publicity, WNY Public Broadcasting Association, 184 Barton St., P.O. Box 1263, Buffalo, NY 14240.

Paintbox/graphic operator: Major Midwest 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 541, Lathrup Village, MI 48076. EOE.

Magazine host/producer who sizzles! Conversational style and program development skills are imperative. Rush non-returnable VHS samples. P.O. Box 22607, Tampa, FL 33622-2607.

TV technical director. Ability to switch live, locally produced shows, including news, public affairs, PM Magazine and commercial client production. A minimum of one year directing or technical directing and thorough knowledge of Grass Valley 300 switcher, Quantel DPE 5000 plus digital effects system, and Harris Still Store required. Send resume and tape to Len DePanics, WCPX-TV, P.O. Box 60600, Orlando, FL 32860. EOE.

Promotion producer: Responsible for creation of on-air promotion. Television production experience a must. Letter and resume only to Personnel Director, WHNS-TV, 21 Interstate Ct., Greenville, SC 29615. EOE, M/F/H.

Assistant producer/director: Able to handle both studio and remote switched productions. Primary responsibility for four camera mobile studio. Minimum of 3 years experience as a producer/director. Sports experience and knowledge of technical set-up helpful. Send resume and salary requirements to: Media General of Fairfax, 14650 Lee Rd., Chantilly, VA 22021, Attn: Human Resources. EOE.

Producer/director: Weekend news and a variety of other assignments. Two to three years experience. Resumes and tapes to Dave Goff, Production Manager, WRTV, P.O. Box 607, Indianapolis, IN 46202. EOE.

Creative director - At WRTV Channel 6 we're looking for a star. A bright, energetic, creative person to write and produce station promotion. If your skills in these areas stand out, we have a position where you will shine. WRTV 6 is located in Indianapolis, America's Heartland and amateur sports capital. If you want to live in an exciting city and work in a dynamic television promotion department, send resume and 3/4" tape to: Sharon Malmstone, Director of Advertising & Promotion, WRTV 6, 1330 N. Meridian St., Indianapolis, IN 46202. EOE.

Promotion manager: Excellent opportunity; supervisory position. Experienced all phases TV station news, entertainment, image promotion; on-air, radio, print, outdoor. Strong creative. Must be able to write/produce: 3/4" editing skills desirable but not required. No beginners. Tape/resume/salary requirements by or before October 31 to Linda Nix, WDSU-TV, 520 Royal St., New Orleans, LA 70130. EOE. No phone calls.

Hosts/anchors/play-by-play/color commentators for 1990 Goodwill Games in the following sports: Baseball, basketball, boxing, cycling, diving, figure skating, gymnastics, ice hockey, modern pentathlon, rowing, rhythmic gymnastics, swimming, team handball, track and field, volleyball, water polo, wrestling, yachting. Applicants must have at least four years experience in professional and/or NCAA sports to be considered. Deadline for submitting VHS tapes and resumes is November 30. No phone calls. Send to Box 105208, Atlanta, GA 30348-5208. EOE.

SITUATIONS WANTED TECHNICAL

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.

Seasoned newcomer (Producer of Incountrymen). Dedicated, sober, reliable, seeking (field/studio) technician's career. John C. Crutcher, 7112 6th Avenue North, St. Petersburg, FL 33710. Talk to me! PM 813--343-3765.

SITUATIONS WANTED NEWS

Photojournalist/producer with ten years experience seeks position on magazine show, investigative unit, or special projects. Call Bobby 512--697-0092.

Young, enthusiastic woman. B.S. in Journalism. TV experience. Strong desire to enter TV/radio industry. Programming, research, PR, broadcast, sales, promotions, or other. Willing to relocate. Call Allison, 619--484-6746

Meteorologist. Need a place to start. Ivy League grad. On-air experience. Also sports and play-by-play. Art Saxon 215--687-4224.

SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

Advertising & promotion. Media marketing professional (print/radio/video/special events) seeks challenge in competitive market. Call Wilson, 714--776-2340

CMX school grad seeks employment. Previous A/B and LM experience. Call Dave, 1P - 4P, CST 309--243-7458.

CONSULTANTS

Can't air what you sold? Sales, traffic, problems? Contact the marketing professionals. T.M.C., P.O. Box 830414, San Antonio, TX 78283.

MISCELLANEOUS

Primo Newservice is seeking anchormen and anchorwomen with command and on-air presence, all size markets. Send tape and resume to Steve Porricelli or Fred Landau, Box 116, Old Greenwich, CT 06870-0116. 203--637-3653. EOE

Bill Slater and Associates offers talent coaching for the individual anchor and reporter. Also help with your audition tape. Call 312--328-3660.

The Hot Sheet--broadcasting's leading job journal! Hundreds of listings, plus timely advice on potential openings. Money-back guarantee. Media Marketing, P.O. Box 1476--PD, Palm Harbor, FL 34682-1476. 813--786-3603.

Anchor & weathercasters needed for several medium and major market clients. Strong on knowledge, experience, and presentation skills. Respond in confidence with non-returnable tape & resume to: Newspeople, 20300 Civic Center Dr., Suite 320, Southfield, MI 48076 EOE.

ALLIED FIELDS

HELP WANTED INSTRUCTION

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.

The University of North Carolina at Greensboro seeks two 9-month tenure track Assistant Professor of Communication and Theatre positions beginning August 1989 to teach in the Broadcasting/Cinema Division: 1. BROADCAST JOURNALISM -- Position calls for: (1) teaching Introduction to Broadcasting and advanced undergraduate courses (in broadcast journalism), (2) serving as Internship Director in Radio, TV and Film. Candidate expected to conduct research and/or be creatively active as well as supervise graduate students in same. A Ph.D. in Broadcasting is required, teaching experience preferred and professional exposure desired. Evidence of scholarly or creative activity is essential. (Finalists will be expected to submit examples.) 2. CINEMATOGRAPHY/VIDEOGRAPHY & PRODUCTION -- Position calls for: (1) teaching advanced cinematography/videography courses, (2) teaching courses in pre-production, production, and editing techniques, (3) supervising advanced undergraduate and graduate productions and collaborating with staff on professional productions, and (4) teaching film studies courses in applicant's area of specialization. Candidate is expected to be creatively active and committed to teaching. A Ph.D. or M.F.A. is required. Professional experience as important as teaching background. (Finalists will be expected to submit examples.) Applications Deadline: Applications must be received by December 1, 1988 and include (1) letter of application, (2) curriculum vitae, and (3) names, addresses, and phone numbers of three references. Finalists will be required to submit examples of creative work. Apply to: Professor Anthony Fragoia, Chair, Search Committee, Broadcasting/Cinema Division, Department of Communication and Theatre, UNC-Greensboro, Greensboro, NC 27412. The University of North Carolina at Greensboro is an affirmative action/equal opportunity employer.

San Jose State University offering tenure-track position in broadcast journalism beginning fall 1989. Assistant to associate professor with salary and rank depending upon qualifications. Ph.D. preferred or Master's with exceptional professional achievement in major broadcast market. Substantial professional experience in broadcast news required for appointment. Candidates should be prepared to coordinate department's broadcast journalism sequence and teach subjects in radio and television news. Application deadline January 15, 1989, or until position is filled. Write to Dr. Dennis E. Brown, Chairman, Department of Journalism and Mass Communications, San Jose State University, One Washington Square, San Jose, CA 95192-0055. EP/AA employer.

Mass Communication. Generalist position in radio/TV option of Mass Communication department. Primary responsibility to teach introductory and advanced courses in radio and television. Experience in radio and television production essential. Background in advertising or in business or industrial setting very beneficial. Terminal degree in mass communication preferred or Master's with significant professional experience. Assistant/Associate Professor. Tenure track, beginning August 21, 1989. Salary competitive depending on education and experience. Send letter of application, resume, and three letters of recommendation by November 5, 1988, to: Dr. R. Ferrell Ervin, Chairman, Department of Mass Communication, Southeast Missouri State University, One University Plaza, Cape Girardeau, MO 63701. Southeast Missouri State is a regional, multi-purpose institution enrolling more than 8,000 students. Cape Girardeau is a community of 35,000, located 120 miles south of St. Louis on the Mississippi River. Southeast Missouri State University is an equal opportunity/M-F/affirmative action employer.

Southern Illinois University. Assistant Professor (tenure track). Effective: August, 1989. Qualifications: Ph.D. (or equivalent) preferred; ABD, or MA with extensive professional/teaching experience considered. Three positions: 1) broadcast history, writing, radio production/performance; 2) production, writing, performance -- emphasis ENG/EFP video projects; 3) broadcast/cable law, promotions, management. Send resume and three references to: Leo Gher, Radio-TV Department, Southern Illinois University, Carbondale, IL 62901. Closing date: January 15, 1989 or until filled.

HELP WANTED MANAGEMENT

Entry level position with talent representative available for ambitious self starter with extensive knowledge of sports and familiarity with television broadcasting. Send resume to: 421 Seventh Avenue, Suite 1410, New York, NY 10001. EOE.

Development associate. Northwest Public Television, two stations serving eastern Washington and portions of Idaho and Oregon seek outstanding individual to manage annual televised fundraising auction and generate revenue through program underwriting sales to corporations, businesses, foundations and other funding agencies. This position will be based in Richland, Washington. Requires a baccalaureate degree and at least two years of professional fund raising experience or broadcast time sales experience. Experience in working with, supervising and/or coordinating volunteers; working in public broadcasting and/or demonstrated record of growth in sales or fund raised highly desirable. Salary \$26,000 - \$29,000 DOQ. Review begins November 1. Letter of application and current resume should be sent to: W. Neal Robison, Assistant General Manager, KWSU Radio/Television Services, Murrow Communications Center, Washington State University, Pullman, WA 99163-2530. WSU is an EO/AA employer. Protected group members are encouraged to apply.

HELP WANTED TECHNICAL

Supervisor - Broadcast Automation. Major music supplier wants experienced audio automation specialist immediately. Must have good organizational, engineering and management skills. Knowledge of Selector, Media Touch and/or CBSI software preferred. Call Steve Ward, PD. Muzak at 800--331-3340. EOE

HELP WANTED PROGRAMING PRODUCTION & OTHERS

Extension Communications Specialist to produce radio and television programming for the University of Illinois College of Agriculture and Cooperative Extension. Minimum: B.S. with two years of experience. The candidate must demonstrate excellent writing and on-air skills. Preference will be given to a background in agriculture. Salary commensurate with qualifications and experience. For full consideration, send a letter of interest, a resume, and an audition tape by October 21, 1988 to: Gary Beaumont, 65 Mumford Hall, 1301 West Gregory Dr., Urbana, IL 61801. 217--333-9440. The University of Illinois is an affirmative action/equal opportunity employer.

SITUATIONS WANTED MISCELLANEOUS

Composer seeks position scoring original music for video, audio, theatrical/industrial productions. Paul Nahay 301--270-1095.

Attention media brokers! Dynamic personality with radio, TV and cable experience. Seeking opportunity as a media broker trainee, consultant. Solid communicator, organizational and research skills. Team player. Will relocate. Phil Horabik, 6 Lamont Avenue, Cambridge, MA 02138. 617--423-6727.

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.

Beginners only: Trying to get that first job in news, sports or weather? We represent beginners only! Send letter to First Associates, P.O. Box 90122, Indianapolis, IN 46290.

EDUCATIONAL SERVICES

On-air training: For TV reporters. Polish anchoring, stand-ups, interviewing, writing. Teleprompter. Learn from former ABC Network News correspondent/New York local reporter. Demo tapes. Private coaching. Group Workshop Nov. 13. 212--921-0774. Eckhart Special Productions (ESP).

BUSINESS OPPORTUNITIES

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.

MISCELLANEOUS

Demo tapes: Update your television news demo tape or shoot a new one. Work with team of experienced professionals, led by former network correspondent. Eckhart Special Productions. 212--921-0774.

WANTED TO BUY EQUIPMENT

Wanting 250, 500, 1,000 and 5,000 watt AM-FM transmitters. Guarantee Radio Supply Corp., 1314 Iturbide Street, Laredo, TX 78040. Manuel Flores 512--723-3331.

Instant cash--best prices. We buy TV transmitters, towers, and transmission line. Bill Kitchen, Quality Media, 303--665-3767

1" videotape. Looking for large quantities. 30 minutes or longer will pay shipping. Call 301--845-8888.

LPTV transmitter wanted, used or demo, 1000 watts and other equipment for new LPTV station. John 612--222-5555.

Wanted: Sony BVH 1100 or BVH 2000 one inch VTR. Top condition. 804--253-0050.

Wanted: Ikegami HL 95 camera. Beta back or ENG configuration. 804--253-0050.

FOR SALE EQUIPMENT

AM and FM transmitter, used excellent condition. Guaranteed. Financing available. Transcom. 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 Transmitters** Harris FM20K (1987), AEL 25KG (1977) ** Harris FM20K (1981), RCA BTF20E1 (1975) ** Harris FM10H3 (1974), RCA BTF10D (1968), CCA 2500RD (1982) 2.5 KW FM ** Transcom Corp. 215--884-0888, TELEX 910--240-3856.

1KW AM Transmitters** Harris SX-1 (1983) ** Harris MW1A (1983) ** Collins 829D2 (1981) ** CSI T1A (1981) ** Collins 20V3 ** Bauer 707 ** Gates BC-1T ** Transcom Corp. 215--884-0888.

AM Transmitters** CCA AM 10,000D (1970), Collins 820E (1978) ** Gates BC-5P2 (1966) ** 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.

RCA UHF TV transmitter: Parallel 60 kw, mid-band Klystrons, available immediately \$85,000. Call Bill Kitchen or Dirk Freeman. 303--665-8000.

Silverline UHF TV transmitters. New, best price and performance. 35 Kw, 70 Kw, 140 Kw, 280 Kw, also brand new air cooled 10 Kw Klystron transmitter. Bill Kitchen or Dirk Freeman. Television Technology, 303--665-8000.

1000' Kline tower. Standing in Nebraska. Available immediately. Can move anywhere. Call Bill Kitchen, Television Technology 303-665-8000.

Channel 8 transmitter and antenna GE4TT6E2/4TF4A1 Good condition available immediately. Bill Kitchen 303-665-8000, ext. 101.

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

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

Television production inventory. Ikegami SC-500 Studio Pac, \$15,800. Laird Telemedia Character Generator, model 1500, \$3,700. Intergroup 10 and 20 channel production switchers: 9420E, \$14,500; 9310E, \$7,500. Ikegami 14" color monitor TM14-9RHC, \$2,600. Satellite teleconferencing electronics. Excellent quality and condition. Additional items available. 313-522-2385

C-band transportable uplink. Compact 42, fully redundant, 50KW generator, tractor, 2 degree compliant antenna, excellent condition. Contact Ben Miller, Trinity Broadcasting, 714-665-2145.

Reconditioned VHF-TV transmitters for lease or purchase. Tuned and tested on your channel. Warranted Sinan 315-425-9742.

5Kw AM/FM. 1Kw AM/FM, 250 W AM transmitters. Just removed from service. Very well maintained, clean. Joe 315-487-2393

Broadcast equipment (used). Transmitters, STLs, remote, antennas, monitors, consoles, processing, tape equipment, automation, turntables. Continental Communications, Box 78219, St. Louis, MO 63118. 314-664-4497.

FM and AM transmitters (used): Most powers. Continental Communications, Box 78219, St. Louis, MO 63118 314-664-4497.

TRC Moseley 1500 remote control system in good condition with sub carrier cards. Best offer buys system. Contact Dick Vaughan, WSYB, P.O. Box 249, Rutland, Vermont 05701. 802-775-5597

Complete type 5 edit system, Ikegami 730A and Sony 6800. Sachler tripod, head and wheels, color monitor. Lease company will allow a qualified buyer to assume the lease. Call now for more details. Media Concepts 919-977-3600 or FAX 919-977-7298

Several TK-28 and TK-29 film islands available. Very low hour TP-66s and TP-7Bs. Good, dependable 1" VTRs can finally be bought for less than \$10K. Call now for more details. Media Concepts 919-977-3600

Bosch FDL-60B2 CCD Color Film Transfer system including color corrector, computer, playback, cleaner, monitoring, plus many other options. Can be inspected in use FOB South. Best Offer. 205-956-2227

Blank tape, half price! Perfect for editing, dubbing or studio, recording commercials, resumes, student projects, training, copying, etc. Field mini KCS-20 minute cassettes \$6.49. Elcon evaluated 3/4 videocassettes guaranteed broadcast quality. To order call Carpel Video Inc. 301-845-8888, or call toll free, 800-238-4300.

Why Pay More? For best prices on evaluated 3/4" and 1" videotape stock, call I.V.C. 516-862-7156. Ask about our 3/4" reloading

Betacam cameras in demo condition, BVP30 & BVP3A With or without BVV1a recorder, 30 day warranty. Call for low prices - Video Brokers - 407-851-4595.

Betacam recorders, very low time BVW 10, BVW 15, BVW40. Starting at \$12K with 30 day warranty & satisfaction guaranteed. Video Brokers - 407-851-4595

Ikegami 79E - Special price \$26,500.00. New Canon 13X9 (2x) MACRO lens. Ampex VPR 5 (Nagra) lightweight portable/studio 1" with all accessories \$17,500.00 (4 in stock for immediate delivery). Video Brokers - 407-851-4595

Sony BVH 2000 with BVT 2000 TBC - excellent condition, \$38,500.00. Aurora 220 paint/graphics system. 6 months old, many extras \$40K. Video Brokers - 407-851-4595

Ampex VPR 6 full console with less than 500 hours \$38,500.00. Ampex Ace editor \$18K. Ampex VPR 20 portable 1" recorders \$9,500.00. Ampex TBC 3 & 6, call for price. Video Brokers - 407-851-4595

Grass Valley 100's, 1600's, 1680's, 300's - component or composite 100's full blown, prices start at less than \$10K. Video Brokers - 407-851-4595

RADIO

Help Wanted Management

AGGRESSIVE GROUP MANAGER

needed for one of America's leading quality Christian radio groups with 25 years of service. Currently in 5 major markets with immediate plans for significant expansion. Must be strong advance planner with reputation for follow-through. Must have established management and marketing background. Must be fast, smart and aggressive, highly motivated and proven leader. 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. We are still looking for just the right person. Are you this person?

Send complete information to:

Rich Bott
Bott Broadcasting Company
10841 E. 28th Sreet
Independence, MO 64052
EOE

FLORIDA'S SUNCOAST

SALES MANAGER

Opportunity of a lifetime for the qualified sales manager. Must be experienced beyond question to direct sales staff, work with national rep., handle agency contacts and client service. We seek a take-charge, hands-on executive to develop full potential of our established operation on Central Florida's West Coast. The rewards are bountiful, the future unlimited. In Florida's ideal family community. Excellent salary, benefits and commission. Original owners 30+ years, honor your confidentiality.

Resume to Box N-34

Help Wanted News

WRC Radio, Washington, DC, invites qualified journalists to apply for an anchor/writer position in the news department. Strong newsgathering skills required, as well as an authoritative air sound. An all-news background would be helpful.

Please send tape and resume to Rita Foley, News Director, WRC Radio, 8121 Georgia Ave., Silver Spring, MD 20910. No calls, please



Consultants

Announcing a new service.

PAUL E. RUSE CONSULTANT

Specializing in Radio Acquisition and "Start Up".

- Will do the preliminary work for you.
- Save time that you need for present operation.
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For more information on advantages of services offered.....call or write.....

Florida Office
#811 2419 Gulf to Bay
Clearwater, FL 34625
Phone (813) 791-0048

Michigan Office
151 North Hudson Street
Coldwater, MI 49036
Phone (517) 279-9412

Miscellaneous

We obtain Radio
Construction Permits
the old fashioned way...
we buy them!

Cash for C.P.'s write:
RadioActive Group
314 Ivy Place, 100 Wolf Road
Lebanon, NH 03766

TELEVISION

Help Wanted Programing

Production & Others

SHOW PRODUCER

If you know how to produce a show like "Live With Regis and Kathie Lee", can run a staff of 16, have high TV standards, a great rolodex, a sense of humor, take-charge ability, and can anticipate trends before they appear in People Magazine, you're it. Must have years of live studio, remote, and tape experience. Send a resume and letter today to Box N-24. Equal Opportunity Employer.

Top 25th market, network affiliate, group owned, is seeking a Creative Services Director. Should be strong on ideas, graphics, organization and be able to plan, write air promos, and be responsible for the total look of the television station. Supervises creative services, production, community affairs, and art departments. Six figure budget. An EOE M/F. Send resume to: Box N-27.

Help Wanted Programing
Production & Others Continued

HIRE GOALS.

Our staff won
16 BPME/BDA awards
and 3 Clios this year.

Next year we plan to win more.

If you're a great promotion writer/producer
(with lots of experience) and want to create
award-winning work, send a reel and resume to:

Sandy Knox
TNT Creative Services
1050 Techwood Drive
Atlanta, Georgia 30318
No phone calls please.
EOE/V/H



DESIGN DIRECTOR

KING 5 Television's Marketing Department is looking for a skilled designer/manager to direct our award-winning design staff. Responsibilities include electronic graphics center, set design, print advertising, sales materials, and budget control.

- Excellent oral and written communication skills
- College degree required
- Television design supervision experience essential
- Ability to problem solve in high pressure situations
- Management experience desirable

Send 2 copies of your cover letter and resume to:

Human Resources Director
King Broadcasting Company
333 Dexter Avenue North
Seattle, WA 98109

NO PHONE CALLS PLEASE!

King Broadcasting Company
is an Equal Opportunity Employer
M/F/H



NEWSCAST DIRECTOR

We are an aggressive and innovative network affiliated television station in a top 25 market located in the southwest. We are currently seeking an exceptional individual to direct our newscasts. This individual must be an experienced, talented and demanding director who possesses a thorough understanding of television news and who would constantly present our newscasts in an exceptional manner utilizing superior and innovative production techniques. A thorough understanding of state of the art technology and electronic graphics is a must. If you are that extraordinary individual we are seeking, send your resume to Box N-15. Equal opportunity employer.

PROMOTION WRITER/PRODUCER

FOX TELEVISION/WTTG's award-winning Creative Services department seeks a top-notch WRITER/PRODUCER. Excellent writing and production skills with at least 2 years experience producing movie and entertainment promotion. We offer a great working environment, state-of-the-art equipment and a chance to spread your wings. If qualified, please RUSH your 5 best spots and resume to:



PERSONNEL
Fox Television/WTTG
5151 Wisconsin Ave., N.W.
Washington, D.C. 20016
EOE

Help Wanted Management

GSM - TELEVISION NETWORK AFFILIATE

Fast growing NE market. Minimum 5 years television sales experience. Local sales management a plus. Send resume to:

Box N-35.

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

Situations Wanted Management Continued

NEED INCREASED CASH FLOW?

I've turned around two TV stations recently. One from bankruptcy to a 31% cash flow, with 280% revenue increase. I'm looking for a long term commitment, either a turn-around or new life to a stagnant property. Prefer the S.E.. Excellent references.

BOX N-11

Help Wanted Technical

FIELD TEST ENGINEER

Field Test Engineer needed immediately for important six-month project in the Washington, D.C. metropolitan area involving VHF, UHF and SHF television transmission systems and field test vehicle to conduct propagation tests and generate reports. Must have general TV, RF, test equipment and some computer experience and be willing to work on the equipment and in the field.

Contact:

Charles Rhodes, Chief Scientist
Advanced Television Test Center,
c/o NAB, 1771 N Street NW
Washington, D.C. 20036
or call 202-429-5337

KING 5 TELEVISION SEEKS ENGINEERS

If you are highly motivated, enthusiastic and have demonstrated experience in play to air, satellite coordination, microwave and light maintenance, send your resume immediately to:

KING 5 TV

333 Dexter Avenue North
Seattle, Washington 98109

Attention: Human Resources
Code B

PLEASE

NO PHONE INQUIRIES

Both full time and part-time positions available. Outstanding salary and benefits!

An Equal Opportunity Employer
M/F/H/C



Blind Box Responses

BOX ???

**c/o Broadcasting Magazine
1705 DeSales St., NW
Washington, DC 20036**

(No tapes accepted)

Broadcast Sales Engineer

SONY Communications Products Company has challenging positions open for qualified Broadcast Sales Professionals to manage territories in our NEW YORK and BOSTON REGIONS.

Your key responsibilities will be to maintain valuable existing client relationships through sales, product education, and attention to customer needs, and to seek out and develop new business opportunities.

We seek technically competent professionals with a minimum of four years related experience. You must be a self starter who can work independently.

In return we offer a competitive compensation and benefits package and the challenge of working for an industry leader. For confidential consideration, send your resume, salary history and work location preferences/restrictions to: SONY COMMUNICATIONS PRODUCTS COMPANY, DEPARTMENT SB/HUMAN RESOURCES, 1600 QUEEN ANNE ROAD, TEANECK, NEW JERSEY 07666. We are pleased to be an equal opportunity employer M/F/H/V.

SONY®

ALLIED FIELDS

Help Wanted Instruction

PENNSTATE



FACULTY POSITIONS

The School of Communications at Penn State seeks four tenure-line and one fixed-term faculty members for the academic years 1989-1990. The School offers five undergraduate programs leading to the B.A. in Advertising, Broadcast/Cable, Film/Video, Journalism, and Mass Communications. At present, the school offers an M.A. in communications, and M.F.A. in film production and an interdisciplinary Ph.D. program. Total upper division undergraduate and graduate enrollment in the school is over 1,100. Normal teaching load is 4-5 courses per year. There are over 40 full-time equivalent faculty.

Founded in 1855, Penn State offers 172 baccalaureate and 25 associate degree majors throughout the system. The University Park Campus enrolls over 34,000 students and is located in the geographic center of the state with a further 30,000 enrolled at 21 other locations.

POSITION 1: ADVERTISING- Teach advertising principles, media planning, advertising research courses. Other teaching possibilities based on interest and expertise. Ph.D./professional experience or master's and five or more years of significant professional experience. Record of research and publication. Rank and salary are negotiable.

POSITIONS 2, 3: FILM/VIDEO- Teach intermediate and advanced film/video production, direction, and advanced production skills including cinematography and sound. Graduate degree in film and accomplishment of a body of creative work. Proven teaching ability. Professional experience desired. Rank and salary are negotiable. One position is a fixed-term, renewable annually.

POSITIONS 4, 5: JOURNALISM- Teach professional courses in print or broadcast news writing/reporting and related areas. Applicants should also have an interest in ethics, law and/or history. Rank and salary are negotiable.

Send a letter describing qualifications/position interest, resume and 3 names of references to: Dean, School of Communications, Penn State University, Box-2, 201 Carnegie Building, University Park, PA 16802. Deadline for applications is November 1, 1988.

Please specify which position you are applying for--advertising, film/video or journalism--on your letter of application.

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The Viscount Hotel, Indianapolis
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WPRV-TV places a City Grade signal over San Juan, and a Grade B or better over 80% of the island.

A letter describing the bidding procedures and additional information on the station and market will be sent to parties expressing interest in the station. Your request for additional information should be received by October 14, 1988.

We wish to encourage serious investors who can complete a transaction. Your request for the additional information should be accompanied by a personal profile and/or description of your investment group, and source of financing.

Site visits will begin October 24, and run through November 4. The deadline for "best and final" offers is November 11. Notification of winning bid to be made by November 15.

This is an exclusive listing. Brokers are welcome to bring potential buyers to the transaction, however, 1) such parties must be identified in advance, and 2) a letter on the client's letterhead stating that the broker's fee will be paid by the client must be received before the additional information will be sent.

Inquiries should be directed to Communications Equity Associates, Kent M. Phillips, Group Vice President-Corporate Finance and Managing Director, or Dennis R. Eckhout, Assistant Vice President, at 202-778-1400 or by mail to 1133 20th St., NW, Suite 260, Washington, DC 20036.

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All orders to place classified ads & all correspondence pertaining to this section should be sent to: BROADCASTING, Classified Department, 1705 DeSales St., N.W., Washington, DC 20036.

Payable in advance. Check, or money order only. Full & correct payment MUST accompany ALL orders. All orders must be in writing.

Deadline is Monday at noon Eastern Time for the following Monday's issue. Earlier deadlines apply for issues published during a week containing a legal holiday, and a special notice announcing the earlier deadline will be published above this ratecard. Orders, changes, and/or cancellations must be submitted in writing. NO TELEPHONE ORDERS, CHANGES, AND/OR CANCELLATIONS WILL BE ACCEPTED.

When placing an ad, indicate the EXACT category desired: Television, Radio or Allied Fields; Help Wanted or Situations Wanted: Management, Sales News, etc. If this information is omitted, we will determine the appropriate category according to the copy. NO make goods will be run if all information is not included. No personal ads.

Rates: Classified listings (non-display). Per issue: Help Wanted: \$1.00 per word, \$18.00 weekly minimum. Situations Wanted: 60¢ per word, \$9.00 weekly minimum. All other classifications: \$1.10 per word, \$18.00 weekly minimum.

Rates: Classified display (minimum 1 inch, upward in half inch increments), per issue: Help Wanted: \$80 per inch. Situations Wanted: \$50 per inch. All other classifications: \$100 per inch.

For Sale Stations, Wanted To Buy Stations, Public Notice & Business Opportunities advertising require display space. Agency commission only on display space.

Blind Box Service: (In addition to basic advertising costs) Situations Wanted: \$4.00 per issue. All other classifications: \$7.00 per issue. The charge for the blind box service applies to advertisers running listings and display ads. Each advertisement must have a separate box number. BROADCASTING will not forward tapes, transcripts, writing samples, or other oversized materials; such materials are returned to sender.

Replies to ads with Blind Box numbers should be addressed to: (Box number), c/o BROADCASTING, 1705 DeSales St., N.W., Washington, DC 20036.

Word count: Count each abbreviation, initial, single figure or group of figures or letters as one word each. Symbols such as 35mm, COD, PD, etc. count as one word each. Phone number with area code or zip code count as one word each.

The publisher is not responsible for errors in printing due to illegible copy—all copy must be clearly typed or printed. Any and all errors must be reported to the classified advertising department within 7 days of publication date. No credits or make goods will be made on errors which do not materially affect the advertisement.

Publisher reserves the right to alter classified copy to conform with the provisions of Title VII of the Civil Rights Act of 1964, as amended. Publisher reserves the right to abbreviate, alter, or reject any copy.

Fates & Fortunes

Media

Donna Zapata, VP/station manager, KTTV(TV) Los Angeles, joins KREM-TV Spokane, Wash., as VP/general manager.

Jo Recht, senior counsel, MTV Networks, New York, joins Laurel Entertainment there as VP, business affairs.



Perry Chester, KPNX-TV Mesa, Ariz., joins KSNT(TV) Topeka, Kan., as general manager.

Jane Dearden, account executive, WXXK(FM) Newport, N.H., named general manager.

John Long, general manager, WELO(AM) WZLQ-FM Tupelo, Miss., joins WNOO(AM) WYVY-FM Chattanooga, Tenn., in same capacity.

Jeff Lovins, director of research and audience development, A.H. Belo Corp., joins KHOU-TV Houston, as director of sales and program research. KHOU is a subsidiary of A.H. Belo.

Lisa Graff, air talent, WIBU(AM) Poynette, Wis., named operations manager.

Beth Wolfe, assistant treasurer and controller, Public Broadcasting Service (PBS), Alexandria, Va., named senior VP, treasurer and chief financial officer.

Appointments at Western Communications Inc., Walnut Creek, Calif.: **Terry "Coop" Cotten**, president, Western TV Cable, San Francisco, named president. Ventura County Cablevision; **Thomas R. Unglaub**, corporate marketing director, named president, Western TV Cable; **Geri Duckworth Andrus**, director of marketing, Monterey Peninsula TV Cable, named director of marketing; **Brenda R. Grayson**, marketing director, Concord TV Cable, named marketing director, Monterey Peninsula TV Cable.

Kevin C. O'Boyle, controller, American Cablesystems, Culver City, Calif., subsidiary of Continental Cablevision, Boston, named VP, controller.

Columbia's new partner. Columbia Pictures Television announced last week that the company has formed an exclusive partnership with Ed. Weinberger and will bankroll a new company formed under the partnership, called The Ed. Weinberger Company. Weinberger has won nine Emmy Awards for writing or producing some of television's most popular comedies, including *Taxi*, *The Mary Tyler Moore Show* and *The Cosby Show*. Weinberger is currently executive producer of both *Amen* for Carson Productions and *Dear John* for Paramount, positions he will continue outside the new agreement with Columbia. There was no word last week on where the new Weinberger Co. will be based (he currently works out of the Paramount lot in Hollywood) or when its first Columbia project will be ready. The announcement of the Weinberger deal came a week after CPT announced that Hugh Wilson, former executive producer of *Frank's Place*, just canceled by CBS, had signed an exclusive agreement to develop programs for the company.

Lydia Coppola, business manager, noncommercial WLIW(TV) Garden City, N.J., named director of finance.

Steve Caezza, bookkeeper, WDOs(AM)-WSRK(FM) Oneonta, N.Y., named business manager, Hastings Broadcasting Corp. there. Hastings Broadcasting Corp. owns WDOs(AM)-WSRK(FM).

Steve Rogers, accountant, FPI Management, joins KRBK-TV Sacramento, Calif., as business manager; **Cyndi Arjil**, traffic scheduling coordinator, KRBK-TV named assistant traffic manager.

Marketing



Gray

Stuart Gray, partner, Hecht/Gray & Associates, New York-based research and analysis company, joins BBDO, New York, as VP, media research services.

Joe Rhees, founder, Rhees Communications, television program development, syndication consulting firm, joins Prevue Guide, Tulsa, Okla., as director, national advertising sales.

Appointments at ESPN, Bristol, Conn.: **William E. Horowitz**, director, advertising sales, Central region, to VP, national advertising sales; **Robert M. Jeremiah**, director, advertising sales, to VP, sales administration; **Keno V. Thomas**, director, affiliate marketing, Western division, to VP, affiliate marketing; **Alexander C. Wieder**, director affiliate marketing services, to VP, affiliate marketing services.

Jay Leon, research analyst, Camelot Entertainment Sales, New York, named research manager; **Jeanine M. Troisi**, research analyst, ABC division, John Blair & Co., New York, joins Camelot Entertainment Sales as research analyst. Camelot Entertainment Sales sells national advertising for all King World products.

Appointments at BBDO: **A. David Jones**, senior VP, management supervisor, Detroit, to senior VP, senior management supervisor;

Jack Donohue, area supervisor, Chicago, to management supervisor, West; **Bill Reinhart**, area supervisor, New York, to management supervisor, East.

Judy Cowan, account executive, WLOL(FM) Minneapolis, joins Emmis Broadcasting as national sales promotion director.

Cynthia Beck, associate creative director, Young & Rubicam, New York, named senior VP.

William N. Ackerley, VP/administrator of Seattle SuperSonics basketball team, joins Ack-erly Communications Inc., Seattle-based advertising business, as VP/director of corporate development.

Theresa A. Cunningham, Western regional manager, TV EXTRA, United Media/Scripps Howard, joins Walt Disney Television, Burbank, Calif., as manager, advertising and promotion.

Pat Haggerty, assistant, Television Marketing Associates, division of TeleRep, New York, named director of marketing services.

Marketing department appointments at KTVY(TV) Oklahoma City: **Cathryn R. Copenhaver**, writer/producer, to executive producer of marketing; **Douglas L. Dobbs**, city editor, *Edmond Evening Sun*, to writer/producer; **Jennifer Scurlock**, director of marketing, Henderson National Corp., to writer/producer.

Jerome B. Sexton, senior VP/director of human resources, D'Arcy Masius Benton & Bowles, St. Louis, adds additional duties of director, corporate recruiting.

Doris Vignapiano, group manager assistant, Petry National Television, named director of training, Petry Inc., New York.

Appointments at Chiat/Day, San Francisco: **Susan Beebe**, account coordinator, to assistant account executive; **Betsy Irion**, secretary, to assistant account executive; **Heidi Christenson**, secretary, to account coordinator; **Ted Nelson**, intern, account planning, to account planning coordinator; **Jim Gregovich**, assistant media planner, Chiat/Day, San Francisco, named media planner.

Ruth Yudelson, account executive, WUTV(TV) Buffalo, N.Y., joins TeleRep, Los Angeles, in same capacity.

Marty Kinkead, manager, Blair Television, Miami, named account executive, independent red team, New York; **Charlie W. Holmes**, account executive WLI-TV Boston, joins Blair Television, Miami, as manager.

Richard Bailey, NBC sales manager, Blair Television, New York, joins Spectrum, Chicago, as account executive. Spectrum is a joint venture between Multimedia Entertainment and GTG Marketing.

Ted Gurley, sales executive, KHOU-TV Houston, joins Katz Independent Television, Dallas, in same capacity.

Susan McGrath, account executive, WIP(AM)

Philadelphia, and **Hallie Hackett-Tuite**, account executive WFLN-FM Philadelphia, join WPEN(AM)-WMGK(FM) Philadelphia in same capacity.

Paige R. Bohm, account executive, WVFT(TV) Roanoke, Va., and **Cherry B. Mann**, account executive, WSLV-TV Roanoke, join WDBJ(TV) Roanoke in same capacity.

Leigh Trombla, recent graduate, University of Wisconsin, Oshkosh, joins WIBU(AM) Poynette, Wis., as account executive.

Programming

Kevin O'Malley, independent media consultant, joins Turner Broadcasting System sports, Atlanta, as VP of programming.

Christopher M. Daly, director, commercial development, American Cablesystems of California, Culver City, Calif., subsidiary of Continental Cablevision, Boston, named VP of marketing and programming.

Mike Nelson, production director, WXXK(FM) Newport, N.H., named program director and operations manager.

Rockey Flintermann, senior VP/production, Madison Square Garden Network, New York, joins SCORE, the sports information and event service of FNN, Los Angeles, as VP, program sales and development.

John Gibson, program manager, noncommercial WLIW(TV) Garden City, N.Y., named director of programming.

Craig Wood, air talent, WIBU(AM) Poynette, Wis., named program director.

James Zerwekh, program director, KMSP-TV Minneapolis, joins WGN-TV Chicago as director of programming.



Fitzmaurice

Margie Fitzmaurice, affiliate relations representative, DIR Broadcasting Corp., New York, named director of affiliate relations.

John McFadden, program director and air personality, Fayetteville, Mich., joins WDXF(FM) Royal Oak, Mich., as midday and

assistant program director/music director.

Lisa A. Green, manager of operations, King World Domestic Distribution, New York, named director of operations. **Dennis Franklin**, account executive, King World Productions, New York, named Eastern division manager.

Anthony Grohovsky, affiliate representative, The Weather Channel, Atlanta, named Northeast regional manager, affiliate sales department.

Anne Gotchkiss, director, research, The Disney Channel, Burbank, Calif., named VP, research; **Nancy Harris**, account executive, C.A. Walker & Associates Inc., Los Angeles-based marketing research and consulting firm, joins The Disney Channel as manager, consumer marketing research.

Leslie Glenn, director of syndication research, Columbia Pictures Television, Los

Angeles, joins WAGA-TV Atlanta as program/research manager.

Michael Hirsh, producer, WTTW(TV) Chicago, named director, West coast program development.

Ed Waters, writer/producer, has been named executive producer, *Jake and the Fatman*, a Fred Silverman Co.-Dean Hargrove Productions series in association with Viacom Productions.

Russ Davis, music director, WQCD(FM) New York, adds duties of on-air personality.

Dave Marcum, on-air personality, mornings, KPEZ(FM) Austin, Tex., joins WJXQ-FM Jackson, Mich., in same capacity.

News and Public Affairs

Al Rossiter, executive editor, United Press International, Washington, adds duties of senior VP; **Mark J. Estren**, executive VP, business group, Infotechnology Inc., New York, named executive VP, United Press International. Infotechnology was behind management takeover of UPI in February of this year.



Reichblum

Bob Reichblum, director for daily news, WJLA-TV Washington, named news director.

Appointments at WHTM-TV Harrisburg, Pa.: **Holly Steuart**, news director, WTOG(TV) St. Petersburg, Fla., to same capacity; **Shane Bishop**, producer/reporter/anchor, WTAJ-TV Altoona, Pa., to producer; **Gina Gaston**, reporter KLT(TV) Tyler, Tex., to same capacity.

Jim Bennett, news director, WITN-TV Greenville, N.C., joins WTOG(TV) St. Petersburg, Fla., as news director; **Bob Alvarez**, sports reporter and weekend sports anchor, KDBC-TV El Paso, Tex., joins WTOG as sports anchor.

Martin Murray, *Morning Edition* host, noncommercial WEVO(FM) Concord, N.H., named news director; **Kathy McLaughlin**, news director, WAMT(AM)-WSCH(FM) Titusville, Fla., joins WEVO(FM) as *Morning Edition* host and general assignment reporter.

Michael Shapiro, news assignment manager, WTVT(TV) Tampa, Fla., joins WTSP-TV St. Petersburg, Fla., as assistant news director.

John Jenkins, news director, KETK-TV Tyler, Tex., joins KHOU-TV Houston as night assignments editor.

Meredith Stark, director of special projects, CBS Television Stations, joins WBBM-TV Chicago as executive producer, administration.

Todd Templin, assignment editor, WWSB(TV) Sarasota, Fla., named assistant news director; **Kristi Krueger**, weekend anchor and general assignment reporter, WWSB(TV), named anchor.

Technology

Bill Traue, chief engineer, KSOP(AM)-FM and KTKK(AM), all Salt Lake City, joins Gertner

Electronic Corp. there as customer service engineer.



Coppock



Fehlig

Ronald M. Coppock, district sales manager, Scientific-Atlanta, Dallas, named regional sales manager, Midwestern and Western states; **Mark G. Fehlig**, national sales engineer, Gray Communications, joins Scientific-Atlanta, Atlanta, as regional sales manager, Eastern and Pacific Northwestern states.

Edmund A. Williams, director, broadcasting systems engineering, science and technology department, National Association of Broadcasters, Washington, joins Advanced Television Test Center there as manager.

Tom Skubel, engineering maintenance, WTAE-TV Pittsburgh, named manager of technical operations.

Todd Corrigan, recent graduate, Langara College, Vancouver, British Columbia, joins Nexus Engineering Corp., Burnaby, British Columbia, as account representative, U.S. private cable sales team.

Mark Grasso, marketing manager, San Fran-

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LAWRENCE B. TAISHOFF
Publisher

cisco-based financial consulting firm. joins Schwem Technology. Pleasant Hill, Calif.-based manufacturers of Gyrozoom image stabilizing lens. as manager of government and industrial sales, U.S. and Latin America; **Thomas McDonough**, marketing executive, Triplex Marketing Corp., Marin County, Calif., joins Schwem Technology as sales representative.

Promotion and PR



Rubin

Ellen Rubin, director, original programing publicity. East coast, Home Box Office, New York, named VP, program publicity.

Jennifer Gertz, director of press relations, The Erdel Public Relations Corp., New York, named VP.

Nancy R. Glauber, director, corporate relations, Showtime Networks Inc., New York, named director of corporate and industry relations.

Meryl Cohen, VP, advertising promotion, domestic television division. Paramount Pictures Corp., Los Angeles, named senior VP, advertising and promotion.

Alan S. Mintz, chairman and founder, Mintz & Hoke, Boston-based advertising and public relations agency, will retire on January 1, 1989.

Fritz Breland, promotion manager, WGBO-TV Chicago, joins WTOG(TV) St. Petersburg, Fla., as promotion manager.

Debra A. Scott, promotion writer/producer, noncommercial, WNED-TV and WNEQ-TV Buffalo, N.Y., joins WAYK(TV)-WAYQ(TV) Melbourne, Fla.; **A. Clayton Vandiver Jr.**, creative services director, WNFT(TV) Jacksonville, Fla., joins WAYK-WAYQ as production manager. Daytona Beach, Fla.

Cindy McMullen, mid-day on-air personality, WDOS(AM) Oneonta, N.Y., adds duties of public affairs director.

Peter Carlson, assistant production manager, KVBC(TV) Las Vegas, named creative services director.

Betsy Geddes, account executive, The Kamber Group, public relations firm, Washington, named senior associate.

David Fant, production manager and executive producer, noncommercial WGVU-TV Grand Rapids and noncommercial WGVU-TV



Robert Jacquemin has been named to the newly created position of president, Buena Vista Television (BVT). Jacquemin had been running the Burbank, Calif.-based Disney syndication arm as executive vice president. He will continue reporting to Rich Frank, president, The Walt Disney Studios. BVT's current roster of shows includes *Win, Lose or Draw*, *DuckTales*, *Siskel & Ebert*, *Live with Regis and Kathie Lee*, as well the upcoming *Chip 'N' Dale's Rescue Rangers* (fall 1989) and the off-network *Golden Girls* (fall 1990).

Kalamazoo, both Michigan, adds duties of development manager.

Leslie Anne Wade, sports information director, Manhattan College, named publicist, USA Network, New York.

Martha Carrell, talent and literary agent, Cavaleri & Associates, Los Angeles, named facilities sales manager, noncommercial KCET(TV) Los Angeles.

LeslieAnne Wade, sports information director, Manhattan College, named publicist, USA Network, New York.

Allied Fields

Martha Malkin Zornow, deputy general counsel for National Association of Public Television Stations, Washington, named general counsel.

Michelle Ward, research manager, Kidsnet,

Washington, named communications associate, elementary/secondary service, Public Broadcasting Service, Washington.

Robert Taffner, director, research, ABR Entertainment Co., New York, named director, research, Select Media Communications, New York.

Haney Howell, managing editor, Conus Communications, Minneapolis, joins Department of Mass Communication, Winthrop College, Rock Hill, S.C., as assistant professor.

Joseph T. Loughlin, VP, general manager, WGN-TV Chicago, named director, office of radio and television, Archdiocese of Chicago.

Ellen Pikus, junior negotiator, Pinnacle Media, new media buying service of Wyse Advertising, Cleveland, named broadcast negotiator.

Caroline O'Kicki, senior broadcast buyer, HDM/Dawson, Johns & Black, Chicago, named media buyer, Berman & Associates Inc., Northbrook, Ill.

Jonathan Lichter, media planner, Kelly, Scott & Madison, media management firm, Chicago, named associate director.

Sandra Forman, attorney and former director of distribution and sales, noncommercial WGBH(FM) and WGBH-TV Boston, forms Forman Entertainment Group there. Forman Entertainment Group offers representation and consultation in all areas of entertainment industry.

L. James Olivetti, manager, information center, American Society for Training and Development, Washington, named research associate, elementary/secondary service, Public Broadcasting Service, Washington.

John Pavlik, communications professor, The Pennsylvania State University, University Park, Pa., joins the Gannett Center for Media Studies, Columbia University, New York, as associate director for technology studies.

Deaths

Phil Leslie, 79, radio and television writer, died of cancer, Sept. 23, at his home in San Fernando, Calif. In early 1940's Leslie became main writer for radio show *Fibber McGee and Molly*, after its creator, Don Quinn, left. He also wrote for such television shows as *The Lucy Show*, *Dennis the Menace*, and *The Brady Bunch*.



Kennedy

Charles F. Kennedy, 57, senior official, Outlet Communications, Providence, R.I., died Sept. 29 at Sutter General Hospital, Sacramento, Calif. He died of injuries suffered in a boating accident in San Francisco on Sept. 19. Kennedy held various executive sales posts

at WJAR(TV) Providence. From 1975-78 he was VP/general manager of WNYS-TV Syracuse, N.Y. He was president/general manager of KQVR-TV Stockton, Calif., from 1980-1986. He is survived by three sons.

INDEX TO ADVERTISERS: Accuracy in Media 16 □ American Chiropractic Assn. 71 □ American Family Broadcast Group 29 □ Americom 4 □ Ampex 14-15 □ Associated Press Broadcast Services 8 □ Audio Broadcast Group, Inc., The 70 □ Blackburn & Co., Inc. 62 □ Business Radio Network 53 □ Chapman Associates 69 □ Chase Manhattan Bank, N.A., The Cover 3 □ Classified Ads 74-83 □ Columbia Pictures Television 17 □ Communications Equity Associates 65 □ Community Broadcasters Assn. 18 □ R.C. Crisler & Co., Inc. 64 □ Dover Productions 30 □ Four Star 23 □ Clifton Gardiner & Associates, Inc. 60 □ Greyhound Financial Corp. 67 □ Harris 25 □ Ted Hepburn Co., The 63 □ Lorimar Syndication Second Cover/3 □ Media Venture Partners 61 □ Multimedia Productions, Inc. 52 □ Newsfeed Network, The 34 □ New World Television Group 11, 13 □ Pacific Recorders & Engineering Corp. 27 □ Petry Cover 4 □ Professional Cards 73 □ Qintex Entertainment, Inc. 20-21 □ Sandler Capital Management 33 □ SCS Radio Network Services 51 □ Services Directory 72 □ Televentures 19 □ Edwin Tornberg & Co., Inc. 68 □ 20th Century Fox Television 6-7 □ USA Network Front Cover □ Voice of America 22

HSN's Paxson: Setting up shop on television

Lowell (Bud) Paxson, president of the Home Shopping Network, projects \$750 million in sales this year. With \$40 million in the bank and a fulfillment operation (the mechanism for delivering the goods sold via HSN) that is reportedly the envy of the home shopping industry, reaching \$1 billion in sales next year could be in the cards, and that despite a tumble the company's stock took earlier this year.

In addition to reaching more than 20 million cable households with its home shopping service, HSN currently owns 12 UHF stations that carry a home shopping format, and supplies that service full time to 12 other stations.

Paxson considers himself a broadcaster at heart, and his current business owes a debt to his 27 years of station experience, including complete or partial ownership of six AM's, two FM's and one television station.

Ironically, the most valuable part of that broadcasting experience may have been the financial difficulties it caused him. It was when advertisers' bills were either not paid at all or when they were paid in merchandise that the seeds were sown that would later grow into home shopping.

According to Paxson, the first instance of such creative broadcasting crisis management came at WNYP-TV Jamestown, N.Y., in the late 1960's. To give advertisers an opportunity to pay their bills in merchandise, WNYP-TV programed "Auction Block" for one hour on Saturday and Sunday mornings. Items sold included furniture, televisions and even cars—"anything we could get in the studio" that viewers would later come by and pick up.

Those two hours a week of "Auction Block" proved to be more than just a way to make ends meet; they would eventually account for 35% of the station's revenue.

The blossoming of home shopping would have to wait, however. WNYP-TV's advertising woes were complemented by a burdensome debt load, and in 1968 Paxson was forced to sell the station, along with his AM-FM combo in Jamestown, N.Y.

Paxson did not walk away from the market empty-handed. As he puts it, the experience at WNYP-TV "always stuck in my mind. Because of the station's debt service, I couldn't see the forest for the trees. But I began to realize that the media is capable of being a direct marketing medium."

Having recapitalized himself with those station sales, Paxson next turned his attention to Florida, only to find AM radio was no easier a business in the South than in the North. With the sales of his stations first in Sarasota and later in Fort Lauderdale, Paxson managed to "replenish his losses," so that by the time he had purchased WWQT(AM) Clearwater, Fla., from a real



LOWELL WHITE PAXSON—president, chief operating officer, Home Shopping Network, Clearwater, Fla.; b: April 17, 1935. Rochester, N.Y.; BA, radio and television, Syracuse University, 1956; program director, WACK(AM) Newark, N.Y., 1957-62; president and general manager, WKSX-AM-FM, Jamestown, N.Y., 1961-68; president and general manager, WNYP-TV Jamestown, N.Y., 1966-68; president and general manager, WTB(AM) Waterbury, Conn., 1967-1970; president and general manager, WYND(AM) Sarasota, Fla., 1968-73; president and general manager, WWS(AM) Fort Lauderdale, Fla., 1973-77; president and general manager, WWOT(AM) Clearwater, Fla., and WHBS(FM) Holiday, Fla., 1977-84; present position since 1981; separated; children: Todd, 26; Devon, 22; Julie and Tommy, 18; Jennifer, 17.

estate developer, Paxson was looking to put himself on firmer footing with a station on the FM dial.

As it turned out, that developer had sold a construction permit for a complementary FM signal in the market to another developer, Roy Speer. Rather than selling Paxson the other half of an AM-FM combo, Speer, now chairman and chief executive officer of HSN, took Paxson on as a partner.

Speer refers to the way that partnership has developed as integral to HSN's success. "We're a good team. We work well together and we don't have any secrets from each other. If we think something, we say it—good, bad or indifferent."

Paxson and Speer both refer to the "death of AM" as a galvanizing force in the creation of HSN. In what may be the most recognizable signpost in that journey, an advertiser paid his bills on a particular Thursday in the form of a trade-out. That evening, 112 electric can-openers were deposited in a hallway of the station. The station met the payroll the next day by selling them over the air.

For all of Paxson's broadcast experience, he is in equal measure an entrepreneur, whose net worth has been appraised at \$200

million-\$300 million.

Throughout his college years at Syracuse, when his mellifluous voice could be heard on area radio stations, Paxson developed business skills by organizing record hops and selling door to door. "You could make money on record hops at the time. I was probably making somewhere in the neighborhood of \$45,000 to \$50,000 a year." That was in the mid-1950's.

He soon put those earnings to work. When Paxson took a job at WACK(AM) Newark, N.Y., after graduating from Syracuse, he joined the station both as program director with a morning show and as one of its owners.

Paxson's difficulties with AM radio apparently did not always carry over to their value on the open market. According to Bob Murley, who was a partner with Paxson at Full Circle Marketing (a travel agency created in the late 1960's), even if Paxson's AM stations did not make money, they still turned out to "double or triple" in value. Murley, who still owns Full Circle, recently got into the television shopping business himself with the purchase of American Value Network.

HSN's presence in both the cable and broadcast marketplace has proved a source of friction between HSN and cable operators interested in a cable-exclusive service. Indeed, three of those operators, TCI, ATC and Warner Communications, own 25% of a competing service, Cable Value Network.

"What you have [at HSN] is a company that is taking care of its cable roots as it expands into broadcasting," says Paxson. "No other service is doing that" in the way HSN is, he says. His ultimate justification of HSN's expansion in the broadcast arena is the money it makes for cable operators. In markets where there is an HSN broadcast presence, HSN compensates cable operators for both the sales they generate and the sales generated by the broadcast outlet.

Mark Reilly, an analyst at Eberstadt Fleming, said HSN's broadcast strategy makes sense since the company "has probably, at this point, achieved as much distribution as it is going to get" on cable.

Reilly says that HSN may have pulled its stock out of the "tailspin" it went through earlier this year, but he says "they've still got to demonstrate that they have turned around." Both Paxson and Speer are confident they can do that, pointing to the company's telemarketing facility in Florida, with its extensive telephone and computer system, and their experience in the business.

According to Paxson's former partner, Murley, the HSN president's financial expertise is a definite corporate asset. He is, says Murley, an "outstanding businessman" who can read a financial statement quicker than anybody he has ever met. But, above all, says Murley, Bud Paxson "sells product."

Vandalism, threats and court actions replaced negotiations last week, second week of Teamsters strike against Alliance of Motion Picture and Television Producers. Los Angeles court on Wednesday Oct. 5, granted restraining order to Lorimar, MTM/CBS and Stephen J. Cannell studios limiting Teamsters' striking activities. Defendants listed on restraining order are Local 399 (studio transportation drivers), International Brotherhood of Electrical Workers Local 40 (studio utility employees) and Local 724, affiliated with Laborers International Union of North America, AFL-CIO. Several studios reported vandalism and threats against studio employees, including vandalism at Stephen J. Cannell studios where production of *Hunter* and *Sonny Spoon* was halted on Monday, Oct. 3, due to bomb threats, slashed tires, sabotaged brake lines and trailer hitches, as well as physical assaults and death threats against Cannell employees. Injunction against Teamsters orders that strikers should not "engage in, attempt to engage in, or threaten physical violence or harm to the person or property of any of plaintiffs' representatives, visitors, invitees, suppliers, employees, contractors or customers...." Restraining order also prohibits strikers from blocking entrances through placement of objects or assembling in front of entrances or exits. Two sides are still deadlocked over proposed wage rollbacks and workweek guidelines. Alliance originally requested \$2.61 wage rollback for some transportation drivers. Nicholas Counter, AMPTP president, said the alliance has modified original demand and now is offering combination of decreased rollback and wage freezes. Alliance is still holding fast to demand that Saturday and Sunday work be paid like work on Monday-Friday, instead of double-time which is current policy.

children's programs; the curbing of portrayals of violence; even the responsibility of news and public affairs programs to present more than one side of important issues." Code would be voluntary, but Tauke said FCC could take station's compliance with code into account at license renewal time. With Congress slated to adjourn this week, bill's future is in question.

NBC is offering to buy out contracts of as many as 140 camera operators, satellite system operators and other technicians. Majority of offers are being made to those in network's operations and technical services division, with other offers being made to those at news and station group divisions. Joe Rutledge, NBC director of corporate communications, said that fewer employees were needed after sale of radio division and "winding down" of election coverage. Employees have until Nov. 10 to decide whether to accept offer.

BMA Corp. is seeking to sell its two television stations, KTXL Sacramento, Calif., and KQVR Denver. Company has retained investment bank of First Boston Inc. to evaluate two Fox-affiliated UHF stations and to solicit proposals for their purchase. Vernon Voorhees II, president of BMA subsidiaries that operate stations, said: "I am interested in being considered a potential buyer, and BMA is aware of that." Two stations were on market in 1985, but no buyer was found. In last week's announcement, BMA said it expected to generate from \$70 million to \$85 million from sale of properties, which have book value to BMA of \$30 million. Company said sale reflected "BMA's ongoing efforts to increase shareholder value," as well as effort to focus on company's core businesses, insurance and medical testing laboratory. Television stations reported combined 1987 operating loss of \$2.5 million on revenue of \$35.1 million. For first six months of 1988, stations lost \$48,000 on revenue of \$19.6 million.

Pegasus Broadcasting Inc. has agreed to sell WTVM(TV) Columbus, Ga., to American Family Broadcast Group for \$45 million. Seller is Northbrook, Ill.-based group of one AM, one FM and four TV's, headed by Christopher J. Brennan. Buyer is Columbus, Ga.-based group of seven TV's headed by Leroy Paul. Deal is anticipated to close by year's end, pending FCC approval. WTVM is ABC affiliate on ch. 9 with 284 kw visual, 52.5 kw aural and antenna 1,650 feet above average terrain.

Warner Communications, as expected, has filed appeal to ruling blocking its acquisition of Lorimar Telepictures. Hearing on appeal will take place week of Nov. 21, according to Warner spokesman.

Source at Tele-Communications Inc. said **TCI and Comcast plan to file petition for reconsideration at Connecticut Department of Public Utility Control**, which has turned down companies'

News/talk KGO(AM) **San Francisco's** age 12-plus audience share dropped from 8.4 to 7.1 but maintained number-one spot in shaken market, according to just-released summer 1988 Arbitron book (see page 51). In head-to-head **Boston** market, contemporary hit WXXS-FM dropped from 8.6 to 7.1, tying for the number-one spot with talk WRKO(AM), which dropped from 7.7 spring 1988 share. **Washington** market saw country WMZQ-AM-FM maintain top spot with share rise from 7.3 to 7.6. **Houston-Galveston** urban contemporary KMJQ(FM) held first place position with rise in share from 8.8 to 9.3.

As promised, **Representative Tom Tauke (R-Iowa) introduced "Television Self-Regulation Act,"** bill that would lift antitrust restrictions and enable broadcasters to adopt industry code on programming practices. Last June, Tauke said he would offer legislation that would allow National Association of Broadcasters to revive its industry code. NAB dropped code in 1982 following court ruling that it was violation of antitrust laws. Tauke, in statement released with bill, said code will alleviate problems of government regulation of content. "Through a new code, broadcasters could effectively address many of the problems that have vexed lawmakers and regulators for decades: the appropriate amount of advertising during programs, including

Cable ratings up slightly in third quarter

Buoyed by Lifetime, the prime time ratings for eight basic cable networks increased slightly in the third quarter of 1988, rising 0.2 in total. Figures for Nickelodeon, Nick at Nite, MTV, VH-1, and FNN were not available. Lifetime, which recorded the largest jump, attributed its increase to the introduction of Cagney & Lacey in February, and a better movie lineup. Its figures do not include its Sunday lineup of medical programming.

	Prime time rating				Full schedule rating			
	3rd quarter '88 (Households)		3rd quarter '87 (Households)		3rd quarter '88 (Households)		3rd quarter '87 (Households)	
WTBS	2.6	(1,189,000)	2.5	(1,031,000)	1.6	(749,000)	1.5	(628,000)
USA	1.7	(777,000)	1.7	(664,000)	0.9	(400,000)	0.9	(348,000)
ESPN	1.6	(783,000)	1.8	(768,000)	N/A	N/A	0.7	(312,000)
CNN/Headline	1.4	(656,000)	1.5	(630,000)	0.9	(416,000)	1.0	(421,000)
Lifetime	1.2	(502,000)	0.8	(273,000)	0.6	(247,000)	0.5	(178,000)
CBN	1.0	(424,800)	0.9	(334,900)	0.8	(332,200)	0.8	(297,000)
Nashville	0.9	(369,000)	1.1	(382,000)	0.4	(185,000)	0.6	(196,000)
Discovery	0.7	(242,200)	0.6	(135,600)	0.4	(138,400)	0.4	(90,400)
A&E					0.9	(310,000)	0.7	(191,000)*

* Gross average audience, sum of A&E's two four-hour programming blocks. ESPN numbers supplied by another network. CBN's prime time numbers are from 7 p.m. to midnight. Its full schedule ratings are for 18 hours.

application to purchase Storer cable properties in state. Although deal's closing hinges on specific time frame, companies believe resolution with state can be found that will not nix deal.

□
Mexican standoff has developed over home satellite copyright bill (H.R. 2848). At press time last week legislation was being held hostage in Senate where Copyright Subcommittee Chairman Dennis DeConcini (D-Ariz.) had hold on measure blocking any action. Move is being used as leverage against House Copyright Subcommittee Chairman Robert Kastenmeier (D-Wis.), who is author of H.R. 2848, and has refused to budge on Trademark Law Revision Act, which DeConcini would like to see House adopt.

□
House and Senate agreed to cut CPB authorizations to \$245 million in 1991, \$265 million in 1992 and \$285 million in 1993, while keeping intact \$200 million satellite replacement money (last being three-year total). Original figures had been \$304 million, \$345 million and \$404 million. Final version, reportedly near Senate floor vote late last Friday, does not include controversial Senate amendment proposing shift of most CPB national Program Fund dollars to public TV stations. Threat of administration veto and "more realistic" situation since President Reagan last month signed 1991 appropriation of \$242,060,000, with additional \$56,810,000 earmarked for satellite replacement, both played into cuts, said staff on House side where vote could occur Oct. 12 at earliest.

□
CNN plans to get jump on Sunday-morning news programs of three broadcast networks with premiere of *The Capital Gang* on Saturday, Oct. 15. Half-hour, weekly public affairs program will be carried at 7 p.m., and repeated at 11 p.m., and will feature one newsmaker plus debate among show's four journalists. Program will feature columnist Robert Novak, *Wall Street Journal* Washington bureau chief Al Hunt, columnist Mark Shields and CNN's Pat Buchanan.

□
Two House members, Mel Levine (D-Calif.) and Don Ritter (R-Pa.), last week began organizing High Definition Television Caucus. They sent out letter last Wednesday (Oct. 5) to recruit members of Congress into group which "will seek to educate the American people and Congress about the importance of HDTV to our future." Ritter is member of House Telecommunications Subcommittee and Levine of Space, Research and Technology, both of which have held hearings in past on HDTV and how its emergence will affect American communications industry and foreign trade.

□
Audiences worldwide that have been receiving news via satellite from U.S. Information Agency's Worldnet service were unable to pick up vice presidential debate last week because of federal legislation passed last year to that pulled daily "passive" programs off service as of Oct. 1. Daily passive programs (as opposed to "interactive" programs in which journalists and experts from other countries communicate with counterparts in this country during transmission) were to be halted in bill if audience for transmissions were found to be less than two million in Europe. Survey completed last August found that daily European audience was 240,000. But USIA protested that Congressional criteria were unfair, citing that survey's size was competitive with commercial satellite competitors. It also charged that guidelines were too geographically narrow. Worldnet's passive service covered only Europe last year, but now is worldwide. Same August survey found that audience is much greater in other parts of world, such as Egypt with 734,500 viewers, Ivory Coast with 694,000 and Peru with 1.1 million.

□
U.S. District Court for Southern District of Manhattan denied request by USA Network for temporary restraining order to prevent Jones Intercable from dropping USA Network in roughly 550,000 of its subscriber homes that get channel (BROADCASTING, Oct. 3). Jones dropped USA in those homes on Oct. 3 because cable network programming includes too many off-network and because

programming is too violent, it said. Jones has not dropped USA in 300,000 other homes receiving it because of outstanding contracts to carry channel. Court set date of Friday, Nov. 18, for preliminary injunction hearing. USA said it has received many letters and phone calls concerning Jones action, and has set up phone number to handle complaints (800-289-4USA).

□
FCC plans to take up question of territorial exclusivity rules at meeting this Thursday (Oct. 13). Under rules, stations can enforce exclusivity of programming only against other stations and, if syndicated exclusivity take effect, cable systems within 35-mile radius. Further notice of proposed rulemaking will invite comment on whether exclusivity limit should be extended, modified or eliminated. Also, three of suggestions made in NAB report prepared by Hammett & Edison engineer Harrison Klein are expected to be proposed as rules changes by FCC at meeting. Klein report, which was submitted to FCC last June as part of NAB's comments on AM technical improvement inquiry, called for new formula for calculating nighttime skywave field strength and groundwave propagation and changes in root-square-sum method of calculating nighttime adjacent-channel interference. FCC will also ask for comment on enhancing nighttime power of class II-S and III-S AM stations.

□
WNBC(AM) New York, which went on the air in 1922, was scheduled to cease operation last Friday (Oct. 7) at 5:30 p.m. NYT, with Emmis Broadcasting's all-sports WFAN(AM) taking over frequency. WNBC General Manager Peg Kelly said only WNBC staffers scheduled to make move to WFAN were three salespeople, sports announcer Mike Breen and most members of Don Imus's morning drive show. WNBC's final broadcast day included 90-minute sentimental look at station's history produced by outgoing Program Director Dale Parsons. Famed studios at Rockefeller Center will be removed as WFAN retains its studios in Astoria, N.Y. Also slated to begin broadcasting last Friday on former WFAN frequency was Spanish format WUKO(AM), new station owned by Spanish Broadcasting System. SBS spokesman said new station will stay on air only until company can swap frequency with WEVD(FM) (BROADCASTING, Sept. 12).

Television fan

Gannett Chairman Al Neuharth's Oct. 7 column in USA Today sings the praises of television as the new season begins: "As usual, some detractors are demanding that we turn off the tube, telling us it's filled with trash. I disagree. I say leave it on longer and take advantage of the marvelous mix of information and entertainment dial-flipping delivers.

"But television in the broad sense, including cable and VCR's, helps our know-how. It hypes our hopes. It deepens our determinations.

"The more we hear and see (and read) the more we want to learn and go and do. Most of us recognize that. That's why, as the new TV season opens:

■ *99% of USA households have at least one TV set. 68% have two or more. 35% have three or more. 16% have four or more.*

■ *Cable television is in 52% of our homes. Ten years ago, it reached only 16%. And, the average cable subscriber has 35 program choices.*

■ *Over 2.2 million satellite dishes are in use. Ten years ago, there were none. With a rooftop or backyard dish, we can choose from an average of 150 programs.*

"The beauty of our diversity of choice is that you get to choose. Television may be the most democratic phase of life in the USA. You vote when you wish, in the privacy of your home."

Among Gannett's media interests are 10 TV stations and GTG Entertainment, which produces USA Today: The Television Show.

Editorials

The way we would we were

It may sound redundant for this page to endorse the positions taken by the National Telecommunications and Information Administration in its "Telecom 2000," a study described as "charting the course for a new century." Many of those positions have appeared here before—to far less avail than we hope Assistant Secretary Alfred C. Sikes's vision will meet in Washington's marketplace of ideas.

To give you an idea:

- Radio licenses should be indeterminate, subject only to revocation on a proper showing.
- Television license terms should be extended to a maximum of 10 years.
- Radio should be further deregulated for five years.
- Self-regulation should be encouraged, with antitrust immunity to deal with such problems as children's broadcasting issues.
- The public interest standard should be reformed, and the FCC should substantially curtail content regulation of broadcasting.
- So also should the license renewal process be reformed, to create a substantial renewal expectancy for existing licensees.

Not all broadcasters are as enthusiastic about Telecom 2000's approach to the telephone industry, which would essentially let it into the television business as provider of a "video dial tone." What that means, essentially, is that the telcos would be able to wire America with optical fiber on a common carrier basis, but would not be permitted to act as programmers. On the broadcast and cable side of the aisle this is known as the "nose under the tent" option, and is not universally admired.

How much momentum the NTIA initiatives will develop is problematical. These are the dying days of the Reagan administration; by definition, Sikes et al will have to rely on other advocates to keep the report and its philosophy alive. It will, of course, be the first in the shredder should the Democrats take over in the executive branch as they have on the Hill.

It is at the least of great utility to have captured in one place so much of the free market philosophy that has animated the Reagan telecommunications policy and has set so much of the Fifth Estate free. We hope it doesn't turn out, in the year 2000, to be a reminder of what we might have been.

One step at a time

There were some encouraging signs last week of potential cooperation between electronic communicators in the U.S. and the Soviet Union, as well as some troubling issues that remained troubling. Both conclusions stemmed from a visit to Moscow by government communications officials, broadcasters and others for talks with their Soviet counterparts.

On the down side, left unresolved were the Soviet jamming of the Board for International Broadcasting's Radio Free Europe and Radio Liberty and the interference caused some U.S. AM's by Radio Moscow broadcasts from Havana.

On the brighter side:

- The Soviet Union announced that it had awarded press credentials to a Moscow correspondent for the Voice of America.
- A meeting between the Motion Picture Association of America and the Soviet Ministry of Cinematography produced two agreements, one providing each country with greater access to the other's audiovisual markets, another providing copyright protection for each's product in the other's market.

■ U.S. broadcasters lined up several joint projects with the Soviets, including a Soviet production aimed at teaching Russian to Americans and a co-production examining the foreign policy initiatives of each.

(Another opportunity for East-West cooperation presented itself last month when Henrikas Yushkivaitis, vice chairman of Soviet radio and television, took the lead in trying to establish a world high-definition television production standard—a goal that has so far eluded world standard-setting organizations.)

Although a healthy circumspection is advisable considering the ideological distance between the U.S. and U.S.S.R., such cooperation could help close a gap better bridged with words than weapons.

All together now

Broadcasters, who early on dropped traditional programming prescriptions in the interest of AIDS education, have taken another step forward.

To their credit, the three major broadcast networks are now standing together in their fight against AIDS. While ABC and NBC had previously carried public service announcements on AIDS prevention that included references to condoms, CBS had chosen not to. Now the network has changed its policy so that it, along with ABC and NBC, can carry a series of public service announcements that speak bluntly to the issue. "Help Stop AIDS—Use a Condom" is the message of the campaign, which has the support of Surgeon General C. Everett Koop and was produced by The Ad Council in conjunction with AIDS research and information organizations.

Applause.

Smash

While we're handing out salutes, an unusually vigorous one is extended to the National Portrait Gallery/Museum of Broadcasting exhibition that opened last week (and continues until Jan. 2, 1989). "On the Air," subtitled "Pioneers of American Broadcasting," is worth a trip to Washington. Comprehensively and stylishly, it evokes the beginnings of the broadcasting industry—and, by extension, all the electronic media that are or will ever be. The profession is indebted to all who had a hand in its conception and execution.



Drawn for BROADCASTING by Jack Schmidt

"Tell him if he says 'This game is far from over' one more time I'm going to throw him out of the booth."



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