

Broadcasting Feb 6

Night Court

Sold in 139 Markets For Fall '88.

Growing Pains

Sold in 142 Markets For Fall '89.

HEAD
of the
CLASS

Sold in 86 Markets For Fall '90.

ALF

Sold in 107 Markets For Fall '90.

PERFECT
Strangers

Sold in 35 Markets For Fall '90-'91.

MAMA'S
FAMILY

Airing on 185 stations.

It's a
Living

Airing on 163 stations.



She's the
Sheriff

Airing on 157 stations.

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ROOM 122
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other pro-

grams including Where There's Life. Which brings you the off-beat side of the news. Stories that

Whether they're born in the USA or on a royal estate, Segue takes you behind the scenes.



ver Is Just News, Weather Another Thing Coming.



Where's There's Life features stories that make listeners squeal.

make people roll their eyes, shake their heads and remember there's a flip-side of life.

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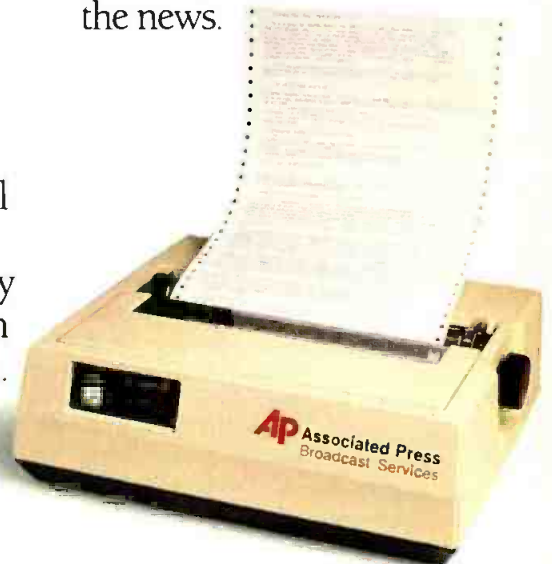
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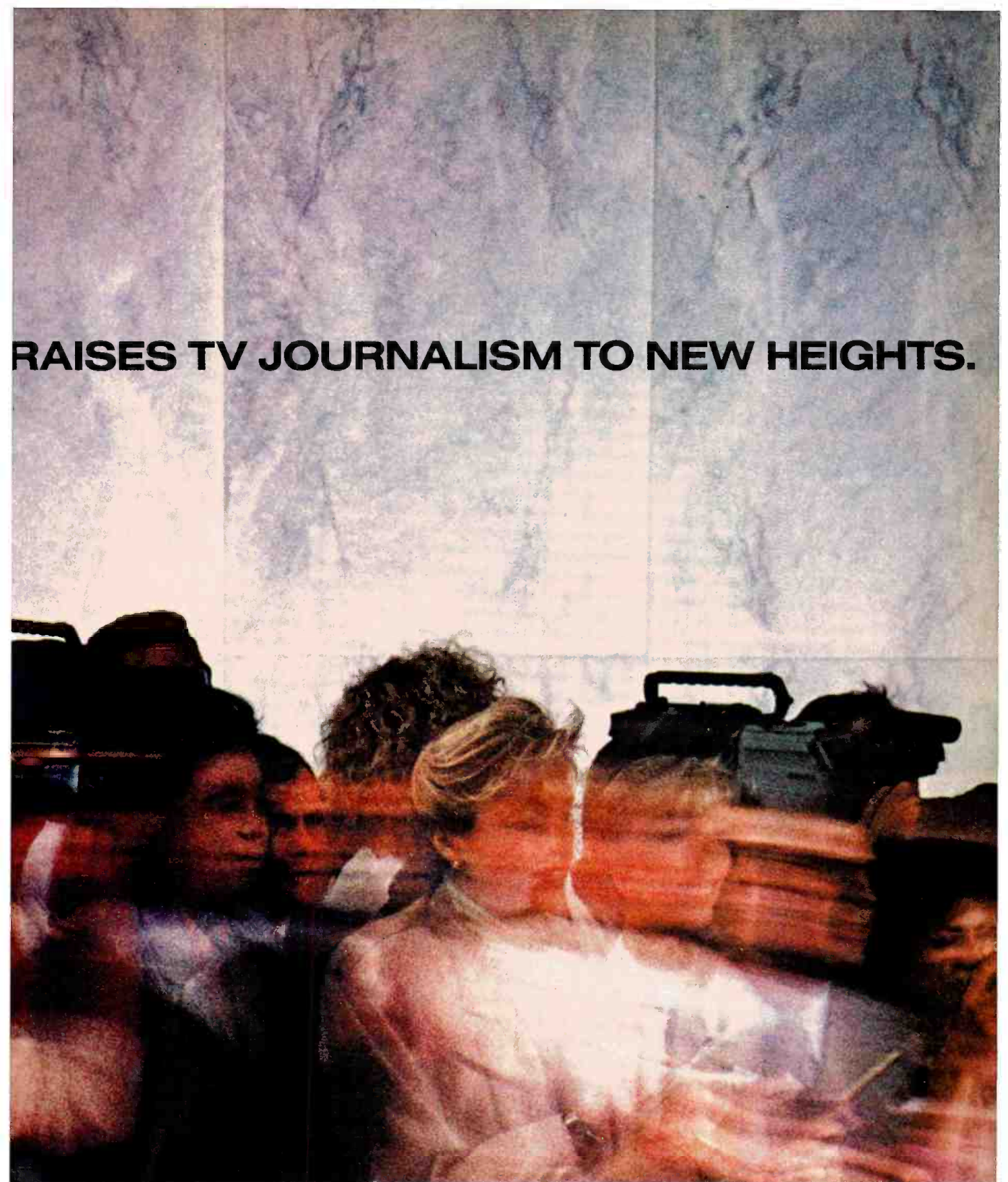
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BROADCAST PRODUCTS

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Picture Television to produce shows for all media.

Moving toward TV-telco compromise...

Telephone industry and broadcast lobbyists take important step toward agreement that would trade guaranteed carriage for political support of telco ambitions in television business. **PAGE 27.**

License lottery...FCC

"tentatively" decides to use weighted lottery in place of comparative hearing process to award new broadcast licenses. **PAGE 27.**

Joined forces...

In this "At Large" interview, four co-producers in international marketplace discuss long-range impact of creating



new forms of global programming. Pictured above, clockwise: BROADCASTING editors Adam Glenn, Steve McClellan and Don West with Des Monaghan, Australian TV Network; David Plowright, Granada TV, and Don Taffner, D.L. Taffner. (Not shown, David Simon, Walt Disney Co.) **PAGE 34.**

29/PRIME TIME NEWS

CBS's *60 Minutes* correspondent Diane Sawyer



Sawyer

moves to ABC, where she will co-anchor new "weekly news variety show" with Sam Donaldson. Meanwhile, NBC gives more details of its new eight-part summer series.

30/SYNDEX DEALING

Buena Vista TV's granting of syndicated exclusivity to its program package targeted for nonexclusivity illustrates issue's growing role in syndication deals.

44/HE'S BAAAACK

Norman Lear returns to TV programming business, forming joint venture with Columbia

48/RELIGION AND POLITICS

National Religious Broadcasters, meeting in



Sharon Washington
CBN founder Pat Robertson

Washington, hear praise from Vice President Dan Quayle and news that NRB has severed ties with televangelist Jimmy Swaggart.

45/MATTER OF OPINION

According to some industry observers, stations' interest in editorializing is waning.

46/STRENGTH IN NUMBERS

Radio executives say greater cooperation within industry is important element in future growth of medium.

47/BUSINESS BY SATELLITE

Satellite business networks undergo what some see as beginning of shakeout as one radio service drops out of competition and two other primary contenders discuss merging.

50/TV OUTLOOK

Participants in seminar on TV's outlook for 1989 say that cable and syndication advertising growth are expected to be fastest growing segments in industry.

57/HDTV OPTIONS

House Telecommunications Subcommittee receives reports offering ways government could aid high-definition television and electronics industries.

58/SHADOW OVER FMX

MIT report casts doubts on effectiveness of FMX stereo receivers. FMX inventors say study procedures are flawed.

60/BUYOUT DEAL

Houston Industries agrees to buy four California cities' rights to take over local Rogers Communications cable systems.

79/FOR LAUGHS

Former stand-up comic Jay Tarses now gets to sit down while delivering his brand of comedy via television vehicles such as *Molly Dodd*.

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FAMOUS WORDS...

"You ain't heard nothin' yet, folks."

—AL JOLSON

"A producer shouldn't get ulcers, he should give them."

—SAM GOLDWYN

**"Give me the luxuries of life and I will gladly do
without the necessities."**

—FRANK LLOYD WRIGHT

"Goodnight Mrs. Calabash, wherever you are."

—JIMMY DURANTE

"Imitation is the sincerest form of television."

—FRED ALLEN

"Tomorrow is another day."

—SCARLET O'HARA

"Virtue has never been as respectable as money."

—MARK TWAIN

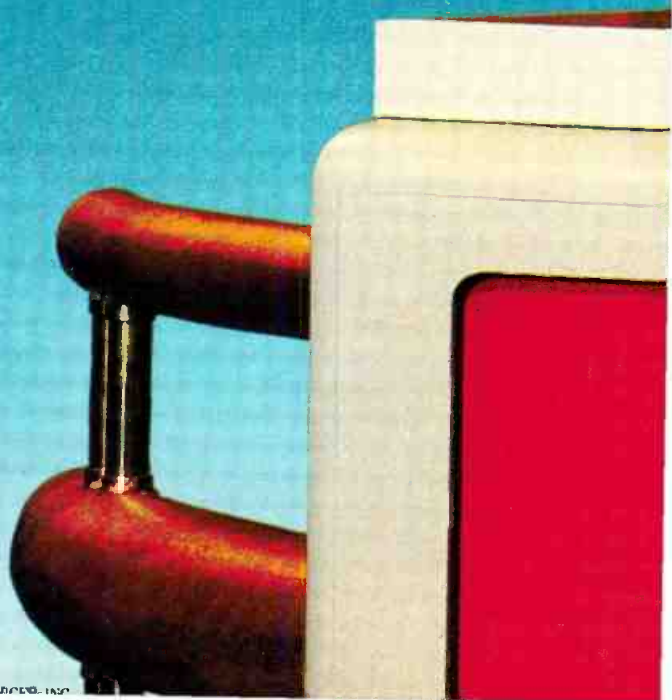
"Don't look back, something might be gaining on you."

—SATCHELL PAIGE

"Rosebud."

—CHARLES FOSTER "CITIZEN" KANE

SOON TO BE



FAMOUS...



THE LAST WORD

Merrill Heatter is kicking up a brand new game show hit. After creating **THE HOLLYWOOD SQUARES** and picking up four Emmy Awards, he's teamed up with Turner Program Services to give you *exactly* what everyone wants:

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And the winner is...

Value of cable system sales eclipsed that of broadcasting sales for first time last year. According to BROADCASTING's annual recap of media marketplace (to be published Feb. 13), cable transactions topped \$10 billion, more than double \$4.9 billion of broadcasting deals. (In 1987 broadcast total was \$7.5 billion, cable was \$6 billion.) Cable total was swelled by several mega-deals, including largest cable deal ever, Comcast, TCI and TKR Cable purchase of Storer from Kohlberg, Kravis, Roberts & Co. for \$2.9 billion.

Talking again

Networks are hoping Hollywood will come to table this week with proposal on financial interest and syndication rules. Parties meet Wednesday and Thursday in New York. It is first negotiating session since last year, and although there are still serious "fundamental disagreements," talks are expected to continue.

Influential

Role of FCC Commissioner James H. Quello in encouraging telephone interests to negotiate with broadcasters over free carriage of their signals is cited as important factor in new willingness of telcos to approach issue (see story, page 27). Commissioner said last month he was having second thoughts about his "tentative" vote on FCC recommendation that Congress lift statutory ban against telcos owning cable systems in their service areas, and said he now thought telco entry should be conditioned on free carriage and free delivery of signals (that is, without telco charge to public).

Mountain to Mohammad

Telephone industry will be courting broadcasters on their own turf when Raymond Smith, president and chief operating officer of Bell Atlantic, speaks at major session during National Association of Broadcasters convention in Las Vegas April 29-May 2. Smith will address television broadcasters on Monday morning (May 1) and take questions. Panel with cable and broadcast industry representatives is slated to follow.

Contenders (broadcast)

Knight-Ridder final bids due last Thursday have attracted number of diverse candidates, according to industry rumors. Among those believed to have made offers for some or all of stations

were King World Productions, TA Associates, Meredith, Pulitzer, Burnham Broadcasting, several minority-backed groups and Alabama pension fund that recently agreed to purchase, subject to FCC approval, Liberty Corp.'s WSFA-TV Montgomery, Ala. Broadcasting division's current management, led by Dan Gold, president, is also believed to have made leveraged buyout offer.

Contenders (cable)

Bids were due last week for two contiguous Hauser cable systems near Minneapolis in deal that could exceed \$250 million. Among companies that have reportedly shown interest are United Artists, Houston Industries, Cablevision Systems, Simmons and King Videocable. Hauser owns one system with 50,000 subscribers outright; other 75,000-subscriber system is co-venture with Continental.

Systems aren't only media properties on block in Minneapolis. Midwest's media group is also on block, which includes wcco-TV and regional sports network. Latter appeals to Cablevision Systems, but TV and sports network are being sold together. Because of prohibition against broadcast-cable ownership in same market, company would have to choose one or other.

And the beat goes on

Congress is concerned not only about FCC's move toward substituting lottery for comparative hearing in awarding of new broadcast channels, but also what it considers agency's anything-goes attitude toward settlements of comparative-new cases. Concern climaxed last month when FCC approved settlement involving new FM in Marco, Fla., in which outsider bought out original competing applicants for \$1 million. Congress's concern may not translate into action, but Media Access Project, Washington-based citizens group, is promising to challenge Marco deal in court.

If at first...

NBC has taken new tack in effort to establish worldwide HDTV production standard. Network has opposed standardization of 1,125/60 HDTV production system in U.S. and last fall submitted alternative 1,050/59.94 system to Society of Motion Picture and Television Engineers. According to Steve Bonica, vice president, engineering, NBC has approached "various members of the European TV community" to begin negotiations for mutually acceptable parameters. European countries have

blocked worldwide adoption of 1,125/60 because of difficulties in transcoding it into current European 50-hertz television systems.

Busy busy

CC will be focusing on so-called price caps over next several weeks, trying to come up with item that's acceptable to all three commissioners and to Congress in time for action at March 16 meeting. But pending cable and broadcasting items will not be ignored. Mass Media Bureau is readying two major items—syndex reconsideration and comparative renewal reform—for action by end of March. Comparative renewal item would be put on agenda of one of three meetings during period (Feb. 22, March 16 or March 30). Syndex could be handled "on circulation."

Eye closed to telcos

CBS is running up red flag on telco entry into television business. Network—unlike others in industry (see "Top of the Week") who appear more anxious to cut deal—has serious reservations. Vice President and General Counsel George Vradenburg told BROADCASTING last week that telco entry is "unwise public policy" and not necessarily in broadcasters' "best interest." Vradenburg feels issue is not whether broadcasters pay telcos to carry their signals, or get free carriage, but whether telcos pay broadcasters for privilege of carrying them.

Protocol

Rumors regarding possible Sony purchase of stake in either MCA, Columbia Pictures or MGM/UA are nothing new. For many months, stocks have been rising and falling in reaction to ultimately unrealized Wall Street expectations that announcement of purchase was imminent. Latest version of old stories has new twist: supposed Sony purchase of Columbia Pictures stock is "done deal," but parties are waiting until after Feb. 24 funeral of Emperor Hirohito to make announcement.

Rising gore

Mayors from 22 Tennessee towns, concerned about rising cable rates, met with Senator Albert Gore (D-Tenn.), member of Senate Communications Subcommittee and frequent cable critic, two weeks ago to share their concerns. Common to towns is cable operator Multivision, which, after purchase of Essex Communications, raised basic rates from \$15.50 to \$19.95.

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Where Things Stand

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

Cable Regulation

Cable television industry is under fire from allegations it is "unregulated monopoly." Senator Howard Metzenbaum (D-Ohio) has announced his plans to introduce cable rate regulation bill (BROADCASTING, Jan. 23). Metzenbaum, chairman of Senate Antitrust Subcommittee, intends to keep close tabs on cable through series of hearings. Bill would strengthen municipal authority to regulate cable rates.

Cities are unhappy with developments within industry and approved new policy week of Dec. 5, 1988, in Boston calling for overhaul of Cable Communications Policy Act of 1984 this year to strengthen their regulatory grip on cable and to provide entry for telephone companies to offer competitive services.

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. Top motion picture and cable executives are holding talks to discuss their relationship and possible regulatory changes. House Commerce Committee Chairman John Dingell (D-Mich.) has warned cable to be on best behavior or Congress may reevaluate regulatory environment.

Comparative Renewal

■ National Telecommunications and Information Administration, in *NTIA Telecom 2000* report on future of broadcasting and telecommunications, recommended FCC purge license renewal procedures of "references to program content" as part of overall elimination of rules "governing content." FCC Chairman Dennis Patrick has also called for minimizing role of programming in FCC deliberations at renewal time. But their views are not shared by broadcasting industry. In first round of comments in current FCC proceeding aimed at reforming much-maligned comparative renewal process, broadcasters, led by NAB and INTV, argued that past programming performance should be basis for renewal.

FCC proceeding is also aimed at discouraging groups from using comparative renewal process and policy of allowing groups to petition FCC to deny renewal and station transfers to "extort" money from broadcasters. To deter abuse, FCC has proposed limiting payments broadcasters may 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 applicants, clarifying standards broadcasters must meet to win "renewal expectancies" and reconsidering criteria

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used in comparative hearings, particularly diversity of ownership.

In separate proceeding, FCC proposed at Jan. 30 meeting using lottery to choose among competing applicants for new radio and full-power television stations. If adopted, lottery would replace comparative hearings for awarding new station applications.

Crossownership

Telco-cable—FCC tentatively concluded by 2-1 vote in July 1988 to recommend that Congress lift crossownership ban on telephone companies providing cable television service in their telephone service areas, and proposed loosening its rules to allow some telcos to own minority interest in or finance cable systems in their service areas.

However, FCC may not be able to affirm decision calling for repeal of ban. Commissioner James Quello issued statement Jan. 13, saying he was reconsidering vote favoring repeal. And Commissioner Patricia Diaz Dennis, who voted against "tentative conclusion," continues to feel ban against telcos controlling programming should be retained, although she believes telcos should be allowed to offer video transmission services as common carriers.

In comments on the "tentative conclusion," telco industry, along with National League of Cities and six major motion picture studios, supported FCC initiatives, but cable operators, led by National Cable Television Association, strongly opposed them.

FCC move follows National Telecommunications and Information Administration report on cable TV regulation recommending telephone companies be allowed to serve as transporters of others' programming, although not as programmers themselves, in telcos' own service areas (BROADCASTING, June 20, 1988).

At present, barriers to such BOC cross-ownership include 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. NTIA has petitioned FCC to preempt Greene's regulation of BOC's, arguing that judge is hampering their entry into information services, including cable.

Duopoly, one-to-a-market—FCC voted Oct. 27, 1988, to relax duopoly rules to allow closer spacing of commonly owned AM and FM stations, arguing that impact on diversity would be negligible and that it would allow some

broadcasters to reap certain economies of scale.

Using same justification, FCC relaxed policy for waivers to one-to-market rules Dec. 12, 1988, saying it would look favorably on waiver requests involving top 25 markets with at least 30 broadcast "voices."

Broadcast-newspaper—Appropriations bill (H.R. 4782), which was signed into law, includes provision that prevents FCC from reexamining its broadcast-newspaper crossownership rules.

Rupert Murdoch won victory in U.S. Court of Appeals in Washington March 29, 1988, when court ruled that statute passed by Congress in session's final hours violated First and Fifth Amendments by prohibiting FCC from extending current waivers of rule banning newspaper-television station crossownership. Court did not rule on constitutionality of substance of provision that bars commission from repealing or modifying television-newspaper crossownership ban.

Direct Broadcast Satellites

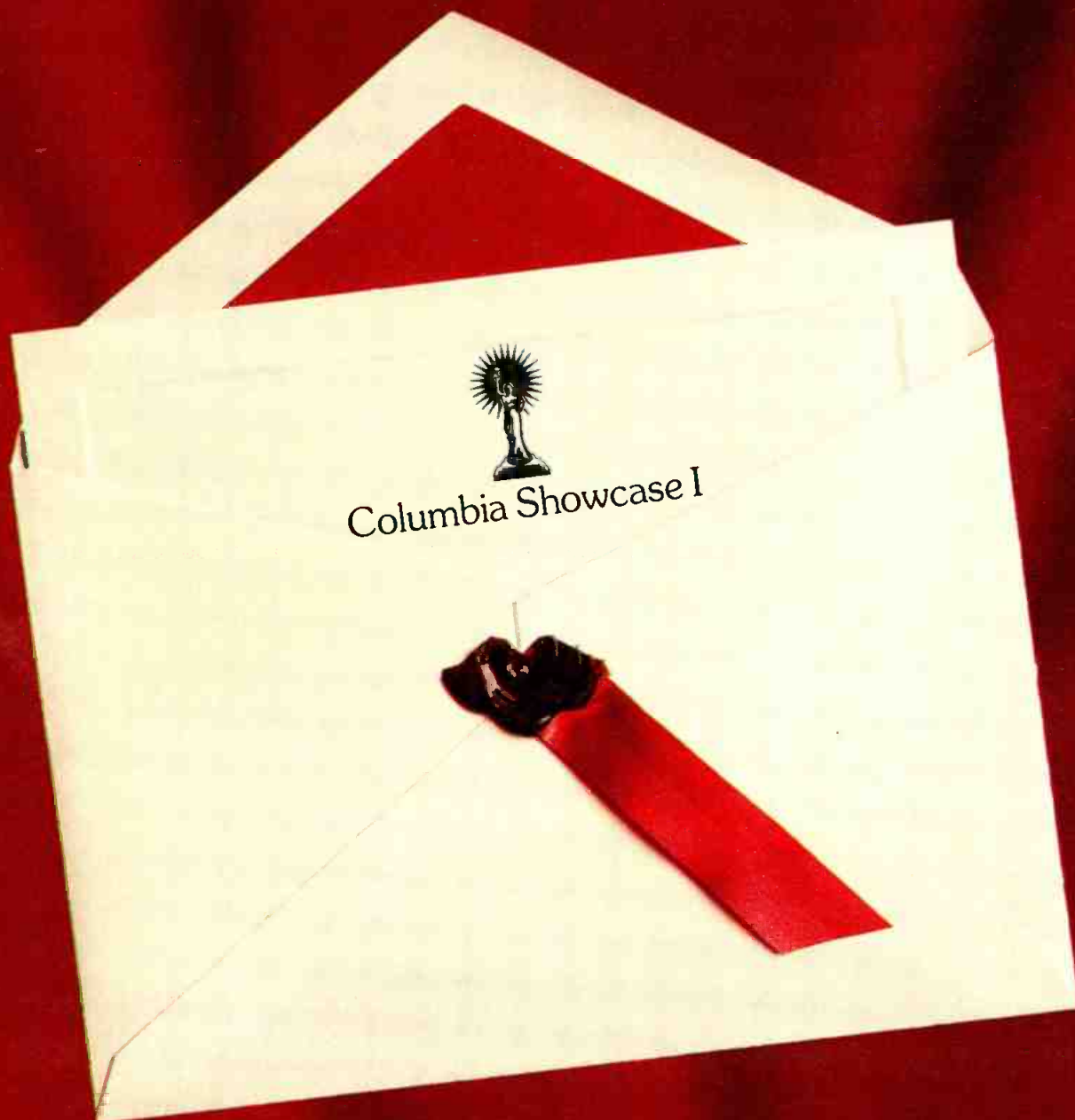
■ HBO parent company, Time Inc., decided in last quarter of 1988 to 'write down' value of HBO-GE Americom cable-DBS co-venture, Crimson Satellite Associates, by \$35 million—investment reportedly valued by Time at about \$100 million when venture began three years ago. Crimson has proposed to operate 60 watt Ku-band Satcom K-3 in established fixed-satellite service orbital arc, rather than in new DBS arc. K-3, and eventually K-4, would serve both cable and direct-to-home markets.

But FCC in November 1988 denied Crimson request to increase K-3 power from 45 watts to 60 watts—considered minimum power necessary to reach mass-marketable four-foot receiving dishes. Americom and HBO filed petitions in January asking FCC to reconsider that decision. Denial could be death blow to Crimson plans to start first Ku-band DBS service in U.S., and/or to bring cable programmers to Ku-band delivery via already built K-3 (scheduled for launch in January 1990).

DBS orbital arc assignment questions remain at FCC. Hughes Communications, authorized to launch two 16-channel DBS birds, each to serve entire nation from one orbital position, Dominion Satellite and Continental Satellite have filed comments opposing FCC proposal to assign pairs of DBS slots—one east, one west, each serving only half of U.S.—to create most efficient use of spectrum. Multiple applicants have requested one of four eastern slots only (from which whole nation can be served), leaving four western slots (reaching only western half of nation) underused. Replies to comments are due Jan. 31.

Number of applications to operate high-power Ku-band direct-to-home television service satellites has now outstripped available orbital assignments in new, separate DBS orbital arc, said FCC, which could assign posi-

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WNRW · Greensboro,
Winston-Salem
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KADY · Santa Barbara
KBBL · Palm Springs

KCOP · Los Angeles
KHTV · Houston
KPLR · St. Louis
XETV · San Diego
WTVD · Raleigh-Durham
WTTO · Birmingham
WVAH · Charleston-
Huntington
WCSH · Portland, ME
KAME · Reno
WOGX · Gainesville

WLS · Chicago
WATL · Atlanta
KNXV · Phoenix
WOFL · Orlando
WXMI · Grand Rapids
WLNE · Providence
WTVX · West Palm Beach
KLAS · Las Vegas
KJTV · Lubbock
KIDY · San Angelo

SHOWCASE I



THE KARATE KID
PART II



A SOLDIER'S STORY

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KMSP · Minneapolis

KSCH · Sacramento-
Stockton

KPTV · Portland, OR

WNYB · Buffalo

WDRB · Louisville

WRGB · Albany-
Schenectady

WTAT · Charleston, SC

WXON · Detroit

KSTW · Seattle

WBFF · Baltimore

WVTV · Milwaukee

KSTU · Salt Lake City

WRGT · Dayton

WSMH · Flint-
Saginaw

WYZZ · Peoria

KTVT · Dallas-Ft. Worth

WSVN · Miami

WTXX · Hartford-
New Haven

WZTV · Nashville

Columbia Pictures Television
A Unit of Columbia Pictures Entertainment, Inc.



tions early this year.

"True" high-power Ku-band DBS delivery of TV programming directly to homes will become reality in U.S. in "1992 time frame," says Hughes, whose proposed 200 watt birds—10 times higher than current fixed satellite service birds—will enable reception of video programming by affordable one-foot downlinks, says Hughes, thereby expanding consumer home satellite market well beyond current two million.

Hughes and GE agree on need to bring together "business system," including programmers and cable operators, latter as likely retailers to home market.

FCC extension granted late last year gave Dominion Video Satellite and Hubbard Broadcasting's United States Satellite Broadcasting—among those granted permits with six-year expirations in December 1982—four more years—until Dec. 4, 1992.

High-Definition TV

■ "Action memos" to Telecommunications Subcommittee requested by chairman Ed Markey (D-Mass.) on what policy decisions Congress should make to aid American interests were received last Wednesday (Feb. 1) from several broadcasting and high technology organizations. Major difference of opinion exists between Electronic Industries Associa-

tion, which emphasized reduction of federal deficit to increase U.S. competitiveness in electronics, and American Electronics Association, which called for federal funding of U.S. electronics industry to develop American HDTV manufacturing. Association of Maximum Service Telecasters called for allocation of funds to establish advanced TV task force within FCC to facilitate adoption and implementation of new HDTV transmission standard.

Defense Department will provide up to \$30 million in funding to private organizations researching and developing new, low-cost methods of displaying and processing HDTV pictures. Pentagon hopes program will lead to mass production of low-cost, high-resolution screens for consumer and defense applications. Requests to fund projects should be submitted by Feb. 13.

National Telecommunications and Information Administration has asked for comments on whether U.S. government should continue to support worldwide adoption of 1,125 line/60 hz HDTV production standard. Inquiry asks whether any production format should be supported and, if so, what criteria should be used to decide which is superior. Comments are due March 1, 1989.

Analysis subgroup of ATS committee's systems subcommittee has received submissions for 15 proposed HDTV or EDTV transmission systems. Thirteen of 15 systems were studied in-depth by analysis group during

meeting held Nov. 14-18, 1988, in Washington. Report, based on finding of week-long meeting, will be submitted to systems subcommittee in February.

On Sept. 1, 1988, 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 system. 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.

Land Mobile

Last fall, FCC delayed decision on petition to reallocate UHF channels in eight markets to land mobile radio until completion of report on whether UHF channels in question will be needed for broadcasting high-definition systems. But report released in June 1988 by FCC's advisory committee on advanced TV service advised FCC not to act because it is too early to know how much spectrum broadcasters will need. During special meeting on HDTV issues, FCC decided to follow report's advice (BROADCASTING, Sept. 5, 1988).

Mergers and Acquisitions

■ Warner Communications closed its acquisition of Lorimar Telepictures Jan. 11. Under terms of tax-free stock swap approved by Lorimar shareholders Dec. 8, 1988, Lorimar shareholders exchanged roughly 2.7 shares for each common share of Warner. Original definitive agreement for merger had set ratio of about 2.4 Lorimar shares per Warner share, but was revised Oct. 21, 1988. Transaction is valued at more than \$1.2 billion, with Warner assuming more than \$600 million in Lorimar's debt and Lorimar shareholders receiving Warner stock with a market value of about \$625 million. Transaction had been delayed by Sept. 27, 1988, New York state court ruling, upheld by appeals court Dec. 8, 1988. Court 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. On Dec. 29, 1988, Lorimar announced closing of sale of two of three stations it still held: company sold beneficial interest in trust holding two Puerto Rican stations to Orlando broadcaster Timothy Brumlik, for price between \$20 and \$30 million. Day before merger closed, Lorimar completed sale of last station in its possession, WPGH-TV Pittsburgh.

□ Malrite Communications Group announced Oct. 24, 1988, that it had signed merger agreement with MCG Merger Co., senior management buyout group led by Chairman and CEO Milton Maltz. Price for company's 4.5 million class A and common shares not held by Maltz is stockholders' choice of either \$11.125 cash or \$9 cash plus debt securities with an expected value of \$2.50. Management group will also assume more

BY THE NUMBERS

Summary of broadcasting and cable

B R O A D C A S T I N G			
SERVICE	ON AIR	CP's ¹	TOTAL*
Commercial AM	4,929	288	5,197
Commercial FM	4,141	639	4,780
Educational FM	1,369	260	1,629
■ Total Radio	10,439	1,187	11,626
FM translators	1,650	428	2,078
Commercial VHF TV	545	21	566
Commercial UHF TV	508	228	736
Educational VHF TV	119	7	126
Educational UHF TV	216	31	247
■ Total TV	1,388	287	1,675
VHF LPTV	126	163	289
UHF LPTV	329	1,196	1,525
■ Total LPTV	455	1,359	1,814
VHF translators	2,722	102	2,829
UHF translators	2,110	356	2,456

C A B L E †	
Total subscribers	48,637,000
Homes passed	73,900,000
Total systems	8,000
Household penetration†	53.8%
Pay cable penetration	32%

* Includes off-air licenses. † Penetration percentages are of TV household universe of 90.4 million. ‡ Construction permit.

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than \$100 million in long-term debt, not counting \$40 million in principal amount of convertible debentures which Malrite will redeem upon merger closing, at 85% principal value. MCG previously said it would bring about \$60 million in capital to company; group also has arranged up to \$270 million in financing from Bank of New York and Shearson Lehman Hutton. Malrite operates 11 radio and six television stations. Deal is subject to majority shareholder approval—Maltz holds 74% of voting power—and other conditions. SEC has approved proxy statement; shareholder meeting is set for Feb. 16.

□ MSO's United Cable Television (UCT) and United Artists Communications Inc. (UACI) said Jan. 30 that their expected merger was subject to termination by either party because closing could not occur by Feb. 28 deadline set in merger agreement. Companies said they were discussing term for possible new merger agreement. UCT and UACI had signed definitive agreement March 8, 1988, to merge into new company, United Artists Entertainment Co. (UAE). Under terms of agreement amendment announced Sept. 19, 1988, 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, 1988. 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. In anticipation of merger, UCT and UACI have consolidated their executive offices into one building.

□ Rogers Communications Inc. announced Aug. 9, 1988, 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 the systems serving roughly 500,000 subscribers in Laredo and San Antonio, Tex.; Minneapolis; Portland, Ore., and Orange County, Calif. Houston Industries board unanimously approved purchase Aug. 16, 1988. Definitive agreement is subject to transfer approvals at municipal levels, plus various FCC approvals. Rogers reached agreement with city of San Antonio to purchase for \$25 million city's right to purchase system at 5% below market value, with city extending franchise five years beyond previous expiration date. Rogers also has approval to transfer systems in city and suburbs of Minneapolis. Hart-Scott-Rodino antitrust waiting period has been completed.

Public Broadcasting

■ CPB board, meeting Jan. 30-31 in San Juan, P.R., reelected officers: President Donald Ledwig, VP and General Counsel Paul Symczak, VP and Treasurer Frederick DeMarco and corporate communications VP Rozanne Weissman.

Board will next month vote on \$254.3 million

1990 budget, which includes reallocation of some money from various existing funds—including public TV National Program Fund open solicitation and Station Independence Project—to allow \$6 million funding of new Independent Production Service and \$3 million increase in minority consortia support, both on TV side and both mandated by Congress in 1988 Public Telecommunications Act. Proposed budget would also add (over 1988) \$1.6 million to Community Service Grants to public radio and TV stations and \$5.2 million to radio and television programming.

National Association of Public Television Stations-coordinated National Program Funding Task Force last month discussed consolidating current mix of funding mechanisms—including CPB National Program Fund, PBS Program Development Fund, CPB-PBS Program Challenge Fund—possibly under one roof at PBS. Refining series renewal (Station Program Cooperative) process was also high on agenda. Task force will meet one more time before presenting options to annual public TV meeting in San Diego in April.

PBS and many member stations, hoping to assure uniform national prime time schedule, have agreed on limited same-night prime time carriage next fall.

NPR staff last month apprised board's finance committee of proposed FY '91 \$21 million 1990 budget, reflecting estimated 12.2% expenses increase and 16% average full-service member dues increase over 1989. Board will adopt budget at meeting this month. Board also agreed last December to appoint 10-member working group of "citizen leaders" to propose strategic plan for 1990's by next November. FY 1989, which began Oct. 1, 1988, is first year of "unbundled" programming, under which members may now choose to purchase only news or only cultural programming.

President Reagan's last budget, submitted on Jan. 9, would cap CPB funding—which is approved two years in advance—at \$242 million 1991 level and stop funding satellite replacement project at amount already appropriated—\$56.8 million—rather than provide total \$200 million over next three years, as authorized by Congress, which authorized \$265 million (1992) and \$285 million (1993) totals.

Syndex

FCC now has before it stack of petitions to reconsider, in whole or in part, new syndicated exclusivity rules it adopted at May 18, 1988, meeting. Rules empower broadcasters to enforce exclusivity of programs against cable systems that import duplicative programming on distant broadcast signals. Broadcasters, led by National Association of Broadcasters and Association of Independent Television Stations, still strongly support rules, but they asked for refinements that would make it easier for broadcasters to enforce exclusivity. Cable interests, on other hand, still strongly oppose rules.

United Video, common carrier for superstations WGN-TV Chicago, WPXI-TV New York and KTVT-TV Dallas, and Century Communications have already notified U.S. Court of Appeals of their intention to challenge rules in court.

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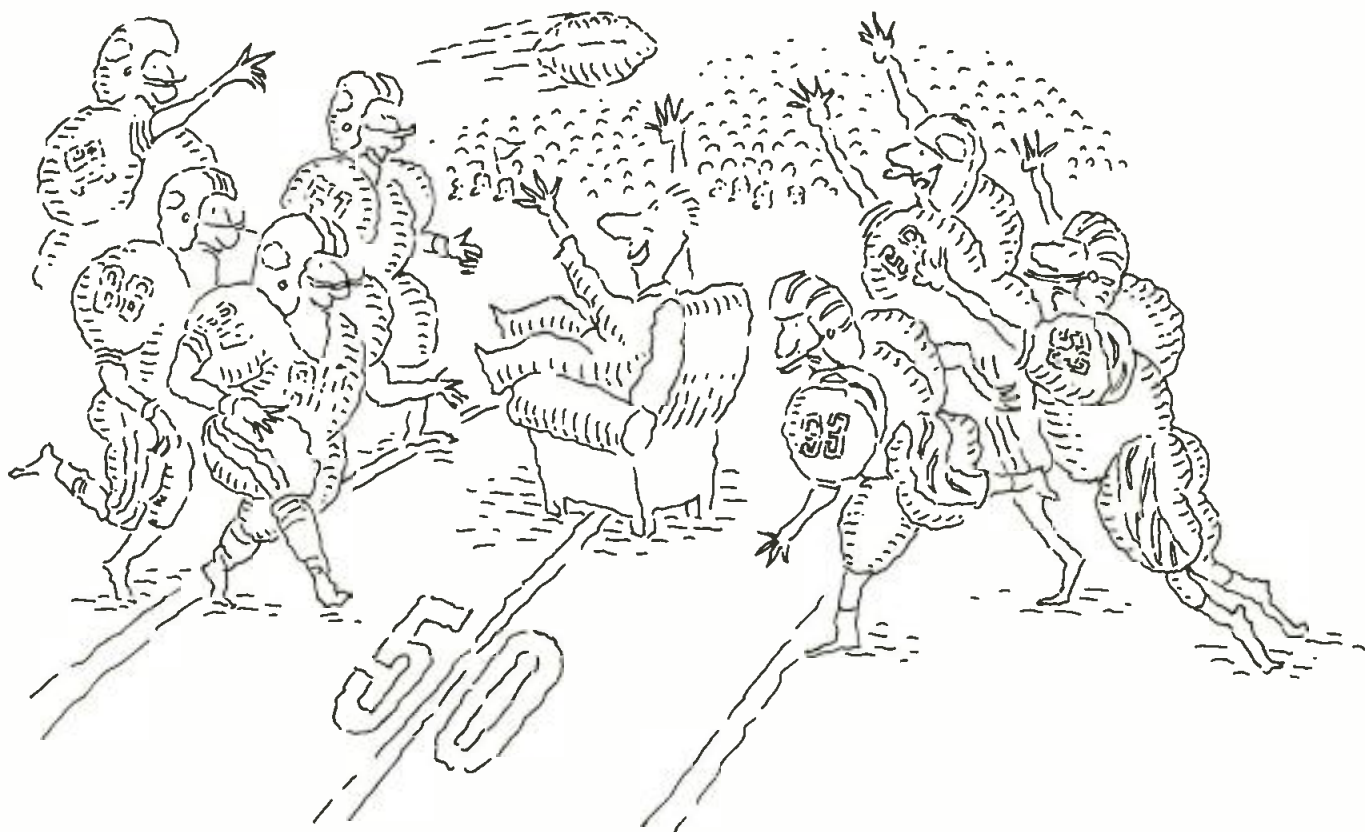
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Monday Memo

A U.S.-European broadcasting commentary by Robert Ross, managing director, CNN International Sales, London

BROADCASTING opened the New Year with an editorial correctly noting that the deregulatory climate in Europe has been of immediate benefit to U.S. television program suppliers. Film producers, including Warner Brothers, MGM/UA, Disney and others, have been selling product to the new satellite-based competitors in the European marketplace. BROADCASTING could also have pointed to the increasing investment by the U.S. cable companies and telephone companies in cable and other new media ventures in Great Britain and the Continent.

These are welcome developments, indeed, and justify the strong positions taken in favor of open markets by U.S. government officials and by the U.S. companies who have pioneered in the new European media markets. In the past, U.S. companies have found a varied reception for their products and services, depending on the attitude of the host country toward commercial sponsorship and advertising and toward the cultural impact of U.S. films and television programs. As the European Community moves to create a unified market by 1992, thereby creating the world's biggest market, U.S. companies have hoped that the deregulation of the more liberalized European countries would be writ large over the entire Western European media marketplace. There are concerns, however, that, through compromises between the liberal and the more conservative countries in Europe, the ultimate commercial media ground rules for Europe will be too restrictive. Both the European Commission, representing the 12 member states of the European Community, and the Council of Europe, with 22 member states, have drafted proposals on broadcasting that give rise to these concerns among U.S. program producers, program networks, advertisers and other U.S. interests.

The European Commission Draft Directive contains a proposal calling for 30% of programming per station, rising to 60% after three years, to be reserved for broadcasts of community works. This excludes time devoted to news, sporting events, game shows, advertising and teletext services. Were this to become law, it would threaten the viability of satellite-delivered channels in Europe, which rely heavily on U.S. programming.

For its part, the Council of Europe has proposed numerous restrictions on television advertising. In general, advertising must be confined to blocks between programs. Ads can be inserted within programs only in certain limited circumstances, such as one commercial break in feature films, and in natural breaks during structured events and performances, such as sports matches or concerts.

In addition, the council's draft convention restricts sponsorship of programs in a



“What we cannot accept are the short-sighted restrictions on advertising and sponsorship, or the quotas on non-European programming.”

wide variety of circumstances and encourages member states to impose quotas for European-produced programs, but does not include a specific percentage quota, such as contained in the EC's document.

These restrictions present a host of problems for U.S. interests. As noted, the expansion of broadcasting, cable and satellite technologies in Europe in the 1990's will create an increasing demand for U.S. investment, hardware, films and TV programs, U.S. program networks themselves and U.S. advertising dollars to support the acquisition and presentation of all programs, U.S.- and European-produced. United States companies had hoped that the creation of a unified European market for programs and advertising would eliminate the current obstacles to U.S. involvement which, even when they are not actively directed at U.S. companies, have the same adverse effect because of fragmentation of the market and inconsistent, sometimes conflicting, regulations.

In addition to the interest of U.S. program suppliers, the interests of a wide variety of U.S. companies could be adversely affected. For example:

■ U.S. companies, such as United Cable,

ESPN, Disney and some Bell regional telephone companies, have been investing in cable TV and satellite networks in Europe. If these new technologies and services are not viable because advertising revenues are restricted, the U.S. investors will suffer.

■ Two of the principal satellite companies that are entering the new European media market—SES Astra and British Satellite Broadcasting—have purchased satellites from U.S. suppliers, GE Astro and Hughes Aircraft, respectively. These are risky ventures and the council and EC restrictions can make the difference between success and failure. If they are successful, they will be shopping in the U.S. for follow-on satellites.

■ Cable networks, such as CNN, have made considerable investments to export their network services and participate in the new European market. As an advertiser-supported service in part, CNN would be vulnerable to the council and EC restrictions.

■ European advertisers spend millions annually in the U.S. electronic media promoting their goods and services. U.S. advertisers need comparable access to the new European media marketplace.

U.S. companies are not asking for special privileges. We share the European's legitimate concerns about excessive time devoted to advertising. These are dealt with by the provisions of the Council of Europe's convention that place limits on the overall amount of time that can be devoted to advertising. We accept these qualitative limits and guidelines that deal with indecent, pornographic, violent or otherwise objectionable ad content. These too already are part of the convention. What we cannot accept are the short-sighted restrictions on advertising and sponsorship, or the quotas on non-European programming.

Access to the European marketplace for U.S. products and service associated with new satellite and cable media is a trade issue, just as is access for U.S. beef and agricultural products. Indeed, as important as fair trade for U.S. agricultural products may be, the future of the U.S.'s export economy is not going to be characterized by a vast expansion of our agricultural exports. To the contrary, we can expect that the telecommunications, information, entertainment and advertising sectors of our economy will contribute substantially to our exports. It is here that we must place the emphasis in removing trade barriers. We have a genius for advertiser-supported, mass media enterprises and, as other countries come to rely more and more on such media for their own purposes, we must not allow them to exclude our contributions. The new media market of the new Europe will be the first, and perhaps most important, test of our resolve in this regard. We cannot afford to fail.

Datebook

■ indicates new listing

This week

Feb. 5-7—*Michigan Association of Broadcasters* midwinter conference and exhibits with engineering seminars. Lansing, Mich. Information: (517) 484-7444.

Feb. 6-7—*National Association of Broadcasters* managers roundtable, meeting "designed to give small and medium market general managers the chance to exchange ideas." Ramada Renaissance. Atlanta. Information: (202) 429-5420.

Feb. 6-8—*Arbitron Television Advisory Council* meeting. Doral hotel, Miami.

Feb. 7—Robert MacNeil and Jim Lehrer to speak on development and production of *MacNeil-Lehrer Newshour*; seminar sponsored by *Museum of Broadcasting*. Museum, New York. Information: (212) 752-7684.

Feb. 7-8—Television Advertising Workshop, sponsored by *Association of National Advertisers*. Speakers include: Laurence Tisch, CBS; Thomas Murphy, CapCities/ABC; Robert Wright, NBC; Peter Jennings, ABC; Kathleen Sullivan, CBS; Preston Padden, INTV; Robert Alter, Cable Advertising Bureau; Barbara Corday, CBS Entertainment, and Hugh Downs, ABC. Plaza hotel, New York. Information: (202) 785-1525.

matron: (202) 785-1525.

Feb. 7-8—*Arizona Cable Television Association* annual meeting. Sheraton Phoenix. Information: (602) 257-9338.

Feb. 8—*New York Television Academy* drop-in luncheon. Speaker: John Gault, executive VP, ATC, and chief executive officer, Manhattan Cable TV. Copacabana, New York. Information: (212) 765-2450.

Feb. 8-9—*National Association of Broadcasters* managers roundtable, meeting "designed to give small and medium market general managers the chance to exchange ideas." Sheraton Plaza La Reina hotel. Los Angeles. Information: (202) 429-5420.

■ **Feb. 8-9**—*Cable Television Administration and Marketing Society* "achievement series," co-sponsored by *California Cable TV Association*. San Francisco Hilton Downtown, San Francisco. Information: (703) 549-4200.

Feb. 8-12—*International Radio and Television Society* faculty/industry seminar. Theme: "Beyond Tomorrow: Electronic Media Star Wars." Keynote speaker: Kenneth Roman. Ogilvy Group. Roosevelt hotel, New York. Information: (212) 867-6650.

Feb. 9—*International Radio and Television Society* newsmaker luncheon. Speakers: Brandon Tar-

tikoff, president, NBC Entertainment; Brandon Stoddard, president, ABC Entertainment, and Kim LeMasters, president, CBS Entertainment. Waldorf-Astoria, New York.

■ **Feb. 9-10**—*Cable Television Administration and Marketing Society* "achievement series," co-sponsored by *California Cable TV Association*. Los Angeles Airport Hilton, Los Angeles. Information: (703) 549-4200.

Feb. 10—Deadline for entries in *Corporation for Public Broadcasting's* Public Television Local Program Awards, "recognizing outstanding local programming in public television." Information: (202) 955-5211.

Feb. 10—"Risk and Reform," legal issues conference for journalists covering liability and insurance reform, co-sponsored by *Foundation for American Communications*, *Miami Herald* and *Florida Press Association*. Florida State Conference Center, Tallahassee, Fla. Information: (213) 851-7372.

Feb. 10-12—*Oklahoma Association of Broadcasters* winter meeting. Tulsa Marriott hotel, Tulsa, Okla. Information: (405) 528-2475.

Feb. 11—Presentation of 21st annual Addy Awards, sponsored by *Advertising Club of Metropolitan Washington*. Sheraton Washington hotel, Washington. Information: (301) 656-2582.

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MEDIA MONITOR

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A MURDERER'S WARNING

Ted Bundy finally did something good on the eve of his execution in Florida's electric chair. He gave a long interview on camera to James Dobson, a religious broadcaster, in which he tried to explain what had turned a nice boy from a good Christian family into a monster who murdered as many as 50 women just for kicks. Bundy's statement stands as a warning to a society that is degenerating morally at a rapid rate. It is a warning that should be studied by our judges, our legislators, our educators and by those who control our television programming.

He explained that he had been raised in a fine home with loving parents who made their six children the focus of their lives. They didn't abuse their children physically or emotionally. They attended church regularly. How did such a monster emerge from this healthy, normal environment? Bundy said that when he was 12 or 13 years old, he discovered what is called soft-core pornography at the grocery store. Next, he said, he came across pornographic books that were more explicit, more graphic than

those sold at the grocery store. These involved violence.

Bundy said: "I want to emphasize, the most damaging kinds of pornography, and I'm talking from personal experience...are those that involve violence and sexual violence." Bundy said that while he did not want to appear to be ducking responsibility for what he had done by putting the blame on pornography, the issue was "how this kind of literature contributed to and helped mold and shape the kinds of violent behavior" he had engaged in. He explained that it "fuels this kind of thought process" and then it crystallized, bringing him to the verge of acting out his fantasies.

He said, "Violent pornography is a kind of addiction, and like any other kind of addiction, one is looking for more and more explicit material....You're craving for something that is harder, harder, something that gives a greater sense of excitement, until you reach a point where you wonder if actually doing it isn't going beyond just reading about it or looking at it." Bundy said the barriers against doing it, that had been instilled by his upbringing, were tested and assailed constantly by pornography.

Asked what had pushed him over the edge, Bundy said, "We're talking about an

influence, that is the influence of violent types of media, violent pornography, which is an indispensable link in the chain of behavior....The barriers that had been instilled in me as a little child were not enough to hold me back."

Bundy said that in prison he had met many men "who were motivated to commit violence just like me, and without exception every one of them was deeply involved in pornography." Bundy's message needs to be studied by those who have been telling us that pornography is an innocent pleasure, those who ridiculed the Meese Commission report on its dangers, sneering at those who want to curb it. It should be studied especially by those in television who are lowering broadcast standards and slipping soft-core pornography into TV programs, not thinking that they may be leading others down Ted Bundy's evil path.

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Also in February

■ **Feb. 12-13**—*Arkansas Broadcasters Association* business meeting and legislative reception. Capital hotel, Little Rock, Ark.

Feb. 13—Deadline for entries in Livingston Awards for Young Journalists (34 years old and younger), sponsored by *Mollie Parnis Livingston Foundation of University of Michigan*. Information: (313) 764-2424.

Feb. 13—Deadline for entries in E.W. Scripps Award for service to First Amendment, sponsored by *Scripps Howard Foundation*. Information: (513) 977-3035.

Feb. 13—Roundtable forum on libel reform proposal of *Annenberg Washington Program*. Panelists include libel specialists from law and journalism schools. Annenberg office, Willard office building, Washington. Information: (202) 393-7100.

Feb. 13-14—*Georgia Cable Television Association* annual convention. Omni International Atlanta. Information: (404) 252-4371.

Feb. 13-18—11th International Film, Television and Video Market. Loews hotel, Monte Carlo, Monaco. Information: (33) 93-30-8701.

Feb. 14-15—*Broadcast Credit Association* credit seminar. Orlando Airport Marriott, Orlando, Fla. Information: (312) 827-9330.

Feb. 14-15—Seminar on signal leakage and cumulative leakage index compliance, sponsored by *National Cable Television Association*. Atlanta Airport Hilton, Atlanta. Information: (202) 775-3637.

Feb. 15—*New York Television Academy* drop-in luncheon. Speaker: Michael Alexander, executive vice president, MCA Broadcasting. Copacabana, New York. Information: (212) 765-2450.

Feb. 15—Deadline for entries in 17th annual Clari-

Errata

Jan. 30 story, "Taking It From The Top At NATPE," incorrectly identified **Jerry Agema** as vice president of operations and chief financial officer of Qintex. Agema holds those titles with **Tribune Broadcasting**.

Jan. 30 "Changing Hands" item on sale of **WALY-FM** Bellwood, Pa., listed Gregory Guise as principal owner of seller. **Seller is equally owned by Guise, Herbert Gordon, Garrison Cavell, Gary Blau, Ronald Rubin and William McKay.**

on Awards "recognizing excellence and outstanding achievement in 57 areas of journalism and communications," sponsored by *Women in Communications*. Information: (703) 528-4200.

Feb. 16—*Federal Communications Bar Association* monthly luncheon. Speaker: Robert Allen, chairman, AT&T. Marriott hotel, Washington.

Feb. 16—*National Academy of Television Arts and Sciences* presentation of Trustees Award to Peggy Charren, founder and president of Action for Children's Television. Marriott Marquis hotel, New York. Information: (212) 586-8424.

Feb. 16-18—*Louisiana Association of Broadcasters* annual convention. Embassy Suites hotel, Baton Rouge. Information: (504) 383-7486.

Feb. 16-19—*American Women in Radio and Television* national annual Commendation Awards judging. Embassy Suites hotel, Washington. Information: (202) 429-5102.

■ **Feb. 19-April 1**—"The Glaring Light: Television Coverage of the Civil Rights Movement," exhibition at *Museum of Broadcast Communications*. Museum, Chicago. Information: (312) 987-1500.

Feb. 20—Deadline for entries for Charles E. Scripps Award recognizing "outstanding efforts in the battle against illiteracy," sponsored by *Scripps Howard Foundation*. Information: (513) 977-3035.

■ **Feb. 20-24**—First technology studies seminar, "Media Technology: The Next Generation," sponsored by *Gannett Center for Media Studies*, Columbia University, New York. Information: (212) 280-8392.

Feb. 21-22—"The Pennsylvania Cable Academy," seminar sponsored by *Pennsylvania Cable Television Association*. Holiday Inn East, Harrisburg, Pa. Information: (717) 234-2190.

Feb. 22—*National Press Foundation* awards dinner, featuring presentation of Sol Taishoff Award for excellence in broadcast journalism to Brian Lamb, chairman and chief executive officer, C-SPAN. Sheraton Washington hotel, Washington.

Feb. 22—*Illinois Broadcasters Association* college seminar. Normal, Ill.

Feb. 22-24—Texas Cable Show, sponsored by *Texas Cable TV Association*. San Antonio, Tex. Information: (512) 474-2082.

Feb. 23—"The Future of Network News and the Changing Relationship Between Network and Local News," meeting of *Society of Professional Journalists*. Panelists: Barbara Matuso, author, "The Evening Stars: The Making of the Network News Anchor"; George Watson, Washington bureau chief, ABC News; Bob Richbloom, news director, WJLA-TV Washington, and Bret Marcus, news director, WRC-TV Washington. NBC, 4001 Massachusetts Avenue, Washington.

Major Meetings

Feb. 13-18—11th International Film, Television and Video Market. Loews hotel, Monte Carlo, Monaco. Information: (33) 93-30-8701.

Feb. 22-24—Texas Cable Show, sponsored by *Texas Cable TV Association*. San Antonio, Tex.

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

March 21-23—*Satellite Broadcasting and Communications Association/STT* satellite communications trade show. Bally's, Las Vegas. Information: (800) 654-9276 or (703) 549-6990.

April 9-11—Public television annual meeting, jointly sponsored by *Public Broadcasting Service* and *National Association of Public Television Stations*. Sheraton Harbor Island Inn East, San Diego. Information: (703) 739-5082.

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

April 9-12—*Broadcast Financial Management Association* 29th annual meeting. Loews Anatole, Dallas. Future meeting: April 18-20, 1990. Hyatt Regency, San Francisco.

April 21-26—25th annual *MIP-TV, Marches des International Programmes des Television*, international television program market. Cannes, France.

April 29-May 2—*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—*American Women in Radio and*

Television 38th annual convention. Waldorf-Astoria, New York. Information: (202) 429-5102.

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

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

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

June 10-13—*American Advertising Federation* annual national conference. J.W. Marriott, Washington.

June 17-23—16th International Television Symposium. Montreux, Switzerland. Information: 41-21-963-3220.

June 20-23—*National Association of Broadcasters* summer board meeting. Washington

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

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

Aug. 27-29—Eastern Cable Show, sponsored by *Southern Cable Television Association*. Merchandise Mart, Atlanta.

Sept. 13-16—*Radio-Television News Directors Association* annual convention. Kansas City Convention Center, Kansas City, Mo.

Sept. 13-16—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—*Atlantic Cable Show*. Atlantic City Convention Center, Atlantic City, N.J. Information: (609) 848-1000.

Oct. 5-8—*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.

Oct. 12-16—*MIPCOM*, international film and program market for TV, video, cable and satellite. Palais des Festivals, Cannes, France. Information: Perard Associates, (212) 967-7600.

Oct. 21-25—*Society of Motion Picture and Television Engineers* 131st technical conference and equipment exhibit. Los Angeles Convention Center.

Nov. 13-15—*Television Bureau of Advertising* annual meeting. Century Plaza, Los Angeles.

Dec. 13-15—Western Cable Show, sponsored by *California Cable Television Association*. Anaheim Convention Center, Anaheim, Calif.

Jan. 3-6, 1990—*Association of Independent Television Stations* annual convention. Century Plaza, Los Angeles.

■ **Jan. 27-31, 1990**—*National Religious Broadcasters* 46th annual convention. Sheraton Washington and Omni Shoreham hotels, Washington.

Sept. 21-25, 1990—International Broadcasting Convention. Brighton Convention Center, Brighton, England.

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Open Mike

Sin of omission

EDITOR: We're puzzled by the omission of public television in BROADCASTING's Jan. 16 account of inaugural news preparations.

Not only did PBS offer live coverage of the inauguration, anchored by Paul Duke and produced by WETA-TV, but also: a half-hour highlights program that evening; a week of debates on on the *MacNeill/Lehrer NewsHour*, culminating in a major segment called "Bush's America"; a 90-minute *Frontline* special about Ronald Reagan, and a historical look at inaugurations hosted by Walter Cronkite. On Jan. 29, PBS presented a special hour-long program on the 10 weeks of the Bush transition: "Preparing for Power," reported by Hedrick Smith.

BROADCASTING's oversight is ironic at a time when PBS is being widely praised for a "virtual explosion" of news and public affairs projects, as reporters who attended this month's PBS press tour in Los Angeles have noted. In an era of tabloid television, PBS's in-depth broadcast journalism stands in higher relief than ever, as this season will demonstrate with series like *The Power Game*, *War and Peace in the Nuclear Age*, *Secret Intelligence* and *Learning in Ameri-*

ca.—Barry O. Chase, Vice President, News and Public Affairs Programing, Public Broadcasting Service, Washington.

Radio lives

EDITOR: Congratulations on your Jan. 9 article, "Harnessing Radio's Strengths for Television."

Many thought us crazy to stay in radio, especially after it was declared officially dead in the 1950's by more than one renowned broadcaster. We in radio hacked, clawed, fought and thought for survival and growth against almost overwhelming disinterest. Television, on the other hand, became a high margin industry where management talent was directed mostly at hanging on to the ascending rocket.

Your article is correct. Radio demanded superior management talent in all the areas you define, and, as a result, radio today is selling megatons of goods and services. Elton Rule made the sagacious observation about 20 years ago that there are few secrets between radio and television. How true.—Robert R. Pauley, former president, ABC Radio, Landrum, S.C.

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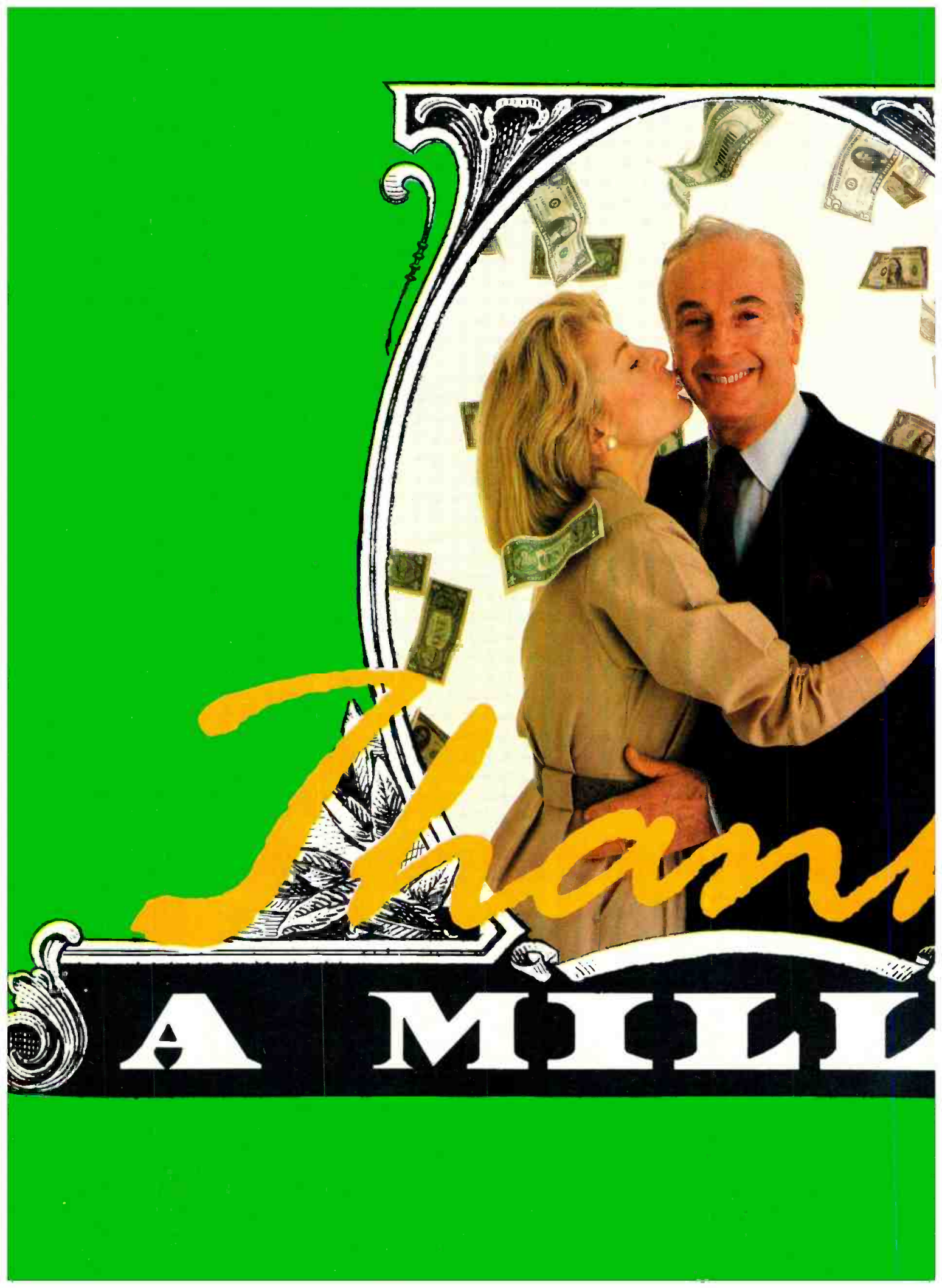
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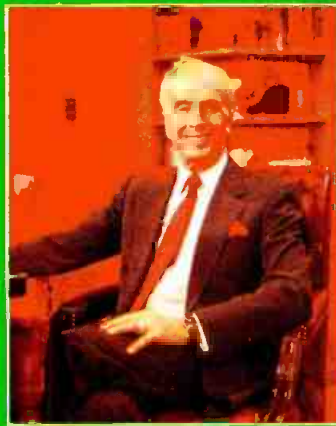
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Glimmer of carriage compromise between telcos, broadcasters

Prospects for an agreement between the telephone industry and broadcasters that, in broad terms, would trade guaranteed carriage for political support of telco ambitions in the television business took an important step forward last week. First reports indicated there was an agreement in principle between the U.S. Telephone Association and the Association of Independent Television Stations. The truth turned out to be less than that, but there was—as one principal put it—a “swirl of activity” on the subject.

John Sodolski, president of the USTA, met last Wednesday



Padden



Sodolski

(Feb. 1) with Preston Padden, president of INTV. The consensus, as Padden later put it in a memo to his board of directors: it was now the official position of the telephone industry that it would offer free carriage of all over-the-air TV signals, including HDTV. Moreover, the telephone companies were prepared to talk about vertical integration—that is, their participation as program owners as well as providers of common carriage technical facilities.

Sodolski is to meet this week with Eddie Fritts, president of the National Association of Broadcasters, who in turn is scheduled to meet with Jim Mooney, president of the National Cable Television Association. Fritts says he has an open mind on the subject but that the NAB is not in a negotiating posture. He told BROADCASTING that no deal was imminent with the telcos.

Fritts also emphasized the NAB's discussions were “multi-level,” indicating they included individual telephone companies as well as the USTA. “We have a hell of a lot more than negotiated carriage to talk to the telcos about,” Fritts said.

Although Sodolski denied that a written agreement in principle had been offered to INTV, he conceded that “some negotiating points had been reduced to writing.” And while saying “we’re nowhere near closure” on a deal, he portrayed himself as “always optimistic about righteousness prevailing.” He was careful to say that USTA hadn’t yet talked with all the principals—indeed, he said, “I don’t yet know how many people I have to talk to. But we do have the elements of a point of view attractive to broadcasters.” Sodolski did indicate there was a consensus among the telephone industry members themselves on the carriage issue, although others remain skeptical of that unanimity.

NCTA's Mooney took a decidedly scornful view of the reported negotiations. “If you look at this simply as a matter of must carry, you are suffering from tunnel vision—you are being captured by an old world perspective and an old world issue. The brave new world the telcos have in mind is one in which they not only control the universal transmission system but also are competitors in the program supply, program packaging

and program distribution businesses.” The NCTA chief holds that once transmitters are made obsolete by a telco-wired video universe, broadcasters would no longer have any claim to carriage. “The issue for the broadcasting industry, then,” he said, “should be whether they can survive that kind of competition, from an entity that has the huge switched-voice monopoly under it and available to give it leverage. If the broadcasters think they can survive that kind of competition then good luck to them. But if my people ever found me walking them into that kind of arrangement I think they’d cut my head off—and rightly so.”

Mooney said the interests of broadcasters and of the cable industry in contemplating a one-wire world were “nearly identical—they’ll both be wiped out.”

FCC considers lottery for awarding licenses

Commission feels comparative process is time consuming and costly; Congress, lawyers fear deluge of speculative applications

The FCC proposed last week awarding new radio and television channels the same way many states now turn average Americans into millionaires: by lottery.

In its first open meeting in seven weeks, the agency, by a 3-0 vote, “tentatively”

decided to use a weighted lottery in place of the “unduly burdensome” comparative hearing process to choose among competing applicants for new AM, FM and full-power television channels. The FCC already uses lotteries for awarding low-power television and cellular telephone frequencies.

Initial reaction from communications attorneys who litigate so-called “comparative new” cases and from Congress was mostly negative. Hill staffers and lawyers expressed

concern that the public policy goals of the comparative process would be swept away by a torrent of speculative applications.

In proposing the lottery, the FCC acknowledged that the comparative hearing process, in which an administrative law judge compares competing applicants and picks the one that best fulfills such public policy goals as diversification of media ownership, is broken and beyond repair.

According to the agency, the process is

slow and costly to applicants and the FCC, and, because up to 80% of the hearings are settled before judges make decisions, often fails to achieve the public policy goals.

As proposed, the comparative new lottery would be weighted to give applicants with minority interest and without other broadcast properties a greater chance of winning than those who do not meet those criteria. The FCC also said it is considering giving an edge to women, AM daytimers and those who apply for channels that they "found" and asked the FCC to make available.

Congress authorized the FCC to use lotteries to award spectrum in 1982, but, in the legislative history, it discouraged the FCC from using them for awarding spectrum for full-power radio and television stations, saying the agency bore a "heavy burden" to show that lotteries were needed for mainline broadcast services.

At a press briefing following the vote, FCC Mass Media Bureau Chief Lex Felker said he feels the FCC can make the necessary showing. It will be based, he said, on "getting service to the public as quickly and as efficiently as possible."

"The comparative new process is slow and complex," said FCC Chairman Dennis Patrick in explaining the agency's initiative. What's more, "it is not clear" the process allows the FCC to discriminate among applicants and pick the one "most likely to serve the public interest," he said. "If that is the case, we have a seriously flawed process and we should look for alternatives," he said. The lottery is faster and "arguably more equitable."

The comparative criteria, which promote such "worthy" goals as diversification of ownership, minority and female ownership and integration of ownership and management, are "appealing from a distance," said FCC Commissioner Patricia Diaz Dennis. But, she said, "like an aging movie star, they don't look so great close up."

The settlements undercut the criteria, Dennis said. In the settlement cases, "we play absolutely no role in enforcing our comparative criteria," she said. "The applicant with the worse comparative qualifications can simply buy out the other applicants, and we will routinely approve the settlement."

Dennis also criticized settlements diverting money from construction and operation of stations into payoffs for competing applications. "How does the public benefit by having applicants pay each other \$65,000-\$70,000 before they even begin to build a station?" she asked. "Wouldn't the money be better spent on providing the public with the best possible broadcast service?"

Noting that comparative hearings typically last five years or more, Dennis said delays impose a "severe cost" on the public by depriving it of new service. "I am sure we will receive comments from those urging us to reform our hearing process instead of abandoning it," she said. "I will review those comments, but I also ask commenters to consider whether even an improved hearing process would warrant delaying the delivery of new service to the public."

In voting for the proposal, FCC Commissioner James Quello also expressed re-

servations about it. He said the commission experience with LPTV and cellular lotteries shows that they "may create more problems than solutions."

The FCC must not lose sight of its responsibility to select "the best applicant" in its effort to expedite the awarding of broadcast channels, Quello said. If lotteries are adopted, he said, "then the commission must make sure that all lottery applicants have the highest financial, technical and character qualifications."

Quello said he will have to balance the

"There is no way you can make a public interest determination using a lottery. A ping pong ball falling in a slot is a lousy way to make a judgment as to which of several competing applications would best serve the public interest."

—Frank Mullin, communications attorney

FCC public interest obligations against expedited service. "It's going to be a pretty close call."

According to the FCC, the lottery for AM, FM and full-power television would work as the lottery for LPTV now does. Every entity that files a technically sound application during the "filing windows" will get a chance in a ping pong ball lottery. Those that meet the public policy criteria will be given a greater chance. The winner of the lottery becomes a "tentative selectee." And before it receives a construction permit needed to build a station, others will have a chance to challenge its basic qualifications with petitions to deny. It will then be up to the FCC to reject the tentative selectee and hold another lottery or dismiss the challenging petitions.

In response to a question, Felker said the FCC had not decided whether to apply the lottery retroactively to conclude comparative hearings that have already started. "That's an issue we want to explore," he said.

The FCC uses the same criteria in license renewal proceedings to compare incumbent broadcasters with license challengers as it does in comparative new proceedings to determine the best initial licensee. However, Felker said, the lottery proceeding will have no impact on comparative renewal proceedings. "It's apples and oranges," he said. "It doesn't make any sense in renewals."

Felker was not expecting the deluge of applications that some of the proposal's critics were last week. "To be perfectly honest with you," he told reporters, "in the vast

majority of cases, the new stations coming on will be far less valuable than any of the existing stations....I would not expect that we would get 980 applications for one Class A FM license."

Although not as valuable as most existing channels, many of the channels awarded today through the comparative hearing and settlement processes are, nonetheless, valuable. The broadcaster who ended up with the channel for a new FM in Marco, Fla., just nine miles from Naples, paid \$1 million to buy out the applicants and estimated that once the station is built, it will be worth \$3 million—even before it signs up its first advertisers.

Responding to Quello's concern that some individual or groups may try to gain an advantage by filing multiple applications for the same channel, Mass Media Bureau Deputy Chief Rod Porter said the FCC is proposing limiting each entity to having interest in only one application per channel.

To "control the stuff-the-ballot-box mentality," Felker said, the FCC is also considering requiring applicants to make more detailed financial and ownership disclosures.

Senate and House sources said they did not like the idea of the FCC using lotteries to award new stations, and would keep a close eye on the proceeding. Larry Irving, senior counsel, House Telecommunications Subcommittee, said he felt lotteries could "have a deleterious effect" on the concept of public trusteeship.

"It's a bad idea," said communications attorney Arthur Belendiuk. "Instead of five or six seriously interested applicants, what it does is attract 200 looking to pick up a license that they can quickly flip....Every charlatan that can mass produce applications will be coming out of the woodwork."

Said attorney Jay Baraff: "While an imperfect system, [the comparative new process] is going to do more to further the commission's goals than a lottery will.... You are going to see a ton of applicants who would not have a prayer [under the current system] now throwing applications in the ring."

"It's a very unsavory way to proceed," said attorney Frank Mullin. "There is no way you can make a public interest determination using a lottery. A ping pong ball falling in a slot is a lousy way to make a judgment as to which of several competing applications would best serve the public interest."

"The comparative process needs to be simplified and revised and the guiding principal in the simplifying and revising is to give more authority to the ALJ's," he said.

The agency itself is chiefly responsible for the long delays associated with the process, Mullin said. The "terrible delays" come before the cases are designated for hearing and after the review board decision, he said, and those responsible are the FCC's processing staff and the commissioners themselves. "Curing those delays is well within the power of the commission."

In a statement, Federal Communications Bar Association President William Potts said he had appointed an ad hoc committee chaired by FCBA President-elect Richard Zaragoza to study the FCC proposals and to make recommendations to the FCBA on possible actions. □

ABC, NBC prepare to make news, in prime time

Diane Sawyer leaves CBS to co-anchor, with Sam Donaldson, new ABC weekly news show, to debut in summer

By next fall, there will probably be twice as many prime time news hours on the broadcast networks as there were two years ago. Bidding for talent to staff all the shows flared up last Thursday (Feb. 2) when ABC lured from CBS one of *60 Minutes*' star personalities, Diane Sawyer. Some details of the as-yet unnamed ABC show, which Sawyer will co-anchor with Sam Donaldson, also emerged last week. And at NBC, news division president Michael Gartner tried to correct some inaccurate impressions about that network's proposed prime time hour, announced the previous week in Houston (BROADCASTING, Jan. 30).

ABC News President Boone Arledge said he had been thinking of hiring Sawyer since last summer—her CBS contract allowed her to leave if she was offered an anchor job elsewhere. But it is reliably said that negotiations over the terms of the new contract did not begin until last Thursday. Since then, an intense counter courtship by CBS took place, finally ending with the ABC contract signing last Thursday. Among those involved in the negotiations were Irwin Weiner, senior vice president, finance, ABC News, and Richard Leibner, Sawyer's agent.

Most reports of last week's event told the same story. Top CBS executives, including CBS Chief Executive Officer Laurence Tisch and Chairman William Paley, met with Sawyer, it was said, in an effort to persuade her to stay. At the end, CBS offered her increased responsibilities, including allowing her to work on another show. Whether the reported offer was too little, too late or both is not known: Leibner declined to discuss details of the negotiations. CBS News President David Burke issued a laconic statement wishing Sawyer well. Sawyer reportedly will be making \$1.4 million a year over five years, which would be \$200,000 more per year than she is said to make at CBS. One report also said her new contract will let her substitute as anchor on *World News Tonight* and *Nightline*.

Those involved in ABC's new prime time news show expect it to take shape rapidly now that the on-air staff has been established. According to Donaldson, the

show will be a "weekly news variety show" and will be live, although circumstances will dictate how rigorously the latter goal can be adhered to. The show, he said, might take a news event, such as the recent execution of serial killer Ted Bundy, as a focal point to examine broader issues, in this case, capital punishment. The show's chief correspondent, Chris Wallace, said topics could include anything from a "heavyweight fight to a political summit."

A key decision, that of finding an executive producer compatible with the high-priced on-air personalities, is expected to be one of Arledge's first decisions. Two leading candidates are Phyllis McGrady and Dorrance Smith, the two news executives formulating the show. Both are said to have told Arledge the current co-executive producer arrangement would not work perma-

show may, however, be produced by an outsider. The impression that NBC News would share ongoing responsibility for the show with NBC Entertainment also was incorrect, said the spokesperson: "Brandon will try to help Michael develop this, then he will pull out 100%."

By the fall of next year, there could be at least six hours of prime time news division programing, double the number two years ago. Donaldson said he would not be surprised if that number increased even more: "I think it will become 12 hours. The information audience is growing...and the old days where entertainment shows were usually getting a 20 rating are over. Now a network might, on average, get more like an 8.8, and I think Diane and I will do better than that. I am not predicting this, but the show we are planning could theoretically go more than once a week."

Sawyer previously co-anchored the *CBS Morning News*, first with Charles Kuralt, and then with Bill Kurtis. When the *CBS Early Morning News* debuted in 1982, Sawyer co-anchored that show as well. At the time, it was said news division senior executives knew she had "star" quality. In August of 1984, Sawyer was allowed to move to *60 Minutes*, where her official title was co-editor.

An "America's Junior Miss" in 1963, Sawyer began her career in Louisville, Ky., at WLKY-TV, where she was a weather forecaster. In the fall of 1970, she went to Washington as an assistant to the deputy press secretary in the Nixon White House. She later became an administrative assistant to the press secretary and then became a staff assistant to the President. One of those loyal to Nixon during his Watergate problems, she went back with the President to San Clemente, Calif., where she spent the next three years helping Nixon write his memoirs.

In 1978, then CBS News Vice President Bill Small hired Sawyer as a reporter in the Washington bureau. During the next few years, she also did political reporting. In 1980, she was State Department correspondent. Her roughly 80 segments for *60 Minutes* have included interviews with tennis star John McEnroe and Sony Chairman Akio Morita.

CBS now must decide if and with whom to replace Sawyer, the only woman correspondent on the show during its 20-year history.



Sawyer



Donaldson

nently.

The show is currently favored to start in late summer, in the Thursday, 10-11 p.m. time slot following Thursday night baseball telecasts. ABC News has already aired a number of news specials in that time period, according to Deborah Shinnick, manager of news audience analysis for the network: "They were comparable to the entertainment programing at that same time period, if not one or two points higher."

At roughly the same time, NBC will introduce an eight-part weekly summer series. Remarks by NBC Entertainment President Brandon Tartikoff indicating the producer of the series might come from outside NBC and that each show would be on a single topic proved inaccurate, according to an NBC spokesperson last week: "Gartner has the final call in this show." Dramatizations that might be used in the

Syndex is back: But at what price?

Buena Vista TV's granting of syndex to package targeted for nonexclusivity illustrates provision's increasing role in syndication deals

The issue of syndicated exclusivity is rapidly coming to a head. A case in point is Buena Vista, which took its two-hour block of barter programs, *The Disney Afternoon*, into NATPE two weeks ago hoping to blanket market it on a nonexclusive basis. A sign of station resistance was the news last week that outlets in Minneapolis, Portland, Ore., and San Diego had acquired syndex rights with the block.

Most broadcasters—Tribune Broadcasting being the notable exception (BROADCASTING, Jan. 30)—are insisting, publicly at least, that syndex is a given for any new program deals. Syndicators want to see their clients happy, but many of them counter that the FCC, in reimposing syndex, made the issue a negotiating point and not an automatic right.

Some broadcasters concede that premise. The issues involved certainly invite negotiation on a number of levels. The superstation question is, in some markets, overshadowed by the issue of local cable systems' importing the signals of popular stations from adjacent or nearby markets.

Also at issue is to what extent syndex is coveted by local broadcasters as a channel positioning and must-carry bargaining chip.

As a bargaining chip in the basic program contract, a number of distributors are using syndex to help clear new shows in the strongest possible position. For example, Buena Vista Television and Warner Bros. Television Distribution are dealing syndex to stations in exchange for clearing new animated shows in specific time periods with stiff barter demands.

The companies are taking two different approaches, however. As a blanket policy, Buena Vista Television has been marketing *The Disney Afternoon*, a two-hour time block of four barter programs (*Duck Tales*, *Chip 'n' Dale*, *Tale Spin* and *Gummi Bears*) on a nonexclusive basis. The block has been cleared by superstation WGN-TV Chicago.

However, Buena Vista has encountered a good deal of resistance to that policy, and has now been forced to grant syndex in some cases. In return, however, it has received commitments from stations to run the four programs as a block in the afternoon.

Chris-Craft stations KMSP-TV Minneapolis and KPTV-TV Portland, Ore., have both acquired syndex rights with the two-hour Disney block. WGN-TV is carried by cable systems in those markets, which will have to make arrangements to black out *Disney Afternoon*. Those two agreements trigger at least one other "favored nation." When XETV-TV San Diego agreed to clear the Disney block, according to the station's vice president and general manager, Martin Colby, it was agreed that if Disney offered

syndex to anyone else, it would also be offered to XETV. "Syndex is vital in this market," said Colby, because 73% of the market is exposed to three Los Angeles independents imported by cable. In Seattle, KCPQ-TV has a "verbal agreement" from Buena Vista giving the station syndex for the animation time block, said station general manager Roger Ottenbach. Other stations continue in negotiations for the Disney package, reportedly resisting pressure from Buena Vista to concede syndex, including WTOG-TV Tampa, Fla., and KNXV-TV Phoenix.

Buena Vista would not comment on the syndex issue.

Warner Bros. Television Distribution (WBTD), on the other hand, went into the market with *Tiny Tunes* offering syndex upfront. So far, about 80 stations have taken Warner up on the offer, including 17 of the top 20 markets. "We are asking very tough terms on *Tiny Tunes*," explained WBTD President Dick Robertson.

In addition to asking for three minutes of barter time year-round for the half-hour show, the company's terms also call for stations to air it between 4 p.m. and 5 p.m. to maximize the value of the ad time. "They [stations] deserve to get this show on a syndex basis," said Robertson.

The company also put *ALF* on the market, offering syndex even though the program was offered before the commission's syndex decision last May. That will inevitably force some cable systems to black out portions of superstation WWOR-TV New York, which recently picked up *ALF* (see separate story, page 31).

Despite the militant stand taken by many broadcasters on the issue, some agree that syndex has become a point of negotiation. "It's not an either-or proposition," said Kevin O'Brien, general manager, KTVU-TV Oakland, Calif. "If you feel syndex is crucial to you, based on the product, and you get it, then it's a benefit," he said. "If it is not offered then you don't just dismiss the product, you look for an alternative, like a lower price."

The consensus within the industry is that distributors are more adamant about keeping barter programs nonexclusive because national coverage and NTI ratings of such shows are critical to attracting advertisers. Quintex Entertainment, for example, has offered its weekly barter program, *Roller Games*, solely on nonexclusive basis, and has an agreement with Tribune Broadcasting to clear the show.

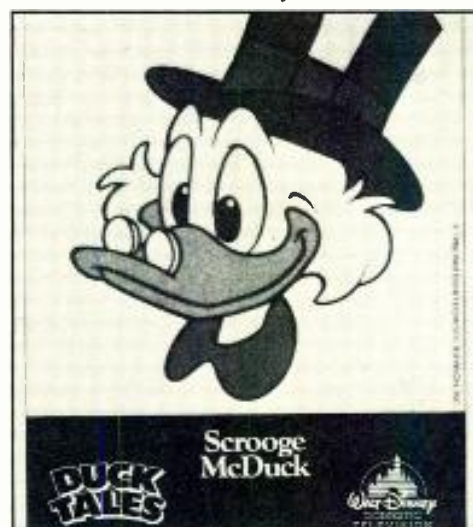
Morton Marcus, president of Quintex's domestic syndication division, said, "On a barter show we really have to go into the market on a nonexclusive basis" to achieve the clearance levels necessary to attract "the advertisers you want."

Marcus indicated that to get the top tier advertisers, barter shows must clear 80% of the country, which is where *Roller Games* is now, and should grow to 95% coverage over the next several months. Convincing

stations to yield syndex on barter shows, he added, really comes down to selling the merits of the program. "The marketplace will decide, depending on the strength of the show," he said.

Fox Syndication has taken a strong stand against offering syndex for any of its product, first-run or off-network, according to division president Michael Lambert. Stations confirm the company has indicated it would take *A Current Affair* to competing stations if those stations currently with the rights demanded syndex at renewal time.

Barry Thurston, president, Columbia Pictures Television's syndication division, said CPT was offering different kinds of syndex protection, depending on station concerns, for its library of off-network



'Duck Tales'

product and film packages. In some cases, he said, stations have been more concerned with protection from signals in the same region, or adjacent markets, but not national superstations. In other cases the opposite has been true.

"It's not a black and white issue," said Thurston. "Stations can negotiate for syndex and that is what it truly becomes—a negotiation." He added that "Each project that comes along may have a different set of rules. Each market has a different set of rules." CPT sold its Columbia Showcase I film package to Tribune stations in New York and New Orleans, but not Chicago, where WLS-TV won the rights. "We negotiated with WGN," said Thurston, adding that syndex was just one issue in the discussion and not the deciding factor.

Viacom has taken a different position in the marketing of its current film package—Viacom XIII—refusing to offer any syndex protection. It sold the package to Tribune and has struggled to clear the package in other markets. According to Dennis Gillespie, senior vice president, marketing, Viacom Enterprises, the company opted for the nonsyndex route with Viacom XIII, after failing to reach an agreement on price in the top three markets in deals that included syndex.

"It was a business decision," said Gil-

lespie. "We got more for it on a nonexclusive basis [for Chicago, New York and Los Angeles] than the best price we were offered for syndex....We realize it will be tough going in the rest of the marketplace." But Gillespie stressed that syndex is something Viacom "wants to support in every way we can." With the film package, he said, "the question became 'Do we sell it or do we not sell it?'"

As to other new product, such as *Super Mario Brothers Super Show*, Gillespie said the company was "in a position to discuss syndex on all our programs. Don't pin a label on whether a show is syndex or non-syndex. We discuss it as a condition of sale."

But as for *The Cosby Show*, which was sold before syndex was reimposed, Viacom's current position is not to offer syndex retroactively. To do so, Gillespie sug-

stations have said they will enforce exclusivity.

But WGN-TV is not part of the Tribune Broadcasting group that bought *21 Jump Street*, for which local stations can enforce syndex. And Viacom's *Remote Control* and Qintex's *Roller Games* were bought by Tribune on a nonexclusive basis, that is, other stations cannot request syndex protection. One reason is that WGN-TV is carrying the weekly *Remote Control* on a week-delayed basis. The station made the same offer for *Roller Games*, it said, but the syndicator turned the offer down.

There is one key area left unresolved: Buena Vista's two-hour afternoon block. WGN-TV, through Tribune, has bought *Duck Tales*, *Chip 'n' Dale*, *Tail Spin* and *Gummi Bears* on a nonexclusive basis. The first two shows were sold last year without clauses for syndex. It is WGN-TV's under-

vices in existence, said Treeman, that could be installed for less than \$1,000 at cable systems to switch to another transponder during blackouts.

The other stations UV carries, WPIX(TV) New York and KTVT(TV) Dallas, "are vulnerable," Treeman admits. Both reach far smaller audiences than WGN-TV and are passive superstations. More blackouts are likely for those signals, but Treeman said, "If there is a possibility we can substitute [for them], we would." WGN-TV is seen in 25 million cable homes, WPIX and KTVT in less than five million.

At WWOR-TV New York, the MCA station has been moving toward building an audience through one-hour action shows and half-hour comedies, relying less on the movie and sports programing that made it attractive as a superstation. It is in the last year of contracts to carry the New York Knicks and Rangers, while its Mets baseball contract has several years to run, which has made the station attractive to cable operators who carry it in 11 million homes.

And WWOR-TV continues to add some of the more desirable half-hour comedies to its program shelf. Currently it carries *The Cosby Show* and *Kate & Allie*, from 7-8 p.m., and carries the action shows *Hunter*, *A-Team*, *The Untouchables* and *Knight Rider* from 8-10 p.m. In late night it carries *The Morton Downey Jr. Show* and *The Arsenio Hall Show*.

On its shelf it has purchased *Who's the Boss?* and *Silver Spoons*, which will debut next fall, and *ALF* and *Head of the Class*, to debut in 1990. It also has *Amen* for 1990, for which, along with MCA's Debut III movie package, MCA is offering syndex protection.

The new and hot properties on WWOR-TV's schedule are likely to draw syndex interest from broadcasters. Duffy Dyer, program director at WTTG-TV Washington, which carries *Cosby*, said "without a doubt we're interested in syndex" for the show. But he has not discussed the matter with Viacom. The latter sent a letter last year when syndex was first adopted, indicating it would not be granting syndex protection for *Cosby*.

Vicky Gregorian, program director at WSVN-TV Miami, said the station has received syndex protection for *Arsenio Hall* and is preparing letters to send to cable operators. "We'll be sending them out as soon as we get the contract," she said. Many Florida operators import New York stations for their news and sports programing that appeals to transplanted Northerners in Florida.

But Jeff Delorme, senior vice president, Continental, which owns one of the larger systems in Miami, indicated the system would try to muddle through if it was faced with blackouts. He said he would first "try to talk the requesting station out of it. Maybe there is something we can do for them." He also said Continental would look at substituting programing, or running the screen black with an explanation. Dropping the station is not on the list, said Delorme, who believes that the issue will be resolved before there is need for dislocation. □



'Gummi Bears'

gested, would mean revising the individual contracts of almost 200 *Cosby* affiliates, which he said was neither "practicable or foreseeable."

United Video and WGN-TV to keep station syndex-proof

One way or another, it appears that cable operators who want to continue carrying WGN-TV Chicago will be able to do so without blackouts, despite one deal, and possibly others, that would allow local stations to request syndicated exclusivity protection on WGN-TV programing.

Between WGN-TV's nearly universal non-exclusive program buys and common carrier United Video's plans to provide substitute programing if needed, it appears the station, for the moment, won't be syndexed to death.

Tribune Broadcasting, which owns WGN-TV, has bought one property, MCA TV's Debut III 31-title movie package, for which local stations can request syndicated exclusivity. The package calls for one movie to be shown twice each month over the 28-month period of the contract, and many

standing that Buena Vista is marketing its two newest properties, *Tail Spin* and *Gummi Bears*, on a nonexclusive basis, like *Duck Tales* and *Chip 'n' Dale*. But some stations may be granted syndex in individual cases, sources speculate, which would raise the potential for further blackouts.

WGN-TV common carrier United Video has been anxiously waiting in the wings to see how syndex has evolved in the marketplace and has developed contingency plans for what appears will be some blackouts in some markets. Jeff Treeman, senior vice president of United Video, said that although "we are not an active program buyer, we're investigating what we would do" if syndex returns. UV feels it has a good case to stop syndex in the courts, Treeman said. (Indeed, many syndicators, broadcasters and cable operators are laying low on the issue, believing the August start date will be delayed by either further FCC action or a court challenge.)

Still, UV has contingency plans to put programing on a second satellite for any holes in WGN-TV's schedule, said Treeman, by leasing part-time space for time periods affected. Treeman said satellite switching equipment has advanced since the late 1970's, the last time blackouts were required. There are automatic switching de-

Patrick vs. Congress: A break in the clouds

For the better part of the nearly two years that Dennis Patrick has been chairman of the FCC, he has been on the outs with the congressmen who oversee communications policy, especially the powerful chairman of the House Energy and Commerce Committee, John Dingell (D-Mich.). But there was an apparent uptick in relations between Patrick and the lawmakers last week after Patrick—in deference to Dingell and House Telecommunications Chairman Edward Markey (D-Mass.)—pulled from last Monday's meeting agenda an item that would have imposed caps on the prices of long-distance and some local telephone services and tentatively rescheduled it for action on March 16.

"A month and a half will give us additional opportunity to explore some of the issues that remain pending with respect to caps," Patrick told reporters during an extraordinary appearance at the regular post-meeting press briefing. "We have had a very constructive dialogue with Congress about our thinking on the caps...and I would expect that sort of...dialogue to continue."

The FCC has proposed price caps as a substitute for rate-of-return regulation, in which telephone companies are guaranteed a certain return (profit) over and above costs. By imposing caps on the prices of services in lieu of rate of return regulation, Patrick believes telephone companies would have a real incentive to reduce costs.

The congressmen and the FCC have had a "dialogue" on price caps ever since they were first proposed by Patrick two years ago. That dialogue intensified the week of Jan. 23 after the FCC announced that it would take up the issue at its Jan. 30 meeting. Although progress was reportedly made, enough substantive and procedural questions remained unresolved at week's end to cause Patrick to postpone, even though he had three votes for passage.

Dingell applauded the move. "I think the commission acted wisely," he said in a prepared statement. "The Congress had a number of concerns about the impact of the price caps proposal and the FCC seems to be addressing them....I hope the spirit of cooperation will continue."

Added Dingell aide David Leach: "This is the first time in a long time the commission and Congress have not been at loggerheads."

But Leach would not go so far as to say the heretofore icy relationship was thawing. "I would not want to overstate it," he said.

John Kamp, the FCC's acting head of congressional relations, was optimistic that the cooperation over price caps would lead to closer cooperation on other issues in the future—at least at his level. "The behind-the-scenes relationship between the staffs has changed markedly," he said.

Patrick and the congressmen have been at odds ever since the FCC repealed the fairness doctrine in August 1987—just months after President Reagan vetoed a bill codifying the doctrine. Following the vote, Dingell, Senate Commerce Committee Chairman Ernest Hollings (D-S.C.) and other champions of the doctrine vowed to make the FCC pay. (Remarked Kamp on that issue: "I assume that neither Patrick nor Dingell will change their minds about fairness but I'm hopeful that will not stand in the way of policy development where there is agreement." He cited HDTV as such an issue.)

The key committee chairmen do not share Patrick's regulatory philosophy. And the further Patrick has gone in pursuing his agenda of substituting competition for government regulation, the more involved the lawmakers have become in FCC policymaking. The Hill's micromanagement of the agency has taken the form of legislation as well as direct political pressure on Patrick and the other two commissioners, Patricia Diaz Dennis and James Quello (BROADCASTING, Dec. 26, 1988). Most conspicuously, the Senate refused to confirm two Reagan appointees to the FCC in retaliation for the fairness action.

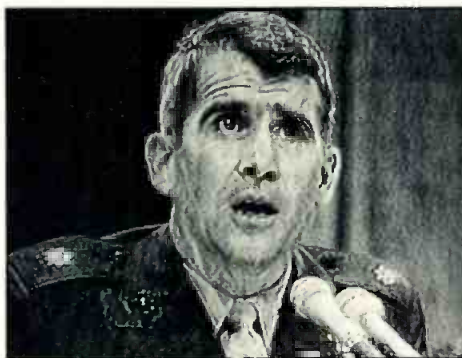
Patrick's hold on the chairmanship has been a matter of speculation for months, with many believing he would be forced out so that President Bush could start fresh with a chairman more acceptable to Messrs. Dingell et al. Some of the substance was taken from that speculation when a key Bush aide, Chase Untermeyer, announced that Patrick "will remain as chairman of the FCC for the foreseeable future" ("Closed Circuit," Jan. 2). Within the commission staff there has been anticipation that the chairman might stay as long as a year.

At last week's press briefing, Patrick said it is important to improve relations with Congress not only for the sake of price caps, but also for the sake of the next proposal that might attract the interest of Congress. "The one thing I've learned since 1983 when I arrived at this esteemed institution is that there is another controversial issue right around the corner," he said. "The institutional relationship between Congress and the FCC is extraordinarily important and anything I can do to improve that I will."

Judge threatens ABC News with contempt citation for Oliver North coverage

At issue is report by law correspondent Tim O'Brien on difficulty of selecting jurors unfamiliar with North case

U.S. District Court Judge Gerhard Gesell's frustration with the unusual problems involved in presiding over the Oliver North trial became evident on the second day of jury selection last week when he threatened ABC News with a contempt citation. Gesell was upset about a report by law correspondent Tim O'Brien on *World News Tonight* last Tuesday (Jan. 31) on the difficulty of selecting as jurors members of the public who had not seen, heard or read any of the news coverage of North's testimony in the summer of 1987 before Senate and House committees investigating the Iran/contras scandal. Gesell said O'Brien "took pains to advise the public that if they looked at [his report, including the North testimony], they would be excused as a juror."



North



ABC's O'Brien

First, Gesell had to get past the matter of the thousands of government documents that had to be reviewed by government officials to determine which could be admitted without jeopardizing national security. Then there was the standard of juror selection imposed on Gesell as a consequence of

the immunity Congress granted North in order to obtain his testimony on his role in the surreptitious sale of arms to Iran and the diversion of the resulting profits to the rebels fighting the Sandinista regime in Nicaragua. He faces 12 felony charges, including lying to Congress and destroying

documents, matters that figured in his congressional testimony.

O'Brien used clips of the coverage of that testimony to illustrate the problem of selecting a jury. So did NBC and CBS in their stories on the same subject on Tuesday. Still, it was O'Brien's report that Gesell singled out—possibly, in view of his characterization of the piece, because he had not seen it himself.

For O'Brien's report closed with the reminder that anyone who had seen the one-minute-and-45-second report might now "be ineligible to serve as a juror." It did not, as Gesell's remark suggested, open with the line and thereby appear to invite potential jurors to watch and thereby gain certain exemption from serving on the jury. O'Brien said later that the purpose of the close "was to indicate how difficult the problem [of jury selection] was."

Gesell as of late last week had not said whether he would issue a contempt citation. And ABC was not backing off. ABC News President Rooney Arledge defended O'Brien and his report. "Correspondent Tim O'Brien reported fairly and accurately what has been said in public regarding the North case," Arledge said in a statement. "The public's right to be informed need not conflict with the fair administration of justice. [Tuesday] night's *World News Tonight* segment informed our viewers about events already having taken place in public arenas. They cannot now be erased."

O'Brien was also defended by Harvard law professor Alan Dershowitz, who has appeared frequently on network programs, including ABC's *Nightline*, to discuss legal issues. "The judge," said Dershowitz, who had seen the segment, "was way out of line. The piece was exceptionally good journalism. It put the television viewer into the story." He saw it as making a viewer ask, "Would I be biased if I saw a nine-second snippet?" "Gesell," added Dershowitz, "doesn't understand that he has a job to do and that so does O'Brien. I think O'Brien's is more important." Nor was that all. "I think Gesell is looking for a fall guy," Dershowitz said. "He may have to dismiss. And it's easy to make the press the fall guy."

O'Brien, who holds a law degree from Loyola University in New Orleans, is no stranger to controversy where his coverage of the courts is concerned. For although O'Brien last week said he has "the greatest respect for the judicial process and for this [Gesell's] court and would regret if anything we did were to suggest anything to the contrary," his style is aggressive rather than diffident. In April 1979, for instance, he scored a rare, if not unprecedented, beat in reporting the substance of a Supreme Court decision before it was released. He did it once again in the same week and twice more before the end of the session. Then, in 1986, O'Brien again scooped the court, reporting the court's decision on the constitutional challenge to the Gramm-Rudman-Hollings deficit-reduction law (BROADCASTING, July 14, 1986).

As Dershowitz said: "O'Brien treats his beat as if it were the White House." □

101st Congress: 12 new faces for Fifth Estate subcommittees

Last week's bidding process for key congressional subcommittee assignments has produced a fresh lineup of telecommunications and copyright policymakers in the 101st Congress. Added to the roster of the House Telecommunications Subcommittee were Democrats Ron Wyden (Ore.) and Thomas J. Manton (N.Y.) and Republicans Edward Madigan (Ill.) and Dan Schaefer (Colo.). Wyden, Schaefer and Madigan are veterans of the parent Energy & Commerce Committee whereas Manton and fellow Democrat Roy Rowland of Georgia are new to Commerce. On the Republican side, Alex McMillan (N.C.) took Dan Coats's (Ind.) seat on the parent committee; Coats succeeded Vice President Dan Quayle in the Senate. Howard Nielson (R-Utah) was bumped off the subcommittee by Madigan, who has seniority.

The House Copyright Subcommittee underwent considerable reshuffling. Representatives Patricia Schroeder (D-Colo.) and

Bruce Morrison (D-Conn.) chose other assignments. They were replaced by a freshman congressman, George Sangmeister (D-Ill.), and William Hughes (D-N.J.), who sits on the parent Judiciary Committee. As for Republicans, Hamilton Fish (N.Y.), the ranking Republican on Judiciary, and F. James Sensenbrenner Jr. (Wis.), also on Judiciary, joined the subcommittee.

While Sangmeister is the only addition to Judiciary on the Democratic side, three newly elected Republicans were added: Larkin Smith of Mississippi, Chuck Douglas of New Hampshire and Craig T. Jones of Florida.

In the Senate, as reported two weeks ago by BROADCASTING (Jan. 30), Democrats Lloyd Bentsen (Tex.) and John Breaux (La.) and Republicans Slade Gorton (Wash.) and Conrad Burns (Mont.) took seats on the Communications Subcommittee. The composition of the Senate Copyright Subcommittee remains unchanged.

Newcomers

House Telecommunications Subcommittee



Wyden (D-Ore.)



Manton (D-N.Y.)



Madigan (R-Ill.)

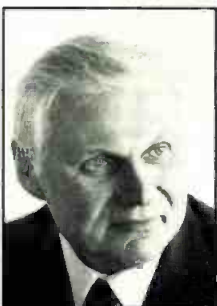


Schaefer (R-Colo.)

House Copyright Subcommittee



Hughes (D-N.J.)



Sangmeister (D-Ill.)



Fish (R-N.Y.)



Sensenbrenner (R-Wis.)

Senate Communications Subcommittee



Bentsen (D-Tex.)



Breaux (D-La.)



Gorton (R-Wash.)



Burns (D-Mont.)

The togetherness approach to world TV



Plowright



Monaghan



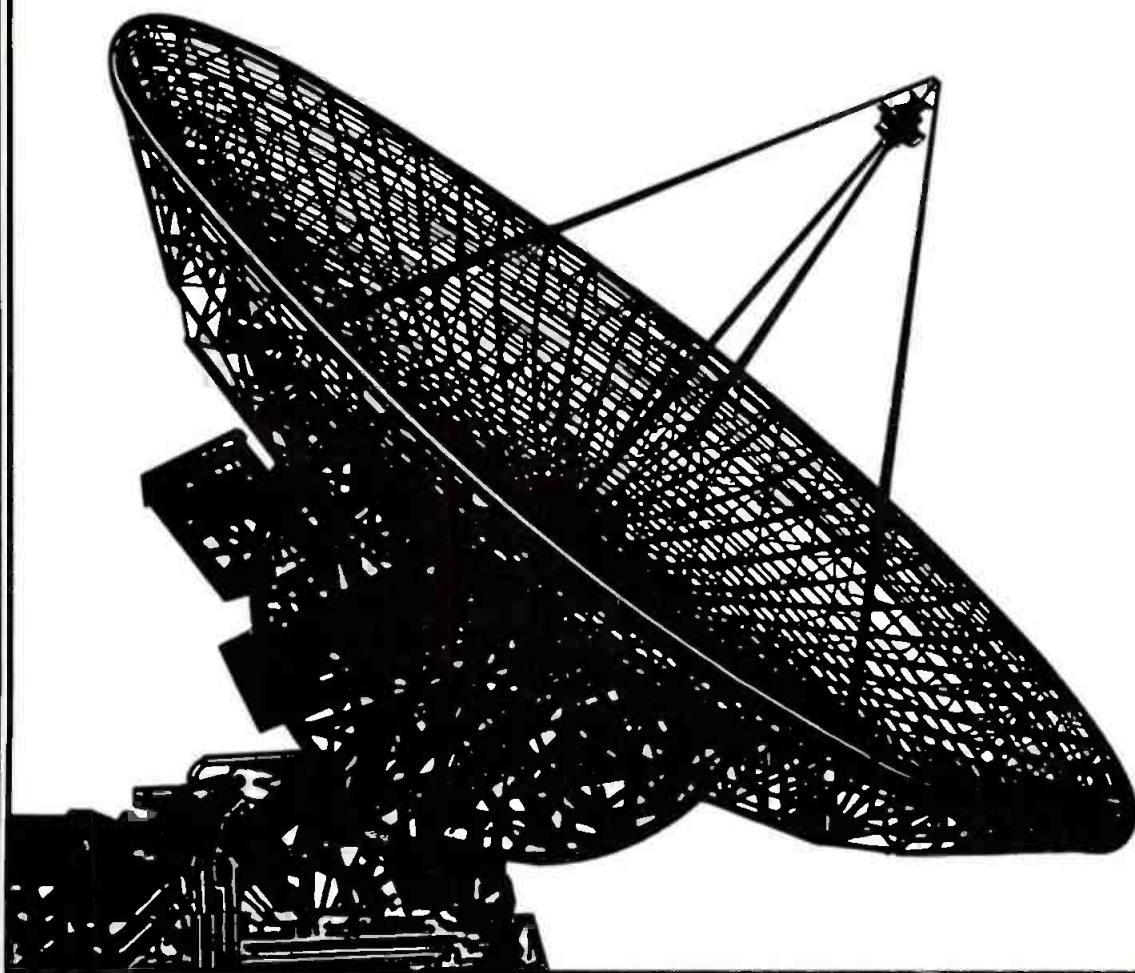
Taffner



Simon

Co-production is a means to an end for an ever growing segment of the international marketplace. To gauge its long-range impact, BROADCASTING brought together four practitioners of the new art for this "At Large" interview. Two executives—Granada TV Chairman David Plowright and Australian Television Network Director of Network Production and Program Development Des Monaghan—represent companies that are not just end-users, but important producers in their own right. Speaking from the U.S. producer-distributor point of view: Don Taffner, chairman of independent D.L. Taffner, and David Simon, vice president, programming, Europe, of the Walt Disney Co. Their give and take begins on page 38.

*Communications Industry
Know-How and
Investment Banking Expertise.*



MORGAN STANLEY

BROADCASTING

Metropolitan Broadcasting Corporation

acquired by

Sillerman Acquisition Corp.
\$310,500,000

\$238,000,000

Tak Communications, Inc.

\$175,000,000

Senior Secured Financing

\$53,000,000

Senior Subordinated Notes due 1998
and related common stock purchase warrants

\$10,000,000

Junior Subordinated Notes due 1998
and related common stock purchase warrants

Emmis Broadcasting Corporation

acquired five radio stations from

National Broadcasting Company, Inc.
\$121,500,000

Tak Communications, Inc.

acquired

Television Station WGRZ-TV
\$100,000,000

Radio Station WYNY-FM

(subsidiary of

Emmis Broadcasting Corporation)

acquired by

Westwood One, Inc.
\$39,000,000

Television Station WPGH-TV

(subsidiary of

Lorimar Telepictures Corp.)

pending acquisition by

Renaissance Communications Corp.
\$32,000,000

Radio Station WOMC-FM

(subsidiary of

Metropolitan Broadcasting Corporation)

acquired by

Infinity Broadcasting Corporation
\$23,000,000

Radio Station WFAN-AM

(subsidiary of

Emmis Broadcasting Corporation)

acquired by

Spanish Broadcasting System, Inc.
\$23,000,000

Radio Station WWBA-FM

(subsidiary of

Metropolitan Broadcasting Corporation)

acquired by

Cox Enterprises, Inc.
\$17,100,000

DKM Broadcasting Corporation

acquired by

Summit Communications, Inc.
Price not disclosed

CABLE

SCI Holdings, Inc.

(controlled by

Kohlberg Kravis Roberts & Co.)

acquired by

Comcast Corporation
and
Tele-Communications, Inc.
\$1,550,000,000

Rogers U.S. Holdings Limited

pending acquisition by

KBL Cable, Inc.
\$1,265,000,000

Continental Cablevision, Inc.

acquired

American Cablesystems Corp.
\$750,300,000

Star Midwest Inc.

acquired

North American Communications Corp.
and
Four Cable Television Systems
\$239,000,000

\$235,000,000

Star Midwest Inc.

a Subsidiary of Star Cablevision Group
Fond du Lac, Wisconsin

\$135,000,000 Senior Secured Financing

\$10,000,000 Revolving Credit Loan

\$80,000,000 Series B Note

\$10,000,000 Series C Note

\$125,000,000

Comcast Corporation

Zero Coupon Convertible
Subordinated Notes

\$100,000,000

Comcast Corporation

2 $\frac{3}{4}$ % Convertible Subordinated
Debentures (European issue)

\$60,000,000

Palmer Communications Incorporated

Senior Notes due 1997

Wometco Cable TV, Inc.

acquired

Two Cable Television Systems

\$50,300,000

\$100,000,000

McCaw Cellular Communications, Inc.

*8% Convertible Senior
Subordinated Debentures due 2008*

**The Argus Press Division
of BET PLC**

acquired by

**Investor Group led by
Management**

\$350,000,000

**Enstar Communications
Corporation**

acquired by

Falcon Cablevision

\$31,500,000

INFORMATION SERVICES

Bell & Howell Company

acquired by

BHW Acquisition Corp.

\$678,400,000

\$175,000,000

**News America Publishing
Incorporated**

Senior Notes due 1989-1995

Wometco Cable TV, Inc.

pending acquisition by

Cablevision Industries Corporation

Price not disclosed

HLS Corp

acquired by

WPP Group plc

Price not disclosed

2,400,000 Shares

McClatchy Newspapers, Inc.

Class A Common Stock

Continental Cablevision, Inc.

*exchange of certain of its
cellular telephone assets for
certain cable television assets of*

Providence Journal Company

Price not disclosed

PUBLISHING

McGraw-Hill, Inc.

acquired

**The School and College Book
Publishing Divisions**

of

Random House, Inc.

\$200,000,000

CELLULAR

\$227,300,000

McCaw Cellular Communications, Inc.

*Various equity investments
in public cellular
communications companies*

Hachette S.A.

acquired

Grolier Incorporated

\$462,200,000

Morgan Stanley's Communications Group provides clients in the communications industry with a special resource—a team of more than a dozen seasoned investment bankers who work full time with media companies.

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\$250,000,000

McCaw Cellular Communications, Inc.

*Convertible
Senior Subordinated Discount
Debentures due 2008*

MORGAN STANLEY

Let's look at the harsh reality of the motivation for co-production. Rather than seeking a true creative co-venture, aren't American producers really just looking for silent overseas partners, bankrolls, facilities houses? And aren't non-U.S. producers simply looking to tap the world's richest aftermarket with their own national product?

Plowright: I suspect that with all of us until recently, it's been the latter. However delicate and courteous the conversation, the form of co-production is "you give me the money and I'll make the show."

I believe that there will be a change in that attitude, I think basically among the creative community, who may find, moreso I suppose at the moment in the United Kingdom, that they are going through a rather painful period of having to recognize that they are making programs for profit as opposed to making programs that service a contract—in our case, with a monopoly that's about to be broken.

What we've set out to do is to try and join creative teams as well as financial teams, and hope that we can remove that feeling from people that it's just a question of convenient financial arrangements, and discover genuine partnerships.

It's going to be difficult, and I know it sounds hugely romantic, but I think we're going to be forced to have to do it by the economic circumstances we all face.

And if we are going to sustain some sort of originality and quality and, hopefully, unpredictability in the sort of programs we make for our own territories and elsewhere, then the cost of such enterprises is going to force us together.

If this is some sort of tango, who's following and who's leading?

Plowright: Well, the Americans are leading. I'll just give you an example of what happened to me when I did recently a [co-production] agreement with West German broadcaster NDR in Hamburg and we had a roundtable discussion in which the program interest was represented and the financial interest was represented.

And I was talking about a feeling that I had that we should try and seek more genuine partnerships with the United States and that we should try and persuade some of our colleagues in the United States that everything shouldn't be what they dictated it to be, and people listened rather sympathetically.

But the program maker said to me: "Well, is Britain going to adopt a similar attitude to Germany and France? Because just as you, if you like, are critical of the U.S. and your relationship with them, we in Germany and France have seen enough of Britain simply wanting to take the money and then impose upon us their programs."

But the leadership has to come from the most successful, the most experienced and the richest television market in the world—the United States. What I think the United States is probably a little slow in recognizing is the growth and size, even in commercial terms, of the European market.

It probably has been a rather sleeping dinosaur of the public service age, but it's being forced to wake up to the commercial realities. And as we in Europe move toward the single market of 1992, despite cultural differences and language problems, I suspect there is going to be a union of interests in Europe which, once we've done a bit of work on it and demonstrated it, might be little more than some rosy picture of the future to Americans.

Taffner: My point of view is a little different. I represent a packager-producer without an end-user capacity, so I have to get product made by making deals, either with a finished property or co-venture or pre-financing the property from the base, from the script. I don't have any source at the other end to be able to bring my end-user part into it.

I also come from the point of view that my whole life in this business has been fighting in the U.S. the major end-users, and I found a little niche of trying to get production from overseas as an independent producer and an independent distributor.

We have to treat the end-user in the States, whether it be a cable service or a syndication television station or the network, and the end-user overseas who is in the production business as well, as separate but equal partners to be interested in my property.

And it is a rather unique place to be in trying to satisfy all of the different programing judgments that are made in the different areas. I find over the years that it was more difficult 15 years ago to satisfy America with British programing. It is difficult now, but not quite as difficult as it once was because economics have come into

it and they need programing, "quality programing," if you want to say.

This is the future in the U.S. The majors have come around to talking about doing co-ventures and co-productions, and there's going to be a little bit of a breakdown in those hard and fast rules that you must do it my way. And it's going to happen and it's going to be a fun period of time because it's going to happen in a big way.

Monaghan: In general terms, I'd very much agree with what has already been said. I believe co-production is a growth activity. The economics of the industry, as Donald suggested, are pushing us in that direction. I believe that for co-production to flourish, it must be just that—a genuine meeting of the minds. I do not believe that one can start with the deal and work back to the project. Too often people today try to do just that, and they get into a terrible mess as a result. It must be creatively led and it must be a meeting of the minds.

Given those essential two prerequisites, I believe we will experience a very significant growth in such activity.

The relationships which are now being established between producers and programers and broadcasters around the world would seem to be deal driven, rather than program driven, however.

Taffner: Well, I think it starts with the program, but it ends with a good deal on the proper program. It starts with the idea and ends with a good deal.

Plowright: It starts with a vision. You approach it with some ethos of programing ambition in mind, something you want to do. Then you look for people who share that vision. You try to identify other people, it seems to me, in the creative field who have similar ambitions.

And then you try and talk to friendly and wise counsels like finance people who, hopefully, will continue to service ideas and not dominate them. I think the problem British television faces at the moment is that it has been within a [commercial] monopoly and within the BBC service, where it has been program led, idea led, led by creative people—they even allow programers to become chairmen.

And it's changed; there is a more cautious attitude. I'm not taking a view as to whether or not resource managers or financial managers are any different. That's just the reality of the broadcast-ing system where various people are being given control.

And I think it's important that creative people work with that and try and seduce financial people toward a vision; it is possible. And more and more, producers do need deal makers. Get an idea, find yourself a good finance deal maker and rely very heavily on that individual having the enthusiasm and drive to get some partners together.

Taffner: Over the years we've noticed funny things that happened in doing these things; for instance, over the years of selling programs to [PBS's] *Mystery* and *Masterpiece Theatre* and *Great Performances*. We find that some of those people that are in those shows, after these overseas programs came on, they were picked up individually to do so-called "U.S. programs," and now we're beginning to say hey, they're from the UK, they're from Australia, they can do these shows for you and be accepted. Gradually the good people are getting to be accepted, and thank God they are because the economics of it is that we're going to be producing all over the place from now on.

How ambitious can co-production get?

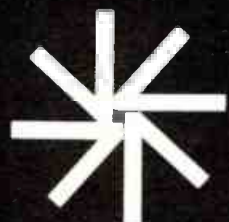
Taffner: I think it's your imagination—it's limited by your imagination.

In practice, what is the market now?

Monaghan: Out of Australia, we have to date had more success putting together co-productions based on mini-series. It is a format that lends itself to co-production relationships. The product has an international acceptance outside of the co-producer partners' domestic market that gives you some fair choice of a return on your initial investment.

We have not had a great deal of success to date on long-form series; it's an area that I'm keen to explore, but as yet with little success. The difficulty is finding access to other people's schedules. The UK is a very considerable problem in that area.

Taffner: I think the significant thing that's happening rather recently is that the three American networks are gradually coming around



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and listening to our story a little bit better than they did before. And to me that's still the guy that pays the most money in the U.S.

Plowright: The very British thing of the long-form television novel, the adaptation, be it *Brideshead Revisited*, *Jewel in the Crown*, *Forsythe Saga*, and many other examples which have found their place on PBS in the United States, regrettably is at risk in the British system.

In the present circumstances in the UK, which are leading us more and more toward a commercially driven schedule and in more competitive circumstances than we ever faced before, that's going to go. If you say, can you still finance ambitious things of that sort, my answer is yes I can, but it's probably only going to be 50% of what I did in the past, and maybe I've got to look at something other than a 13-parter.

I don't see much chance of financing the long form with the pace, atmosphere and quality of some of the things we've done for a few years until we can try to find if there's any appetite for it, and partners who will be prepared to take on a risk of that sort.

Does this say that PBS is in danger for product in the future?

Plowright: It is going to be in danger. It always seems to me a shame that there is such a vast difference in America between network television and the billions that it generates and PBS, with its high style and starvation for funds, and having to have a flag day to have more of it. That seems to me to be a pity to have to go out and beg for funds almost. It's very alien to a British way of doing it.

Now maybe we're going to have to face up to the same thing, but just as we are reminding politicians in Britain of the risks we think they're taking with something that has some value in it in terms of the British broadcasting system. I believe that you have got in America in PBS something very special. And I am continuing my dialogue with friends at PBS. They say they're short of money; well, maybe instead of there being German, French and British suppliers for taking PBS money, maybe we have to get together and jointly see whether the amount of money PBS has to spend can be spent on quality and maintaining the standards. But they won't have the quantity.

I have that area of product which is risky in financial terms, and maybe PBS, if they can't find the money, has got to do something similar. But I do think we should address ourselves to not just abandoning everything, but reorganizing our resources and funds so that we can maintain just a few risks here and there for an opportunity to do something a little less predictable than we're all going to be forced to do.

Monaghan: Can I just follow up on the point you made? I think the change in British broadcasting at the present time puts at risk innovation and diversity in television broadcasting throughout the English-speaking world. Broadcasting throughout that community has been enriched by both programs and ideas and formats that have come out of the UK system, and it's sad to think that we may lose that wonderful source of programing that has contributed so much.

Taffner: I think—getting back to the PBS issue—I think there are different race horses for different race courses, and I think that you're going to find somehow there's going to be programing that PBS will find—and maybe it's because the co-venture partner overseas or the producer overseas is not willing to give that much away in the production of his property for the commercial side.

It's not going to be the same price as last year, but people will be willing to produce shows for PBS because that's the point of view they want to get across in that show. I also believe that PBS has to go out there and find other magnificent funders like the Mobils and the Exxons of the world and tell them that there is a point of view on PBS that will help them.

Have foreign program concepts had an impact, not just in public television, but across the board in the U.S.?

Taffner: I have found over the years, it's like anything else. For example, in trying to get *Benny Hill* on the air, it took several years of people not understanding him, and then when the public saw the show, I couldn't find the fellows who didn't like it.

So to me, the major argument in all of this is get beyond the program manager to the public and let them judge the shows.

More broadly, what impact will producing for the world market

rather than a nationally defined market have on the programs that we see on television in the next few years?

Plowright: In each of our separate countries? Well, the temptation is to say with the changes taking place within the UK, we're in danger of moving from a production-based industry to an acquisition industry, and to a television system which has more to do with the commodities market than it does with a broadcasting system which so far has only the policy of educating, informing and entertaining attached to it.

It's interesting that our government's white paper on the future of broadcasting says: "competition, quality and choice." Now they have a huge job, in my view, in reconciling quality and choice with the sort of competition they're introducing. In my experience, the sort of programs that sometimes have been done in Britain have been done because people that got contracts were required to do them. They didn't all come from our hearts, they had to do them.

It's very likely that if we move into a situation where it becomes the acquisition industry I talked about, then there is greater similarity in the stuff we give. On the other hand, you may take a more optimistic view and say that if you look at the American entertainment which now dominates the world there is the possibility with the unions I talked of that we'll replace *Dallas* or *Dynasty* with something different. Who knows—even Americans might discover they like it.

I came here prepared to be optimistic about the foreign production marketplace and the co-production arena bubbling up in a way that would serve us all and make us happy. But there seems to be an underlying tone of pessimism as to the product that will come from all this.

Plowright: No, I'm only pessimistic about trying to preserve some of what I consider to be the good things in the broadcasting system, which are rapidly disappearing. And it's a struggle. I don't feel with volumes of profit there is going to be a terrific desire and a terrific opportunity to make more and more programs. My concern is that, if you like, taking a selfish position of a company like Granada, I don't necessarily want to be simply used as a resource or facility, for someone to say, "This is a good idea and you can make it cheaper in the UK than you can in the U.S." I believe that we possibly have something more to give in terms of an aspiration, an ambition, some sort of expression of originality to tap, new talent.

A lot of our directors have found their way over here and quite a lot of our writers do occasionally, and I'd kind of like to see an opportunity as it develops for some people to take the risk of using that talent.

What I'm here to say is, "I've got some money to spend, quite a lot of money to spend, and if you want an opportunity to express an idea that sometimes you feel is constrained within your present system, talk to me."

Now, I know that's like saying lunatics of the world, unite! But why not? Because quite a lot of creative people are pretty crazy. And I find that if you give them an ethos, give them an objective and create an environment in which they feel they can express themselves, it's surprising the amount of money you make out of it.

Taffner: I'm optimistic for the future, and it's up to me as a worker and doer in this competitive market to make sure that I get my share of it. And hopefully, the things that I'm going to be doing are going to be quality. I'm happy that there are more combinations and more ways of doing things.

Simon: I am not and I don't think our company is pessimistic at all about the opportunities for co-production. We [Disney] are in our infancy in reaching across the Atlantic and Pacific, in trying to develop partnerships not only with producers, but with broadcasters, to create programing that is going to be received well in the U.S. And it is no slap in the face for us. I hope, to say that we do bring to the table some experience in the television marketplace in the U.S. and have experienced some degree of success. We want to take our experience and mix it with the great experience of our potential partners in Europe, Australia and elsewhere and be able to provide that real quality programing, and to be able to feed this huge monster that we have not only in the United States now.

Monaghan: I hope none of us thought to suggest non-U.S. programing as meaning quality and U.S. programing meaning less than quality. What we want to do is to have a genuine meeting of the minds so we can pool our different talents and resources to

create something that's richer as the result of the collaboration than it would have been had we made it alone.

How much money is in this pot?

Simon: How many partners do you have? And who are they? It depends on the project and the different people who are involved.

In an overall sense, though, how much do you think is being spent on co-production universally? Is it still a very small part of what is spent on production among the world's major producers?

Taffner: It's growing, that's all I can say.

Plowright: I can't give you the figures, but it would seem to me, speaking for the UK, it is comparatively small if you look at productions on ITV, Channel 4 and BBC approaching 800 million-900 million pounds; I would think roughly 10% of that is involved in co-production activity.

But obviously the change now is that it's going to grow very rapidly because I think the competition we face forces the production prices down, which means you go out shopping, and I'm sure we'll discover people who would assist in making the quantity. I have no fears about that.

And let me also say, I have a huge respect for the energy and professionalism of the American system. What I think they are occasionally—even though they hit me when I say it—is a bit too complacent and a bit too insular, because with the skills they've got, if they combine them with a few of our skills, we might find something in the middle ground which is fresh for our customers.

But I'm perfectly ready to acknowledge that we've got a lot to learn from the sheer professionalism of the American system.

Monaghan: Absolutely. The sheer quality of the American program. To go back to the question, in Australian terms, I would hazard a guess that no more than 2%-3% of our total productions spent went into the area of co-production. It goes into an area of very high profile, very important programing, and it tends to go into the mini-series, those standout pieces of programing that are critical to our system, so it has a profile far higher than the proportion that's spent on it.

Taffner: There's a whole other avenue that we can approach that is a very important part of this, and that is the nationalism and the union situations within each country of how we can do these co-production ventures and how they're going to be satisfied and how that's going to work. That's a fascinating issue, too, of what we call quotas and what we call the national culture and all those kinds of things.

Simon: Surprisingly, I'm finding less objection to, say, Americanizing something, as long as there is participation, whether it be below the line or above the line, or getting the names. I was shocked when someone said to me, "We don't need somebody from our country to star in it as long as the people in our country know who it is and it's a bona fide star."

I think the other thing is that you have a total change in philosophy where American broadcasters and producers are always thinking of America being the priority for the end product. Now America can be secondary, or tertiary really, in its status as an end-user. The rest of the world is alive and well and grown up and is much more sophisticated than a lot of people give it credit for.

You're effectively saying that America is no longer the driving force for co-production?

Simon: The networks certainly have no copyright on success. Syndication is such a difficult thing to crack, and it's so specialized to make something happen and to make it successful. And what we're left with is pay and cable and PBS. But that doesn't necessarily have to be the end result. You can put a smaller amount of money on that and still make money on the rest of the world. The subject matter, the program, is the key.

We talked briefly about growth in the world market—is that growth real or is it illusory, is it temporary, perhaps, in some sense?

Plowright: There's phenomenal growth in Europe. The best way of illustrating it in the UK is that in our cautious way in the regulated system, we have had four broadcast channels in the past 40 years, and there are going to be 40 within the next four. Now, that is a change of seismic proportions that is going to have a huge shock.

And if you repeat that as it is happening in France and Germany, then I say if you keep your nerve and spend some money on programs, you ought to be able to make a fortune.

Monaghan: Production costs are burgeoning, audiences are fragmenting, there's an enormous imperative to get into co-production arrangements both in terms of talent and resources. And I think that there is no doubt you'll see significant growth.

But my immediate concern, particularly from an Australian perspective, is that we're currently experiencing something of a backlash and our own regulatory authority is showing some signs of moving against co-production, which is a worry. I think that we're going to have a lot of these "hiccups" in the next few years across the world, with unions, regulatory authorities and whatever. But I am personally convinced that the co-production bandwagon is unstoppable.

Taffner: There's a lot of growth that's happening. I think the creativeness, other than in these big co-production ventures, is taking an idea and doing different versions of it all over the world. In comedy or game shows or whatever. There's going to be a lot of helping to get creative people from other sources to come in, and we're searching for those creative people.

Simon: There is an analogy that can be drawn between Europe and the rest of the world, with the explosion of television stations, broadcast and otherwise, and the U.S., with the explosion of independent stations. But there is one glaring exception. And that is, I don't believe for one minute that the stations in the UK or in France or Germany are going to settle for running 20-year-old reruns and have back-to-back cartoons for four hours in the afternoon. And that's where this quality thing really gets you between the eyes.

Because if there are going to be those end-users, there is going to be an appetite for programing—so you will definitely have to come up with a supply of it, and it's going to have to be good, not reruns.

Taffner: I know one thing: As things grow they're going to need programs.

Plowright: And fresh programs. I don't think they're going to take more of the same. Now, whether we've got sufficient funds to make those fresh programs all as good as we'd like them to be is another matter, but I think the desire is there—and the only way you will get the money is by collaboration.

One area I think we neglect in co-production discussions is that to other Europeans, it always looks like the U.S. and UK are presenting themselves as international. What I think we should recognize is that if we look at what's happened to France with the privatization of their television system and how that is very commercially driven now, we see what that has done to acquisition prices from other sources, both from us and from America, and their desire to form new collaborations and co-productions. Say that that now is going to extend to Germany where there is massive underspending in ad revenue compared to westerners, and I think that we should begin to acknowledge the contribution that they can make creatively and economically.

I think they are beginning to flex their muscles in economic terms, and once you do that you begin to discover other sorts of partnerships. And the fact that they are acknowledging that the language of world television is English and they're prepared to make programs in English and to make programs for profit in English, perhaps their rationale is that's the only way to continue to maintain their indigenous cultural programs, because without that source of revenue, financiers are going to say don't risk that one.

Do you see the UK as a bridgehead between the U.S. and Europe and other regions of the world?

Plowright: Well, I would claim that there are probably triangles of opportunity there. It does seem to me that the UK is probably more acquainted with the sort of developments taking place in Europe and probably has greater sympathy for the types of programs that continental Europeans make. We begin between ourselves, discover producers and creative people willing to work with us, and acknowledge that we can't make programs at the pace that we traditionally have made them if we are going to work in this more competitive marketplace.

But can you listen a bit to our ideas about source material? And why not risk a bit of original writing? Let's have a little more of a partnership.

Simon: You know, the co-production philosophy doesn't really have to be a European or worldwide one, either. By way of example, Disney is co-producing with individual broadcasters in

Lear, CPT break in new Act

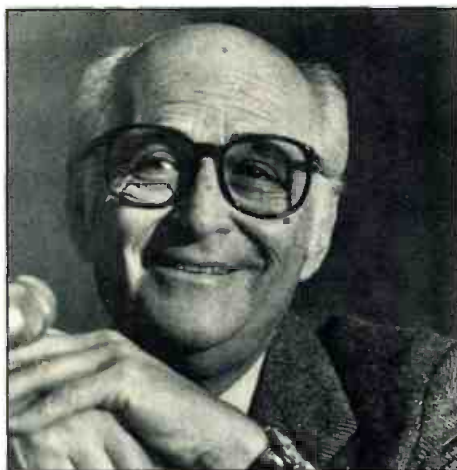
Joint venture to produce programs for all media under newly formed division of Lear's company Act III Television

Norman Lear is back in the television programming business. Through his Act III Communications, Lear has formed a joint venture with Columbia Pictures Television to produce programs for all media. The programs will be produced under a newly formed division of Lear's company Act III Television.

The venture gets underway immediately, with the target of mid-season 1990 for the launch of its first network program. Lear has already struck a "first-look" agreement with CBS Entertainment for network product. The company may launch first-run syndication or cable programs as early as this year, Lear said.

Lear is credited with developing a generation of network and syndication comedies that went considerably beyond the standard slap-stick fare of the day by addressing significant social issues. *All in the Family*, which debuted in 1969 on CBS was the first of a handful of such comedies. It was followed by several spinoffs, including *The Jeffersons*, and *Archie Bunker's Place*, as well as *Maude*. On the first-run side of the business, there was the late-night soap opera spoof, *Mary Hartman, Mary Hartman*, and *Fernwood Tonight*.

This latest venture reunites Lear with CPT Chairman Gary Lieberthal and Syndication President Barry Thurston, among others, who worked for Lear at Tandem Communications and then at Embassy Television before that company was purchased by Coca-Cola and merged with Columbia in 1985. And Lear left no doubt those old ties had a lot to do with his teaming up with CPT. "Those are my home town folks," he said. "A lot of those people grew up with



Lear

me," in the early days of Embassy, said Lear.

As to the timing of the venture, Lear quipped: "I want to be involved in TV every other decade. I was there at the dawn of the '70's and it will be fun being there at the dawn of the '90's."

Commenting on the deal, CPT's Lieberthal said, "from the moment Norman sold Embassy, I have had an interest in being back in business with him." The new venture is the latest deal in a larger strategy "to acquire relationships with preeminent comedy writer-producers in the industry," said Lieberthal. In recent months CPT has signed agreements with such noted teams in the television comedy world as Ed. Weinberger and Hugh Wilson.

The venture also marks CPT's re-entry into the first-run television production business. "I'm looking at 360 degrees of television," said Lear. Comedy will be a focus for all media, he said, including, network, first-run syndication and cable. On the syndication side, Lear said the company will

look at developing shows for the key time periods of early fringe, access and late night. In addition to comedies, he said, the company will develop dramas and other forms such as public affairs. About the only genre he rules out is tabloid, said Lear.

The parties involved declined to say how much money was earmarked for the venture, although Lear did indicate the contributions will be roughly equal. And Lieberthal said that product output would not be limited by financial constraints but "only by the creative energies and output" capacity of Lear and his team. (A president for the new company is expected to be announced shortly.)

A 20% interest in the company was sold last month to Belgian holding company Tractebel.

CNN to provide 'clean' feed of Headline News to broadcast affiliates

Turner Broadcasting System, responding to an outcry from its broadcast television station affiliates that excerpt material from Headline News, will provide those affiliates a separate "clean" feed of Headline, without the stock market crawl. A Turner spokesman last week said the separate feed will begin "fairly quickly," and a station source said it will start today (Feb. 6).

Broadcasters complained that the stock market crawl, appearing on Headline from 9:30 a.m. to 5 p.m., made it impossible to excerpt material and was something that was not part of their contracts (BROADCASTING, Jan. 23). Any footage that they used for midday or late-afternoon newscasts or periodic updates contained stock market quotes that were hours out of date. Electronically removing the crawl was too time consuming and costly, stations said, especially under tight preproduction deadlines.

Brook Spector, station manager of KTVU(TV) San Francisco, said the ticker "renders Headline News useless to us," and before the disclosure of a separate feed, the station, like others, was planning to adjust its invoices accordingly.

Tom Petner, news director at WWOR-TV New York, said: "I'm just thrilled to death that Turner found a way to compromise." WWOR-TV has a one-hour noon newscast, and relies heavily on Headline. The crawl "puts us at odds," Petner said, whose station was preparing to withhold payment. But, he said, "I've got to hand it to Turner.... These guys understand. They don't want to take a traditional network point of view [of] 'The hell with you.'"

CNN said it will send out a separate unscrambled feed during the most crucial four to five hours of the 9:30 a.m. to 5 p.m. block. A spokesman said it will poll its broadcast affiliates to determine what those times would be. It's believed the clean feed will be on Galaxy II, transponder 13. The separate feed is expected to cost CNN \$400,000 per year.



Three of a kind. "Three generations" of programing chiefs found themselves together during this Viacom (*Bill Cosby*) reception at the NATPE conference in Houston. The "grandfather" is Michael Dann (r), for many years the program chief at CBS-TV (he's now a consultant with ABC), who hired the "father," Fred Silverman (c), who was successively with CBS, ABC and NBC (the last named as president), and who is now in independent production, and the "kid," Brandon Tartikoff, whom Silverman chose to head NBC Entertainment.

CBS takes second place in prime-time race

Week 19 (ended Jan. 29) went to NBC, when that network registered a 17.1 rating and a 27.4 share. CBS took second place, with a 13.1 rating and a 21.1 share. ABC closed up the ranks with a 12.0 rating and a 19.4 share.

In the evening news race, the *CBS Evening News* won the week with an 11.7/20, followed by the *NBC Nightly News* with an 11.6/20

and ABC's *World News Tonight*, which scored an 11.5/20.

In the Arbitron metered markets, NBC's *Cosby Show* took first place in 10 of the 14 markets. ABC's *Roseanne* took the top spot in Chicago (30.9/46), Philadelphia (32.6/44) and Cleveland (35.0/48). In Miami, NBC's *Golden Girls* pulled in a 19.7/32 to edge out *Cosby's* 19.6/31.

Nielsen		Net	Show	Nielsen		Net	Show	Nielsen		Net	Show
1.	27.0/42	N	Cosby Show	28.	15.4/27	N	In the Heat of the Night	55.	10.6/16	C	Paradise
2.	24.8/37	A	Roseanne	29.	15.3/26	N	L.A. Law	56.	10.5/18	A	China Beach
3.	23.5/36	N	Different World	30.	15.1/26	N	Nightingales	57.	10.4/16	A	Dynasty
4.	23.4/38	C	60 Minutes	31.	15.0/26	A	20/20	58.	10.4/15	F	Married. With Children
5.	22.9/35	A	Who's the Boss?	32.	14.7/23	A	ABC Sunday Movie	59.	10.2/16	A	Hooperman
6.	22.1/34	N	Cheers	33.	14.6/22	A	MacGyver	60.	10.2/17	C	People Magazine on TV
7.	21.8/32	C	Murder, She Wrote	34.	14.3/25	C	Candid Camera	61.	10.2/15	C	Tour of Duty
8.	21.7/37	N	Golden Girls	35.	14.3/24	N	Father Dowling Mysteries	62.	10.1/15	F	America's Most Wanted
9.	20.4/30	N	ALF	36.	14.0/24	A	Full House	63.	9.7/16	C	Almost Grown
10.	19.8/31	N	Unsolved Mysteries	37.	14.0/25	N	227	64.	9.2/16	A	Mission: Impossible
11.	19.6/30	N	Night Court	38.	13.6/21	A	Wonder Years	65.	8.7/16	C	West 57th
12.	19.2/30	N	NBC Monday Movie	39.	13.3/22	A	Mr. Belvedere	66.	8.6/15	C	Dolphin Cove
13.	18.9/32	N	Empty Nest	40.	13.3/20	A	Studio 5B Special	67.	7.3/12	C	Smothers Brothers Variety
14.	18.7/29	N	Dear John	41.	13.2/23	A	Perfect Strangers	68.	7.2/12	A	Heartbeat
15.	18.6/29	A	Growing Pains	42.	13.1/19	N	Day By Day	69.	7.2/12	A	Incredible Sunday
16.	18.6/29	C	CBS Sunday Movie	43.	13.0/19	C	Kate and Allie	70.	6.7/13	A	Murphy's Law
17.	18.0/27	A	Head of the Class	44.	12.8/20	A	ABC Monday Movie	71.	6.6/10	A	Fine Romance
18.	17.9/26	N	Hogan Family	45.	12.6/19	C	Newhart	72.	6.6/11	F	21 Jump Street
19.	17.8/27	N	Matlock	46.	12.6/21	N	NBC Friday Movie	73.	6.5/10	C	TV 101
20.	17.4/27	N	NBC Sunday Movie	47.	12.2/20	A	Just the Ten of Us	74.	5.8/9	A	Studio 5B
21.	17.3/32	N	Hunter	48.	12.0/21	C	Wiseguy	75.	5.0/7	F	Garry Shandling's Show
22.	16.5/28	C	Knots Landing	49.	11.9/19	C	CBS Tuesday Movie	76.	4.4/6	F	Television Hall of Fame
23.	16.4/27	C	Dallas	50.	11.4/18	C	48 Hours	77.	4.0/7	F	Reporters
24.	16.4/24	C	Designing Women	51.	11.3/19	A	thirtysomething	78.	4.0/6	F	Tracey Ullman Show
25.	16.2/24	C	Murphy Brown	52.	11.0/19	A	Man Called Hawk	79.	3.2/5	F	Duet
26.	16.1/28	N	Amen	53.	11.0/17	C	Equalizer	80.	2.7/5	F	Beyond Tomorrow
27.	15.4/23	N	Family Ties	54.	10.7/17	N	Magical World of Disney				© 1989 Nielsen Media Research, Arbitron

Journalism

Editorializing falling out of favor?

That's the opinion of some who feel TV stations are putting less emphasis on opinion

The current attempt to reintroduce the fairness doctrine—a stepchild of the FCC's decision to permit stations to editorialize—comes at a time when most observers claim stations' interest in editorializing is weak. Numerous editorial directors have been fired over the past few years, and the frequency of editorials at some stations has been cut. Whether more stations intend to eliminate the time and money for expressing a viewpoint is hard to determine, according to those who follow the situation.

Among recent stations that have reportedly dropped their editorial directors are WFSB(TV) Hartford, Conn., and WINS(AM) New York. Steve Smith, editorial director of KNX(AM) Los Angeles, said that in that market "there were 13 people doing editorials on a regular basis in 1984. There are now about four or five and not all of those are editorial directors...some are being pulled out of the newsroom or elsewhere. I think the quality of editorials has suffered."

Other than anecdotal and marketplace information, there is no recent survey of station editorial practices. The last comprehensive survey by the National Broadcast Editorial Association (NBEA) was more than five years ago. It showed that of roughly 1,400 stations airing editorials, 418

stations produced them once a week, while 244 produced them daily.

Don Johnson, editorial director of WBBM-TV Chicago, defended cutting back the frequency of editorials: "We prefer to do them sparingly, maybe one a month, so [we don't seem] to be experts on everything. They are becoming more and more infrequent as things become more and more complicated and it takes more time to research stuff." Johnson also questioned how interested audiences were in hearing station editorials every day: "There were people who stopped listening...some of them have become frankly quite boring."

The decreasing ranks of editorial directors are reflected in their shrinking professional organization. The NBEA, founded 15 years ago, had roughly 110 full-paid members in 1986; just over 85 in 1987, and currently has 74. Said the organization's president, Charles Thompson, editorial director of KYW-TV-AM Philadelphia: "Membership in our organization represents the big markets and larger companies, where the cuts have been more extreme. We were hit pretty hard by cuts just after the acquisitions of the networks."

Station editorials have also seen changes in format. While they generally feature someone reading a statement on an issue, they are now more likely to be shot on location, rather than behind a desk in a studio. Said Thompson: "We have fol-

lowed the same changes as news itself, more visual and more dramatic when possible. The talking head remains but is much less prevalent than it was five years before."

Another change in station editorials, say editorial directors, is that they have become shorter. In a typical week Rich Adams, editorial director of WUSA-TV Washington, is on the air with 12 different editorials, some of which are over a minute, others which are 30 seconds. In the latter, Adams said, "We just do a voice-over to the best visuals while a trailer runs on the screen saying this is an editorial. Sometimes our longer pieces will have tapes or sound bites."

While editorializing faces uncertain industry support, commentaries that express views of the commentator rather than of station management may be increasing. NBEA is trying to attract commentators to the association. Thompson suggested: "I would say generally editorials are more extensively researched and more carefully chosen, but sometimes it is hard to tell the difference." Said KNX(AM)'s Smith: "I think a lot of stations have made that trade-off. Rather than make an investment in an editorial director who may be an officer of the company and who comes with a budget, why not use an outsider or reporter? They are cheaper and the stations also don't take as much heat. I think it is a cop-out." □

Radio executives predict greater cooperation in 1989

Industry expected to see 7%-8% growth in advertising in 1989; more sales development expected this year also

Look for "cooperation" to be the key operating word among radio executives in 1989, based on predictions by several top players made last week at a one-day radio and TV outlook conference in New York. (See related television story on page 50.) Radio networks and group owners have leaned toward greater cooperation since the year began, a trend that was recognized by panelists as an important element in the future growth of the industry.

"What we have to do is consolidate our strengths," said Westwood One Radio Networks Chairman and Chief Executive Officer Norman Pattiz, one of the speakers on the radio panel. Radio networks in recent years, he said, have become increasingly self-involved. "We weren't doing a whole lot," he said, "to power the industry forward." Referring to the network radio business last year, Pattiz said bluntly: "Clearly, 1988 sucked. There's no question about it."

Part of that slowdown could be attributed



Smulyan, Goldberg, Verbitsky, Stakelin

to what panelist Nick Verbitsky, president of United Stations Radio Networks, described as a year of "transition" for the network radio business, citing expansion of Westwood One and executive shuffles at ABC Radio Networks and CBS RadioRadio Networks.

"It took the better part of a year to get

everything wired together," said Verbitsky. The radio networks have just recently reinstituted collective group calls to major advertisers, he said, a tactic that was popular during the years of double-digit network growth. He said a group of network executives just traveled to Detroit to directly make presentations to K-Mart and several automobile manufacturers; this week, the group has scheduled a trip to Chicago to call on top advertisers there.

Panelist Bill Stakelin, speaking on his last day as president and chief executive officer of the Radio Advertising Bureau, said that although he was most emphatic about the positive future of local radio as large advertisers seek ways to reach consumers one-on-one, he added that "network radio has settled down and certainly is in a position to grow."

Cooperation is also apparent among radio group operators, said panelist Jeff Smulyan, president of Indianapolis-based Ennis Broadcasting, pointing to last month's formation of an informal industry caucus and progress that has been made on an industry-wide radio awareness campaign.

"We're all slugging it out and getting together to support the medium," said Smulyan. "You'll be seeing more of that in the next six months."

The panelists generally agreed with RAB estimates that the radio industry will see about 7%-8% growth in advertising in 1989. Several members of the panel spoke of radio's improved abilities to sell and maintain that growth, with more sales development expected in 1989.

"The reason why radio is doing as well as it is, is that we already suffered our mid-life crisis," said panelist Ken Swetz, president of Katz Radio Group. "We've learned how to sell."

Improved methods of selling will be key to success in the industry as advertisers continue to lean toward regionalizing, localized purchases and promotional tie-ins,

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WE'VE GOT AMERICA TALKING

said Les Goldberg, president and chief operating officer, Interop.

Other industry predictions by Goldberg included further consolidation (in terms of entire companies and functions such as media buying); more short-term sales; a further squeeze on network compensation; continued belt-tightening and cost reductions as profits are squeezed, and more emphasis on local sales than national spot.

"The key to the radio business is that it has been able to adapt," said Smulyan. "For the 56th consecutive year, radio is in transition."

Stakelin said that stability has been one of

the industry's primary strengths throughout those decades of transition, as demonstrated by years of holding onto 7% of available media ads. "Radio has been strong and bold enough to maintain that 7% of the advertising pie," he said. "I think it's very important that it's been that stable."

The third annual Radio and Television Outlook Conference was sponsored by Sillerman-Magee Communications Management Corp. and was attended by representatives from the banking and institutional investment communities. Broadcast investor Robert F.X. Sillerman served as conference organizer and panel moderator. □

Spanish switch. Spanish Broadcasting System's WSKQ(FM) New York went on the air at noon last Wednesday (Feb. 1), swapping frequencies with Forward Association's WEVD(FM) New York (now heard on AM band). Mayor Ed Koch was on hand to flip the switch for the long-awaited new Hispanic formatted station (BROADCASTING, Jan. 23). SBS, which owns WSKQ(AM) New York, KSKQ-AM-FM Los Angeles and WCMQ-AM-FM Miami, said it plans to move into larger New York offices by June.

Changing face of business networks

Satellite radio services talking about merging, another goes on hold

Recent developments in the field of satellite business networks have struck some onlookers as the beginning of a shakeout. Long-time contender Business News Broadcasting has decided to drop out of the race, opting for a wait-and-see attitude after several failed launch dates. Two other primary contenders admitted to having talks with one another in recent weeks that may have included discussion about a merger.

California-based Financial Broadcasting Network, one of the two 24-hour networks involved in the talks, is heating up the field with plans for an early March launch. The company expects to have at least six to 10 of the top 20 markets on air at that time, according to company President and Chief Operating Officer Joe Dorton, who joined FBN last month after serving as a consultant for the network.

The other network in the talks, Colorado Springs-based Business Radio Network, has 18 stations on the air and plans to have at least 23 affiliates by early March. The company has just restructured its management, according to Vice President of Marketing Karen Faulkner, to "be able to handle the company as it grows."

Faulkner acknowledged that the network has held discussions with FBN in recent weeks, but added that "nothing substantial" had resulted. "We're looking toward all kinds of ideas," she said.

Meanwhile, Anaheim, Calif.-based 24-hour Money Radio Network is on the air with 13 affiliates in 26 markets, according to a company spokesman, with contracts to double that reach in the next few months. The network last week moved its facilities from Los Angeles to a larger, 6,000-plus square foot facility in Anaheim.

Asked about the possibility of a shakeout among the three business radio networks, the Money Radio spokesman acknowledged that "it is a fairly tight field and it can't accommodate too many players."

Business News Broadcasting founder Joe Knowles, who said that his Boston-based network is taking a wait-and-see attitude before reconsidering a launch, added: "You start dividing up a tiny little pie into tiny little pieces, and there ain't a whole lot left." Knowles said that about 15 stations that had committed to BNB have now been divided among the current crop of competi-

tors.

"Everyone's got the same crippled AM affiliate list," he said. Knowles, whose BNB has origins dating back to October 1986, contended that his company could "in a moment's notice be right back in the thick of this."

FBN, which, like BNB, has had its share of delayed launches, said its March target date is definite. The ambitious operation is divided into three areas: its network, which is based in new facilities in Century City, Calif.; an owned-and-operated station group that will likely feature BNB programming and which so far includes XEGM(AM) Tijuana, Mexico, and a Bay Area 50 kw station currently in negotiation, and a publishing division that will distribute its *Money This Week* as a Sunday newspaper supplement.

"We have enough money and staying power for the long term," said Dorton. □

Pattiz sees new horizons for radio in Europe

The commercial radio industry in Europe is on the verge of explosive growth, according to Westwood One Chairman Norman Pattiz. But essential to the medium's expansion in the 1990's are self-regulation, the development of a government lobbying force and a standardized ratings system.



Pattiz

Pattiz, whose radio networking company's growth in the last year-and-a-half has brought it ownership of the NBC Radio Networks and radio stations in New York and Los Angeles, addressed European radio during last month's MIDEM radio conference in Cannes, France.

"The consolidation of the European Common Market in 1992 will make radio stations extremely valuable as a vehicle to advertise products in what will become the largest marketplace in the free world," said Pattiz, who argued that Europe's radio industry would experience growth similar to that in the U.S. in recent years.

According to Pattiz, "multinational advertisers in the United States are targeting European radio for increasing expenditures to take advantage of what is now a very inexpensive advertising medium." He also said European radio would benefit in advertisers' minds from the "continuing fragmentation of television and video product."

"European broadcasters are now experiencing a ground-floor opportunity," Pattiz said, referring to the potential for rapid appreciation in European radio station values. "This may not happen overnight in Europe, but there is no reason to believe it won't happen as advertising revenues increase."

The radio executive did urge, however, that the European radio industry take certain steps to insure growth in the coming decade. "A credible standardized ratings service for accurate audience measurement is a must," Pattiz argued. "In addition, commercial broadcasters must pay very close attention to government regulations concerning their industry and develop strong representational organizations to lobby for their positions."

"It is part of the responsibility of station ownership to make sure your interests are protected and that you have access to the right people in government in order to express your views where regulations can have a direct effect on valuation," he added. "[It is vital] for broadcasters to police themselves so that it does not become necessary for governments to do it for them."

Pattiz also warned broadcasters to be selective in what they use from the American radio model. "Keep in mind the number of broadcast outlets in the United States and the segmentation of formats, then look closely to see whether or not American concepts will work in Europe," he said. "With any luck, 'shock jocks' and certain tasteless promotions will not be viewed as being representative of the best of American broadcasting." □

Riding Gain

Empire Country

Toby Arnold & Associates, Dallas, has just completed its *We Are Country* ID package for Great Empire Broadcasting. The package, currently heard on Great Empire's KFDI-AM-FM Wichita, Kan.; WOW-AM-FM Omaha; KTTS-AM-FM Springfield, Mo., and KWKH-AM-FM Shreveport, La., is available in syndication to noncompeting stations.

Radio's best competition

A call for entries has been made for the 1989 International Radio Festival of New York competition. The 32nd annual

festival, which honors the year's best radio programming, promotion and advertising in the U.S. and abroad, includes 32 competition categories. New categories this year include: best on-air personality and news anchor and best format in a variety of categories. The entry deadline is March 31. Winners will be awarded at a black tie banquet June 16 at the Sheraton Centre Hotel in New York.

Role of Afro-Americans

Washington-based Radio America is offering *Afro-Americans and the Evolution of a Living Constitution*, a series of eight half-hour radio programs available

free to radio stations during the month of February. The series examines the role of African-Americans in shaping the Constitution through their struggle for racial equality. It is produced in cooperation with the Smithsonian Institution and the Joint Center for Political Studies.

Audio addition

Nightwatch, CBS News' overnight news and interview TV program, has begun broadcasts over the CBS Radio Network. The daily two-hour show is fed to affiliates from midnight to 5 a.m. ET via the radio network's Longform Channel. Radio stations may run the show in its entirety or excerpt portions. CBS did not disclose its initial affiliate line up for the radio version. *Nightwatch*, anchored by Charlie Rose in Washington, airs on the CBS Television Network at 2-4 a.m. and 4-6 a.m. ET.

The Media

Ethics again major focus of religious broadcasters

NRB board expels Swaggart, urges members to comply with new ethical and financial accreditation process; Quayle hails their work

National attention was drawn to religious broadcasters early last week for disparate reasons. By Monday evening, most Americans had heard that the National Religious Broadcasters annual convention—approximately 4,500 members attended, Jan. 28-Feb. 1, in Washington—had been the site of Vice President Dan Quayle's first vice presidential address and that President Bush would also address the NRB on Wednesday. By that time, most Americans had also heard that one-time number-one televangelist Jimmy Swaggart faced new allegations of sexual misconduct.

Although the NRB board of directors had severed the association's ties with Swaggart only 48 hours earlier, national attention given the new controversy again pitted what CBN founder Pat Robertson on Monday called "rebuilding public confidence" in religious broadcasters against "guilt by association."

Before any of the convention's more than 75 workshops had been held, before its 233-exhibitor Media Expo had opened, the board had, on Jan. 28, swiftly adopted its executive committee's March 1988 recommendation to expel Swaggart, who last year declined to comply with a one-year suspension ordered by his Assembly of God church, which subsequently defrocked him.

"As an association, we believe that a minister's life should be above reproach," said NRB. Swaggart last Monday threatened a libel suit against *Penthouse* maga-

zine, which published a New Orleans woman's account of sexual encounters with the defrocked Baton Rouge, La.-based minister.

Announcing the expulsion, NRB pointed to its by-laws, noting that "his confessed misconduct is deemed 'prejudicial to the interests of the association'. We grieve when a brother falls," it said, "and we grieve for the impact this action has on those who are in need of the hope of the Gospel."

Early in the week, the shadow of the Swaggart incident appeared to give way to the supportive spirit of Vice President Quayle's address and anticipation of President Bush's Wednesday appearance. If the White House commitments to address NRB promised to deliver something more positive than guilt by association, Bush's ultimate absence due to illness Wednesday was perhaps equally bad news. A smaller than expected crowd in the Sheraton Washington ballroom that morning was, however, heartened to hear through NRB President's award winner Billy Graham, that the President had said, "I promise not to disappoint you next year."

Within its current ranks, the NRB may also be meeting with some mixed success in its drive to grow, while also precluding increased government regulation by regulating itself (BROADCASTING, Jan. 30). Although only two weeks remained before the Feb. 15 deadline to apply for the association's new mandatory EFICOM (Ethics and Financial Integrity Commission) accreditation, a substantial number of the targeted nonprofit member organizations had not yet submitted data to EFICOM.

□

Quayle, Quello and Colson hail religious broadcasters as positive influence on nation

Although NRB convention plans devoted considerable attention to the ethical conduct of religious broadcasters (see below), the potential influence of religious programming on ethics in public and political life dominated several major convention speeches, including those delivered by Vice President Quayle, FCC Commissioner James Quello, former White House aide Chuck Colson and Focus on the Family radio ministry President James Dobson.

Most of those speakers made at least indirect reference to the negative effects of contemporary nonreligious programming.

"Government regulation of indecency is restrained by the First Amendment, which does not allow censorship," Commissioner Quello told NRB's Tuesday FCC luncheon attendees. "I'm also certain," he added, "that the founding fathers did not mean to ensure the right to disseminate indecent and repulsive material." The NRB board had passed, and read aloud before Quello's address, a resolution praising his and his fellow commissioners' "efforts to reduce indecent material" on radio and television, and for their "courage to repeal the Fairness Doctrine and increase free speech."

Congratulating the association for "policing" itself, Quello said, "Considering the importance of moral values in our national health, the nation is fortunate to have George Bush as President," and "America needs your [the religious broadcasters'] message of moral values...as programs become more sexually explicit."

Much of the Vice President's Monday

luncheon speech also focused on the attendees' rights to free speech and political participation, applauding their "role in reminding us that the State is not the be-all and end-all of our existence. There is a higher authority."

Recalling that an admission he once made to a constituent that he was not practicing law but working instead as a newspaperman had earned him the retort, "Son, that's worse"—Quayle told attendees two days before the President's convention visit that he still counts himself a "First Amendment fan...since I worked on a newspaper for a while. After the last few months, though," he said, "I understand what he [the constituent] meant."

The freedom to worship, however, he said, is "the most important freedom." Calling the U.S. Constitution's prohibition against the passage of "any law against the establishment of any religion the best law our forefathers gave to us," he said, "I'll consider my time in this office well-spent when I leave it, if I have helped make it so more people can worship in freedom."

Pointing toward nonreligious programing with which NRB members compete, Dobson, who had conducted an interview with convicted murderer Ted Bundy shortly before the state of Florida electrocuted him last month, reiterated at the convention's Jan. 28 opening plenary Bundy's claims that "pornography" influenced his criminal behavior. Bundy had, in that videotaped interview, argued that sexually violent movies, including "what's on cable today," could affect others in the same way printed sexually violent material had affected him ("In Brief," Jan. 30).

Religious broadcasters, Colson told the convention's Tuesday morning Congressional breakfast audience, must participate in "holding the State to account. When you separate private faith and public policy," he said, "you are subject to tyranny at the point of a bayonet." This year's NRB Board of Directors Award winner, Senator Bill Armstrong (R-Colo.) and others from the Hill, including Senator John Warner (R-Va.) and House Commerce Committee member Tom Tauke (R-Iowa), attended the breakfast.

"Until we address family problems," through efforts such as those practiced by the broadcasters there, "we'll be building prisons until we house half the population of the country," said Colson, who founded the Prison Fellowship Ministries while serving time for convictions related to the Watergate conspiracy.



FCC Commissioner Jim Quello



Vice President Dan Quayle

gered. NRB used some of its better known members to testify to the association's efforts to police itself, focusing particular attention on the EFICOM (Ethics and Financial Integrity Commission) requirements. They include annual outside audits at each member organization, establishment by January 1990 of five-member boards not controlled by family members and that fund-raising activities be kept on record for review of methods and truthfulness.

A variety of speakers—perhaps most directly, awards plenary keynote speaker, former Christian Broadcasting Network executive and *700 Club* host, Ben Kinchlow—exhorted members to serve as irreproachable shepherds to their airwave congregations.

In attendance to receive for CBN the NRB's Christian Broadcaster of the Year award, Robertson, who had advanced \$50,000 to NRB to help establish EFICOM, also held a press conference to "urge all members to file" for accreditation

and to meet "the standards of openness required by our society today."

(CBN, said Robertson, partly to preserve its own tax-exempt status, will spin off its cable TV interests within the next several months.)

Robertson's plea, in part, magnified concern over those not yet EFICOM accredited. "The initial response indicates almost all of our members are going to comply," said Jerry Rose, reelected during the convention as NRB president, which said applications had been received "from about 150 nonprofit organizations." Robertson said CBN would apply

within a week, and the Billy Graham Evangelistic Association and most other prominent and larger members had already applied, NRB said.

However, according to EFICOM Chairman Thomas Zimmerman, by Jan. 28, 84 nonprofits already complying with the Evangelical Council for Financial Accountability (ECFA) had been grandfathered into EFICOM, and only 34 others had been accredited directly since the process began last November.

Zimmerman's estimates that nonprofits account for 40%-42% of the 850 member organizations mean that only 118 of approximately 360 nonprofit members had been accredited by last week. However, said Zimmerman and ECFA administrator Arthur Borden, "Many indications of intent" to comply—incomplete EFICOM applications and letters—had been received.

The apparent reluctance of some members to seek accreditation could, in rare cases, they said, involve reluctance to open books or allow outsiders onto their boards, but "the overwhelming majority of nonprofits involved," said Borden, "are very small and have very little business experience. Some don't understand budgets or financial reports. Some need time to reorganize boards. Some do not even know that a church is a 501 (C)"—a tax-exempt, nonprofit organization that must comply with unusual IRS requirements.

For some, said CBN Family Channel President Tim Robertson, "we will have to find a way" to make compliance affordable, particularly for the smaller ministries that may be faced with compliance costs reaching 10%-15% of their annual budgets. "It would be a terrible tragedy" if some broadcasters are forced into "noncompliance because it is too expensive."

Characterizing himself as "not worried, but concerned that we have enough time to communicate with individuals on a personal level to address their reluctance," Zimmerman said the board had adopted provision for application time extensions up to 90 days, or May 15. □

Battle to rebuild public confidence

As smoke from the Swaggart story lin-

Cable, syndication advertising expected to be fastest growing segments of TV industry in '89

Participants in New York seminar also predict network television growth to range from zero to 2%

There was little disagreement among panelists last week at a seminar on the outlook on television for 1989. Cable and syndication advertising growth were expected to be the fastest growing segments in the industry. Lagging behind an expected inflation rate of 4.5%-5.5%, network TV growth was predicted to range from zero to 2%, according to participants. Also at the conference, sponsored by Sillerman-Magee Communications Management Corp., unwired networks were referred to as a "disease," and panelists disagreed over the impact of leveraged buyouts among advertisers. (See also related radio story, page 46.)

Predicting about a 4% growth in the spot television market, Peter Goulazian, president of the Katz Television Group of Katz Communications, listed 10 reasons why 1989 would not be a good year for spot television. Any list of reasons to be more optimistic would be very short, he said. Judging from the corporations that Katz has polled in its attempt to forecast the 1989 economy, Goulazian said that cash flows would increase no more than 4%, with net operating profits for several companies flat or down.

Goulazian also questioned whether automobile advertising, by industry group the biggest spot advertiser, could continue to grow at the high rate it has in the past. He also said he saw no reason why the broadcast networks would not expand their commercial inventories, at the expense of local availabilities, in their quest for more revenue.

In predictions for other segments of the television market, Goulazian said Katz saw an 8% increase in local advertising, 15%-20% growth in cable and syndication advertising, and growth of the three networks ranging from zero to 2%. In sum, he said he saw spot television retaining its 28% share of television dollars, with the complete television pie growing 5.1%.

Agreeing that syndication advertising would grow about 15%-20%, Rick Pack, president of Action Media Group, made a more specific prediction of 16% growth when pressed by moderator Robert F.X. Sillerman. Pack reminded his audience that the syndication advertising market has grown from about a \$500,000 business 10 years ago to a \$900 million business in 1988. Although syndication ratings were down in the fourth quarter of 1988, they seem to be rebounding in the first quarter of 1989, he said.

Calling syndicated advertising an alternative and supplement to network advertising, Pack said that syndication would continue its growth, with syndicators improving the quality of their shows to be on par with those produced for the networks. He said he saw more growth this year in cash-barter syndication, rather than barter, using as an

example a New York City station that would prefer paying money up front for a made-for-TV movie than giving up \$130,000 worth of prime time advertising availabilities.

Jim Murtagh, senior vice president and director of marketing for Seltel, posed the

debt in the packaged goods industry. Murtagh said that companies involved with mergers were cutting down on advertising because of mergers with previous competitors, and preoccupation with debt service.

Total television ad spending will be up 5% in 1989—behind 6% growth for all

Fourth quarter viewing patterns

The Cabletelevision Advertising Bureau said average weekly viewing to basic cable networks rose 17% in the fourth quarter of 1988 over the previous year, jumping from 12 hours and four minutes to 14 hours and nine minutes, for a total share of 26. Network affiliates led with a 52 share, although viewing dropped 4%. CAB said independents had a 16 share, pay services had a 10 share and noncommercial stations had a 3 share of average weekly viewing.

Category	4th quarter '88		4th quarter '87		% change
	Hrs:Min	Share	Hrs:Min	Share	
Basic services	14:09	26	12:04	22	+17%
Pay services	5:36	10	5:41	11	-1%
Network affiliates	28:28	52	29:30	55	-4%
Independents	8:40	16	8:53	16	-1%
Public TV	1:29	3	1:30	3	-1%

question of why advertising on independent stations had increased 8% from 1987 to 1988, while total television advertising had increased only 6.7%. Part of the reason, Murtagh said, was the appeal of local programming. Forty independents in the top 90 markets have daily newscasts, he said. And according to one survey, the typical 10 p.m. independent newscast attracts a more upscale audience than the typical affiliate's early news show.

This year, he said, he expected independent revenue to grow about 6%. Children's programming, one of the domains of independent stations and probably their softest area last year, would continue to be a problem area, he said. Calling unwired networks a "disease," Murtagh said that although they are designed to compete for network dollars, they are cutting into spot money. Agreeing with Goulazian's assertion regarding leveraged buyouts and corporate

advertising—according to James Joyella, senior vice president, national sales for the Television Bureau of Advertising. Network advertising—with 36% of the \$27 billion television pie—will be up 1%-2%; spot, 3%-5%; local TV, 5%-6%; syndication 15%-16%, and cable advertising, 16%.

Contrary to the negative effect on advertising that two preceding panelists had ascribed to LBO's, Joyella said that following the recent buyout wave, major advertisers are "poised" to return to the days of advertising spending growth of the early 1980's. In looking for advertising growth, Joyella said the industry should look outside media budgets at promotion dollars, which over the past 10 years have taken an increasing share of marketing expenditures. He estimated that \$45 billion to \$65 billion was spent in 1987 on consumer promotion. □



TIO collection re-stored. The Museum of Broadcasting has agreed to house the book and printed material library of the Television Information Office, which is being closed. The announcement was made by Lynne Grasz, TIO's executive director (l), and Robert Batscha, president of the Museum of Broadcasting.

Stock Index

Closing Closing
Wed Wed
Feb 1 Jan 25
Net Percent P/E
Change Change Ratio (000.000)
Market
Capitali-
zation

BROADCASTING

N (CCB) Capital Cities/ABC	382	359	5/8	22	3/8	06 22	23	6 179
N (CBS) CBS	175	5/8	173	1/4	2	3/8	01 37	9 4,150
A (CCU) Clear Channel	13	7/8	13	5/8	1/4	01 83	25	53
A (HTG) Heritage Media	4	5/8	4	3/4	-	1 8	-02 63	-5 52
O (JCOR) Jacor Commun.	6	5/8	6	1/2	1/8	01 92	-15	65
O (LINB) LIN	82	7/8	82	7/8	00 00	53	4,282	
O (MALR) Malrite	10	7/8	10	3/4	1/8	01 16	-23	148
O (MALRA) Malrite 'A'	10	7/8	10	7/8	00 00	-15	148	
O (OBCCC) Olympia Broad.	3	3			00 00	7		
O (OSBN) Osborn Commun.	7	1/4	7	1/4	00 00	-6	36	
O (OCOAC) Outlet Commun.	25	24	3/4		1/4	01 01	-9	163
A (PR) Price Commun.	7	3/4	8	1/8	-	3/8	-04 61	-6 75
O (SAGB) Sage Broadcasting	3	1/2	3	1 4	1/4	07 69	-5	13
O (SCRPP) Scripps Howard	66	67			-	1	-01 49	53 681
O (SCRPP) Scripps Howard	66	67			-	1	-01 49	53 681
O (SUNNC) SunGroup Inc.	2	1/8	2	1/8	00 00	-3	5	
O (TLMD) Telemundo	7	7	1/4		-	1 4	-03 44	-1 53
O (TVXGC) TVX Broadcast	3	3/4	3	5/8	1/8	03 44		22
O (UTVI) United Television	31	30	1/4		3/4	02 47	50	339

BROADCASTING WITH OTHER MAJOR INTERESTS

N (BLC) A.H. Belo	26	3/8	25		1	3/8	05 50	10 278
O (ASTV) Amer. Comm. & TV	1/32		1 32				00 00	2
N (AFL) American Family	5	14			-	9	-64 28	4 404
O (ACCM) Assoc. Commun.	32	1/4	44	1/2	-	12 1/4	-27 52	461
O (BMAC) BMA Corp.	32	1/2	33	1/2	-	1	-02 98	87 340
N (CCN) Chris-Craft	26	3/4	26		3/4	02 88	59	582
O (DUCO) Durham Corp.	32	31	1/2		1/2	01 58	27	269
N (GCI) Gannett Co.	38	1/8	37	3/8	3/4	02 00	19	6,173
N (GY) GenCorp	16	5/8	16	7/8	-	1/4	-01 48	1 527
O (GMXC) GMX Commun.	1/16		1/16				00 00	1 527
O (GACC) Great Amer. Comm.	9	3/8	9	3/8			00 00	9 246
N (JP) Jefferson-Pilot	31	5/8	32	1/4	-	5/8	-01 93	13 1,248
N (KRI) Knight-Ridder	47	1/2	46	3/8	1	1/8	02 42	17 2,701
N (LEE) Lee Enterprises	25	3/8	26		-	5/8	-02 40	18 630
N (LC) Liberty	37	3/7	37	3/8	-	3/8	-01 00	14 343
N (MHP) McGraw-Hill	70	1 8	66	5/8	3	1 2	05 25	21 3,381
A (MEGA) Media General	35	1/4	34	1 8	1	1 8	03 29	23 994
N (MDP) Meredith Corp.	30	5/8	30	1 4	3/8	01 23	12	588
N (MCG) Mich. Energy	30	1/4	30	3/8	-	1 8	-00 41	19 81
O (MMEDC) Multimedia	81	78			3		03 84	78 891
A (NYTA) New York Times	28	7/8	28	1/2	3/8	01 31	14	2 367
N (NWS) News Corp. Ltd.	19	3/8	18	7/8	1 2	02 64	10	5 162
O (PARC) Park Commun.	26	3/4	26	7/8	-	1/8	-00 46	21 369
O (PLTZ) Pulitzer Publishing	28	1/4	28		1 4	00 89	19	295
N (REL) Reliance Group Hold.	4	5/8	4	5/8			00 00	5 346
O (RTRSY) Reuters Ltd.	32	1/2	33	1 8	-	5/8	-01 88	22 26,984
T (SKHA) Seikirk	49	1 2	49	1/2			00 00	42 401
N (STAUF) Stauffer Commun.	134	130			4		03 07	45 134
N (TMC) Times Mirror	36	3/4	33	1 2	3	1 4	09 70	17 4,755
O (TMCi) TM Communications	5/16		9/32		1 32		11 11	1 2
N (TRB) Tribune	39	37	1 8		1 7 8	05 05	21	2,975
A (TBSA) Turner Bcstg. 'A'	23	1/2	23	5/8	-	1/8	-00 52	-4 511
A (TBSB) Turner Bcstg. 'B'	22	1/8	23	3/4	1	5/8	-06 84	-3 481
A (WPOB) Washington Post	215	1/4	205	1/4	10		04 87	14 2,764

PROGRAMMING

O (SP) Aaron Spelling Prod.	6	5/8	6	7/8	-	1 4	-03 63	5 121
O (ALLT) All American TV	3	1/8	2	7/8		1 4	08 69	3
O (BRRS) Barris Indus.	7	5/8	8	3/8	-	3/4	-08 95	-3 59
N (KO) Coca-Cola	46	7/8	45	3/8	1	1 2	03 30	19 17,597
A (CLR) Color Systems	1	7/8	1	3/4	1/8	07 14	-1	10
N (KPE) Columbia Pic. Ent.	15	1/8	14	1 8	1		07 07	216 1,659
O (CAVN) CVN Cos.	15	1/2	14	3/8	1	1/8	07 82	13 269
A (DEG) De Laurentis Ent.	9/16		1/2		1 16		12 50	6
O (dcp) dck clark prod.	3	7/8	3	7/8			00 00	9 32
N (DIS) Disney	74	3/4	72		2	3/4	03 81	22 9,910
N (DJ) Dow Jones & Co.	34	1/4	31	1 4	3		09 60	16 3,298
O (FNNI) Financial News	8	1/4	7	1/8	1	1 8	15 78	37 99
A (FE) Fries Entertain.	2	5/8	2	5/8			00 00	11 13
N (GW) Gulf + Western	43	3/8	40	1/4	3	1/8	07 76	7 2,607
O (QNTX) Hal Roach	4	5/8	3	3/4	7/8	23 33	-10	32
A (HHH) Heritage Entertain.	1	5/8	1	3/4	-	1/8	-07 14	1 7
A (HSN) Home Shopping Net.	4	3/4	4	5/8	1/8	02 70	21	414
N (KWP) King World	25	1/2	26	5/8	-	1 1/8	-04 22	16 735
O (LAUR) Laurel Entertain.	3	1/8	3		1 8	04 16	7	8
N (MCA) MCA	47	5/8	48	5/8	-	1	-02 05	26 3,462
N (MGM) MGM/UA Commun.	14	5/8	14	5/8			00 00	-8 732
A (NHI) Nelson Holdings	7/16		7 16				00 00	-4 11

Closing Closing
Wed Wed
Feb 1 Jan 25
Net Percent P/E
Change Change Ratio (000.000)
Market
Capitali-
zation

PROGRAMMING

A (NWE) New World Enter.	3	1/8	2	7/8	1/4	08 69	8	33
O (NNET) Nostalgia Network	11/16		11/16			00 00		3
N (OPC) Orion Pictures	14	5/8	15	1/8	-	1/2	-03 30	13 252
O (MOVE) Peregrine Entertain.	5/16		1 1/16		-	3 4	-70 58	-10
N (PLA) Playboy Ent.	12	5/8	12	5/8			00 00	14 118
O (QVCN) QVC Network	9	1/4	9	1/4			00 00	-19 93
O (RVCC) Reeves Commun.	5	5/8	5	3/4	-	1 8	-02 17	28 71
O (RPICA) Republic Pic. 'A'	8	1/2	8	3/4	-	1 4	-02 85	94 36
O (RPICB) Republic Pic. 'B'	8	1 2	8	3/4	-	1 4	-02 85	60 6
O (SMNI) Sat. Music Net.	5	3/8	5	3/8			00 00	48 48
N (WCI) Warner	41	3/4	38	7/8	2	7 8	07 39	22 5,266
O (WONE) Westwood One	8	3/4	8	7/8	-	1 8	-01 40	11 126

SERVICE

O (AMEA) A.M.E. Inc.	13	1/4	12	7/8	3/8	02 91	13	65
O (AGRP) Andrews Group	4	5/8	3	3/4	7 8	23 33	-1	30
O (BSIM) Burnip & Sims	18	3/8	18	3/4	-	3 8	-02 00	39 293
N (CQ) Comsat	28	3/8	26	5/8	1	3/4	06 57	-10 520
N (DNB) Dun & Bradstreet	56	52	1 2		3	1 2	06 66	21 8,512
N (FCB) Foote Cone & B.	23	3/8	22	3/4	5/8	02 74	11	194
O (GREY) Grey Advertising	118	121			-	3	-02 47	15 143
O (IDBX) IDB Communications	11	3/4	11	3/4			00 00	47 47
N (IPG) Interpublic Group	38	5/8	38		5 8	01 64	17	866
O (OGIL) Ogilvy Group	30	3/4	30	3/4			00 00	15 438
O (OMCM) Omnicom Group	20	7/8	20	1/2	3/8	01 82	14	513
N (SAA) Saatchi & Saatchi	20	5/8	19	3/4	7 8	04 43	9	3,005
O (TLMT) Telemation	1	3/8	1	3/8			00 00	5 6
A (UNV) Unitel Video	12	3/8	12	1/4	1 8	01 02	18	26

CABLE

A (ATN) Acton Corp.	13	5/8	13		5 8	04 80	2	16
O (ATCMA) Amer. TV & Comm.	34	3/8	33	3/8	1		02 99	76 3,739
O (CTEX) C Tec Corp.	48	3/4	48	1 2	1 4	00 51	21	268
A (CVC) Cablevision Sys. 'A'	35	1/2	33	1 4	2	1 4	06 76	-12 746
O (CNCAA) Centel Cable	41	5/8	42		-	3/8	-00 89	134 1,040
N (CNT) Centel Corp.	62	1/4	60	5/8	1	5 8	02 68	17 2,707
O (CMCSA) Comcast	19	5/8	19	1/8	1 2	02 61	-89	877
A (FAL) Falcon Cable Systems	20	1/4	21	1 4	-	1	-04 70	-63 129
O (JOIN) Jones Intercable	14	1/4	14		1 4	01 78	44	181
T (MHPQ) Maclean Hunter 'X'	14	13	7 8		1 8	00 90	38	1,031
T (RCI.A) Rogers Commun. 'A'	98	92			6	06 52	-150	1,212
T (RCI.B) Rogers Commun. 'B'	84	1/2	84	1 2		00 00	-130	1,045
O (TCAT) TCA Cable TV	34	1/4	33	3/4	1 2	01 48	67	413
O (TCOMA) Tele-Commun.	28	1/4	27	7/8	3 8	01 34	56	4,275
N (TL) Time Inc.	112	5/8	112	3/8	1 4	00 22	26	6,582
O (UACI) United Art. Commun.	30	30	7 8		-	7/8	-02 83	250 1,232
N (UCT) United Cable TV	36	1/8	35	1 4	7 8	02 48	-190	1,346
N (VIA) Viacom	35	1/2	34	1 2	1	02 89	-4	1,894
N (WU) Western Union	1	1/8	1	1 4	-	1 8	-10 00	35
O (WSMCA) WestMarc	19	19	1 4		-	1/4	-01 29	24 272

ELECTRONICS/MANUFACTURING

N (MMM) 3M.....	68	1/8	65	3/4		2	3/8	03 61	16	15,497
N (ARV) Arvin Industries.....	20	7/8	21	1/4	-		3/8	-01 76	8	397
O (CCBL) C-Cor Electronics ...	24	1/4	23			1	1/4	05 43	40	49
N (CHY) Chyron.....	3	7/8	4		-		1/8	-03 12	13	39
A (COH) Cohu.....	13	3/4	12	1/4		1	1/2	12 24	13	25
N (EK) Eastman Kodak.....	48	7/8	47	1/8		1	3/4	03 71	13	16,564
N (GRL) Gen. Instrument	28		27	7/8			1/8	00 44	-20	936
N (GE) General Electric.....	48	1/4	45	7/8		2	3/8	05 17	20	44,165
O (GETE) Gettel Inc.		11/16		11 16				00 00	-2	2
N (HRS) Harris Corp.	29		28			1		03 57	12	1,187
O (ITEL) Itel Corp.	22		20	1/2		1	1/2	07 31	51	583
N (MAI) M/A Com. Inc.	8	1/2	8	7/8	-		3/8	-04 22	-5	230
N (IV) Mark IV Indus.	11	3/4	12	1/8	-		3/8	-03 09	7	127
O (MCDY) Microdyne	3	7/8	4	1/4	-		3/8	-08 82	-2	17
O (MCOM) Midwest Commun.	4	3/4	4	3/4				00 00	11	14
N (MOT) Motorola.....	45	1/4	43	3/4		1	1/2	03 42	18	5,850
N (OAK) Oak Industries.....	1			7/8		1	1/8	14 28	10	75
A (PPI) Pico Products.....	2	3/8	2	1/2	-		1/8	-05 00	-47	8
N (SFA) Sci-Atlanta.....	14	5/8	14	1/8		1/2	03 53	12	342	
N (SNE) Sony Corp.	55	1/2	56	3/8	-		7/8	-01 55	90	12,833
N (TEK) Tektronix.....	22	7/8	21	7/8		1		04 57	762	634
O (TLCR) Telecrafter	3	3/4	3	3/4				00 00	17	5
O (TVTK) Television Techn.	1	3/4	1	9 16			3 16	12 00	175	12
N (VAR) Varian Assoc.	28		28	3/4	-		3/4	-02 60	-147	611
N (WX) Westinghouse.....	56	3/8	54	1/4		2	1/8	03 91	11	8,092
N (ZE) Zenith.....	19	5/8	19	5/8				00 00	-25	508
Standard & Poor's 400	343.87		333.99					9.08		02.96

Wain says Metroplex case shows need for comparative renewal challenge reform

Company's CEO says law is needed to protect broadcasters from 'sham' applications; competing applicants to appeal ALJ's decision

Norman Wain, chief executive officer of Metroplex Communications, sounded like a man in a no-win situation: "I can pay him, or I can pay my lawyer." Wain last week was happy about the decision of an administrative law judge recommending that Metroplex be granted a renewal of its license for WHYI-FM Fort Lauderdale, Fla. (BROADCASTING, Jan. 30). But he sounded bitter about the expenses in time and money needed to fight off the challenge of Southeast Florida Broadcasting in a case that began more than two years ago and, according to Southeast's lawyers, is not over yet. To Wain, the case is a demonstration of the need for a change in the law that would protect broadcasters against lawyers he said file "sham" applications for the purpose of "extracting settlement payments" or, as he said, "greenmail."

The target of Wain's anger—the "him" he says he chose not to pay—was Lew Cohen, of the Cohen & Berfield law firm, counsel for Southeast. Wain two years ago charged that Cohen had offered to withdraw the competing application in return for a payment of \$5 million (BROADCASTING, May 4, 1987). Cohen said that Metroplex's attorneys had initiated settlement discussions and claimed that he had been "set up" after Wain released a statement expressing "outrage" at "this obvious shake-down attempt." (Wain, it was reported at the time, was thinking of a much more modest settlement figure—\$500,000 [BROADCASTING, Aug. 24, 1987].) In any case, no settlement was reached. And Metroplex, Wain said last week, wound up paying its attorneys "a half million dollars." In addition, there was the executive time consumed in defending the license—"God knows how many hours," Wain said.

Wain, a member of the National Association of Broadcasters radio board and of the association's legislative liaison committee, makes no secret of his determination to generate an atmosphere, "through publicity," that would put an end to the kind of applications he says are filed for the purpose of gaining a settlement, not a license. More than that, he says there is a need for legislation—like the bill introduced in the last several Congresses by Representatives Tom Tauke (R-Iowa) and Billy Tauzin (D-La.)—that would bar the filing of a competing application unless the commission found a renewal applicant had been delinquent in its performance as a licensee.

That bill never attracted a great deal of

support. But Wain noted that the NAB board at its winter meeting directed the staff to prepare a license-reform bill limited to radio as a first priority. "We know Congress will demand some trade offs," he said. And one certain to be demanded is acquiescence to congressional leaders' efforts to write the fairness doctrine into law. But Wain is clear as to his priorities: "This



Wain

case illustrates how urgently these rules need to be reformed and codified." But congressional action may not be necessary. The FCC is considering a proposed rule-making designed to discourage groups from filing applications to supplant existing licensees by, among other things, limiting the payments renewal applicants could pay competing groups for withdrawing their applications (BROADCASTING, June 27, 1988).

Southeast's lawyers are indicating that Metroplex's pain is not over. Morton Berfield, Cohen's partner, says an appeal to the FCC will be pursued and, if necessary to achieve "vindication," to the courts. He noted that the administrative law judge in the case—Chief Judge Thomas B. Fitzpatrick—found both applicants "fully qualified." And, according to Berfield's analysis, Fitzpatrick did not find the application "a sham," as Wain and his lawyers say he did, but simply "denied us an integration credit. That was the context [in which the term was used]."

Berfield said the appeal would focus on two points. One was a payola charge. Fitzpatrick found that the station's program director had received drugs from record promoters but concluded that the licensee "was reasonably diligent in its efforts to safeguard against this pernicious form of payola." The other was the judge's determination that the station's ascertainment efforts and resulting programing were suffi-

cient to earn Metroplex a renewal expectancy. In fact, Fitzpatrick said that even if Southeast had earned a 100% integration credit, that would not have been sufficient "to overcome the strong preference to Metroplex for its meritorious broadcast record."

As Berfield said, it was the integration proposal that Fitzpatrick described as a "sham." But Fitzpatrick arrived at that term after recounting a history of Southeast, a limited partnership, that fits what Wain and other broadcasters regard as their classic worst nightmare, one in which aggressive lawyers generate, then represent, competing applications.

"These findings establish that it was the limited partners, at the initiation of communications counsel, who formulated the plan for the creation of Southeast and the filing of the...application," Fitzpatrick wrote. "Perry [Bernard Perry, a limited partner] and his associates, with the guidance of communications counsel, arranged the essential details of the proposal, specifying percentages of ownership and the method of financing, and then, and only then, sought out a general partner who would have the comparative strengths of being a female and a member of a minority group."

The general partner finally selected—after, Fitzpatrick said, being interviewed by Perry and his group of limited partners—was Gloria Butler, a black businesswoman from Coral Springs, Fla., who had no background in broadcasting. As an indication of where he thought the power lay, Fitzpatrick noted that the Perry group owned 75% of Southeast's equity and Butler, 4%. Fitzpatrick also said that Butler, "recognizing that she was not required to make any financial investment whatsoever in the venture, accepted the very modest equity interest and the role established for her by these limited partners." Her role was apparently as modest as her equity interest. Fitzpatrick said she was not one of Southeast's decision-makers, and abdicated control over Southeast's funds. "The record," said Fitzpatrick, "does not support any sound business reason for Southeast's structure, other than an attempt to garner a comparative integration credit and, as a result, it is ruled that its integration proposal is rejected as a sham."

Still, Berfield denies any "impropriety" in connection with the Southeast application. He said that the continuing litigation that he described as "full bore" is proof that the application was filed and is being prosecuted in good faith. "Under the law," Berfield said, "anybody has a right to challenge a renewal applicant. Our challenge is based on payola. The judge didn't find for us. But," he noted, "administrative law judges have been reversed in the past."

Cohen and Berfield are known for representing groups that challenge renewal applicants. And broadcasters seeking evidence of lack of propriety in those challenges point to a comparative renewal case involving WWOR-TV Secaucus, N.J. The administrative law judge, Richard Sippel, three months ago added an issue regarding possible abuse of process against one of the competing applicants, Garden State Broadcasting Limited Partnership, which is represented by Cohen & Berfield. Sippel said it was necessary to examine the facts surrounding the role of Jean Wells, the general partner and owner of 4% equity in Garden State.

Wells had been general partner in and 3.75% owner of an applicant called the Mainstream Limited Partnership, which had opposed RKO General Inc.'s sale of WWOR-TV to MCA Inc. and which had also been represented by Cohen & Berfield. Mainstream withdrew its opposition in return for payment of \$5.37 million. The circumstances, said Sippel, raise "the question of whether Garden State's application was filed here in the interest of again securing a monetary settlement." The issue is also being litigated in U.S. District Court in New Jersey, where MCA is seeking a judgment ordering Garden State and Wells to comply with the settlement agreement.

But again, Berfield said the addition of an issue does not prove anything. "All that means is that testimony will be taken on the issue," he said. "We'll fully litigate." In fact, he said, his partner, Cohen, was in New Jersey that day (Wednesday) taking depositions in the case.

Berfield also contended that Cohen & Berfield has been "taking the heat" unfairly as a firm that represents license-renewal challenges. "Were not the only firm in town doing it," he said. He noted that Metroplex's lawyer, Frank Mullin, has been counsel to several challengers.

Despite its reputation, the Cohen & Berfield firm has not—at least until the settlement of Mainstream's opposition to the sale of WWOR-TV to MCA—secured hefty payments for clients who chose to settle rather than fight. Clients who had filed against the renewal applications of United Broadcasting for five AM and two FM licenses, for instance, settled for a total of \$2,215,000. And the effort of one client to challenge one of the giants of the industry—CBS—ended last summer when Center City Communications abandoned its application for the license of WBBM-TV Chicago, a property valued at up to \$600 million, in return for reimbursement of its expenses—\$187,500 (BROADCASTING, July 18, 1988).

However, the firm has been involved in six of the proceedings in which third-party settlements are being used to end the tangled comparative renewal proceedings involving 13 RKO licenses. And four of the six have been settled, generating a total of \$12.5 million for the Cohen & Berfield clients.

Although it has come close on occasion, the firm has yet to represent a winner in a imparative renewal case that has been litigated to conclusion.

Asked about the string of settlements,

Berfield said, "Every case is different. We litigated the United cases one by one. Clients assess at every step. It doesn't mean

we don't litigate in good faith."

That's not what Norman Wain was saying last week. □

Alcohol ad ban opposed by broadcasters, advertisers

In an effort to dissuade Surgeon General Everett Koop that a ban on alcohol advertising is not the best approach for attacking the problems of drunk driving, leading broadcaster and advertising industry groups filed comments last week with Koop which maintain that there is no conclusive evidence showing a connection between alcohol advertising and drunk driving. They are asking the SG to support a more comprehensive study of the issue. There is concern that Koop will release a final report (due Feb. 28) that could lead to congressional consideration of an ad ban. For broadcasters alone a ban could result in the loss of some \$931 million in revenue, according to 1987 figures.

At a joint press briefing hosted by the National Association of Broadcasters, representatives from the Television Bureau of Advertising, Radio Advertising Bureau, American Advertising Federation, American Association of Advertising Agencies, Association of National Advertisers and the Outdoor Advertising Association of America outlined their comments to the SG.

Koop, who sponsored a workshop on drunk driving last December, is reviewing recommendations from a workshop panel which calls for restricting beer and wine ads as well as eliminating the tax deductions for those advertising expenses. The panel also suggested that warning labels on alcoholic beverage containers should be "clearly and conspicuously" displayed on all alcohol advertising.

The workshop itself has been controversial. NAB and the advertisers waged a serious campaign to convince the SG to postpone the workshop because they felt the

marketing and advertising panel was "unbalanced" and stacked with participants who were already supportive of a ban. And although the session was not postponed, they made some inroads when U.S. District Court Judge Royce G. Lambert granted a temporary restraining order that forced the SG to make all the workshop proceedings open to the press and public. Furthermore, Koop extended the comment period in response to complaints from NAB and advertising interests (BROADCASTING, Dec. 19, 1988).

There was, however, a minority report filed by Michael Mazis of the Center for Marketing Policy Research, who participated in the drunk driving workshop. Mazis's report contended that the "limited body of research is inadequate to justify the majority view's recommendation to eliminate the tax deduction for alcohol promotion and advertising."

"We obviously have concerns about procedure," said Chuck Sherman, NAB's senior vice president for television, at the press briefing. NAB thinks the SG should delay any decisions until the National Commission Against Drunk Driving completes its 16-month study, funded by the Department of Transportation, on drunk driving. NAB's comments were prepared by Morris Chafetz of Chafetz and Associates, who is also president of the Health Education Foundation.

"The Surgeon General's workshop on drunk driving produced faulty recommendations because a number of its participants do not understand the causes underlying the drunk driving problem," concluded the

Communications business. As the 101st Congress gets under way, a number of communications-related bills have been introduced over the past two weeks. Senate Copyright Subcommittee Chairman Dennis DeConcini (D-Ariz.) reintroduced his compulsory license bill that would condition a cable operator's compulsory copyright license on whether the operator carries local broadcast signals. Similar legislation was offered in the House by Representative John Bryant (D-Tex.) (BROADCASTING, Jan. 23). The legislation would also protect broadcasters from being shifted to undesirable channel assignments. If a cable system chose not to adhere to the set of must-carry rules adopted by the FCC in 1987 but later thrown out by the court, it would lose its compulsory license. Co-sponsors include Senators Howard Metzenbaum (D-Ohio), Paul Simon (D-Ill.) and Larry Pressler (R-S.D.).

Also on the Senate side, Phil Gramm (R-Tex.) offered a bill that would give the FCC the option of enacting an auction for non-mass media spectrum.

And Senators Brock Adams (D-Wash.) and Don Riegle (D-Mich.) introduced a uniform poll closing bill. It is identical to one adopted by the Senate Rules Committee in the last Congress and would require all polls to close at 10 p.m. ET during a presidential election. The House version would extend daylight saving time for two weeks in the Pacific time zone and mandate that all polls close at 9 p.m. ET (which would mean 8 p.m. in the central time zone, 7 p.m. in the mountain time zone and 7 p.m. on the West Coast).

In the House, Representatives Norman Lent (R-N.Y.) and Thomas Downey (D-N.Y.) reintroduced a measure that is aimed at bringing VHF television to Long Island.

NAB comments. "Drunk driving accidents are generally caused by either alcoholic people or young people who believe they are omnipotent. As a result, the workshop's recommendations to eliminate various forms of alcohol advertising and marketing are misdirected," it stated.

Moreover, NAB argues that there is a more constructive approach to tackling the issue. For several years the association has worked with groups such as Mothers Against Drunk Driving in developing public service announcements aimed at combatting alcohol abuse. Not only are stations airing those PSA's, but Sherman told reporters that NAB's annual Operation Prom/Graduation campaign which encourages students not to drink and drive is proving successful.

"We are hoping reason will prevail. He [Koop] is a trained scientist...and will go through the research and look at the scientific data," said Sherman.

Dan Jaffe, ANA's senior vice president for government relations, pointed out that some \$230 million is spent on anti-drunk driving PSA's through the Advertising Council and broadcaster initiatives. When asked what advertisers anticipate will occur if the workshop's recommendations remain intact, Jaffe predicted that "somebody on the Hill will follow up. There will probably be hearings, but hopefully we can persuade the Surgeon General that the recommendations are unfounded."

Both TVB and RAB wrote Koop. "We can only conclude that the workshop has come up with a cure before it has determined what the possible illness might be," wrote TVB President William G. Moll.

The AAF's Wallace Synder stressed that

the solution "can be found in cooperation, not condemnation." Myron Laible, acting president of the OAAA, also highlighted his industry's commitment to "donating time, facilities and creative talent to educate the public on the dangers of drunk driving

and alcohol abuse."

Also submitting comments were the National Vintners Association, Magazine Publishers of America, Distilled Spirits Council of the United States and the Motorcycle Riders Foundation. □

NCTC leaning toward supporting Pressler bill

Cable co-op will probably back legislation prohibiting volume discounts, exclusive distributorships

National Cable Television Cooperative Executive Director Michael Pandzik said it's likely his organization will support S. 168, a bill introduced by Senator Larry Pressler (R-S.D.) that would prohibit volume discounts and "exclusive distributorships" to cable operators.

"I think we'd probably support it," said Pandzik, whose organization has battled the volume discount problem for many years. Pandzik said he had some trouble with the exclusivity portions of the bill, but that may not be enough to prevent the NCTC board from backing the measure when it meets during the Texas Cable Show in two weeks.

The volume discount portion of the bill "is very easy for us to support," he said, but the restrictions on exclusivity "we're troubled with." Pandzik would like to see the volume discount portion stand on its own.

Pandzik, whose organization backed off active lobbying on a similar volume discount bill last year in the name of industry-

wide harmony, said the move was a bad idea. "Supporting it and backing away was a mistake," he said, and he reports little progress on talks with major programmers to deal with the co-op.

Last year, when the bill dealt with volume discounts only, the Community Antenna Television Association came close to supporting the measure. But at last year's show, TCI President John Malone spoke to the CATA board, which concluded it would be in the best interests of the cable industry to present a united front in Washington in the face of several anti-cable legislative proposals.

This year, said CATA President Steve Effros, the exclusivity portion kills any chance of CATA support for the volume discount section. "Exclusivity would do massive damage to this industry, both small and large operators," he said. Although his members still have problems with volume discounts, the situation has improved, he said, as new services like CNBC and TNT charge flat fees and as older, long-term MSO contracts are renegotiated. But the situation would be even better if other programmers dealt with the co-op, with HBO mentioned most often.

Although the Wireless Cable Association had a hand in lobbying for the exclusivity provision of the bill, of more ominous note is that mandating sales to any third-party distributors would include the telephone companies, said Effros. Like NCTC, the CATA board will meet during the Texas show, and the Pressler bill will be one topic of discussion. But it appears likely that NCTC will be on its own backing the Pressler measure. □

Washington Watch

Canadian communicator. Canadian Prime Minister Brian Mulroney has named man described as "cultural nationalist" as minister of communications in his new cabinet. Marcel Masse, who represents Quebec in House of Commons, takes place of Flora MacDonald, who was defeated in her bid for reelection in election last fall. Masse is known quantity in communications, since he held communications portfolio from September 1984 to July 1986. And his appointment, according to Department of Communications staffer who has known Masse, is "signal that cultural issues will be high" on Canadian government's agenda. She said Masse "was an activist minister."

One of Masse's early responsibilities will be to review Broadcasting Bill that was introduced in House of Commons and approved by it before dying in Senate when Mulroney called election. Bill and accompanying policy statement were aimed at overhauling existing broadcast regulation in Canada and to strengthen the Canadian content of programming aired in that country (BROADCASTING, Jan. 16). Masse is not expected to make major changes in legislation. □

Window raised. FCC is opening up another window for acceptance of LPTV applications: March 6-10. Applications must be delivered to FCC's office in Pittsburgh. According to FCC, each applicant is limited to five applications for new stations; there is no limit on "major change" applications. Nine-day window last June attracted more than 1,500 applications. □

Dark days. FCC, by unanimous vote, ordered license revocation hearings for two AM stations that have gone dark: Great American Radio Corp.'s KCKO Spokane, Wash., and Mega Broadcasting Corp.'s WRPZ Paris, Ky. FCC release indicated that KCKO has been off air since mid-1985; WRPZ, since fall 1987. It is violation of FCC rules for station to go dark without FCC authorization or without turning in license. If hearing determines that revocations are unwarranted, FCC said, agency will consider imposing \$20,000 fines.

Cencom-First Carolina deal derailed by regulatory delays

The purchase by Cencom Cable of First Carolina's cable systems, a deal involving 100,000 subscribers and valued at close to \$200 million, has been halted by actions of the New York State Cable Commission. The deadline for closing was last week (Jan. 31), which did not give the parties enough time, Cencom said, to rectify the problems the commission had with the deal.

The commission had requested more information on the transaction earlier this month. Its specific concern was that subscribers would bear the brunt of paying for a deal the commission thought was costly.

The commission was concerned with figures Cencom gave on average subscriber revenue reaching \$36 by 1993. It said the deal was highly leveraged, was 50% more than what First Carolina had paid a year earlier, had been the fifth sale in four years for the system and that Cencom said it proposed staff and maintenance cutbacks.

Cencom denied that the deal was too leveraged or that they planned to cutback services. The company has been in business seven years and seemed to take particular umbrage that it was a speculator in the cable business. The average revenue figure, Cencom said, included all sources of revenue, PPV, advertising etc.

In a statement, Cencom President Howard Wood said: "There were a number of unforeseen and in some cases unreasonable regulatory delays in transferring certain

franchises," without mentioning New York by name. These delays "effectively canceled the acquisition," he said.

Cencom's spokesman John Brooks said the sale had cleared all regulatory hurdles except in Plattsburgh, N.Y., and adjacent systems in Vermont, where the state PUC had yet to approve the purchase. The Plattsburgh area systems account for 13,000 subscribers, Brooks said. First Carolina systems were spread across seven states.

Brooks said it was "always a possibility" talks would resume, but he said the company was "not going to hold its breath." The deal was first struck last July, and given interim cable system inflation, the systems would likely be priced higher today. Cencom would have to go back to the state commission for approval if it reached another agreement with First Carolina. □

Telecastings

Stereo required

The Public Broadcasting Service will require stereo production of its programs, beginning Sept. 1, PBS announced. Although some programming will be exempt from the policy—programs already contracted and programs including historical footage—PBS expects the amount of stereo programming to rise from roughly 30% of its schedule to nearly 90% within three years, as broadcast rights to pre-stereo programs expire.

Eighty-one public television stations were broadcasting in stereo by mid-1988, reaching 64% of U.S. television households, said PBS, whose survey at that time found 215 public stations planning to go stereo within five years. Many stations unable to go stereo will continue the practice of teaming up with FM radio stations for stereo simulcasts of some programs, PBS said, adding that the national program service "will not employ any electronic techniques for synthesized or simulated stereo."

Star gazing grant

Noncommercial KCET(TV) Los Angeles has been awarded \$5.3-million W.M. Keck Foundation grant to develop and produce series of six one-hour programs, *The Astronomers*, about "20th century Galileos" for fall-winter 1990-91, plus a corresponding educational outreach program. It is largest grant for a single series, said PBS.

Service award

The American Association of Political Consultants and Campaigns and *Elections* magazine, at an annual black-tie dinner in Washington, presented the Pollie Award to the Association of Independent Television Stations in recognition of independent stations' donating some \$2 million worth of air time to carry a series of public service spots, "Campaigns in

American History." INTV President Preston Padden accepted the award.

Back in Delaware

Maryland Public Television (MPT) began its 20th-anniversary year on the air able to announce that its Salisbury, Md., station, WCPB(TV), had been restored to the Simmons Cable lineup on the eastern shore of Delaware as of Jan. 1. The station had been removed May 1, 1988, by Simmons, whose vice president of operations, Bruce Armstrong, confirmed that the system's annual customer survey resulted in nearly two-to-one support for restoring the station. Some 5,000 subscribers to the Sussex County system, which continues to also carry noncommercial WCPB(TV) Seaford, Del., were affected by the decision, he said.

Simmons was prompted to include a specific question about MPT in its annual survey, Armstrong said, by several unsolicited notices from "subscribers who missed the service," as well as by MPT concern. "The initial question," he said, "was: 'should we be carrying Delaware public TV in Delaware and Maryland Public TV in Maryland'—the most logical way to go on the surface," he said. But the geography there, he said, made the state boundary less than the only criterion. Simmons has "responded to what we were hearing from our customers," he said.

Allies

Britain's Granada TV and West German broadcaster NDR have signed a two-year TV movie development and distribution deal. Six English-language movies, each budgeted at \$1.8 million, are scheduled. The pictures will be developed by independent production company Viva Pictures, with Granada TV International as principal worldwide distributor.

SOLD!

WMKW-TV, Memphis, Tennessee, has been sold by TVX Broadcast Group, Inc., a publicly held company, Gene Loving, Chairman of the Board, for \$7,000,000 to MT Communications, Inc., Michael Thompson, President.

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Changing Hands

KEYF-FM Chene and KEYW(FM) Pasco, both Washington, and KEYV(FM) Las Vegas □ Sold by Unicom Broadcasting Inc. to Nemesis Communications Inc. for \$6 million plus \$650,000 noncompete agreement. **Seller** is Spokane, Wash.-based group owned by John Rook, Andrew Adelson and Larry duBoef. It also owns KCDA(FM) Coeur d'Alene, Idaho. **Buyer** is equally owned by Don N. Nelson and Gerald J. Schubert. G.J. Schubert owns interest in Jacor Communications Inc., which owns KOA(AM)-KOQA(FM) Denver; WLW(AM)-WEBN(FM) Cincinnati; WMJL-AM-FM Cleveland; WPCH(AM)-WGST(FM) Atlanta; WYHY(FM) Nashville, and WMYU(FM) Knoxville, both Tennessee, and WQIK-AM-FM Jacksonville, and WFLA(AM)-WFLZ(FM) Tampa, all Florida. KEYF-FM is on 101.1 mhz with 100 kw and antenna 794 feet above average terrain; KEYW operates on 98.3 mhz with 3 kw and antenna 1,060 feet above average terrain, and KEYV operates on 93.1 mhz with 50 kw and antenna 103 feet above average terrain.

Wxxx(FM) South Burlington, Vt. □ Sold by Metro-Net/Vermont Inc. to Atlantic Ventures of New York L.P. for \$2,975,000, plus \$750,000 noncompete agreement. **Seller** is headed by Richard W. Borel and has no other broadcast interests. **Buyer** is owned by Steven B. Dodge. Atlantic Venture Partners is sole limited partner of WRKO(AM)-WROR(FM) Boston and

WEZO(AM)-WRMM(FM) Rochester and WAQX(FM) Manlius, all New York. Wxxx is on 95.3 mhz with 3 kw and antenna 225 feet above average terrain.

WBBE(AM)-WMGB(FM) Georgetown (Lexington), Ky. □ Sold by Maycourt Co. Inc. to Kentucky Radio L.P. for \$1.83 million. **Seller** is owned by Pegram Harrison, who also owns WNOK(AM)-WODE(FM) Columbia and WHTK(FM) Fort Royal, all South Carolina. **Buyer** is owned by Tincy Crouse, former general manager of WKAZ(AM)-WKLC(FM) Charleston, W.Va., who has no other broadcast interests. WBBE is daytimer on 1580 khz with 10 kw, and WMGB operates on 103.1 mhz with 3 kw and antenna 300 feet above average terrain. **Broker: Sailors & Associates.**

New FM Salladasburg, Pa. □ Sold by Salladasburg Broadcasting Co. to North Penn Broadcasting Inc. for \$982,000. **Seller** is owned by David A. Donlin, William A. Levin, Fred J. Boote, Robert Lipkin, Michael Lipkin and Mary Ann T. Donlin. They also own WMIM(AM) Mt. Carmel and WSPJ(FM) Shamokin, both Pennsylvania. **Buyer** is principally owned by Harold G. Fulmer III. Fulmer also owns WOBG(AM)-WOXA(FM) York, WXXW(AM) Allentown, WMGH(FM) Tamaqua, WLSH(AM) Lansford, WMIM(AM) Mount Carmel and WSPJ(FM) Shamokin, all Pennsylvania. CP is on 95.5 mhz with 3 kw and antenna 105 feet above average terrain.

Wsuz(AM) Palatka, Fla. □ Sold by WSUZ Inc. to Gregory Merrick for \$250,000. **Seller** is owned by W. Don Sports, who also owns WCLA-AM-FM Claxton, Ga. **Buyer** is Grand Island, Neb.-based broadcaster. Station is his first purchase. Wsuz operates on 800 khz with 1 kw-D. **Broker: Hadden & Associates.**

CABLE

Systems serving Crawford County, Kan., and Cole and Christian Counties, both Missouri □ Sold by Cole County Cablevision Inc. and Christian County Cablevision Inc. to W.K. Communications Inc. **Sellers** are headed by Donald Eggebrecht, St. Joseph, Mo.-based MSO with no other cable holdings. **Buyer** is Iron Mountain, Mich.-based MSO headed by Robert Knoke, serving approximately 12,000 subscribers in two states. Systems serve approximately 5,700 subscribers with 9,800 homes passed. **Broker: Hardesty, Puckett & Co.**

System serving Palm Beach County, Fla. □ Sold by Flagship Cable Partners to Tele-Media Corp. **Seller** is 50% owned by Michelson Media, which has been sold to Century Communications Corp., New Canaan, Ct.-based MSO headed by Leonard Tow, serving approximately 770,000 subscribers in 22 states. **Buyer** is State College, Pa.-based MSO owned by Robert Tudek and Everett Mundy, serving approximately 300,000 subscribers in 15 states. It also owns TMZ Broadcasting, group of four AM's and five FM's. System serves approximately 3,800 subscribers with 5,800 homes passed. **Broker: Waller Capital Corp.**

System serving Milan, Mo. □ Sold by First Cable and Land Corp. to Falcon/Capitol Cable L.P. **Seller** is headed by Alan Steinbach and owns two cable systems in Missouri. **Buyer** is St. Louis-based company headed by Scott Widham, and affiliated with Falcon Holdings Inc., Los Angeles-based MSO serving approximately 500,000 subscribers in 18 states. It is headed by Marc Nathanson. System passes approximately 900 homes, and serves approximately 700 subscribers. **Broker: Hardesty, Puckett & Co.**

System serving Ashland and Protection, both Kansas □ Sold by High Plains Communications Inc. to Mission Cable Co. **Seller** is represented by John Logsdon and has no other cable holdings. **Buyer** is Austin, Tex.-based MSO headed by Jack Morgan serving approximately 50,000 subscribers in four states. System serves 750 subscribers with 850 homes passed. **Broker: Hardesty, Puckett & Co.**

System serving Vilonia, Ark. □ Sold by Eagle Cable TV to Falcon Cable. **Seller** is headed by Jerry Morgan, and has no other cable holdings. **Buyer** is Los Angeles-based MSO serving approximately 500,000 subscribers in 18 states. It is headed by Marc Nathanson. System passes approximately 500 homes, and serves approximately 250 subscribers. **Broker: Hardesty, Puckett & Co.**

For other proposed and approved sales see "For the Record," page 61.

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Action memos offer HDTV choices

Reports to House Telcomsubcom spell out ways government could aid HDTV and electronics industries

Nearly two dozen companies and trade associations offered Congress suggestions last week on how it could help U.S. industry reap a substantial share of the tens of billions of dollars in new business that is expected to flow from the introduction of high-definition television in the 1990's.

Among the ideas: establishment of a national HDTV transmission standard, relaxation of the antitrust laws to permit collaboration among companies involved in HDTV and government subsidization of private research and development through direct funding and tax incentives.

The suggestions were submitted to the House Telecommunications Subcommittee in response to an invitation from its chairman, Edward Markey (D-Mass.), last fall (BROADCASTING, Sept. 12, 1988). Markey said the ideas would form the basis for a "blueprint for action" by Congress. Among the organizations Markey specifically sought reports from were the Electronics Industries Association (EIA), the American Electronics Association (AEA) and the Association of Maximum Service Telecasters (AMST). But several other groups such as the National Association of Broadcasters and many of the HDTV transmission system proponents also volunteered reports to the committee.

The NAB and AMST were principally interested in the establishment of a transmission standard. The most important action Congress could take, NAB said, would be to "declare that a single standard for terrestrial delivery of ATV is in the public interest and direct the FCC to prepare to select a single broadcast standard."

AMST agreed, but said that to reach that goal, Congress must provide the FCC enough money to do the job. It introduced a more detailed version of an earlier proposal to establish an advanced TV task force within the FCC (BROADCASTING, Jan. 30). In the last 10 years, AMST said, the FCC's Office of Engineering and Technology has lost 45 positions. Now down to just 97 full-time staffers, it said, the office is no longer capable of carrying out all the testing and other work that will be needed to adopt an HDTV standard. Over the same 10-year period, "the FCC workload has expanded to include dozens of new spectrum-using services and tens of thousands of new users in both the new and preexisting services," it said.

It was proposed that the new task force should divide its energies between analysis of technical information needed to implement HDTV transmission and analysis of the consumer and economic issues tied to

HDTV regulatory actions. AMST proposed that it be given a two-and-a-half-year lifespan funded by a special appropriation equaling 2% of the FCC's annual budget. The staff would not exceed five full-time people. The task force would report to the chairman of the FCC and be required to submit annual status reports on its progress to the Congress and FCC.

Companies interested in HDTV manufacturing and their associations were more interested in changing the antitrust laws and getting the government subsidies. Some also called on Congress to establish a government-industry HDTV consortium, similar to Sematech, which was formed to boost the U.S. semiconductor industry. Those that favored one or all of these measures included the Electronics Industry Association, North American Philips Corp., the David Sarnoff Research Center, Digital Equipment Corp., Zenith Electronics Corp., the New York Institute of Technology and the American Electronics Association. There was disagreement over whether government should subsidize HDTV development. While AEA favored such grants, EIA said that Congressional emphasis should be on

policies that would help a broader segment of the U.S. economy, not just those involved in HDTV.

"HDTV is not the answer to all of America's problems in competitiveness," EIA said. "There is a danger connected with equating the competitiveness of a nation with that of a single industry. While a single industry may be symbolic of general, national problems of competitiveness, certain policies designed to promote the revival of such symbolic industries may be prejudicial to the solution of the wider problem of competitiveness."

Along with the establishment of a consortium and changes in the tax and antitrust laws, the best thing Congress could do for the U.S. electronics industry would be to gradually reduce the federal budget deficit to "decrease the nation's dependence on foreign capital and to increase the national savings rate," EIA said. Citizens for a Sound Economy, a public interest group claiming 250,000 members, also argued against grants, which it said "would force American taxpayers to subsidize industry initiatives that may or may not make the U.S. industry competitive with other na-

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tions' ATV manufacturers."

AEA said funding should be seriously considered. "The price tag is too high to expect companies to 'go it alone'—especially ones not in consumer electronics, which have their R & D dollars appropriately allocated to advance their current product lines." EIA, whose membership includes several foreign-owned consumer electronics companies, also argued against restricting participation in HDTV programs to American-owned companies.

Dispute over FMX

A few months before the first FMX stereo receivers are to hit the shelves, a shadow has fallen on the new technology's chances of becoming successful in the consumer market. A scientific study of the system, "A Theoretical and Experimental Study of Noise and Distortion in the Reception of FM Signals," released by Amar G. Bose concludes that FMX does not work. Accusations and hard feelings between Bose and Broadcast Technology Partners (BTP), Greenwich, Conn., patent holders of FMX technology, followed the study's release.

FMX is an audio processing technique aimed at reducing some noise in FM transmission and increasing FM stations' stereo coverage. It was invented in the early 1980's by Emil Torick, then with CBS Labs, and Tom Keller, then head of the science and technology department of the National Association of Broadcasters. Torick later formed BTP, and Keller joined the

company last year.

Bose is a professor of electrical engineering and computer science at the Massachusetts Institute of Technology (MIT), Cambridge, Mass., and founder of Bose Corp., Framingham, Mass., a manufacturer of car stereo systems and speakers. His study, released during a press conference at MIT, concludes that FMX reduces rather than increases stereo coverage and degrades reception on current FM receivers, and that FMX receivers are inferior to current FM receivers. The reason for these quality degradations, Bose claims, is an increase in multipath during FMX transmission. Multipath occurs when an FM signal is reflected off a natural or manmade barrier and the reflected signals are received by a radio out of sync with the direct signal. The results are background noise and audio distortions.

Torick claimed the Bose tests did not actually record multipath created by the FMX generator, but synchronous amplitude modulation of the FM transmitter used in the test. (MIT's WMBR(FM) was the site of the Bose tests.) Synchronous AM artifacts, sometimes called "source-induced multipath," Torick said, occur when there is a lack of evenness between FM sidebands due to poor transmitter maintenance or design or inaccurate transmitter tuning. It is often mistaken for multipath, he said.

Bose said he began studies of FMX last fall in connection with research he had already started on multipath resulting from the use of FM sidebands for services such as SCA (subsidiary carrier authorization). "Any of those services degrades the perfor-

mance of FM," he said. Because FMX stereo also employs sideband spectrum, the decision was made to combine Bose's work with a project on FMX that was under way by William R. Short, a research scientist with the Bose Corp. "FMX happens to put in a lot of energy [in the sidebands]. The higher you go in the amount of energy, the worse you get."

The Bose study was released shortly after the announcement at the winter Consumer Electronics Show in Las Vegas last month that two manufacturers, JVC Co. of America and Alpine Electronics, would begin marketing FMX receivers later this year. BTP reports that currently over 100 stations have either installed or ordered FMX generators. Bose's study, Torick said, seems to be calculated to stop industry acceptance of the technology.

Torick said none of the broadcasters now studying FMX have made the same charges as Bose. The report is "an insult to all broadcasters and manufacturers that have studied it," he said. Torick charged that the report's release was "a blatant appeal to the press" and that Bose Corp. paid for the transportation of several reporters to Cambridge for the presentation.

Bose replied that he has nothing to gain or to lose by FMX's success or failure. However, he claimed that before he released the report, BTP threatened him with legal action twice. William R. Short, a research scientist with the Bose Corp., claimed that during a Jan. 19 telephone conversation, Torick said, "you will all be under great personal liability" if the report were made public. A few days later, Bose says he received a letter from a lawyer representing BTP stating it would "employ all appropriate legal means to redress any disparagement of the [FMX] technology."

A lawyer was hired, Torick said, to help convince the president of MIT to extend to BTP an invitation to the conference where the study was released. Bose had originally tried to block BTP's attendance, Torick said. Torick denied Short's claim that he and Bose were threatened with lawsuits.

Bose refuted Torick's claim that there have been no complaints from any of the broadcasters that have tried FMX. "I think there have been numerous complaints," he said. The only specific dissatisfied station he named, however, was noncommercial WFMT(FM) Chicago.

WFMT's complaints and those of other stations that experienced increased multipath during FMX tests three years ago were well publicized at the time (BROADCASTING, Oct. 13, 1986). BTP later claimed to have solved the problems that arose during those tests.

Greater Media Inc., owner of seven AM and seven FM stations, is now testing FMX at its WMOG(FM) New Brunswick, N.J. Milford Smith, Greater Media vice president, radio engineering, said that so far, there has been no sign of the earlier multipath problems. "There is no doubt that one has to take appreciably more care in the adjustment of the transmission system" to avoid synchronous AM, Smith said. Greater Media will probably install FMX generators in some of its other FM stations, he said. □

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Houston Industries to pay cities to eliminate buyout agreement

Under preliminary agreement, company would pay \$10 million in buyout of four California cities' rights to take over local Rogers cable systems

As part of its purchase of Rogers Communications' U.S. cable systems, Houston Industries has reached a preliminary agreement to pay \$10 million to four cities in Orange County, California, in a deal that would buy out the cities' right to take over their local cable system for free in 2004.

The arrangement is similar to a \$25 million payment that Rogers has agreed to pay the city of San Antonio to eliminate a buyout provision in its franchise agreement. But the payment is unusual in that all other payments made to change franchise agreements and settle obligations in municipalities affected by the sale have been covered by Rogers. The \$1.265 billion sale of Rogers' 525,000-subscriber U.S. systems is expected to close in March.

According to the terms of Rogers' franchise agreement covering 60,000 subscribers in the cities of Fountain Valley, Huntington Beach, Stanton and Westminster, all California, the cities have the right to take over operations of their common cable system in either 1999 at net book value or in 2004 at no cost. In return for the elimination of this right, as well as for the approval of a franchise lasting through 2004, Houston Industries has agreed to pay \$10 million upon its Rogers purchase, and to upgrade the 35-channel system to at least 54 channels within seven years.

The organization negotiating for the four cities, the Public Cable Television Authority (PCTA), approved the Houston Industries offer last Wednesday (Feb. 1). According to Carl Pilnick of Telecommunications Management, a consultant to the PCTA, the agreement must be approved by the city councils of the four cities. "We're assuming they will approve it," he said. David Van Valkenburg, president of Houston Industries' cable subsidiary KBLCOM, said the payment did not require any approval from the Houston Industries board beyond its original approval of the Rogers purchase.

In negotiations with the PCTA, Rogers' final offer for the system buyout was \$7.5 million, without the system-upgrade guarantee, according to Howard Stephens, executive director of the PCTA. After the PCTA rejected that offer, Houston Industries took over the negotiations with the PCTA. Neither Rogers' failure to reach an agreement with the PCTA nor Houston Industries' \$10 million payment and system commitments will cause an adjustment in the price that Houston Industries pays Rogers, Van Valkenburg said. Houston Industries made its offer be-

cause "we wanted to get the transfer done and get on with closing the deal," Van Valkenburg said. Speaking generally about payments made to all of the municipalities, Phil Lind, chairman of Rogers U.S. Cablesystems, said: "We have certain cost-sharing arrangements between us."

Rogers has been in negotiations with other municipalities in order to settle obligations prior to the closing of its sale and to eliminate buyout clauses. The company agreed to pay San Antonio \$25 million to eliminate a franchise clause that would have enabled the city to buy out, at 5% below market value, the system serving city residents. Additionally, Rogers will be making at least \$14.5 million in up-front payments to facilitate the transfer:

- In return for franchise fee and equipment obligations owed the city of Minneapolis, Rogers has agreed to \$1 million of system upgrades and a \$2 million cash payment,

according to Carol Wold Sindt, director of telecommunications for the city.

- Rogers will pay \$3.1 million to cities including 35,000 subscribers in Minneapolis suburbs to settle Rogers's community programming obligations, and the cities' franchise fee will be restored from 3% of gross revenue to 5%, according to Adrian Herbst, a lawyer at Moss & Barnett who negotiated the agreement for the cities.

- Portland, Ore.'s city council will vote later this month on an agreement that has Rogers making a \$4.85 million payment to settle its obligations to the city, according to Jo Zettler, deputy director of the city's office of cable communications and franchise management.

- Rogers will pay \$4.55 to settle local origination and community access operating support requirements for suburban Portland systems, said Julie Omelchuck, director of the Multnomah Cable Regulatory Office. □

UA, United Cable go back to drawing board on merger

United Artists Communications and United Cable Television Corp. said last week that delays in their proposed merger had caused them to open new discussions on the terms of such a business combination.

In a brief statement, the companies said that because of delays resulting from regulatory requirements, their proposed merger "is subject to termination by either party because the closing cannot occur by the Feb. 28, 1989, deadline set by their merger agreement."

The companies did not give details of new discussions, but analysts said United Cable's acquisition price would probably be raised. As part of the last merger terms announced by the company, shareholders of United Cable electing to be paid cash for their stock, rather than exchanging it for shares in the newly formed company, would receive \$35 per share. The day before the announcement, United Cable's stock had closed at \$35.125 per share. "The deal will probably go through, but at a higher price," said John Tinker of Morgan Stanley. At \$35 per share, United Cable would be valued at about \$1.5 billion, not including the company's \$637 million debt as of Nov. 30.

Tele-Communications Inc. is involved on both sides of the transaction. The company owns approximately 41% of United Cable and 65% of United Artists and would hold a majority of the new company.

The announcement was not the first time that the merger of the two companies has taken a detour. After announcing an inten-

tion to merge in October 1987, the companies temporarily called off their plans following the Oct. 19 stock market crash. After a definitive merger agreement was signed in March 1988, the companies amended their agreement in September to create two classes of common stock in the company to be formed by the merger, United Artists Entertainment Co. At that time, the companies said they expected the merger to be completed in late 1988.

The latest merger delay is apparently related to the fact that the Securities and Exchange Commission has been examining documents related to the companies' merger for several months. One possible reason for the SEC's pace, Tinker said, was the complicated nature of the deal. Sources also said that the companies' association with Drexel Burnham Lambert was causing the SEC to give the deal extra scrutiny. Drexel, which has agreed to plead guilty to six felony counts in matters unrelated to this transaction, did a fairness opinion on the merger for United Cable. A Drexel employee is on the board of United Artists.

In anticipation of the merger, the two companies had consolidated their executive offices into one building.

If the deal were to be completed, United Artists Entertainment would be the third largest cable television operator in the U.S., with about 2.6 million subscribers.

On the day of the announcement, United Cable's stock rose \$0.125 to close at \$35.25. Stock in United Artists fell \$0.50 to \$30 per share. □

For the Record

As compiled by BROADCASTING from Jan. 26 through Feb. 2 and based on filings, authorizations and other FCC actions.

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

Applications

■ WLSF(FM) Naples, FL (BAPH890103HD; 90.9 mhz; 100 kw)—Seeks assignment of license from Miami Christian College Inc. to Southwest Florida Educational Corp. for \$400,000. Seller is headed by Lyndon C. Conlon, chairman of board. It also owns WMCU(FM) Miami. Robert Singleton, board member, is VP and chief financial officer for Knight Ridder Broadcasting. Buyer is owned by Byron Campbell, Darwin Davis, T.J. Strickland, Bob Morrow, Robert K. Sheffield and Clyde Anthony Chester, all directors. It has no other broadcast interests. Filed Jan. 3.

■ WDEC(FM) Americus, GA (BALH890103GU; 94.3 mhz; 3 kw)—Seeks assignment of license from The Americus Broadcasting Co. to Guest-Mattox Broadcasting Inc. for \$450,000. Seller is owned by Conway and Violet Smith. It also has interest in WTTL(FM) Madisonville, KY. Buyer is owned by A.J. Guest and Troy Mattox. It has no other broadcast interests. Filed Jan. 3.

■ WSPH(TV) Murray, KY (BPCT881228; ch. 38; 425.7 kw-V, 85.1 kw-A)—Seeks assignment of license from WML-LPTV Co. to Life Anew Ministries Inc. for \$58,315. Seller is owned by Sammy J. Parker, who has interest in WSJP(AM)-WBLN(FM) Murray, KY. Buyer is owned by John W. Stalls, Linda M. Stalls and John R. Price. Filed Dec. 28, 1988.

■ WWTV(TV) Cadillac and WWUP(TV) Sault Ste. Marie, both Michigan (WWTV: BAPCT890112; ch. 9; 316 kw-V, 63.1 kw-A; ant.: 1.635/1.295g; WWUP: ch. 10; 253 kw-V, 50.5 kw-A; ant.: 1.210/1.126g)—Seeks assignment of license from Wilson Communications Inc. to Heritage Broadcasting Co. of Michigan for \$10.4 million ("Changing Hands," Jan. 30). Seller is owned by Ralph C. Wilson Jr., who also owns KICU-TV San Jose, CA; WEVV(TV) Evansville, IN, and KCIT(TV) Amarillo, TX. Buyer is headed by Mario F. Iacobelli, and also owns KEZB-AM-FM El Paso; WXXA-TV Albany, NY, and WOMP-AM-FM Bellaire, OH. Filed Jan. 12.

■ KLRK-FM Vandalia, MO (BALH890109GH; 100.1 mhz; 3 kw; ant. 300 ft.)—Seeks assignment of license from Webb Communications to Hearion Broadcasting for \$100,000. Seller is owned by Calvin D. Rollins, who has no other broadcast interests. Buyer is owned by Bobby Hearion, 51%, and Lydia J. Hearion, 49%, and has no other broadcast interests. Filed Jan. 9.

■ KHGI(TV) Kearney, KSNB-TV Superior and KWNB-TV Hays Center, all Nebraska (KHGI: ch. 13; 316 kw-V, 31.6 kw-A; ant. 1.110/1.163g; KSNB-TV: BAPCT890111; ch. 4; 100 kw-V, 12.6 kw-A; ant. 1.131/1.086g; KWNB-

TV: ch. 6; 100 kw-V, 11.2 kw-A; ant. 737/586g)—Seeks assignment of license from Gordon Broadcasting Inc. to Sterling Communications Inc. for \$11 million ("Changing Hands," Jan. 30). Seller is owned by Robert Gordon, who also operates NTV Network, Kearney, NE. Buyer is owned by Jeannine R. Custardo, 51%, and Angela D'Agostino, 49%. Filed Jan. 11.

■ NEW FM Hatteras, NC (BAPH881221HM; CH. 248; 50 kw; HAAT: 150 ft.)—Seeks assignment of license from Pamlico Sound Co. to Pamlico Sound Company Inc. for \$10,000. Seller is owned by Inez Galerno. Buyer is owned by Richard J. Hayes Jr. He owns Richard J. Hayes and Associates Inc., licensee of WYND-FM Spotsylvania, VA. WYND-FM has been sold, subject to FCC approval. Filed Dec. 21, 1988.

■ WEYZ(AM) Erie, PA (BAL890103ED; 1450 khz; 1 kw-D, 250 w-N)—Seeks assignment of license from Burbach Broadcasting Co. to Board of Trustees, Pennsylvania State University, for no consideration. Station is being donated. Seller is Pittsburgh-based group principally owned by John Laubach, Robert Burstein and Suzanne Laubach. It also owns WCCF(FM) Erie, PA; WXIL(FM) Parkersburg, WV, and WZMM-AM-FM Wheeling, both West Virginia, and WMRN-AM-FM Marion, OH. Buyer also owns WPSU(FM) University Park and WPSX(TV) Clearfield, both Pennsylvania. Filed Jan. 3.

■ New FM Salem, SD (BAPH881221HL; CH. 263; 50 kw; HAAT: 492 ft.)—Seeks assignment of license from Rayfield Crume to Big Sioux Broadcasting Inc. for \$12,149. Seller has no other broadcast interests. Buyer is owned by George Hochman, Harvey Tate and Rayfield Crume. Tate owns 45.3% and Hochman owns 14.4% of KTXF-FM Brownsville, TX. Filed Dec. 21, 1988.

Actions

■ WXXR(AM) Cullman, AL (BAL881121EH; 1340 khz; 1 kw-D 250 w-N)—Granted app. of assignment of license

Sunrise Broadcasting, Inc.

has acquired

KGRT-AM/FM
Las Cruces, New Mexico

from

KGRT, Inc.

for

\$1,900,000

We are pleased to have brokered this transaction.

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KANSAS CITY

816/932-5314
Bill Lytle

SALT LAKE CITY

801/753-8090
Greg Merrill



from Piney Hills Broadcasting Inc. to Good Earth Broadcasting Inc. for \$62,000. Seller is principally owned by Helen Miller and has no other broadcast interests. Buyer is owned by Roger O. Myers, president, 33.3%, Larry L. Baker, secretary-treasurer, 33.3%, Glen L. Baker, vice president, 16.7%, Charles L. Baker, director, 16.7%. Action Jan. 24.

■ KZYR(FM) Avon, CO (BTCH881130GG; 103.1 mhz; 1.5 kw; HAAT: 459.2 ft.)—Granted transfer of control of Rocky Mountain Wireless Inc. to Jerrell K. Davis, Ronald J. Mellon and Duane H. Capouch for \$458,856. Seller is owned by Sheila Davis and Jerrell K. Davis. It has no other broadcast interests. Buyer is owned by Jerrell K. Davis, Ronald J. Mellon, and Duane H. Capouch. Action Jan. 18.

■ WAVO(AM) Decatur, GA (BAL881031EF; 1420 khz; 1 kw-D, DA)—Granted app. of assignment of license from Bible Broadcasting Network Inc. to Fiduciary Broadcasting Corp. for \$475,000. Seller is Chesapeake, VA-based group of 11 FM's headed by Lowell L. Davey. Buyer is owned by Connie J. Thigpen. It also owns KVIV(AM) El Paso. Action Jan. 23.

■ WNUV-TV Baltimore (BALCT881209; ch. 54, 4700 kw vis; 50 kw; ant. 1,500v/950g)—Seeks assignment of license from New Vision Associates Limited Partners to Balco Inc. for \$20 million. Seller is principally owned by Samuel S. Kravetz. It has no other broadcast interests. Buyer is owned by W. Mitt Romney, Andrew Banks, Royce Yudkoff, Michael Gross, Tyler Capital Fund L.P., Tyler Massachusetts L.P. and Tyler International L.P.-II. It has no other broadcast interests. Action Jan. 23.

■ WNTZ(TV) Natchez, MS (ch. 48; 1186 kw; HAAT: 843 ft.)—Granted app. of assignment of license from Associate Broadcasters Inc., as receiver for MSLA Broadcasting Inc., to MISS-LOU Communications Inc. for \$600,000. Seller is principally owned by Thomas R. Galloway Sr., who has interest in KADN(TV) Lafayette, La. Buyer is owned by Robert R. Fauchaux Jr., 60%; Charles F. Zewe, 30%, and Randy P. Roussel, 10%. It has no other broadcast interests. Action Jan. 19.

■ WNJC-FM Senatobia, MS (BALH881026HP; 90.1 mhz; 18 kw; HAAT: 405 ft.)—Granted app. of assignment of license from Northwest Mississippi Community College to Memphis Community TV Foundation for no consideration. Assignor has no other broadcast interests. Assignee is headed by Robert J. Schroeder and owns WKNO-TV Memphis. Action Jan. 23.

■ KTOZ-FM Marshfield, MO (BAPLH881130HX; 104.9 mhz; 2.4 kw; HAAT: -360 ft.)—Granted assignment of license from Ladco Communications Inc. to Sunburst II Inc. for \$665,000 ("In Brief," Dec. 5, 1988). Seller is owned by Larry D. Campbell, who also owns KTOZ(AM) Springfield, MO. Buyer is owned by John M. Borders, former owner of KNFO(FM) Waco, TX. Action Jan. 17.

■ WUHF-TV Rochester, NY (File 31; 1200 kw; HAAT: 496.5 ft.)—Granted app. of assignment of license from Malrite TV of New York to ACT III Broadcasting of Rochester Inc. for \$12 million ("In Brief," Oct. 31). Seller is Cleveland-based group of four AM's, six FM's and six TV's headed by Milton Maltz. Buyer is owned by ACT III Broadcasting Inc., which is headed by U. Bertram Ellis Jr. ACT III Broadcasting Inc. is principally owned by ACT III Communications Inc., which is headed by Norman Lear. ACT III Broadcasting owns WNRW(TV) Winston-Salem, NC; WTAT-TV Charleston, SC; WVAH-TV Charleston, WV; WRGT-TV Dayton, OH; WZTV(TV) Nashville, and WRLH-TV Richmond, VA. Action Jan. 23.

■ WWLS(AM) Norman, OK (BAL881201EC; 640 khz; 1 kw-D)—Granted assignment of license from WWLS Radio Inc. to Fox Broadcasting Co. for \$550,000. Seller is owned by Robert L. Stephenson and Robert T. Stephenson. Principals have interest in KKCC-FM Clinton, OK. Buyer is owned by John Fox, 75%; Robert L. Stephenson, 22.5%, and Robert T. Stephenson, 2.5%. Fox is 10% stockholder of South Central Oklahoma Broadcasting and Advertising Inc., permittee of KBLP-FM, Lindsay, OK. Action Jan. 18.

■ WDAD(AM)-WQML-FM Indiana, PA (WDAD: BAL881208GM; 1450 khz; 1 kw-D, 250W-N; WQML-FM: BALH881208GN; 103.1 mhz; 3 kw; ant. 170 ft.)—Granted application of assignment of license from Indiana Broadcasters Inc. to RMS Media Management Inc. for \$2.5 million. Seller is principally owned by The Progressive Publishing Co. Its principals are William K. and his wife Aletha M. Ulerich; Margaret Krebs, and Clair Thompson. William Ulerich has 100% of voting stock of Progressive Publishing which also owns WCPA(AM)-WQYX(FM) Clearfield, PA. William and Aletha Ulerich own WMAJ(AM)-WXLN-FM State College, PA. Buyer is owned by Richard M. Sherry; Kathryn L. Newquist; Nancy M. Sherry; Donald M. Sherry; Michael T. Sherry, and Mark A. Sherry. It has no other broadcast interests. Action Jan. 23.

■ KSTE-FM Corpus Christi, TX (BALH881202GI; 93.9

mhz; 100 kw; ant. 940 ft.)—Granted app. of assignment of license from American Wireless Co. to Thom E. Smith for \$2,313 million ("Changing Hands," Dec. 5, 1988). Seller is headed by Dan Cutrer, who has interest in KPLV(FM) Port Lavaca, TX. Buyer has no other broadcast interests. Action Jan. 25.

New Stations

■ Five Points, FL (BPH890112MB)—Suwannee Valley Broadcasting Inc. seeks 106.5 mhz; 3 kw; 100 m. Address: P.O. Box 1647, Lake City, FL 32055. Principal is owned by Yolanda Angelica Jopling, Marsha S. Jopling, Cecile B. James, Linda J. Moore. It has no other broadcast interests. Filed Jan. 12.

■ Lihue, HI (BPED890112MT)—Hawaii Public Radio seeks 90.1 mhz; 25 kw; 100 m. Address: 1335 Lower Campus Drive, Honolulu, HI 96822. Principal is headed by Clarence A. Eblen, Shimeji Kanazawa, John Kelley, Jeffrey G. Ashmore, Alexander S. Atherton, Jean Cornuelle, Richard L. Griffith, Frank Haas, Neil Hannahs, Winston Healy Jr. Filed Jan. 12.

■ Bridgeport, NY (BPH890112MA)—Wayne County Professional Broadcasters seeks 99.5 mhz; 3 kw; 100 m. Address: 601 Jefferson St. Ext., Newark, NY 14513. Principal is owned by John M. Tickner, Anne M. Tickner. Filed Jan. 12.

■ McArthur, OH (BPH890112MH)—Hometown Broadcasting of McArthur Inc. seeks 98.7 mhz; 3 kw; 100 m. Address: P.O. Box 685, Greenup, KY 41144. Principal is owned by Phillip Bruce Leslie, Robert Lee Schiebley, Frank H. Warnock, John R. McGinnis, J.D. Atkinson Jr., Terry McBrayer. Filed Jan. 12.

■ Tishomingo, OK (BPH890112MC)—Ballard Broadcasting of Oklahoma Inc. seeks 88.3 mhz; 3 kw; 100 m. Address: P.O. Box 68, Atoka, OK 74525. Principal is owned by Ladrew Ballard and Shirley Ballard. It has no other broadcast interests. Filed Jan. 12.

■ Lebanon, TN (BPH890111MA)—Susan H. Bay seeks 98.9 mhz; 3 kw; 100 m. Address: 704 Silver Meadow Drive, Lebanon, TN 37087. Principal has no other broadcast interests. Filed Jan. 11.

■ Kelso, WA (BPH890113MA)—Clark R. Harmon seeks 94.5 mhz; 3 kw; 100 m. Address: 7306 38th Loop S.E., Lacey, WA 98503. Principal has no other broadcast interests. Filed Jan. 13.

Actions

■ Ellwood, CA (BPH850712WW)—Granted app. of Susan Marie Beth Romaine for 94.5 mhz; .85 kw H&V; 2.955 m. Address: 5341 King Charles Way, Bethesda, MD 20814. Principal is account executive for WWRD(AM)-WGAY-FM Silver Spring MD. Action Jan. 4.

■ San Luis Obispo, CA (870922MD)—Returned app. of California Radio Group for 97.1 mhz; 11.89 kw; 180 m. Address: P.O. Box 12933, San Luis Obispo, CA 93406. Principally owned by Nancy C. Hart. It has no other broadcast interests. Action Jan. 17.

■ San Luis Obispo, CA (870922ML)—Returned app. of Vista Communications Co. for 97.1 mhz; 13.8 kw; 215 m. Address: P.O. Box 36D45, Los Angeles, CA 90036. Principal is owned by Roy S. Edwards, and has no other broadcast interests. Action Jan. 17.

■ San Luis Obispo, CA (870922MM)—Returned app. of Playa Del Sol Broadcasters for 97.1 mhz; .892 kw; 493 m. Address: 1425 River Park Dr., Ste. 201, Sacramento, CA 95815. Principal is owned by Edward R. Stolz. Stolz also owns KWOD(FM) Sacramento, KRCK(AM) Burbank and New FM (BPH800829AO) Desert Hot Springs, all California. New TV Stations at Caldwell, ID (BPCT82016KH), and Citrus Heights, CA (BPCT820824KH), and New FM (BPH870515) at Tucson, AZ. Action Jan. 17.

■ Ocean Acres, NJ (BPH870430NQ)—Dismissed Fortenbaugh-Luft Broadcasting Inc. for 98.5 mhz; 3 kw H&V; 100 m. Address: 72 Navesink Ave., Rumson, NJ 07760. Principal is owned by Donna Fortenbaugh and Linda Luft. It has no other broadcast interests. Action Jan. 23.

Facilities Changes

Applications AM's

■ Dedham, MA. WBMA 890 khz—Jan. 23-Application resubmitted nunc pro tunc for Mod of CP (BP850729AR) to change city of license to Sherborn, MA; increase power

to 3 kw/50 kw and change TL to Hwy. 126, Sherborn, MA; 42 14 49N 71 25 30W.

■ Golden Valley, MN. KQRS 1440 khz—Jan. 17-Application for CP to remove top loading from end towers and change nighttime DA antenna pattern.

■ Babylon, NY. WGLI 1290 khz—Jan. 13-Application for CP to reduce day and night power to .265 kw and correct coordinates to 40 43 05N 73 20 05W.

■ Beacon, NY. WBNR 1260 khz—Jan. 13-Application for mod of CP (BP860326AD) to increase height of daytime tower.

■ Brevard, NC. WGR 720 khz—Jan. 17-Application for CP to increase power to 10 kw and change city of license to Pisgah Forest, NC.

■ Grove, OK. KLTK 1140 khz—Jan. 13-Application for CP to make changes in antenna and reduce power to 210 w.

■ Dallas, KMEZ 1480 khz—Jan. 17-Application for CP to increase night power to 1 kw; change TL to .7 km ENE of intersection of St. Augustine Rd. and Merlin Rd., Dallas; make changes in antenna system; 32 39 42N 96 39 20W.

■ El Paso, KERP 1590 khz—Jan. 23-Application for CP to change TL to El Paso; make changes in antenna system and change from nonDA to DA; 31 44 38N 106 23 45W.

■ Fort Worth, KSVZ 1540 khz—Jan. 18-Application for CP to change city of license to University Park, TX; increase night power to 5 kw; make changes in antenna system and change TL to 2.65 km E of Gastonia, TX; 32 36 27N 96 22 29W.

FM's

■ Apple Valley, CA. KZXY-FM 102.3 mhz—Jan. 5-Application for Mod of CP (BPH880405IG) to change ERP: 2 kw H&V; HAAT: 30 m H&V.

■ Atlantic Beach, FL. WFVY-FM 104.5 mhz—Jan. 10-Application for CP to make changes in directional pattern.

■ Corydon, IN. WJDW-FM 96.5 mhz—Jan. 9-Application for Mod of CP (BPH851114MD) to change HAAT to 100 m H&V.

■ Estherville, IA. KILR-FM 95.9 mhz—Jan. 10-Application for CP to change ERP: 50 kw H&V; HAAT: 150 m H&V; TL: Co. Rd. 17, N of Judicial Ditch No. 8, 8.5 kw WSW of Jackson, MN; class: C2 (per docket 88-45).

■ Cape Girardeau, MO. KRCU 90.9 mhz—Jan. 11-Application for CP to change ERP: 5 kw H&V; HAAT: 81 m V; change type of antenna.

■ Reidsville, NC. WBIG 102.1 mhz—Jan. 10-Application for CP to change ERP: 99.2 kw H&V; HAAT: 367 m H&V; class: C2 (per Docket 87-284).

■ Kent, OH. WKSU-FM 89.7 mhz—Jan. 11-Application for CP to change ERP: 35 kw H&V; HAAT: 178 m H&V; TL: near Rt. 59, 2.5 km NE of Kent, OH; make changes in antenna system.

■ Portland, OR. KBOO 90.7 mhz—Jan. 10-Application for CP to change ERP: 25.66 kw H&V; HAAT: 386 m H&V; TL: End of SW Council Crest Dr.

■ Middletown, PA. WMSS 91.1 mhz—Jan. 10-Application for CP to change ERP: 1.35 kw H&V; HAAT: -21 m H&V.

■ North East, PA. WHYP-FM 100.9 mhz—Jan. 13-Application for CP to change HAAT: 80 m H&V; TL: 10325 West Main Street, North East, PA.

■ North Charleston, SC. WXLV 102.5 mhz—Jan. 9-Application for Mod of CP (BPH860902IC) to change HAAT: 304.8 m H&V; TL: near Mount Pleasant, Rifle Range Rd., 8.7 km E of Charleston, SC.

■ Vermillion, SD. KUSD-FM 89.7 mhz—Jan. 10-Application for CP to change ERP: 31.5 kw H&V; HAAT: 202.1 m H&V.

■ Lobelville, TN. WIST 94.3 mhz—Jan. 9-Application for CP to change freq: 94.50 khz; ERP: 50 kw H&V; HAAT: 80 m H&V; TL: Dumony Ridge, 7.2 km W of Lobelville, TN; class: C2; changes in antenna; per docket 88-22.

■ Salt Lake City. KRSP-FM 103.5 mhz—Nov. 14, 1988-Application for CP to add alternate main antenna.

■ Salem, WV. New CP 105.7 mhz—Jan. 9-Application for Mod of CP (BPH871203NS) to change ERP: 1.2 kw H&V; HAAT: 177 m H&V; TL: On Sardis Mtn., 2 mi N of Reynoldsville, WV.

TV's

■ Hartford, CT. WEDH ch. 24 Jan. 11-Application for CP to change ERP: 2533 kw (vis); HAAT: 1,033 ft.; TL: 376 Deercliff Rd., Avon, CT; ant: Harris/Wavestar; 41 46 30N 72 48 04W.

■ Albany, GA. WTAU ch. 19—Jan. 17-Application for CP to change ERP: 5,000 kw (vis); HAAT: 350 m ; ant: Bogner BUH 32N-B (DA); TL: .85 km S of U.S. 82 at Acree, GA; 31 32 57N 84 00 19W.

■ Bend, OR. KOAB-TV ch. 3 Jan. 11-Application for CP to change ERP: 58.5 kw (vis); HAAT: 746 ft.; TL: Awbrey Butte, Bend, OR; ant: JamproJAT-3; 44 04 41N 121 19 57W.

Actions AM

■ Salinas, CA. KTGE 1570 khz—Jan. 23-Application (BMP880114AB) granted for Mod of CP (BP871005AC) to change hours of operation to unlimited by adding night service with 500 w; change TL to 1321 Old Stage Rd., Salinas, CA; site is 10.3 km from downtown Salinas on a bearing of 98 degrees (T); make changes in antenna system. 36 39 38N 121 32 29W.

FM's

■ Burlington, CO. KNAB-FM 104.1 mhz—Jan. 17-Application (BPH870226ID) granted for CP to change ERP: 50.7 kw H&V.

■ Oelwein, IA. KOEL-FM 92.3 mhz—Jan. 12-Application (BMPH880815IE) granted for Mod of CP (BPH850712JG) to change ERP to 95.3 kw H&V.

■ Erlanger, KY. WIZF 100.9 mhz—Jan. 12-Application (BPH880901IH) granted for CP to change HAAT to 155.4 m H&V.

■ Springfield, KY. WMQQ 102.7 mhz—Jan. 13-Application (BMPH880906II) granted for Mod of CP (BPH870313MG) to change ERP: 1.9 kw H&V; HAAT: 127 m H&V; antenna supporting-structure height.

■ Alpena, MI. WATZ-FM 93.5 mhz—Jan. 24-Application (BPH880406IB) granted for CP to change freq: 99.3 khz; TL: 250 m S of Hubert Rd., approx. 1.3 km W from intersection of Hubert and Lyle Roads, Hubbard Lake area of Caledonia Township, MI; ERP: 17 kw H&V; HAAT: 257 m H&V; class: C2; 44 51 25N 83 32 34W.

■ Winona, MN. KQAL 89.5 mhz—Jan. 17-Application (BPD880509ML) granted for CP to change TL: Garvin Heights Rd., 1.3 mi S of Winona, MN; ERP: 1.8 kw H&V; HAAT: 191.4 m H&V; change to directional antenna.

■ Lexington, MO. KCAC 107.3 mhz—Jan. 11-Application (BMPH881011IM) granted for Mod of CP (BPH870115IC) to change HAAT to 361 m H&V.

■ Hatch, NM. KWQQ 101.1 mhz—Jan. 17-Application (BMPH880607IA) granted for Mod of CP (BPH850712RL) to change HAAT: 342 m H&V; antenna support height.

■ Kinston, NC. WKCP 97.7 mhz—Jan. 13-Application (BPH860403IH) granted for CP to change ERP: 1.58 kw H&V; HAAT: 451 ft. H&V; correct coordinates. 35 15 31N 77 36 33W.

■ Sweet Valley, PA. WRGN 88.1 mhz—Jan. 13-Application (BPED870518IE) granted for CP to change HAAT to 92.3 m.

TV's

■ Jacksonville, FL. WJXT ch. 4—Jan. 23-Application (BPH880824KH) granted for CP to change HAAT: 133 m; TL: 1851 Southampton Rd., Jacksonville, FL; ant: Harristab-6L; 30 18 47N 81 38 59W.

■ Ames, IA. KMES ch. 23—Jan. 23-Application (BMPCT881109KG) granted for Mod of CP (BPCT830405KJ) to change ERP: 2650 kw (vis); ANT: BASC/G-30P; 41 51 30N 93 37 17W.

■ Cedar Rapids, IA. KOCR ch. 28—Jan. 23-Application (BMPCT880329KL) granted for Mod of CP (BPCT830314KL) to change ERP: 2316 kw (vis); TL: 605 Boysen Rd., N.E., Cedar Rapids, IA; ANT: SWRSM-30DA; 42 02 43N 91 38 51W.

■ San Juan, PR. WKAQ-TV ch. 2—Jan. 23-Application (BMPCT881109KH) granted for CP to change ERP: 55 kw (vis); HAAT: 861 m; ANT: Dielectric TDM7A2; TL: Atop La Santa Peak, San Juan, PR; 18 06 54N 66 03 10W.

Actions

■ FCC Issues Notice of Apparent Liability for Forfeiture of \$18,000 to Prime Cable of Austin, TX, for Violation of Cable EEO Rules (Report MM-369, Mass Media Actions). Action by commission Jan. 19 by letter (FCC 89-8).

■ FCC Upholds Review Board Decision to Renew License of WSNS-TV Chicago, ch. 44—MM dockets 83-575, 576 (Report DC-1324, action in docket case). Upheld review board decision granting application of Video 44 to renew license of WSNS-TV Chicago, ch. 44, and denying application of Monroe Communications Corp. for construction permit to operate same facility. Action by commission Jan. 13 by MO&O (FCC 89-4).

■ Joint Board Recommends Revised Separations Procedures for Mixed Use Special Access Lines—CC dockets

78-72, 80 286 (Report DC-1325, action in docket case). Federal-State Joint Board has recommended that commission modify separations treatment of special access lines carrying both state and interstate traffic (mixed use lines). Action by Joint Board Jan. 10, by recommended decision and order (FCC 89J-1).

■ FCC Remands Proceeding for New TV Station at Blanco, TX—MM docket 85-269 (Report DC-1326, action in docket case). Commission has remanded for further hearings unresolved questions concerning Opal Chadwell's financial qualifications for new television station on ch. 52 at Blanco, TX. Action by commission Jan. 19 by MO&O (FCC 89-7).

■ Florida Institute of Technology Denied Review of Dismissal of FM Application (Report MM-370, Mass Media Action). Commission has denied Florida Institute of Technology Inc. (FIT) review of staff action returning its application for CP for new noncommercial educational FM station on ch. 212 (90.3 mhz) at Palm Bay, FL. Action by commission Jan. 19 by MO&O (FCC 89-9).

■ FCC Affirms Grant of Assignment of KDUB-TV Dubuque, IA, ABC, ch. 40 (Report MM-371, Mass Media Action). Commission has affirmed decision by Mass Media Bureau granting application of Dubuque T.V. Limited Partnership to assign license of KDUB-TV Dubuque, IA, ABC, ch. 40, to Sage Broadcasting Corp. of Dubuque, IA, over objections of Cedar Rapids Television Inc. Action by commission Jan. 19 by MO&O (FCC 89-13).

■ Terrell and Daingerfield, TX. Denied request for reconsideration by Metro Broadcasters Inc. of commission's action returning its petition for Rulemaking and for order to show cause in matter of amending FM table at Terrell and Daingerfield. (By MO&O [DA 88-2025] adopted Dec. 5, 1988, by chief, Policy and Rules Division).

■ Bridgewater, VA., application of Dean-Thomas Communications for new FM station on channel 286A (105.1 mhz) at Bridgewater is granted to successor applicant WRDJ Inc.; and terminated proceeding. (MM Docket 88-113 by Summary Decision, FCC 89D-3, issued Jan. 11, by ALJ Richard L. Sippel).

■ FCC orders Immediate Review of Partial Initial Decisions in RKO Proceedings—MM dockets 84-1212, et al. (Report DC-1321, action in docket case.) To expedite resolution of RKO proceedings, directed parties seeking review of partial initial decisions in various RKO proceed-

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ings to file their exceptions with review board within 30 days. Action by Jan. 13 by MO&O (FCC 89-5).

■ High Country Broadcasting Ordered to Forfeit \$5,000 for Willful and Repeated Violation of Communications Act and FCC Rules (Report MM-368, Mass Media Action). Ordered High Country Broadcasting Corp. to forfeit \$5,000 for twice engaging in unauthorized transfer of control and failing to file timely copies of network affiliation agreement and ownership report. Action by commission Dec. 2, 1988, by MO&O (FCC 88-393).

■ Tse Bonito, NM and Orchard Mesa, CO. Designated for hearing, mutually exclusive applications of Western Indian Ministries Inc., to change facilities of KHAC(AM) and Mesa Broadcasting Co. to change facilities of KQIL. Both propose operation on 880 khz. (MM Docket 88-557, by order [DA 88-1879] adopted Dec. 2, 1988, by Chief, Audio Services Division).

■ LATV's Request for Acceptance of its Application for Ch. 9 Los Angeles Denied—dockets 16679-80 (Report DC-1323, action in docket case). Denied request of Los Angeles Television, California Limited Partnership

(LATV), for acceptance of its application for CP to operate ch. 9 at Los Angeles. Action by commission Jan. 13 by order (FCC 89-6).

■ Boozer Denied Intervention into Inquiry Concerning Alleged Abuse of Action Commission's Process—MM docket 88-374 (Report DC-1322, action in docket case). Upheld ALJ decision denying Bernard Boozer's request for intervention in FCC's inquiry into alleged abuses of its processes by applicants for broadcast facilities. Action by commission Jan. 12 by order (FCC 89-3).

■ FCC Approved Golden West's Proposal to Increase its ERP to Level Exceeding Maximum Allowed. (Report MM-372, Mass Media Action). FCC has granted Golden West's request for reconsideration and tentatively approved its proposal to increase KMPC-FM's service to Glendale, CA, by increasing its effective radiated power to level exceeding maximum allowed. Final action on Golden West's application has been withheld pending receipt of notice from Mexican government that it has no objection to proposed power increase. Action by commission Jan. 19 by Memorandum Opinion and Order (FCC 89-12).

Allocations

■ Orlando, FL. Effective March 10, amended FM table by substituting channel 255C2 (98.9 mhz) for channel 255A at Orlando, and modifying construction permit of WURG(FM) to specify operation on C2 channel. (MM docket 88-386 by R&O [DA 88-2082] adopted Dec. 20, 1988 by deputy chief, Policy and Rules Division.)

■ Idaho Falls, ID. Effective March 10, amended FM table by substituting channel 288C1 (105.5 mhz) for channel 288C at Idaho Falls. Filing window opens March 13, closes April 12. (MM docket 88-370 by R&O [DA 88-2016] adopted Nov. 30, 1988 by deputy chief, Policy and Rules Division.)

■ Three Oaks, MI. At request of John Keeley, proposed amending FM table by allotting channel 248A (97.5 mhz) to Three Oaks as its first FM service. Comments are due March 17, replies April 3. (MM docket 88-612 by NPRM [DA 88-2029] adopted Nov. 28, 1988 by deputy chief, Policy and Rules Division.)

■ Technical Parameters. Revised Section 73.511 of rules to change definition of class station to correspond to recent changes in rules. (MM docket 86-144, by order [FCC 88-423] adopted Dec. 22, 1988 by commission.)

■ Cloquet and Grand Marais, MN. Effective March 3, amended FM table by substituting channel 263C1 (100.5 mhz) for channel 265A (100.9 mhz) at Cloquet and modifying license of WKLL-FM accordingly; substituted channel 237C (95.3 mhz) for channel 263C at Grand Marais. (MM docket 88-143, by R&O [DA 88-2031] adopted Dec. 9, 1988 by deputy chief, Policy and Rules Division, Mass Media Bureau.)

■ Anna, Christopher and Herrin, IL, and Lutesville, MO. Effective March 3, amended FM table by substituting channel 243C2 (96.5 mhz) for channel 224A (92.7 mhz) at Anna; modified license of WRAJ(FM) accordingly; allotted channel 278A (103.5 mhz) to Christopher; allotted channel 224A to Herrin; allotted channel 286A (105.1 mhz) to Lutesville. Filing window: March 6-April 5. (MM docket 87-599, by R&O [DA 88-2017] adopted Nov. 30, 1988 by deputy chief, Policy and Rules Division.)

■ Springdale, AR. Carthage, Aurora and Willard, MO. Effective March 3, amended FM table by substituting channel 285C2 (104.9 mhz) for channel 285A at Springdale; modified license of KCIZ(FM) accordingly; substituted channel 250A (97.9 mhz) for channel 285A at Carthage; modified license of KRGK(FM) accordingly; substituted channel 263C2 (100.5 mhz) for channel 261A (100.1 mhz) at Aurora; modified license of KELE(FM) accordingly; substituted channel 286C2 (105.1 mhz) for channel 263A (100.5 mhz) at Willard. (MM docket 87-474, by R&O [DA 88-2038] adopted Nov. 28, 1988 by deputy chief, Policy and Rules Division.)

■ Brookings, SD. Effective March 3, amended FM table by substituting channel 229C2 (93.7 mhz) for channel 232A (94.3 mhz); modified license of KGKG accordingly. (MM docket 88-72, by R&O [DA 88-2032] adopted Dec. 9, 1988 by deputy chief, Policy and Rules Division.)

■ Montgomery, Dunbar and Mount Gay-Shamrock, WV. Sought comments on three alternative options to amend FM table for these communities; comments March 10, replies March 27. (MM docket 88-185, by further NPRM [DA 88-2028] adopted Dec. 2, 1988 by deputy chief, Policy and Rules Division.)

■ Pinedale, WY. Effective March 3, amended FM table by allotting channel 266C2 (101.1 mhz); filing window March 6-April 5. (MM docket 87-441, by R&O [DA 88-2027] adopted Nov. 30, 1988 by deputy chief, Policy and Rules Division.)

■ Deputy Chief, Policy and Rules Division, Mass Media Bureau, by NPRM's adopted on Nov. 30, 1988 proposed amending FM or TV table of allotments for following communities. Comments due March 13, replies March 28:

■ Fruithurst, AL. On request of Steven L. Gradiak, channel 274A, (102.7 mhz) (MM docket 88-591, DA 88-1977).

■ Wetumpka, AL. On request of William B. Grant, channel 282A (104.3 mhz). (MM docket 88-593, DA 88-1979).

■ Dunsmuir, CA. On request of Jay Stevens, channel 261A (100.1 mhz). (MM docket 88-592, DA 88-1978).

■ Onawa, IA, and Vermillion, SD. Effective March 6, amended FM table by substituting channel 272C1 (102.3 mhz) for channel 272A at Onawa and modified CP of KOOO accordingly; modified license of Vermillion Radio, for KVR(FM), Vermillion, to specify operation on channel 292A (106.3 mhz) in lieu of channel 272A. (MM docket 88-195, by R&O [DA 88-2035] adopted Nov. 29, 1988 by deputy chief, Policy and Rules Division.)

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Sales manager with opportunity to move up to GM. Group broadcaster, expansion minded. Upper Midwest in 100,000 pop. family community near major. Our AM/FM stations are top two local stations in market. Competition minimum. We need experienced sales executive to motivate and organize staff of six A.E.s. Should be heavy on training, organization, pay planning, station revenue goals, sales presentations. We need a top person and are willing to let him/her run the show. Box A-46 EOE.

Sales manager/general manager: Need pro with strong sales background, aggressive, creative, bottom line oriented. Medium size, central Florida market. Resume Salary history to Don Kane, WLBE, Leesburg, FL 32749-0799 EOE M/F.

General sales manager for an established central Wisconsin FM station. Must be able to lead by example and manage a five person sales team. Prefer Upper Midwest applicants with extensive experience in "On The Street Sales." Excellent 1988 arbitron. Letter of application and resume to F. Barry Nienow, President/General Manager, Sharon Broadcasting Corporation, P.O. Box 1030, Stevens Point WI 54481 or call 715-341-8838 EOE.

Sales manager to head up regional office for area's emerging new Adult Contemp FM. You will carry a list as well as be responsible for the effort of your office. Strong leadership and industry skills a must. Send resume and sales track record along with your three best presentations to Bill Beaton, KLRS AM & FM, 3031 Tisch Way, San Jose, CA 95128. Fuller-Jeffrey Group is an equal opportunity employer.

San Francisco Suburban Daytimer, seeking GSM/GM who excels in selling, recruiting, training, promotions, research, community involvement. Compensation open. EOE. Box A-76.

General sales manager: AM/FM combo in growing South Jersey. Great incentive plan. Reply in confidence to David Klahr, WVLT WJHM, 638 Landis Ave., Vineland NJ 08360 609-692-8888 EOE/MF.

News-Talk sales manager wanted. Top fifty market in the South. Experience selling format is necessary. Know how to teach, package and sizzle. Top company and benefits. EOE. Send resume and references. Box A-92.

General manager: KWMU-FM, St. Louis, MO: Seeking general manager for National Public Radio member station providing news, classical, and jazz programming from campus of the University of Missouri-St. Louis to metropolitan area of 2.5 million, to provide leadership for a full-time professional staff of 20 and 20 qualified students. Responsibilities include budget and financial management, fundraising and development, primary liaison to campus and community. Reports to Dean of College of Arts and Sciences. Qualifications: Bachelor's degree required. Master's degree preferred. Proven senior management and development experience. Ability to work with students, friends board, and community advisory board. Salary: Negotiable and competitive. Deadline: February 15, 1989. Send cover letter, resume and three letters of references to Prof. Lance T. LeLoup, Chair, Search Committee, c/o Human Resources, University of Missouri-St. Louis, 8001 Natural Bridge Rd., St. Louis, MO 63121. Equal Opportunity Employer.

Tampa, Florida FM station seeking qualified business manager experienced in all phases of broadcast accounting, including A/R, A/P, G/L & Payroll. Computer experience a must. Knowledge of Columbine and Lotus a plus. Send resume stating salary requirements to WKRL, 2 Corporate Dr., #550, Clearwater, FL 34622 EOE.

Major group broadcaster seeks sales manager for highly competitive AM/FM combo in Seattle. Successful sales management track record in medium/major market required. Send resume and salary requirement to: Peg Dempsey, KTAC/KBRD Radio 4301 S. Pine Street Ste. 30, Tacoma, WA 98409 EOE.

KQIZ, Amarillo: Still looking for sales manager for top rated CHR. Two years sales manager experience minimum. Ground floor chance in growing group. Resume and references to Doug Stalker, KQIZ, P.O. Box 7488 Amarillo, TX 79114 EOE.

Classical FM needs sales manager: Indianapolis's Symphony 107 is looking for an aggressive experienced individual to lead and inspire sales staff. Send resume to Mr. Jeffrey Warshaw, Universal Broadcasting Corporation 40 Roselle St., Mineola, NY 11501 EOE.

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Sales animal ready to move to central Florida's #1 growth area. Immediate opening for top performer. Must have excellent track record and desire a career with a growth oriented company. Excellent compensation and benefits package to the right person. Call Don Connelly WBOB 904-787-1410 EOE.

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Southern California FM in one of the fastest growing markets seeks experienced salesperson with local sales management potential. Send resume to Mike Thomas, KMYX, PO Box 5192, Ventura, CA 93003 EOE.

Aggressive sales people looking to build a strong personal track record. Join a progressive team in a strong Midwestern market. Send resume today to J. McCutough, WLPO/WAJK, Box 215, LaSalle, IL 61301 EOE.

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Immediate opening for announcer community relations director at large non-commercial MOR Christian station. Two years experience minimum. Looking for strong on-air communicator with good attention to details who desires to serve in a Christian ministry. Competitive salary benefits. Write: Peter Brooks, WUGN Box 366, Midland, MI 48640 EOE.

Progressive Talk station seeking telephone talk personality. If you're looking for a growth opportunity, we're looking for you. Send tape, resume and photo to Ceresoli Communications Inc., 8606 Little Rd., New Port Richey, FL 34654 EOE.

We're looking for a good voice, sharp mind, and pleasant personality (both on-air and among co-workers) for sign-on shift plus production duties. Also to help give direction with our programming. We're a 40-year-old company offering above-average pay, pleasant working conditions, and team-oriented philosophy. Mail tape, resume, and references to Buddy Peeler, KPAN Radio, Drawer 1757, Hereford TX 79045 806-364-1860 EOE.

New broadcast group needs air talent for Virginia Beach and South Carolina. Air check and resumes to Bill James, 3500 Virginia Beach Blvd., Suite 600, Virginia Beach, VA 23452 EOE-M/F.

Experienced, professional air personality for top rated Charleston SC station. Forward resume for immediate consideration. EOE. Box B-8.

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Chief engineer for group station owner in Cape Girardeau, MO. Two AM/FM combos. Must have strong organization and communication skills. Maintenance minded. College education preferred. Send resume to Zimmer Broadcasting, P.O. Box 1610 Cape Girardeau, MO 63702 EOE.

Broadcast chief engineer: Requires extensive experience as chief engineer of major radio broadcast facility. Must interface well with department supervisors, handle budgets, repair to component level, and maintain competitive facility. FCC General Class license and/or SBE Certification preferred. Please send resumes to Olympia Broadcasting Corp., 605 First Ave., Seattle, WA 98104. Olympia Broadcasting Corp. is an equal opportunity employer.

HELP WANTED NEWS

Experienced news anchor with strong delivery wanted for top news station in New York's Hudson Valley. Excellent pay and benefits. Mail tape, resume and salary requirements to Hank Silverberg, News Director, WGHO Wbpm, PO Box 1880 Kingston, NY 12401 EOE.

News/sports director: Opening for energetic person with writing and play by play skills. Heavy local sports w/ four high schools to cover. Good money w/experience. Send tape, resume & sample writing to G.M. WNBH, Box 309 Park Falls, WI 54552 EOE.

Prettyman Broadcasting Co. is looking for an experienced news person. Desirable small market near resort. Delivery, writing, actuality skills required. Tape, resume with salary requirements to David Parks, Program Director, Box 909, Salisbury, MD 21801 EOE.

Full-time local news entry level market, now available. Scenic northern California. Full Service format with CBS affiliation. 30 year commitment to format and network. EOE. Send tape and resume to Hugo Papstein, General Manager, KINS Radio, 1101 Marsh Rd. Eureka, CA 95501.

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Classical music program director: Select music, plan promotions, oversee air staff. Must be creative and well-organized. This is a chance to work for a large radio group with excellent opportunities. EOE. Send resume and salary requirements to Box B-12.

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Currently employed manager searching for a new challenge. Experience includes all facets of management from sales, promotion, community involvement, programming, personnel, to engineering and new station construction. Over twelve years with present employer, twenty years in broadcast, overall. Prefer small to medium size market in Minnesota, Wisconsin or Michigan. Reply to Box P-74.

If I can see you, I can sell you on me. A leader with 12 years of broadcast experience is seeking first sales management opportunity. No problems. Just time to move on. Currently in a top 10 radio market. Good work habits. Capable of working well with others. Contact Midas at PO Box 7738 Atlanta, GA 30357.

GM/CE wants back to small or medium market. Highly competent, experienced. West, Midwest or Southwest. Box A-79.

Sales manager/former PD looking for managers position. Prefer KY, Ind or Tenn. Strong on retail sales, training others, promotions and station turn arounds. Currently dealing with 500,000 plus budget. No stand alone AMs. Box A-84.

General manager: If you're looking for a people oriented, bottom line manager give me a call. I'm ready for a Northeast challenge. My experience covers 4 years on the streets and broadcast basics. 4 years sales management and 2 1/2 years pres & GM. Ready to move this month. 218-483-4492.

General/sales manager. Young aggressive seasoned professional. Impeccable references. Prefer Ohio-Indiana, all markets. 317-962-0854.

If your station(s) are not making a 30-35% profit margin...You need me! Experience includes group C.O.O. and general management. Bottom line management with dynamic sales ability and training methods. New creative techniques which can move your company up in ratings and profits in a very short time frame. I offer experience, integrity, dedication, and the ability to make Money. If you're tired of telling your banker you can't hit projections...You Need Me! Box B-3

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Experienced radio engineer with 20 years in the business, desires a new and challenging position. Experience in all phases of radio engineering. Personally and financially stable, almost nine years at my last job. Excellent references. Willing to travel. FCC General and Commercial Pilots licenses. Call John. 505-988-5749.

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Announcer - warm, capable, dependable. 30 years experience. Any market considered. Oldies format preferred. Ed Muscare, Box 1162, Orlando, FL 32802

Paul Van Scott! I'm smart, creative, a C.S.B. graduate and ready to dedicate myself to radio. Need chance. 9207 Park Ave., Manassas, VA 22110. 703-361-4262.

5 year pro, looking for challenge. Conversational but energetic style. Excellent copy, production, and news skills. Former PD, college degree. Doug at 501-787-6153. Will relocate.

Mature experienced broadcaster/announcer 20 years in the business. Seeking operations mgr. post with stable FM - Easy Listening outlet in the Western U.S. Call Jack. 214-723-2605

Please hire me! General announcing and music. First blind graduate from Columbia School of Broadcasting, Chicago. Harold Bocock, 3502 Ted Ave., Waukegan, IL 60085. 312-623-6997

Looking for an honest announcer? I'm a part-time college tunnel radio announcer looking for a plain and simple radio station. Tunnel or open air. East Coast please. Norman. 617-298-3437

Announcer - natural, steady performer. Experience in C & W and A.C. formats seeking Midwest or Florida gig. References, T&R upon request. Ed. 313-421-8187

SITUATIONS WANTED NEWS

Wanted: Work for a bright, energetic reporter. Prefer Upper Midwest (Wisconsin, Illinois, Michigan, Minnesota.) Tape, resume available. George Cloyd, 608-249-9037 after 5:30 PM CT

Physician with broad science/health/environmental background: credible, persuasive, quick strong written skills. Seek radio News/Talk Open-phone position in New York Metro area. Contact Dr. Eric Berger, 170 West End Ave., Suite 2-P, New York, NY 10023 or 212-595-6617.

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Experienced knowledgeable Country programmer, 18 plus years in radio, seeking stable position. Mike - 517-368-5332

PD/OM: Hot AC Lite AOR Ten years experience. Programming county's #1. Box B-5

Small/medium market radio: Talented, experienced professional looking for first programming opportunity. An experienced assistant PD, production director and air talent. I'm looking for a solid company with a CHR or A/C FM that wants to WIN. Successful CHRs on my resume: WNCI Columbus, KZZP/Phoenix and Q106/San Diego. Call for tape resume programming philosophy references (all great!). Kevin Gossett - 619-441-1258. Currently employed.

Experienced air/production/News/Talk: M.A. degree, good voice, tight air production board, news writing/production skills, professional, winning attitude. Also good knowledge of oldies and programing concepts. Looking for small medium market--not big bucks, just competitive. Available immediately. Dave. 513-423-7304

MISCELLANEOUS

Need a big voice to do ID's, liners or sweepers? Whatever your format, you'll air a voice with authority! Reasonable rates. Call for a free demo. Morgan Productions..704-563-8676

Perfect calls -- for light A/C, or Easy station. For sale. Serious inquiries only. Box B-1

Profitable, part-time opportunity for motivated radio announcers nationwide. Free details. Communication Concepts, 3322 S. Campbell, Suite S-440, Springfield, MO 65807.

CONSULTANTS

Systematically, efficiently, effectively increase your sales performance. Call Dick Perry, collect. at Perry Media Consulting. 517-548-1040. References

Adult (35-64) formatted stations: Not achieving top performance in ratings and/or revenue? Call the action-oriented Radio Doctor. We know the audience and how to satisfy them - for profitable results. 215-348-0707

TELEVISION

HELP WANTED MANAGEMENT

Television program director. Medium market group owned West Coast NBC affiliate looking for experienced program director. Demonstrated knowledge of programming, syndication and production essential. TV promotion and research background desirable. EOE. M/F. Send resume to Box B-4

Station manager. Ground floor opportunity for sales oriented individual ready to start up career ladder. KPVI-TV is opening a full service satellite in Twin Falls, Idaho. Need you to start up and grow it as big as you want to get. Resume to Harry Neuhardt, Box 667, Pocatello, ID 83204-0667. EOE. M/F

Marketing manager: We are seeking a proven professional to market, sell and manage our local corporate underwriting and foundation underwriting efforts. Responsibilities include development and implementation of growth strategies, including the marketing of production, challenge grant and acquisition underwriting. This person will also supervise the customer relations program and manage the activities of two sales representatives. Bachelor's degree, demonstrated success in marketing, fund raising and management; four years experience in fund raising, public broadcasting experience preferred. Starting salary \$32,463. Interested candidates should send resume and cover letter by February 17, 1989 to, Dolores Faulkner, Asst. Director of Human Resources, Maryland Public Television, Owings Mills, MD 21117. Maryland Public Television is an AA/EEO employer.

Business manager needed for small market Texas affiliate. Must have 3-5 years of hands-on experience in all facets of business management including a computer based accounting system. Degree and/or comparable experience preferred. Excellent salary and fringe benefits. Send confidential resume to Box B-13. EOE.

National sales manager: Leading Independent in 23rd market seeks career minded self-starter. Two years minimum national rep sales (in NY pref.) and/or national management at an independent. Great opportunities for advancement within newly formed 4-station Indy broadcast group, all in top 25 markets. Competition for this position will be stiff, so get creative and contact Harvey Adelberg, GSM, WTXV-TV (Hartford-New Haven, CT) 203-575-2020. EOE.

Promotion director: Network affiliate - top 50 attractive SE market. Exciting opportunity for aggressive, creative individual with minimum of 5 years experience. Must be strong in on-air promotion, print, outdoor, multi-media buying and overall station image promotion. Reply with salary requirements to: Box A-56. EOE.

HELP WANTED SALES

Broadcast marketing rep: Top company serving broadcast industry seeks marketing representative for multi-state region. Experience in broadcast sales, news and/or cable is required. Position involves extensive travel. Resumes, references and salary requirements to Box A-70. EOE.

National regional sales manager: must possess excellent research and ratings knowledge. Motivator, self-starter. leader! Reply P.O. Box 2220, Florence, AL 35630. EOE.

Highly motivated, experienced person for sales of exciting, powerful and positive bi-weekly news feature to local TV stations. Send resume to Newby/Berke Productions, 214 N. Crest Rd., Chattanooga, TN 37404. EOE.

General sales manager: Number one CBS affiliate needs aggressive, innovative sales leader. Previous experience a plus. Send resume to: Paul Frederickson, General Manager, KCCI-TV P.O. Box 10305, Des Moines, IA 50306. Replies held in strict confidence. EOE.

Account executive for top 35 network affiliate: Southeast market. Strong, aggressive individual with desire to move ahead with major broadcasting company. Minimum 1-2 years broadcast sales experience. Send resume to: Box B-6. EOE.

Strong, progressive ABC affiliate in 43rd market seeks experienced television account executive. We use an intense research and marketing-based approach to working with our advertisers. Experience in using consumer research is a requirement. If you are qualified and interested in talking to us, send a summary of your background to Sales Manager, WVEC-TV, Box 2658, Norfolk, VA 23501. WVEC Television, Inc. is an equal opportunity employer.

Marketing reps: National Captioning Institute is a broadcast related company providing closed-captioned TV services for the benefit of the hearing impaired. We are seeking 2 marketing reps, one for our Hollywood, CA office and one for our Falls Church, VA office. Will be targeting various segments of TV/home video markets and corporate community to raise funds to support captioning projects. Prefer individuals with industry contacts. Some travel. 2-4 years proven sales experience with excellent writing ability. Send letter of application, resume and salary history to Personnel, 5203 Leesburg Pk., 15th Floor, Falls Church, VA 22041 - or - 1433 Beachwood Dr., Hollywood, CA 90028. EOE.

Local sales manager - ABC affiliate, Medford, Oregon, is seeking strong, aggressive local sales manager. Previous television sales management experience preferred. Must have extensive sales background and ability to manage people. Salary plus commission. Send resume to Roger Bird, KDRV-TV, Box 728, Medford, OR 97501. EOE.

HELP WANTED TECHNICAL

Mtce engr. Need engr to maintain 300/Kscope, Digital F/X200, 141 post prod., Harris 9100 AM-FM-TV remote control, ACR's, VPR-2's, 3's, 80's, FM 2 SCA's, AM stereo, 5 ENG remote sites, transmitter sites. Not an entry level position. Experienced in all areas desirable. CMML Lic. or SBE Certificate. Contact John Weigand, KFMB, AM-FM-TV, P.O. Box 85888, San Diego, CA 92138. EOE.

Chief engineer: Business-type satellite network with in-house network control and studio transmitting 22 hours weekly of audio/video/data to 200 receive sites seeks credentialed candidate with 4-6 years experience with equipment maintenance/repair and satellite systems. Start March 1. Resume to CTNA, Teleport 1/The Teleport, Staten Island, NY 10311-1003. EOE.

Transmitter maintenance engineer for full power UHF, 3 to 5 years RF experience required. Knowledge of Comark xmtr and external cavity klystrons a plus. Strict confidentiality guaranteed. Contact Bob Minor, CE, WPWR-TV, 2151 N. Elston Ave., Chicago, IL 60614, 312-276-5050. EOE.

Maintenance engineer: Responsible for the maintenance of studio, videotape and electronic news equipment. This includes cameras, videotape recorders, video switchers, digital effects, editing and transmitting equipment with special emphasis on digital techniques. FCC license preferred. Professionally related maintenance experience required. We are an equal opportunity employer. Send resume only to WABC-TV, Attn: R. Johns, 7 Lincoln Sq., New York, NY 10023.

Editor: Mid-South one mch facility seeks fulltime videotape editor. 2-3 years on-line experience required. Commercials and corporate. Cinevision-Pinnacle-Q8D-EchoLab. Send resume to: Larry Orr, 1374 Madison Ave., Memphis, TN 38104. EOE.

Maintenance engineer - Seeking maintenance engineer with minimum 3 years experience, with emphasis on 1/2" and 1" VTR's. Knowledge ENG and studio equipment required. Send resume to: KXJB-TV, Engineering Dept., Box 10399, Fargo, ND 58106. Phone 701-282-0444. EOE.

Commercial videographer: Number one rated CBS affiliate has addition to staff for the right, creative person. Job includes shooting station commercials and promotional videos. We're looking for someone with innovative ideas! Editing skills helpful. Send resume, tape, and salary history to: Program Manager, WTVR-TV, 3301 West Broad St., Richmond, VA 23230. No phone calls, please. EOE. M/F.

1 editor & 1 videographer: Industry leader company in long form TV advertising seeks editor experienced in 1" and 3/4" videotape editing; computer editing capabilities preferred. State-of-the-art facility in Midwestern college town of 10,000. Great opportunity to grow with our company. Send tape/resume to: Dawn Bentley, Hawthorne Communications, Inc., 406 W. Depot, Fairfield, IA 52556. Calls welcome: 515-472-3800. EOE.

HELP WANTED NEWS

Interesting anchor possibility. Dominant news operation in one of the nation's fastest growing and most interesting cities. This opportunity is only for those who are committed to a long term involvement with us. Box A-61. EOE.

Wanted: Sports personality, a master at cleveland repartee, and the unique writing ability to turn a phrase. Must have strong anchor skills, and experience. EOE. Box A-64.

Anchor/producer - for market-leading Midwest affiliate. Previous experience a must. Please send resume to Box A-86. EOE.

Wanted: TV sport pros. Live action producers, directors, segment producers and play-by-play announcers wanted for upcoming national television action/sports series, to be produced in Los Angeles during the summer of 1989. All applicants must have extensive sports coverage backgrounds (major league, minor league, or major conference college). Please send resume and video tape (audio tape and 8x10 picture okay for radio play-by-play announcers) to: Sams/Miller Productions 345 N. Maple Dr., Suite 210 Beverly Hills, CA 90210. No phone calls will be accepted. EOE.

Network affiliate in medium size Northeast market has an opening for a director. Strong background in live news directing essential. Creative producing/writing skills for some commercial and program development a plus. Experience with state-of-the-art video switchers. DVE systems required. EOE. All interests confidential. Box A-80.

Weathercaster wanted ASAP for number one, Midwest small market station. Experience needed, meteorology degree preferred. Our last three weathercasters went to bigger markets looking for another winner. Tapes and resumes to Les Sachs, WGEM-TV 513 Hampshire, Quincy IL 62301. EOE, M/F.

Sports anchor: Dominant number one seeking aggressive, imaginative sportscaster. Duties include anchoring early show plus shooting and reporting local sports. Experience required. Tapes and resumes to Dick Heidt, Box 1738 Bismarck, ND 58502. EOE.

If you're a self-motivated top notch TV news photographer with an acute sense of timing, an eye for pretty pictures and a strong creative streak who loves to travel and have experience shooting/editing on the on the Sony 900 BVU System send resume and salary requirements to Box A-89. EOE. No tapes.

News producer: Mid 50's affiliate in the Southwest is looking for an experienced, innovative and aggressive producer for our late news. Must have two years experience and good leadership skills. We're looking for someone who can give the late news a completely fresh look. Send resumes to Box A-87. EOE.

ENG editor. Position requires experience with 1/2" and 3/4" video editing equipment and systems. Work requires an in-depth understanding of news concepts and the ability to work with reporters and newswriters in a high pressure environment. Send resume only to: WABC-TV Eyewitness News, Attn: M. McCann, 7 Lincoln Sq., New York, NY 10023. We are an equal opportunity employer.

One of the nation's leading independent news departments is looking for just the right person to take over the assignment desk. The right applicant will understand the difference between working for an affiliate and working in an independent station. We do with mirrors what other stations do with large staffs. Please send resume and references to Bob Cook, News Director, KTXL-TV, 4655 Fruitridge Rd., Sacramento CA 95820. Closing date on this position 2/15/89. EOE.

News producer: Aggressive CBS affiliate is looking for good creative producers. Must have excellent writing skills and working knowledge of state-of-the-art equipment. Minimum of two years experience and college degree required. Send non-returnable tape to Mike Cavender, News Director, WTVF-TV 474 James Robertson Pkwy., Nashville, TN 37219. WTVF is an equal opportunity employer and encourages applications from members of minority groups. No phone calls, please.

Sportscaster with exceptional versatility! Anchor/reporter play-by-play. Recreational paradise! Send non-returnable VHS/audio cassette samples. P.O. Box 22607, Tampa, FL 33622-2607. EOE.

Night assignment editor/special projects producer. Aggressive news department seeking individual with strong writing and organizational skills. You will also produce a weekly news interview program and monthly news magazine. Resumes to: Craig Alexander, News Director, WTVQ-TV, Box 5590 Lexington KY 40555. EOE.

Weekend anchor/reporter: Looking for an excellent journalist with personality to complement our female anchor. Strong reporting/writing skills essential. Minimum 3 years experience. Send tape and resume to Bob Feldman, News Director, 8 Elm St., New Haven, CT 06510. EOE.

Anchor - reporter: Sunbelt station needs experienced anchor-reporter for Mid-Day show. Box B-16. EOE.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

Magazine feature/commercial producer opening in "Money" magazine's #1 area-scenic western Connecticut Cable TV production department. Award-winning magazine format seeks seasoned shooter/editor w/2-3 years hands-on creative skills. Announcing helpful A/B roll 3/4" w/DVE & Chyron. Resume/tapes/salary requirements to Bill Tower, Mid-Connecticut Cable Vision, 2 East St., New Milford CT 06776. 203-355-3143. EOE.

Graphic artist: Small market Mid-Atlantic TV station needs graphic artist to operate 3-D picturemaker (Cubi-comp/Ampex). No beginners, please. Experience with ADO/ESS a plus. Send resume to Frank Pilgrim, GM, WMDT-TV, P.O. Box 4009, Salisbury, MD 21801. EOE, M/F.

Promotion director - Hands-on promotions pro to take charge of multi-media campaign for Mid-Atlantic ABC affiliate. Must be able to edit on-air promos, create newspaper and outdoor ads. Good pay and benefits in a resort community. Send tape and salary requirements to Frank Pilgrim, GM, WMDT-TV, P.O. Box 4009, Salisbury, MD 21801. EOE, M/F.

KTVa seeking commercial producer with writing, shooting, editing and management skills. Send tape & resume to Bruce Sloan, Vice President, KTVa, 1007 West 32nd Ave., Anchorage, AK 99503. EOE.

Upper Midwest based hunting and fishing oriented production company seeks talented video shooter/writer/editor. Absolutely no beginners. Send resume in confidence to Donna Vinton BWP, Box 407, Brainerd, MN 56401. No phone calls. EOE.

KTVa seeking commercial producer with writing, shooting, editing and management skills. Send tape & resume to Bruce Sloan, Vice President, KTVa, 1007 West 32nd Ave., Anchorage, AK 99503. EOE.

Promotion producer/WFMY-TV2, Greensboro, NC. Gannett owned, CBS affiliate, top 50, #1 station. We're interested in a person who's excited about producing strong news and program promotion. If you have a minimum of 1 year experience in radio or television copywriting, 3/4" editing, and sound news judgement, rush reel and resume to: Roz Fields, Promotion Manager, P.O. Box TV2, Greensboro, NC 27420. EOE.

Production manager with solid organizational skills. Tremendous growth area! Rush non-returnable VHS demo P.O. Box 22607, Tampa, FL 33622-2607. EOE.

Assistant producer: Manage studio operations for small non-profit production department. This organized, professional will be responsible for scheduling, staffing, accounting for in-house and outside clients and projects. Requirements: Excellent verbal communication skills, experience in video production and post production, experienced in data base management. Send resume to: Personnel, Trinity Church, 74 Trinity Pl., New York, NY 10006. EOE.

Electronic media producer II: \$2,031 - \$2,596 per month. Permanent, 12 month, full-time position with Media Services, Western Washington University (WUU), Bellingham, WA. Manage video services department and produce instructional and informational video programs. Official WUU application forms may be obtained by calling 206-676-3774 (Do NOT mail resumes only). Recruiting closes at 5 PM, February 28, 1989. Applications will NOT be accepted after the closing date. EOE.

Dynamic production company, Orlando, seeking full-time on-line editor, State-of-the-art equipment-Betacam SP, Paltex, Prizm DVE. Creative, hard-working, minimum two years experience. Call Majorie or Francis at 407-423-8045. EOE.

Gannett owned, CBS affiliate, top 50, #1 station. We're interested in a person who's excited about producing strong news and program promotion. If you have a minimum of 1 yr. experience in radio or television copywriting, 3/4" editing, and sound news judgement, rush reel and resume to: Roz Fields, Promotion Manager, P.O. Box TV2, Greensboro, NC 27420.

Promotion manager: Small market Southern ABC affiliate seeking creative, aggressive individual for one-person promotion department. Resume to Placement Services, 4201 Edmondson Ave., Dallas, TX 75205. EOE.

Videographer for national PBS series: Oregon Public Broadcasting seeks outstanding videographer to shoot, edit, produce and post-produce for "The Collectors" and other productions. Requires: Three years appropriate experience, grace and clarity in shooting/editing, and excellent interpersonal skills. Permanent position with full benefits. Salary, \$1543-\$1694/month. To apply, send your written request for application to Debbie Kuper, Oregon Public Broadcasting, 7140 SW Macadam Ave., Portland, OR 97219, before February 15, 1989. AA/EOE.

Indiana superstation: Promotion writer/producer. Strong abilities in conceiving, writing and producing for all media. Emphasis on movies, news and programming. Hands-on editing experience. Desire to do stand out work. Send resume and tape to: Promotion Manager, WTTV, 3490 Bluff Rd., Indianapolis, IN 46217. EOE.

Chicago production company seeks full-time television writer/producer. Broadcast credentials in financial, agricultural, and consumer news required. Applicant should have experience in writing/production of corporate training and marketing programs. Involvement in marketing and sales development presentations also required. EOE. Respond to Box B-15.

Videographers - Freelance in New England, primarily Southwestern area. Must have portable 3/4" deck, broadcast quality camera, and transportation. Resume with financial requirements, availability, and VHS sample to: VIP, P.O. Box 91, Millers Falls, MA 01349. EOE.

On-air promotion coordinator for Public TV. Write, edit, and produce electronic program promotion, ID's, station breaks, and image materials. Editorial production support for program guide. Degree in broadcasting or related field desired. Three years experience in electronic promo production with skills in 3/4" and 1" editing equipment and electronic graphics (Chyron, DVE). Need team player with good writing skills. Resume, script samples, and tape to: Personnel, WMFE, 11510 East Colonial Dr., Orlando, FL 32817. Minorities encourage to apply. EOE.

SITUATIONS WANTED MANAGEMENT

General sales manager available: Self-starter with strong leadership and management skills. Extensive background covering local, national and regional sales management and development—with strong rep experience! Sales management success with group-owned stations and knowledgeable with all areas of station operations. Reply Box B-14.

SITUATIONS WANTED SALES

A radio sales pro currently in a top 10 radio market is seeking a solid major market TV opportunity. Currently a top biller with good work habits. Contact Midas at P.O. Box 7738, Atlanta, GA 30357.

SITUATIONS WANTED TECHNICAL

Mature individual seeks engineering/operator position. All areas will be considered. Box B-2.

SITUATIONS WANTED NEWS

Network news photographer/editor: Based in Washington, DC, is available for new contract assignments US and worldwide. Reply to Box A-73 or call 301-585-3923.

Meteorologist with AMS Seal, Master's from Penn State and 5 years in a top-40 market. Live/line and WSI experience, and weather feature reporting. Call Mike at 803-268-5164.

Ignore this... unless you're looking for someone who's bright, creative, hard working, and has a great sense of humor. Attractive, energetic international radio broadcaster in Washington seeks new TV challenge. MacNeil/Lehrer and prev. TV exp. Excellent reporting, writing & on-air skills. News, sports, etc. Go anywhere, do anything! 703-425-1145.

Police/court reporter - Streetwise, combat trained, courtroom capable, surveillance pro. Get the facts, call: 412-244-0815.

Physician with broad science/health/environmental background; credible, attractive on-camera; strong written skills. Seek TV news/commentary/investigative position in New York Metro area. Contact Dr. Eric Berger, 170 West End Ave., Suite 2-P, New York, NY 10023 or 212-595-6617.

Let's get serious. Committed reporter, 5 years experience, seeks reporter or anchor spot at station with hard news commitment. Extensive live experience, able to make stories human and compelling, snappy writer. All markets considered. Ann. 219-482-2239.

News director who knows how to build and market a winning newscast. An experienced team leader with strong budget and business skills. Box B-9.

18 year veteran of TV "News Wars" with top ten and network experience looking for new challenge. Three time Emmy winning news manager willing to try hand at small to medium market news directorship. Interested? Write Box B-10.

MISCELLANEOUS

Primo People The news director's best friend. We can deliver the best in screened and available talent and we can do it immediately. Call Steve Porricelli or Fred Landau at 203-637-3653, Box 116, Old Greenwich, CT 06870-0116. EOE.

Bill Slater and Associates offers talent coaching for the individual anchor and reporter. Also help with audition tape. Affordable cost. 312-328-3660.

The Hot Sheet--broadcasting's leading job journal! Television, radio, corporate communications. All fields/levels/regions. Free placement of availabilities for employers. Media Marketing, P.O. Box 1476-PD Palm Harbor, FL 34682-1476. 813-786-3603.

Broadcast talent: Entertainment law firm seeking established on-air TV/radio broadcast clientele for representation with full service management division. Minimum 3 years experience. Submissions to: Broadcast Management Division, P.O. Box 8257, Northridge, CA 91327.

Career videos. Help realize your goal of job search success. Let us put together your personalized video resume tape. 312-272-2917.

ALLIED FIELDS

HELP WANTED INSTRUCTION

Broadcasting. Indiana State University seeks an assistant professor to teach public educational broadcasting and courses of specialization. Will also advise, teach specialized courses, and assume major responsibility for advising M.S. and M.A. candidates. Ph.D. required. Professional experience desired. Commitment to research and scholarship expected. Evidence of teaching effectiveness and professional scholarly performance. Send letter of application, current vita, and names of three references to: Joe Duncan, Director of Broadcasting, Department of Communication, Indiana State University, Terre Haute, IN 47809. Materials received after March 3, 1989 cannot be guaranteed consideration. AA/EEO.

The Ithaca College School of Communications invites applications for a tenure-track position in television production/broadcast journalism at the rank of Assistant Professor beginning 15 August 1989. Ithaca College is an independent four-year residential college with approximately 6,000 students located in the Finger Lakes region of central New York. The School of Communication is one of four professional schools within the College and enrolls approximately 800 students in its majors program. The School of Communications will move into a new \$12 million, 78,000 square foot facility in the summer of 1989. The new facility is equipped with three television studios, numerous editing suites, a computerized journalism lab, two radio stations, a cable television channel, and film, photography, multi-image, and multi-track audio studios. A Ph.D. and some professional experience, or a Masters degree and significant experience in television studio production and broadcast journalism are required. Successful teaching experience is desired. Screening begins on 15 March 1989; however, applications will be accepted until the position is filled. Letters of application with accompanying resume and the names of three references may be forwarded to: Dr. John Rosenbaum, School of Communications, Department of Television/Radio, Ithaca College, Ithaca, NY 14850, 607-274-3242. Ithaca College is an Affirmative Action/Equal Opportunity Employer.

Southwest State University, Marshall, Minnesota: POSITION VACANCY Instructor/assistant professor of Speech Communication: Radio and Television: full-time, probationary, tenure track position. Salary range: \$19,432 - \$35,164, rank and salary dependent on experience, degree and qualifications. Appointment date: September 6, 1989. Application deadline: April 1, 1989. Teach courses in radio and television production, performance, broadcast journalism and public speaking. Energetic and creative individual to advise and supervise student curricular and extra curricular involvement in campus radio/television program productions. Qualifications: Master's degree in Speech Communication: Radio and Television or closely related field is required. College teaching and professional experience preferred. Letter of application, transcripts, resume, and names and addresses of three references should be sent to Director of Personnel Services, Southwest State University, Marshall, MN 56258. Southwest State University is an Equal Opportunity Educator and Employer.

Southwest State University, Marshall, Minnesota: ANTICIPATED SECOND POSITION Instructor/assistant professor of Speech Communication: Full-time, probationary, tenure track position. Salary range: \$19,432-\$35,164. Rank and salary dependent on experience, degree and qualifications. Appointment date: September 6, 1989. Application deadline: April 1, 1989. Teach courses in public speaking with additional speciality in radio and television production, performance and broadcast journalism. Energetic and creative individual to help advise and supervise student curricular and extra curricular involvement in campus radio/television program productions. Qualifications: Master's degree in Speech Communication with Radio and Television speciality or closely related field is required. College teaching and professional experience preferred. Mail letter of application, transcripts, resume and names and addresses of three references to Director of Personnel Services, Southwest State University, Marshall, MN 56258. Southwest State University is an Equal Opportunity Educator and Employer.

The American University School of Communication in Washington, DC seeks graduate assistants to assist in teaching and professional duties while earning a Master's degree in journalism and public affairs. This 10-month program begins in September. Program includes Washington internships and a faculty with top professional credentials. For more information, write to: School of Communication Graduate Journalism Committee, The American University, 4400 Massachusetts Ave., NW, Washington, DC 20016. An EEO/AA University.

HELP WANTED SALES

One of America's leading distributors of broadcast audio equipment is expanding its national sales rep organization. We seek aggressive, professionals who know how to get the job done. We support you in every way. Top commissions. Exclusive territories available in many regions of U.S. Send resume to Mr. Roy Laurence, Radio Resources, 7483 Candlewood Rd., Hanover, MD 21076 EOE.

MISCELLANEOUS

Caribbean Magazine (CM) needs commercial ads from businesses wishing to attract Caribbean customers. CM is an educational and cultural TV show on WNYX-TV Channel 44 UHF in NYC area (Sundays 6-7PM). Contact DUCH-VIL Productions, Inc., Box 1078, Jamaica, NY 11431. 718-951-6207 or 718-527-8594.

EMPLOYMENT SERVICES

Attention - hiring! Government jobs - your area. \$17.840 - \$69.485. Call 1-602-838-8885, ext. R-8435

EDUCATIONAL SERVICES

Talent coaching: For TV reporters, Polish anchoring, standups, interviewing, writing, Teleprompter. Learn from former ABC Network News correspondent/New York local reporter. Demo tapes. Private lessons. Group workshops. Feb. 12 and March 12. 212-921-0774. Eckhart Special Productions (ESP).

Reporters: Not getting the constructive feedback you need to grow and advance? Have your work critiqued by a former television reporter with more than 10 years in the business, including the Philadelphia and New York markets. Send tape, plus check for \$39.50 to TeleDirections, P.O. Box 7207, Atlantic City, NJ 08404.

WANTED TO BUY EQUIPMENT

Wanting 250, 500, 1,000 and 5,000 watt AM-FM transmitters. Guarantee Radio Supply Corp., 1314 Ilurbide 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

Maze Broadcast pays cash for selected television & video equipment. Phone or fax your list now. 205-956-2227.

Setting up 2 AM stations: I need: towers 4 @ 285' & 3 @ 195'. transmitters 5K and STL (2). Boards and production equipment. Must be good condition, will take down towers. Reply Mark Leer, Box 67193, Rochester, NY 14617

FOR SALE EQUIPMENT

AM and FM transmitter, used excellent condition. Guaranteed Financing available. Transcom. 215-884-0888. Telex 910-240-3856.

FM Transmitter **CSI T-25-F(1985)** RCA BTF20E1 (1975, 1976, 1974) **Harris FM10H3 (1974). RCA BTF10D (1968). CCA 5000DS (1972) Gates FM-1G (1967) Transcom Corp. 215-884-0888. Telex 910-240-3856.

AM Transmitters **CCA AM 10,000D (1970). Collins 820F (1978) **Gates BC-5P2 (1966) **Collins 21E **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.

1KW AM Transmitters **Collins 820D (1981) **CSI T1A (1981). Sparta SS1000 (1981) **Collins 20V3 (1967) **Bauer 707 **Gates BC-1T **Transcom Corp. 215-884-0888. Telex 910-240-3856.

Nautel 1985, AMFET-5. 5KW AM transmitter like new 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. 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 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 GE4TT6E24TF4A1 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

Blank tape, half price! Perfect for editing, dubbing or studio, recording commercials, resumes, student projects, training, copying, etc. Field mini KCS-20 minute cassettes. \$4.99. Elcon evaluated 3 1/4" videocassettes guaranteed broadcast quality. To order call Carpet Video Inc. toll free. 800-238-4300.

Broadcast equipment (used): AM-FM transmitters, RPU's, STL's, antennas, consoles, processing, turntables, automation, tape equipment, monitors, etc. Continental Communications. 3227 Magnolia, St. Louis, MO 63118 314-664-4497.

Chyron-RGU 2 CG's Dual channel with dual keyboard \$17.5 K. Single channel - \$12 K. Standard Video Brokers warranty. Ready to ship. Call Video Brokers, Inc. 407-851-4595.

Grass Valley 300 - 2ME with E-MEM: GVG-100 CV (component) switcher Demo condition -GVG-1680. 16001X. All with 100% Warranty for 30 days. Call Video Brokers, Inc. 407-851-4595.

1" VTR's in stock - Ampex VPR 80's with or without console - New Heads - Full Warranty. Also Sony-1100's complete TBC's in stock. Call Video Brokers, Inc. 407-851-4595.

Low Cost 1" Sony BVH-1000's with TBC - New Heads - Completely refurbished - Under \$15 K. Call Video Brokers, Inc. 407-851-4595.

Rank Telecine - Digi 4 - Video Brokers has several Rank's for Spring delivery. These are fully re-ferbed units with every option known to man. If you need a new Rank Video Brokers can deliver. Call Video Brokers, Inc. 407-851-4595.

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Absolutely No Calls. Send Resume and Salary Requirements to:
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TBS Research Dept.
One CNN Center
P. O. Box 105366
Atlanta, GA 30348-5366
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20 issue is Noon, EDT, Fri-
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Fates & Fortunes

Media



Rehm



Burnett

Jack D. Rehm, president and chief operating officer, Meredith Corp., Des Moines, elected president and CEO; **Robert A. Burnett**, chairman and CEO, recommended Rehm as his successor as CEO. Burnett will remain chairman. Meredith owns seven TV stations.

Tom Soulsby, director of advertising insertion, Sammons Communications Inc., Fort Worth, Tex., named general manager of operations, Fort Worth, surrounding suburbs and Tarrant County cable system.

Buzz Mitchell, executive VP and treasurer, Daniel Communications Inc., Denver, named president and CEO.

Bruce A. Clark, VP and general manager, Colony Communications Inc., cable MSO, Providence, R.I., named president and chief operating officer.

David Dea, general manager, Paragon/Group W, St. Petersburg, Fla., joins Palmer Communications Inc., Des Moines, as general manager, cable operations. Dea will be based in Palmer's regional offices in Naples, Fla., and Palm Desert, Calif.

Appointments at Astor Broadcast Group, San Rafael, Calif.: **Susan E. Bice**, general manager, KCAF(AM)-KTID(FM) San Rafael, named executive VP and chief operating officer, Astor Broadcast Group; **Mark Hurd**, general manager, KGU(AM) Honolulu, named station manager, KCAF(AM)-KTID(FM) San Rafael; **Michael Means**, account executive and sales

manager, KIKR(FM) Garden Grove, Calif., named VP and station manager; **Al Gordon**, VP, programming, Astor Broadcast Group, named station manager, KOWA(AM)-KOWF(FM) Escondido, Calif.

John F. Mueller Jr., communication VP, Communicom Corp. of America, Denver, named president-chief operating officer. Communicom owns three radio stations.

Winnie Stolper, controller, and **Ardyth Diercks**, director of programming and station relations, KPNX-TV Phoenix, named VP's.

Chris Witting, director, news programming, WBBM(AM) Chicago, joins WCAU(AM) Philadelphia as VP and general manager.

Kathy Stinehour, general sales manager, WLUP-AM-FM Chicago, joins KCFX(FM) Harrisonville, Mo., as station manager.

Donald Michael Wall, program director, engineer and announcer, WTWA(AM)-WHTO-FM Thomson, Ga., named general manager.

Trish Merlo, music director, WPST(FM) Trenton, N.J., named station manager.

Jeff Stewart, farm broadcaster, KLOM(AM) Rochester, Minn., joins AG Radio Network, Rome, N.Y., as VP and general manager.

Robert Chapman, account executive, WIXY(FM) East Longmeadow and WAQY(FM) Springfield, both Massachusetts, joins WNNZ(AM) Westfield, Mass., as general manager.

Todd Lewis, local sales manager, WRKG(AM) Lorain, Ohio, named general manager.



Witting

Ohio, named VP, advertising sales.

Larry McHugh, account manager, The Weather Channel, Chicago, named regional manager, Southern region, Atlanta; **Brenda Blackburn**, manager, local advertising sales, Turner Network Television, Atlanta, joins The Weather Channel there in same capacity.

Juli Davidson, VP and creative supervisor, creative services, MTV Networks, New York, named VP, sales and marketing communication.

Kevin E. McGurk, marketing director-Midwest, Association of Independent Television Stations, Chicago, joins Teletrib there as manager, Midwest advertising sales.

Fredrick H. Mattingly Jr., associate promotions director, USA Today, New York, joins Sheridan Broadcasting Network there as director, advertising and marketing services.

Mimi Munns, sales planner, TV Horizons, LBS Communications Inc., Chicago, named account executive, Midwest region.

Kelley Kirpatrick, account executive, Katz Television Continental Division, joins Raycom Sports and Entertainment there as director, Southwest sales. **Rich Donnelly**, account executive, Seltel, N.Y., joins Raycom there in same capacity.

Appointments at Private Satellite Network Inc., New York: **Joe Zuckerbrod**, senior account executive, named director of sales; **Don Thornton**, director, customer services, named director, account services.

Joseph J. Willix, president and CEO, Business Development, venture company, New York, joins ABC Radio Network there as director, marketing sales.

Appointments at WKBW-TV Buffalo, N.Y.: **Robert Savarino**, commercial production manager, named account executive; **Kevin Conlon**, freelance producer, named commercial production manager.

David Way, business manager, WROC-TV Rochester, N.Y., joins WJXT(TV) Jacksonville, Fla., in same capacity.

Mark Benschmidt, account executive, KNTV(TV) San Jose, Calif., named local sales manager.

Mark Cortner, senior account executive, KOKI-TV Tulsa, Okla., named general sales manager.

Malcolm Hukriede, national sales manager, KOLR(TV) Springfield, Mo., named general sales manager. **Stephen V. Collier**, RCS Communications, Springfield, joins KOLR(TV) as account executive.

Bill Gaeth, founder/owner, Island Incentive Marketing, Honolulu-based travel incentive company, joins KITV(TV) there as general sales manager.

Appointments at WCBS-FM New York: **Maire**

Realignment. Tele-Communications has realigned the responsibilities of two of its senior vice presidents, John Sie and Peter Barton. Barton, who rejoined TCI last year after a stint as president of the Cable Value Network, will manage TCI's day-to-day programming activities, while Sie will concentrate on coordinating the company's strategic issues in business, programming, technology and public policy.

TCI said Sie's immediate focus will include high-definition television, fiber optics, telco-cable and DBS. He will also retain managing duties for TCI's programming and new business investments.

Barton will be responsible for TCI's Satellite Services Inc., its programming subsidiary, and for development of regional sports networks in and around TCI's operating areas. That would likely involve expansion of operations in Pittsburgh, Seattle, St. Louis, Salt Lake City and Buffalo, N.Y. TCI or its affiliates also have significant reach in San Francisco-Oakland and Hartford, Conn.

Marketing

Larry Zipin, senior director, advertising sales, Warner Cable Communications, Dublin,

Mason, local sales manager, named general sales manager; **Nancy Dobrow**, national sales manager, named local sales manager.

Art Greenberg, national sales manager and sports coordinator, WHK(AM) Cleveland, named general sales manager.

Mitch Anton, senior account executive, WHYI-FM Fort Lauderdale, Fla., named local sales manager.

Programing



Harris

Wes Harris, VP, programs, NBC Television Stations Divisions, Burbank, Calif., joins MTM Television Distribution Group, Studio City, Calif., as VP, first-run development and acquisitions.

Lori Openden, VP, casting, NBC Entertainment, Burbank, Calif., named VP, talent and casting.

Appointments at ABC Entertainment: **William Herlihy**, director, tape production, East Coast, named VP, tape production; **Dominick J. Nuzzi**, production administrator, *Good Morning America*, named director, tape production; **Joseph G. Tucker**, production executive, *All My Children*, named director of operations, administration and financial control, *Good Morning America*; **Judd Parkin**, executive producer, motion pictures for television, ABC Entertainment, Los Angeles, named VP, mini-series; **Nina Rosenthal**, executive producer, mini-series, Los Angeles, will relocate to New York.

Don Corsini, program director, KABC-TV Los Angeles, joins Prime Ticket, Inglewood, Calif., as VP, programing and production.

Kenneth J. Arber, VP, program development, MCA TV, New York, named senior VP, program development.

Nick Lombardo, producer, Polson Co., Los Angeles, joins Turner Network Television there as VP, production.

Darrel Burnett, assistant sports director, WTHR(TV) Indianapolis, joins SportsChannel America, Woodbury, N.Y., as studio anchor.

Appointments at MGM/UA, Los Angeles: **Jack Foley** and **Lewis O'Neil**, VP's, distribution, named senior VP's, distribution. Foley and O'Neil join **John Jay Peckos**, senior VP, distribution, in MGM/UA Distribution's newly formed office of general sales manager.

Laurie Dahlerbruch, senior accountant, Ernst & Whinney, Los Angeles, joins Imagine Films Entertainment Inc. there as director, corporate accounting.

Pat LaPiatney, sales manager, Blair Television, Atlanta, joins Raycom Sports and Entertainment, Charlotte, N.C., as director, Northeastern regional sales; **Greg McCastle**, account manager, Blair Television, Atlanta, joins Raycom as director, Southeast regional sales.

Ron Stephenson, director, casting department, Universal Television, Universal City, Calif., named supervising director, television casting.

Fran Reiter, senior VP, syndication sales, Syndicast Services, New York, joins MG/Perin Inc. there as VP, national sales manager.

Brian Gruber, director of marketing, Jones Intercable, Albuquerque, N.M., joins Heritage Communications Inc., Des Moines, as director of marketing, Heritage Cablevision, San Jose, Calif.

Teresa Lee, manager, television contract administration, New World International, Los Angeles, named director, television contract administration.

Jane Blaney, manager, program administration, USA Network, New York, named manager, program scheduling and administration.

Steven L. Ober, producer, *AM Los Angeles*,

Recognition. The National Association of Broadcasters and the Broadcast Educational Association announced the creation of the first annual *Hugh Malcom Beville Jr.* award. The award will honor the memory and work of Malcolm Beville, "a major figure in the history of broadcast audience research." Beville was first research manager at NBC. The award will be given to industry or academic researchers who have made "a significant lifetime contribution to the design, use or understanding of broadcast audience research."

KABC-TV Los Angeles, joins Tribune Entertainment Company/Joan Rivers Productions, New York, as supervising producer, *The Joan Rivers Show*.

David Kennedy, senior VP, Taft Entertainment Co., Los Angeles, joins William Morris Agency, New York, as East Coast head of television.

News and Public Affairs

Appointments at ABC News, Washington: **David Kaplan**, bureau producer, White House coverage, named senior Capitol Hill producer; **Nancy Ambrose**, reportorial producer, House of Representatives, named reportorial producer, Senate; **Judy Penniman**, reportorial producer, Senate, named reportorial producer, White House; **Terry Ray**, primary producer, *World News Saturday/Sunday*, *The Weekend Report Saturday/Sunday* and *This Week with David Brinkley*, named White House producer; **Ken Rudin**, assistant to director, political coverage, named reportorial producer, House of Representatives; **Charles Reid**, reportorial producer, TV assignment desk, named reportorial producer, *American Agenda* series.

Appointments at WBBM-TV Chicago: **Adele Arakawa**, anchor/reporter/producer, WRAL-TV Raleigh, N.C., named anchor/reporter; **Jennifer McLogan**, correspondent, NBC News, New York, named general assignment reporter.

Appointments at WCVB-TV Boston: **Susan Wornick**, reporter, named co-anchor, *Mid-day* newscast; **Steve Sbraccia**, morning shift reporter, and **Jack Heath**, freelance reporter, named full-time reporters; **Christopher M. Stirling**, managing editor, WCVB-TV's news magazine *Chronicle*, named producer.

Greta Kreuz, morning anchor, newsbreak, WJLA-TV Washington, named anchor, WJLA-TV's *First Edition*, 5:30 a.m. newscast.

Brian Kahle, co-host, *AM Buffalo*, WKWB-TV Buffalo, N.Y., named noon co-anchor, *Eye-witness News*.

Appointments at KUSA-TV Denver, Colo.: **Genevieve Henderson**, writer/field producer, CNN, Atlanta, named special projects producer; **Michael Simon**, associate producer/videographer, Post-Newsweek Documentaries, Orlando, Fla., and **Kirk Selby**, photojournalist, KCNC-TV Denver, named photojournalists.



Grand opening. Interop, a radio-only national representation company, announced the appointment of 11 Interop regional executives to its new division, "The Radio Store." The regional executives' responsibilities include Interop's training program and supervising Interop's marketing service team. The new Interop regional executives are (l-r, seated): Austin Walsn, San Francisco; Bob Lion, New York; Ellen Hulleberg, president, The Radio Store; Les Goldberg, president, Interop; Pam Little, Philadelphia; Marc Guild, New York; (standing) Jim Hagar, Detroit; Tony Maisano, Atlanta; Tom Poulos, Boston; Jeff Dashev, Los Angeles; Rick Fromme, Dallas; Mike Disney, Chicago, and Gary Ahrens, St. Louis.

Bob Wright, news director, KRBC-TV Abilene, Tex., joins KWTX-TV Waco, Tex., as VP, news.

Hugh Smith, co-anchor, 6 and 11 p.m. newscasts, WTVT(TV) Tampa, Fla., named news commentator and political analyst.

Stan Olenik, sports director, WSPA-TV Spartanburg, S.C., joins WYFF-TV Greenville, N.C., in same capacity.

Appointments at KCCI-TV Des Moines, Iowa: **Steve Oswalt**, reporter, named co-anchor; **John McLaughlin**, reporter and weekend weather anchor, named noon co-anchor; **Chris Lidstad**, part-time reporter, named full-time reporter; **Jill Kelley**, Iowa City bureau chief, KGAN(TV) Cedar Rapids, Iowa, named general assignment reporter.

Ray Hoffman, broadcaster, *Business Week* magazine's radio service, New York, joins WCBS(AM) as midday financial correspondent.

Appointments at WTOP(AM) Washington: **Frank Barnako**, founder and president, *The Video Place*, Washington-based video rental chain, named business reporter; **Stephanie Bromfield**, AM drive editor/substitute news anchor, WINZ(AM) Miami, named news editor/anchor; **Vince DeLisi**, news reporter, WPXI(TV) Pittsburgh, named AM drive sportscaster; **Michelle Komes**, assistant to operations manager, named weekend news anchor; **Kym Richardson**, assistant to *CBS This Morning* co-host Harry Smith, named news reporter/editor; **Kate Ryan**, news anchor, WFMD(AM) Frederick, Md., named news reporter/editor/anchor; **Paul Wagner**, Washington correspondent, AP Radio, named traffic reporter.

Appointments at WOW-AM-FM Omaha: **Morris James**, owner and operator, News Plus Network, news and traffic information service, Denver, named news director; **Rod Colvin**, news director, named editorial services director.

John Collins, news reporter and anchor, WTSN(AM) Dover, N.H., joins WMYF(AM)-WERZ(FM) Exeter, N.H., in same capacity.

Marjorie A. Eilertsen, recent graduate, Ithaca College, Ithaca, N.Y., joins WSCG(FM) Corinth, N.Y., as news director.

Appointments at KMOM(AM) Monticello, Minn.: **Tess Rayfeldt** and **Gary Pikkaraine**, recent graduates, Brown Institute, Minneapolis, named news and sports directors respectively; **Jeff McAndrews**, news director, WAQE-FM, named writer/reporter/announcer.

Timothy Price, former CBS News Producer, New York, joins Medialink there as director of video operations. Medialink distributes video news releases.

Tim Estiloz, news announcer/reporter, WCMX(AM) Leominster, Mass., joins WHLL(TV) Worcester, Mass., as weeknight newsbreak anchor.

Carl M. Rutan, political editor, C-SPAN, Washington, announced his resignation effective Jan. 31 to start his own production company.

Gina Kurre, weekend weathercaster and reporter, WREG-TV Memphis, joins KATV(TV) Little Rock as weekend news anchor.

Charley Johnson, news director and anchor, KXJB-TV Valley City, N.D., joins KTHI-TV

Fargo, N.D., as news director.

Stephen Michaels, producer, National Public Radio, Los Angeles, joins noncommercial KLON(FM) Long Beach, Calif., as feature producer and field reporter.

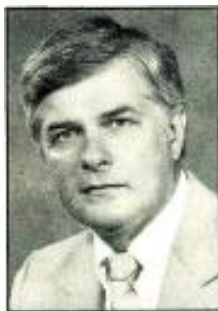
Dick Hinchliffe, producer, noncommercial WNYC(AM) New York, named news director.

Mark Rumsey, anchor and reporter, WGOW(AM)-WSKZ(FM) Chatanooga, joins WSOC-AM-FM Charlotte, N.C., as news director.

Technology



Kerman



Best

Steve Kerman, television director of sales, Tektronix Inc., manufacturers of audio-visual test equipment, Beaverton, Ore., named managing director, international sales.

Alex B. Best, VP, technical operations, Cox Cable Communications, Atlanta, named senior VP, engineering.

Kelly T. Williams, engineer, noncommercial WHMM(TV) Washington, joins National Association of Broadcasters there as staff engineer.

Harold G. McClure, VP, engineering, Television Technology Corp., Louisville, Colo., elected to board of directors.

Bob Billeci, director of engineering, KABC-TV Los Angeles, joins Prime Ticket Network, Inglewood, Calif., as VP, engineering.

Barry Honel, VP, Texar Inc., manufacturers of audio processing and modulation equipment, joins Systemation Corp., Atlanta, manufacturers of radio automation systems, as national systemation representative.

Promotion and PR

Peter Roussel, senior VP, public affairs, Rogers & Cowan Inc., public relations, Washington, announced his resignation Jan. 25 to pursue other interests in public relations, corporate and media fields. Roussel previously served as special assistant and deputy press secretary to President Reagan, 1981-1987, and as press secretary to George Bush, 1969-74. Roussel also serves as on-camera political analyst/commentator for ABC affili-



Roussel

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ates WCVB-TV Boston and KTRK-TV Houston.

Lynne Mixson, data processor. Shands Hospital, Gainesville, Fla., joins SportsChannel Florida, Boca Raton, as public relations manager.

Mark S. Foreman, northern bureau chief. KCCO-TV Alexandria and KCCW-TV Walker, both Minnesota, joins WCCO-TV Minneapolis as director, publicity and events.

Doug Zimmerman, producer/director. KEZI (TV) Eugene, Ore., named promotion coordinator.

Stacey Propps, promotions director. WWWV(FM) Charlottesville, Va., joins WSJS(AM)-WTQR(FM) Winston-Salem, N.C., as promotions director.

Hope M. Krosskove, broadcast production coordinator/associate producer. Earle Palmer Brown & Spiro, Philadelphia, named broadcast producer.

Jean Kane, public affairs assistant. Maryland State Highway Administration, Baltimore, joins Eisner, Petrou & Associates, public relations firm there, as account coordinator.

Allied Fields

Lawrence M. Higby, senior VP of marketing, programing and sales for Times Mirror Cable Television, Los Angeles, will join *Los Angeles Times* on Feb. 6 as president of Orange County edition and VP of *The Times*. Higby will be responsible for direction of business operations for Orange County edition.

Appointments at National Association of Broadcasters, Washington: **Teri Lepovitz**, VP, station services department, and **Hank Roeder**, VP, conventions and meetings department, named senior VP's.

Richard H. Smith, VP, information services. Warner Cable Communications Inc., Dublin, Ohio, named VP, administration.

Appointments at Catholic Telecommunications Network of America, Staten Island, N.Y.: **Christine Wirth**, assistant VP for administration and director, network operations, named VP, operations administration; **Ellen D'Ambrosi**, director of finance, named assistant VP, finance; **Frank Lattanzi**, business manager, adds responsibilities of marketing administrator.

Appointments at ProServ Television, representatives of sports and entertainment properties and producers, Dallas: **Dennis Spencer**, senior VP; **Herb Swan**, VP, international and live events, and **David Bagliebter**, senior VP, business and legal affairs, named to board of directors.



Doctor in the house. Kay Koplovitz (above right), president and chief executive officer, USA Network, New York, receives an honorary doctorate in commercial science from the Very Rev. Joseph Cahill, C.M., president, St. John's University, Jan. 23, at the Queens Campus in Jamaica, N.Y.

Harry Corless, president and CEO, ICI Americas Inc., chemical and pharmaceutical company, Wilmington, Del., and **Barry Wilksten**, senior VP, CIGNA Corp., insurance company, Philadelphia, elected to board of directors of WHYY-FM-TV Inc., Philadelphia.

Election results. Arbitron Radio Advisory Council, New York: **Dennis Israel**, WGY(AM) Schenectady, N.Y., elected chairman; **George Wolfson**, WLTW(FM) New York, vice chairman; **George Hyde**, WQBA(AM) Miami; **Gregg Patterson**, WBBM-AM Chicago; **Paul LeSage**, WTMJ(AM) Milwaukee; **Ron Rogers**, KVET(AM)-KASE(FM) Austin, Tex.; **John Cravens**, WHYT(FM) Detroit, and **Scott Knight**, WRSR(FM) Worcester, Mass., elected as members.

Ceril T. Shagrin, VP, product planning and development, Nielsen Media Research, New York, named senior VP, market development.

Ellis Shook, VP and general manager, KOLR(TV) Springfield, Mo., elected to CBS Television Network Affiliate Advisory Board.

Michael J. Laemers, VP, station manager, and chief engineer, WUHQ-TV Battle Creek, Mich., elected to board of directors.

Deaths

Robert L. Andrews, 48, radio personality, suffered heart attack and died at Palmetto General Hospital, Miami. Andrews was with noncommercial WLRN-FM Miami's radio reading services for print handicapped connected with Dade County Public Schools. Andrews is survived by two sisters and two brothers.

Pegeen Fitzgerald, radio broadcaster, died Jan. 30 of cancer at her home in New York. Fitzgerald and her late husband, Ed, hosted popular talk show on WOR(AM) New York. *The Fitzgeralds* was broadcast from their New York home, making it one of first shows to be



broadcast outside of studio. Show began in 1938 and remained on air at WOR(AM) for 46 years. Ed Fitzgerald had been air personality with WOR(AM) since early 1930's, hosting show on current events prior to being teamed with his wife. Show had no set format; couple discussed everything from current events to personal lives and only script used was for commercials. Fitzgerald continued show after her husband died in 1982 (BROADCASTING, March 29, 1982). She then joined non-commercial WNYC-AM New York. Fitzgerald continued to broadcast from her home with Lenny Lopate as co-host until she was forced to take medical leave last year. Fitzgerald was very secretive about her age but was believed to be in her mid-eighties. Survivors include four sisters and one brother.

Edna Currier Manning, 68, wife of Gordon Manning, staff consultant for NBC News, New York, died Feb. 1 of cancer at Sloan-Kettering Memorial Hospital in New York. She is survived by her husband, four sons, one brother, one sister and five grandchildren.

Bernard J. McGuiness Jr., 64, radio and TV personality, died Feb. 1 of cancer at Elliot Hospital, Manchester, N.H. McGuiness, who was known professionally as "Bernie Mack," began his career with WMUR(AM) Manchester (now WGIR-AM-FM) as copywriter and later staff announcer. During 1940's McGuiness hosted telephone call-in program, *C.O.D.* He also hosted *Radio Jukebox*, jazz program. He would use real jukebox and real nickels to play songs. In 1951 McGuiness hosted *Puritan Date*, live interview program. McGuiness went to television in 1954 as host of WMUR-TV's *Stars of Tomorrow* program. In 1956 he became station manager of WGIR-AM-FM, position he held until 1977. He later served station as sales consultant. Survivors include his wife, Eva, one daughter and two sons.

Donald D. Sullivan, 80, retired broadcaster, died Jan. 4 of congestive heart failure at Adare Medical Center, Rockledge, Fla. Sullivan started in radio sales and became commercial manager of WMT(AM) Cedar Rapids, Iowa. He was later general manager of KCAU-TV Sioux City, Iowa. Sullivan is survived by his wife, Katharine, one son and one daughter.

William A. Resch, 49, engineer, died Jan. 8 of cancer at his home in Quincy, Ill. Resch worked for Broadcast Products Division of Harris Corp. in Quincy as senior design engineer, before forming W.A. Resch & Associates there. Resch was involved in installation of TV stereo systems at television stations and upgrading UHF-TV transmission systems. Resch is survived by his wife, Beverly, and five children.

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The humorous days and nights of Jay Tarses

At one time television writer-producer Jay Tarses (*The Days and Nights of Molly Dodd*) thought his life could be grist for the TV mill. Indeed, it almost was. In 1977, well after their careers in television had taken off, Tarses and former partner Tom Patchett (co-creator and executive producer of *ALF*) developed and starred in a comedy pilot for ABC entitled *The Chopped Liver Brothers*.

The story line of the pilot followed the misadventures of the stand-up comedy team of Jay Luckman (Tarses) and Tom Van Brocklin (Patchett) and their struggle to become headliners. However, despite their best efforts (that's Tarses and Patchett as well as Luckman and Brocklin) and the help of writer-producer Hugh Wilson (*WKRP in Cincinnati*), who co-wrote the pilot, it was not picked up.

The program very much mirrored the lives and times of Tarses and Patchett in the late 1960's, when they spent five years on the road as a stand-up comedy team, performing at such clubs as The Troubador in Los Angeles and The Cellar Door in Washington.

"We gave it a pretty good shot," recalls Tarses. But after five years of spending "200 and some days a year on the road," he came to the conclusion there were better ways to make a living than doing live, satirical comedy.

Tarses and Patchett were partners in comedy and television production for 17 years before their breakup in 1983. Their final project together was the critically acclaimed comedy *Buffalo Bill* for NBC about a self-absorbed Buffalo, N.Y., talk show host portrayed by Dabney Coleman.

Tarses and Patchett had met at the Armstrong Cork Co. in Lancaster, Pa., an unlikely nurturing ground for top television talent. Both were working in the company's in-house advertising department, where they met Hugh Wilson, who also went on to become a successful writer-producer. And there is yet another broadcast connection. It was Bill Boggs, the former news anchor and current executive producer of *The Morton Downey Jr. Show*, who brought Tarses to Armstrong Cork.

After leaving graduate school after a semester in the fall of 1963, Tarses and his wife, Rachel, headed to Pittsburgh, where he taught and directed at the Pittsburgh Playhouse for a year. It was there that his first daughter, Jamie, was born. She now works as manager of comedy development for NBC Entertainment.

After Pittsburgh, Tarses and family headed for New York, where he wanted to break into "show business." At the time, he didn't really know what part of the business he wanted to be in. "I wanted to be a



MICHAEL JAY TARSES—producer-writer-director, Lifetime's *Days and Nights of Molly Dodd*; b. July 3, 1939, Baltimore; BFA, Ithaca College, Ithaca, N.Y.; 1963: director and teacher, Pittsburgh Playhouse; 1964: advertising department, Armstrong Cork Co., Lancaster, Pa.; 1965: stand-up comic; 1965-69: television writer, producer and director; 1969-present: current position since summer 1987; m. Rachel Newdell, June 9, 1963; children—Jamie, 24; Mallory, 22, and Matt, 20.

comedian or a writer. I had been trained as an actor in college. I was just trying to figure out what I wanted to do."

In New York, Tarses served as a gofer for a talent agency, then moved to a similar position with *Candid Camera*. "I was making about \$45 a week. I had a wife and a kid and I knew this guy [Boggs] in public relations at Armstrong Cork," Tarses recalls. Boggs encouraged Tarses to join the company in Lancaster, where the scenery was bucolic and the living expenses cheap. "We knew we wouldn't be there forever," Tarses said.

That was true for him and for Patchett. The two decided within a year to take their comedy act on the road. Looking back, Tarses rates the act as "moderately successful." The pair made a number of appearances on *The Merv Griffin Show*, *The Mike Douglas Show* and *The Steve Allen Show*, as well as on *The Glenn Campbell Show* and *The Carol Burnett Show* in prime time.

The television appearances led to offers to write scripts for television variety programs. In 1971, they took jobs on *The Carol Burnett Show*, winning an Emmy for their work in 1972.

Also that year, Tarses and Patchett wrote scripts for *The New Dick Van Dyke Show*, a comedy running on CBS that was created by David Davis and Lorenzo Music. Davis and Music liked their work and asked them to write several scripts for a new-season program—*The Bob Newhart Show*. That led to an offer to join the show as story editors,

so Tarses and Patchett left *Burnett* for *Newhart*, eventually becoming executive producers of the long-running series.

That was the start of a five-year association with MTM Enterprises. After *The Bob Newhart Show*, they went on to produce *The Tony Randall Show* and *We've Got Each Other*, as well as pilots such as *The Chopped Liver Brothers*.

In 1978, the Tarses-Patchett team turned its hand again to the variety format, developing and producing what Tarses delicately describes as the "ill-fated" *Mary*, a one-hour program designed to show off the talents of Mary Tyler Moore. CBS pulled the show after three episodes, and, according to Tarses, put the blame for the program's failure solely on him and Patchett.

Tarses and Patchett survived that ordeal, although *Mary* was perhaps the beginning of the end of their partnership, from Tarses's standpoint. "We had a simpatico kind of understanding, which over the years sort of deteriorated," said Tarses. "Our sensibilities changed, our lives changed. We were probably together seven years too long."

But they went on to collaborate on several screenplays, including "Up the Academy" (described by Tarses as "vomitous") and "The Great Muppet Caper" in 1980 and 1981 respectively. In 1981, the pair, in partnership with Bernie Brillstein (who has been Tarses's manager since 1969), produced the comedy *Open All Night* for ABC, which lasted half a season.

But that project led to another Brillstein-packaged show for NBC—*Buffalo Bill*. It was at that point that Tarses and Patchett realized they had to part company, and did.

Tarses went on to produce a pilot called *The Faculty*, with Blair Brown, in 1985, followed by the series *Days and Nights of Molly Dodd* (also starring Brown) on NBC and *The Slap Maxwell Story* on ABC, both of which debuted in 1987. NBC canceled *Dodd* last year, but Lifetime picked up the rerun rights to the first 26 episodes (airing now) and ordered 13 more originals, the first of which debuts in April.

Tarses remains angry at the scheduling and ultimate cancellation of *Dodd* by NBC. Asked if he'd work for the network again, he replied, "Only under my terms." Otherwise, he said, "It's too painful. You work too hard and it's just not worth it."

But that attitude has not discouraged NBC Productions creative affairs Vice President Leslie Laurie from looking for other projects for Tarses to produce for NBC. Laurie, who worked with Tarses on *Dodd*, describes the producer as "very smart, talented and funny," albeit, "very stubborn." She, for one, hopes Tarses will produce again for NBC. "I think if the right project came along he would do it," she said. The search for such a project continues.

Former FCC Commissioner **Mimi Dawson**, who is now hold-over Deputy Secretary of Transportation, is possible addition to roster of one or another of several Washington law firms. Dawson is not lawyer, but would serve as lobbyist for firm's clients. Firm believed to be at top of list of possibilities is Wiley, Rein & Fielding. Dawson and Richard E. Wiley, former FCC chairman, acknowledged that they had discussed possibility of her joining firm but said no agreement had been reached, and that none would be as long as Dawson remains at Transportation. One other firm with which Dawson has talked is Wunder & Diefenderfer. Robinson, Lake, Lehr & Montgomery, lobbying firm, is another place she may land. Dawson, who left commission for her present post in October 1987, has been asked to remain to aid in transition of new secretary, Samuel K. Skinner. Dawson said she would not remain beyond March 15.

CBS News President David Burke made further changes in that division's executive structure, giving **Lane Vernardos**, executive producer, special projects, responsibilities of departing VP and director of special projects, **David Buksbaum**. Special projects includes live-event coverage outside regularly scheduled newscasts—such as elections and space launches—and assisting newscasts with coverage of such events.

Evidence continues to mount that CNBC will shelve sports on weekends. MSO affiliates, who point to sports on superstations, three broadcast networks and ESPN on weekends, have suggested CNBC counterprogram on weekends. NBC Cable President **Tom Rogers** said, although no final decision has been reached, one strategy would be to program consumer and economic reports aimed at women on weekends. Additionally, CNBC and SportsChannel America have discussed carriage by NBC on Saturday of SCA's NHL hockey games, but probably not before next year. Two sides have also talked about pre-Olympic programming before 1992 games.

Among plans being seriously considered by **NAB-Radio Advertising Bureau Radio Futures Committee** is simultaneous 90 sec-

onds of silence by every radio station in America to dramatize importance of medium. Full details of pro-radio campaign are set for release at NAB convention in April.

Association of National Advertisers has filed friend-of-court brief with Supreme Court to challenge Postmaster General's contention that he can prohibit newspapers from publishing lottery prize winners' names as well as advertisements for lawful charitable lotteries. Postmaster General, who regulates newspapers sent through mail, maintains that prize-list news columns are actually advertising since they may induce readers to play lottery. As such, he contends, he can ban them as well as ads since commercial speech does not carry same free speech guarantees as noncommercial speech. ANA President **DeWitt F. Helm Jr.** said association is concerned about case "because it illustrates a growing attempt to label noncommercial speech as commercial speech in order to provide the federal government with the power to ban or regulate speech in circumstances where it would otherwise be impermissible."

Resignations of Ray Timothy, NBC group executive VP, and **Cory Dunham**, executive VP and general counsel, were announced last week, effective at end of 1989. Timothy, 57, and Dunham, 61, were two remaining members of Grant Tinker's chairman's council still at company—NBC President **Bob Wright** has 16-member president's council, majority of whose members pre-date GE acquisition. Search is on for replacement for Dunham, some of whose prior responsibilities, including NBC's Washington office and broadcast standards, had been taken away in recent months. NBC spokesperson said that Timothy is not expected to be replaced, and that some of those previously reporting to him will instead report to **Pierson Mapes**, president of television network.

Representative Norman Lent (R-N.Y.), ranking Republican on House Commerce Committee, sent letter to Cablevision Systems Chairman **Charles Dolan** last Wednesday (Feb. 1) urging new negotiations on carriage dispute between Cablevision and Madison Square Garden Network. "It would be tragic if disputes

Holding the BOC's back

The Bell Operating Companies' campaign to eliminate current regulatory barriers that exclude them from the information services business and from manufacturing telephone equipment may make some inroads on Capitol Hill, but U.S. District Court Judge **Harold Greene**, who oversees the consent decree that restrains the telcos, is convinced the BOC's should not be unleashed. "I think that the decree was appropriate at the time, and I really still think it's appropriate today because it sets a proper balance; it keeps the regional companies out of things [that] if they got into them, I think, would be harmful to competition in the industry," Greene told the National Journal in an interview published last Saturday (Feb. 4). The interview was part of an article on the BOC's and the congressional debate that is likely to ensue as lawmakers such as House Energy and Commerce Committee Chairman **John Dingell** (D-Mich.) and **Ed Markey** (D-Mass.) seek legislation to ensure that Congress through the FCC and not the courts determines telecommunications policy.

As the article points out, Markey and Dingell are ready to move. Markey will convene hearings this spring, and he is inviting "all industry parties to sit down and develop a compromise bill that would permit the Bells to get into new businesses and would also include protections for their competitors. Dingell will lend his influence to bring the warring parties to the table," reported the Journal. The BOC's desire to enter the cable business is not considered an integral part of this debate, and the

matter is expected to move on a separate track. Nevertheless, permitting the BOC's to provide information services is seen by some as paving the way for their entry into cable.

Greene also expressed doubt about the FCC's ability to regulate the BOC's in those areas. Some of the free-the-BOC advocates, Greene said, want the FCC to oversee the restrictions "on the assumption that the FCC will let them drop and won't enforce them." But he feels that is "kind of a little bit almost dishonest and hypocritical to send them to an agency which sort of indicates they don't believe in these restrictions and say they should enforce them, knowing full well that's not what they're going to do."

Nor does Greene think the BOC's will exercise any restraint if the restrictions are lifted. He told the National Journal that he thinks it would be "contrary to human nature and to corporate nature." Said Greene: "I'm not really at all attacking the good faith of the people running these companies.... But profit is what a corporation lives by."

And he was skeptical about their entry into the information services business. He sees no advantage to that prospect. "The only basis on which one could assume that the regional companies would do better in bringing information to consumers better and cheaper and faster than somebody else would be if they disadvantaged these other people. Otherwise they really have no particular inherent advantage; they don't know anything about originating information."

Dennis talks telco

Commissioner Patricia Diaz Dennis, who believes telephone companies should be allowed to offer video services only as common carriers, said last week she has not decided whether telcos offering video services should be required to carry broadcast signals at no charge. "That's not something I've focused on yet," she said.

Dennis's comment came after a "brown bag" luncheon at the FCC, during which she reiterated her views on telcos' entry into television and warned that it would have a negative impact on broadcasting.

The high-capacity fiber optics network that the telcos are contemplating for carrying television programming into homes will result in more programming choices for viewers, Dennis said. And the more choices there are, the more fragmentation of the audience there will be, she said. The audience erosion broadcasters are experiencing due to cable competition "will continue if telcos are allowed in and provide even more programming choices," she said.

Dennis's senior aide, Noel Gunther, who elaborated on his boss's remarks, showed little sympathy for broadcasters who might be harmed. Government's role is to promote as many outlets and programming choices as possible "regardless of how the viewing shares are altered," he said.

The FCC, by a 2-1 vote, tentatively decided last summer to recommend to Congress that it repeal the statutory ban against telephone companies owning cable systems in their telephone service areas. Dennis cast the dissenting vote. Although telcos should be allowed to offer video transmission services to pro-

grammers as common carriers, she has maintained, they should not be allowed also to offer programming services—at least not initially. In last week's presentation and in an earlier speech, she said the ban on telcos providing programming need not be permanent, that they could enter the business on a "nonexclusive" basis. To use her analogy, the owner of the shopping mall could also operate one of the shops in the mall.

FCC Commissioner James Quello voted "tentatively" along with Chairman Dennis Patrick to recommend repeal of the ban, but last month released a statement saying he was reconsidering his position primarily because of the potential negative impact on broadcasters. He said he probably would not vote to affirm the recommendation unless telco entry were conditioned on telco's carrying the signals of local television stations for free and delivering it to the public for free.

Although she is not certain how to do it, Dennis would like to take whatever regulatory steps are necessary to insure that telcos and cable operators compete against each other in providing not only video services to the public, but voice and data services as well. During the question-and-answer period, Gene Kimmelman, legislative director, Consumer Federation of America, asked Dennis if, in her two-wire world, she envisioned common carrier regulation of cable operators. She said she and her staff had discussed the question extensively, but had come to no conclusion. But, she said, cable systems would not have to be regulated as common carriers just because telcos were. "Asymmetric treatment...of competition is not unusual," she said.

like that...forced Congress to contemplate whether additional regulation may be necessary to prevent their occurrence," he wrote. Next day, executives of MSG, parent company Gulf+Western and Cablevision met on dispute and imposed news blackout on talks. Further meetings are planned.

□

Judge Kenneth W. Starr of U.S. Court of Appeals for Washington is **President Bush's choice for Solicitor General**, administration's chief advocate before Supreme Court. Starr, who was named to D.C. appeals court by President Reagan in 1983, has reputation as conservative who favors restricting powers of judiciary. He is also known as defender of media's First Amendment rights as result of his role in two major libel cases heard by appeals court. In *Ollman v. Evans*, in December 1984, he wrote opinion for sharply divided (6-5) court holding that newspaper column by Rowland Evans and Robert Novak was opinion and therefore protected by First Amendment from libel suit. Bertell Ollman, Marxist professor of political science at New York University said column had libeled him in stating he regarded his mission to be conversion of students to Marxism and in quoting unnamed "liberal" professor as saying Ollman had "no status" within profession (BROADCASTING, Dec. 17, 1984). And in *Tavoulareas v. Washington Post*, Starr co-authored opinion for en banc court rejecting claim newspaper libeled William P. Tavoulareas, in article published in 1979. Article said that, as president of Mobil Oil Corp., he had set up his son in shipping concern that handled Mobil tankers. Both decisions withstood challenges to Supreme Court. Starr's appointment as solicitor general could cause complication in citizen groups' appeal of FCC's decision to repeal fairness doctrine. Starr was member of three-judge panel that heard oral argument in case, last September, and that has yet to issue opinion. Will panel rush out opinion to beat Starr's departure? Or is there that chance that court would order reargument with new panel?

□

Faroudja Laboratories, Sunnyvale, Calif., announced last week that it will publicly demonstrate its **SuperNTSC enhanced-defini-**

tion TV system in Japan. Demonstrations will be held Feb. 16-17 at New Otani Hotel in Tokyo. SuperNTSC employs comb filtering techniques to eliminate cross color and cross luminance artifacts from conventional NTSC picture and increase resolution through line doubling. Along with Faroudja Labs founder, Yves Faroudja, demonstrations will be attended by officials from ABC-TV, including Julius Barnathan, president, broadcast operations and engineering; Max Berry, vice president, audio and video systems engineering, and Robert Thomas, director, technology planning, broadcast engineering. ABC and cable system operator Tele-Communications Inc. are two main backers of Faroudja system.

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Peregrine Entertainment has filed for Chapter 11 bankruptcy. Filing allows syndicator to continue operations while reorganizing its finances. Peregrine currently distributes *The Spectacular World of the Guinness Book of World Records*.

□

During **Radio Advertising Bureau Managing Sales Conference in Dallas** Feb. 2-5, outgoing RAB President and Chief Executive Officer Bill Stakelin told some 1,300 radio sales executives that radio should continue to strive for industry unity, particularly between local associations and RAB; that development of research, teaching and training materials should continue, especially in retail sector, and that industry should maintain aggressive, intelligent marketplace presence with leading clients.

□

Witnesses for House Telecommunications Subcommittee hearing on fairness doctrine Thursday (Feb.9) include Reed Irvine, Accuracy in Media; John Buchanan, People for the American Way; Thomas Goodgame, Group W; Philip Jones, Meredith Broadcasting's KCTV-TV Kansas City, Mo. (representing NAB); John Spain, WBRZ-TV Baton Rouge, La. (representing Radio-Television News Directors Association). Spain and Jones are expected to register strong protest against enacting doctrine. Subcommittee may also call up panel of constitutional experts.

Editorials

Can't win for losing

It's hard to feel you've won when you've just had to pay your lawyers \$500,000 for the privilege. That's the situation of Norman Wain of Metroplex Communications, whose Fort Lauderdale, Fla., station, WHYI-FM, has just won an administrative law judge's decision in a license challenge case (page 52). There's still more litigation ahead for Wain and company, and no assurance of final victory. All broadcasters everywhere will sympathize with his situation.

Hopefully, that sympathy will extend to the Congress and the FCC, both of which have interest in correcting the faulty comparative renewal process that costs broadcasters anguish, agony and lucre, and has on occasion cost them all. Efforts to right the wrong have been under way for generations now, all unavailing. As this page has observed more than once, generations of lawyers yet unborn may put their young through college on the ill-gotten proceeds of comparative renewal cases.

There is reason to hope that help may be on the way, at the FCC if not on the Hill. Chairman Dennis Patrick is well along on a rulemaking to eliminate so-called abuse of process (ironically, he may want to go further in correcting comparative renewal than broadcasters would like, ending all reliance on content regulation). The good news is that broadcasters need pay the FCC no tribute for its renewal relief, while the Hill has its hand out (on the fairness doctrine) as a precondition for its favors.

None of the above will get Norman Wain his money back. But they may give generations of broadcasters yet unborn a fair shake at renewal time.

Wrong track

In an article published in the winter issue of the Annenberg School's Journal of Communications, a communications attorney, one Victor Ferrall, pleads his case for reregulating the broadcasting industry (BROADCASTING, Jan. 30), ostensibly for its own good—a dead giveaway there. His call for broadcasters to give up their freedoms, hard won and not yet complete, for the illusory safety of protectionism is a familiar argument. It is also something of a siren's call to broadcasters faced with increasing competition and decreasing audience shares. Who would not wish to be protected from competitors? But at what price? Ferrall's is too high.

Among the "protections" broadcasters have been stripped of, suggests Ferrall, are limits on station ownership and commercial time and regulation of content, including but not limited to the fairness doctrine. With protection like content regulation, we would counter, who needs a straitjacket? What broadcasters have gained from deregulation, he suggests, is nothing. A free marketplace does not work for television, he says flatly. A curious conclusion to draw from a marketplace that has yet to be truly free, and whose deregulation-won freedoms are still being tested. Marketplace competition, he says, has "yielded relatively little program variety in television." That is one for the books, specifically the book of local television listings. A survey of the hour between 2 p.m. and 3 p.m. of a recent Saturday afternoon—looking only at the available over-the-air channels—revealed a choice among a situation comedy, a western, an interview program, a home shopping channel, a college

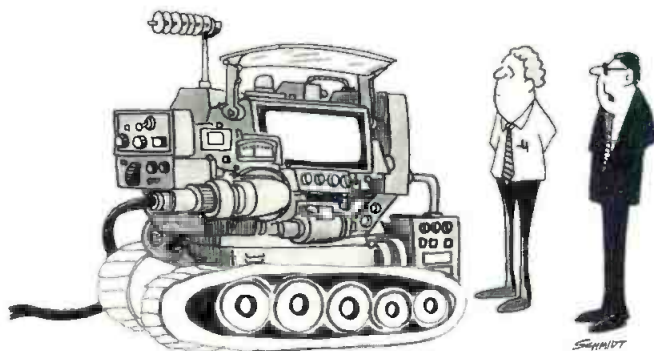
basketball game and programs on gardening, collecting, quilting, skiing, veterinary medicine, cooking and basketweaving. So much for an absence of variety.

Embracing regulatory-based content regulation will be your ticket to a government-guarded fortress, Ferrall tells broadcasters, one in which the FCC will "protect and preserve" your oligopoly license. Public service programming, he says, is a small price to pay. True enough, since broadcasters in the current deregulatory environment continue to serve the public with a variety of programs. But that is not the true price. We would remind broadcasters that with that embrace they would also be kissing goodbye the territory they have won in a lifelong battle for full First Amendment rights. There is another name for a government-guarded fortress: it's called a prison.

None for the road

We add our voice to those working to dissuade Surgeon General C. Everett Koop from recommending to Congress a ban on the advertisement of alcoholic products as a means of combating alcohol abuse. Koop is currently weighing the recommendations of a controversial panel on the subject, whose suggestions include restricting beer and wine ads as well as eliminating the tax deductions for alcohol advertising expenses (the surgeon general's final report is due out Feb. 28). Everyone is agreed that drinking and driving are a deadly mix. The Fifth Estate has long carried that message, donating hundreds of millions of dollars of time yearly to anti-drunk-driving PSA campaigns, programs and community projects. Hollywood pledged to make a special effort last September, when 13 studios took the unprecedented step of asking their writers and producers to develop script lines and add dialogue to "convey a new social norm: The driver doesn't drink."

It is an emotionally charged issue, one dealing with senseless death and injury, but lost in that emotion should not be the fact that its root is the abuse of a legal product, not the product itself. Better education, tougher drunk driving laws and tougher sentencing are all ways to address the problem. Banning the advertisement of a legal product (whose use in moderation has not been found to be harmful) is not the answer.



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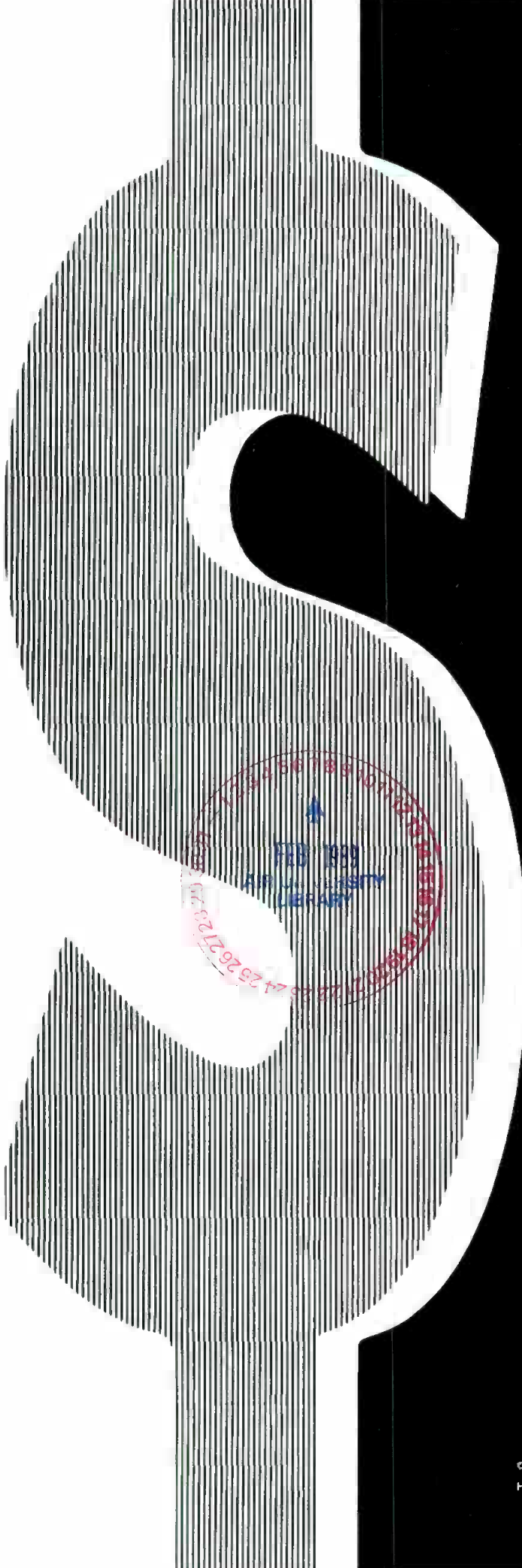
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