

The Fifth Estate

RADIO TELEVISION CABLE SATELLITE

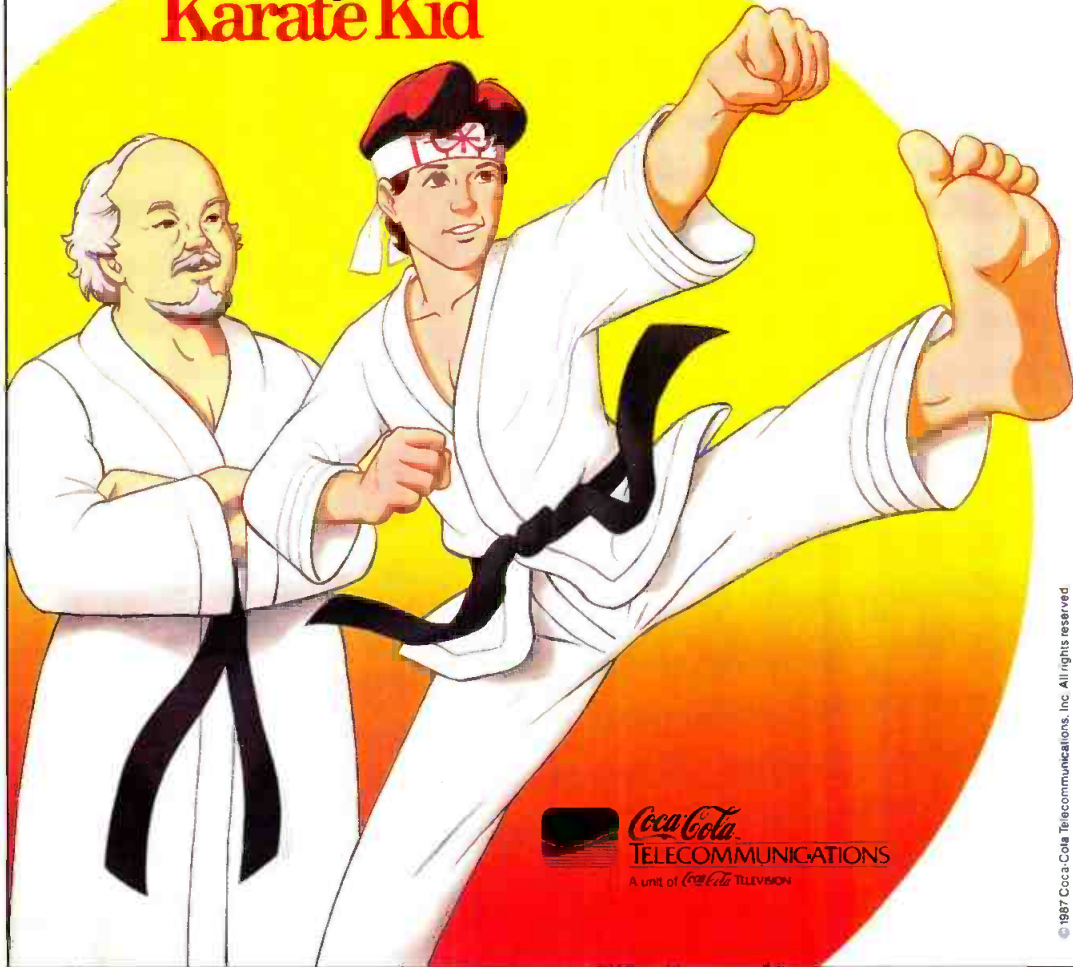
Broadcasting Oct 5

Introducing The Karate Kid.

65 Animated Blockbusters
Available for Stripping Fall '88.



The
Karate Kid



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A unit of  TELEVISION

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56th Year 1987

POST-NEWSWEEK SEMINAR

Covering Fifth Estate Waterfront

FCC reversed
on kidvid

Why does Barry Dickstein work with Americom?

"I have been involved in five station buys from Americom in the last two years. They work very hard for their sellers, and I like that. Americom has a way of uncovering and displaying a station's potential value when it is not always apparent on the surface.

Because of this ability, they get very full prices, but the prices are fair, and I seriously question if others could get the same prices for some of the properties Americom has brokered."

*Barry Dickstein, Partner
Hartstone & Dickstein
Investment Bankers*



Which selling strategy helps you reach your objectives?

1 Confidential Marketing

Minimizes your station's exposure by personally pre-qualifying 15 buyers and selecting the five hottest buyers to review with you before re-contacting them with your station's details.

2 Americom Auction

Involves wide exposure of your property's availability, financial performance and operating information to maximize the pool of buyers and achieve the highest offer from the auction's most aggressive bidder.

3 Negotiated Bid

Your station's sensitive information is handled discreetly but public exposure of its availability is used to increase the pool of buyers to produce the highest possible offer.

Americom offers you a choice of selling strategies and the ability to get financing for buyers.

Americom's Financing Services

Because we work with leading lenders on a daily basis, we can provide you with financing over \$3,000,000 by structuring a loan package that may include senior debt, mezzanine layers and pure equity.

Refinancing: By reviewing your current debt structure, Americom can help you arrange refinancing if you anticipate debt service short falls. Call before your bank eliminates refinancing options.



Radio Station Brokerage & Financing

Broadcasting  **Oct 5****Hill asks FCC to reexamine Storer TV sale...** page 40.**Outcome of CBS records sale still undecided...** page 41.**FCC reversed on children's TV order...** page 36.**IRTS NEWSMAKER** □ Dennis Patrick discusses repeal of fairness doctrine, First Amendment and other issues at IRTS newsmaker luncheon in New York. **PAGE 37.****ONE-STOP SHOPPING** □ Netlink USA plans to make cable services available to backyard earth station owners by calling single, toll-free number. **PAGE 38.****NFL NO SHOWS** □ Some network advertisers have pulled out of NFL games scheduled by networks last weekend. **PAGE 39.****MATTER OF ETHICS** □ Government Ethics office says no more free lunches for federal executive branch employees. **PAGE 42.****REPORT CARD** □ Syndicators, reps and stations have begun judging new syndicated shows. Some changes may be in store. **PAGE 39.****CONTINUING EDUCATION** □ Eight industry executives participating in Post-Newsweek management seminar share their expertise on new media marketplace. **PAGE 60-66.****MORE THAN MMDS** □ Participants at Wireless Cable Association conference in Washington discuss ways to improve their business and increase their share of cable services. Former FCC Chairman Mark Fowler and Representative Charles Schumeroffer their encouragement. **PAGE 46-52.****BETTING ON CABLE** □ Cable executives gather in Atlantic City for annual Atlantic cable show. **PAGE 54.****BACK TO NEWS** □ After nine months, CBS's *The Morning Program* is dropped, with time period returning to CBS News. New co-anchor named for revamped version of show. **PAGE 73.****TIME FOR CHANGE?** □ Commercial network executive says public broadcasting funding should go toward national programming, but CPB official says public broadcasters should "guard, protect and defend" present system. **PAGE 59.****VOICE STUDY** □ Research completed in June 1986 criticizes Voice of America for not knowing its audience well enough. **PAGE 74.****ALL SHOOK UP** □ National and local news crews were on air with live coverage within minutes of major Los Angeles earthquake last Thursday. **PAGE 97.****VIEW FROM THE HILL** □ As chairman of the Senate Communications Subcommittee, veteran legislator Daniel Inouye of Hawaii intends to keep close watch on the electronic media. **PAGE 95.****INDEX TO DEPARTMENTS**

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THE #1 SMASH HIT OF THE SEASON!



DUCKTALES is everything it's quacked up to be, and more. It's only our first week, but already it's clear, no other program, new or returning delivers increases for its stations like we do. Not just a leader in its time period. Not just #1 in its program category. Compare DUCKTALES to any program in any daypart. No one delivers time period, market share and overall rank increases like DUCKTALES.

DUCKTALES DELIVERS IN PRIME TIME.

Our two-hour "sneak preview" delivered ratings and shares that any theatrical first-run release would love to have, both in our prime-time 8-10PM run and in cumulative exposure. And, DUCKTALES held—and built—audience across its whole prime time run. Audiences were actually larger in its second hour than in its first and you can't have late evening growth without adult appeal. The universal Disney pulling power works for DUCKTALES just as it does for all of our theatrical films.

PREMIERE RATINGS

MARKET	STAT	DAY / TIME RUN	PREVIOUS PROGRAM	PRIMETIME			CUMERATING		
				4 WEEK RTG.	DUCKTALES RTG.	DUCKTALES % CHANGE	4 WEEK CUME RTG.	DUCKTALES CUME RTG.	DUCKTALES % CHANGE
(N) NEW YORK	WNYW	FRI 8P	MOVIE	8.1	9.6	+19%	12.7	16.1	+27%
(N) LOS ANGELES	KTTV	FRI 8P	NEWS/MOVIE	4.8	11.1	+131%	11.1	19.1	+72%
(A) CHICAGO	WFLD	FRI 8P	MOVIE/BASEBALL	3.0	6.0	+100%	6.8	11.5	+69%
(N) PHILADELPHIA	WTAF	THU 8P	MOVIE	4.2	6.1	+45%	4.2	6.1	+45%
(A) SAN FRANCISCO	KTVU	FRI 8P	MOVIE	4.8	7.4	+54%	9.1	11.2	+23%
(N) BOSTON	WSBK	SUN 8P	MOVIE	1.5	1.7	+13%	1.5	1.7	+13%
(N) DETROIT	WKBD	FRI 8P	MOVIE	4.0	12.5	+213%	7.4	23.7	+220%
(A) WASHINGTON, D.C.	WTTG	FRI 8P	MOVIE	7.7	11.4	+48%	14.2	20.9	+47%
(N) DALLAS	KDAF	FRI 8P	MOVIE	2.4	6.2	+158%	4.7	8.8	+87%
(A) CLEVELAND	WOIO	FRI 8P	MOVIE	4.0	6.9	+73%	8.3	11.5	+39%
(A) HOUSTON	KRIV	FRI 8P	MOVIE	4.5	9.5	+111%	8.9	16.9	+90%
(N) MIAMI	WBFS	FRI 8P	MOVIE	3.7	5.3	+43%	7.4	8.8	+19%
(N) ATLANTA	WATL	FRI 8P	CANNON/MOVIE	2.6	4.4	+69%	9.6	9.7	+1%
(N) DENVER	KDVR	FRI 8P	MOVIE	4.8	5.1	+6%	7.7	10.6	+38%
(N) SEATTLE	KCPQ	FRI 8P	MOVIE	3.7	6.8	+84%	6.5	11.7	+80%
(N) HARTFORD	WTIC	FRI 8P	MOVIE	2.8	5.3	+89%	5.0	8.6	+72%

SOURCES: N = NSI A = ARB

DUCKTALES: UNDISPUTED MONDAY-FRIDAY AFTERNOON CHAMPION!

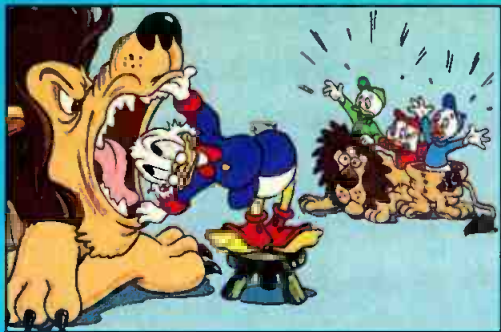
DUCKTALES is an instant daily hit, too! And that's not only against other independents, but among all stations in the time period, affiliates included and compared to all other animated afternoon series as well.

Time period rank among all stations, affiliates included: #2 in New York,* Los Angeles,* Chicago, Washington D.C.,* Houston.*

Time period rank among independent stations:

#1 in New York,* Los Angeles,* Chicago, Philadelphia, San Francisco, Detroit, Washington D.C., Houston, Cleveland,* Miami,* and Hartford.

#2 in Dallas and Denver.



DUCKTALES dominates all other afternoon animated series: #1 in New York, Los Angeles*, Chicago, Philadelphia, San Francisco, Washington D.C., Houston, Cleveland and Hartford.

No other program brings such dramatic performances to so many stations.

* Arbitron

MONDAY-FRIDAY RATINGS

MARKET	STAT	M-F TIME	PROGRAM	OCT 86 TP		9/21-9/25 DUCKTALES		DUCKTALES % CHANGE	
				Rtg	Shr	Rtg	Shr	Rtg	Shr
(N) NEW YORK	WNYW	430P	THUNDERCATS	3.9	10	5.4	14	+38	+40
(N) LOS ANGELES	KTTV	500P	BRADY BUNCH	4.6	10	5.9	14	+28	+40
(A) CHICAGO	WFLD	400P	THUNDERCATS	4.8	12	7.5	18	+56	+50
(N) PHILADELPHIA	WTAF	430P	G.I. JOE	3.6	9	4.3	11	+19	+22
(N) SAN FRANCISCO	KTVU	330P	SILVERHAWKS	2.9	10	4.6	15	+59	+50
(N) DETROIT	WKBD	300P	GHOSTBUSTERS	3.9	11	4.2	13	+8	+18
(A) WASHINGTON, D.C.	WTTG	430P	THUNDERCATS	4.5	14	7.6	23	+69	+64
(N) DALLAS	KDAF	430P	SILVERHAWKS	1.2	3	3.2	8	+167	+167
(A) CLEVELAND	WOIO	400P	THUNDERCATS	1.7	5	4.9	13	+188	+160
(N) HOUSTON	KRIV	430P	SILVERHAWKS	3.5	8	7.4	18	+111	+125
(A) MIAMI	WBFS	400P	GALAXY RANGERS	2.3	7	3.9	11	+70	+57
(A) DENVER	KDVR	430P	RAMBO	0.6	2	3.6	11	+500	+450
(N) ATLANTA	WATL	430P	CENTURIONS	1.3	3	3.3	8	+154	+167
(N) HARTFORD	WTIC	430P	RAMBO*	0.9	3	2.6	7	+189	+133

SOURCES: (N) - NSI (A) - ARB 10/86, 9/21-9/25/87

*NOV '86

Disney's DUCKTALES

DUCKTALES is the new wave of animation. Never has there been such a clear point of departure from what was to what will be.

DUCKTALES is the beginning of the newest Disney television franchise.



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TV DIRECT IS BIG NEWS ON A SMALL BUDGET.

TV Direct lets you consolidate news costs, maintain tighter budget control, and free up graphics and reporting staff to concentrate on stories breaking closer to home.

For an affordable weekly affiliate fee, TV Direct offers you rough cuts, packages, graphics and live coverage of Washington news events four times daily.

When a special story requires special coverage, TV Direct's new custom

services will report what you want, when you want it.

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If you're looking to provide news coverage

sure to put your newscast out front, look into TV Direct. Its affordable news you can't afford to miss. For more information call

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A VIDEO NEWS SERVICE OF AP AND CONUS

Erosion according to TBS

Turner Broadcasting System is projecting that ABC-CBS-NBC combined share of television audience will drop from 62.6 in 1986 (Nielsen NTI meter) to 56.6 in 1987 (new peoplemeter) on 24-hour, total U.S. household basis. Research that TBS is running by ad agencies shows independents would increase from 17.1 to 18.1, basic cable from 8.7 to 11.4 and pay services from 6.2 to 7.4. Superstations would remain stable at 6.6, and PBS would drop from 3.6 to 3.0.

TBS also projected that three-network rating in November, taking into account peoplemeters shifts and year-to-year drop in share, will be 13.3, down from NTI's 16.9 in November 1985 and 16.1 in November 1986.

Back again

Look for ABC-TV to announce within next month that producers Paul Witt, Tony Thomas and Susan Harris will return to network, with at least two projects, after lengthy absence. Currently, Witt/Thomas/Harris produces NBC-TV's Saturday night hit, *Golden Girls*. Witt and Thomas also produce new action/fantasy series *Beauty and the Beast* for CBS-TV, *Mama's Boy* for NBC-TV and syndicated *It's a Living*.

Rising voice

For years, shortwave transmitters that American forces "liberated" from Germany during World War II stood as symbol of poverty of Voice of America. Few congressional authorizations or appropriation hearings passed without officials of VOA and parent U.S. Information Agency citing use of that pre-World War II equipment as proof of VOA's need for funds to rebuild its broadcast equipment around world. That argument will soon become part of history. VOA is expected to announce this week that brand-new 500 kw transmitter in Germany will begin operating in Bavaria on Friday (Oct. 9), relaying VOA broadcasts to Soviet Union. Together with three additional high-powered transmitters that will become operational by spring of 1989, it will replace equipment that once relayed Nazi propaganda.

Bavarian transmitter is first built overseas under VOA's \$1-billion-plus modernization program. Eight other transmitters have been built in North Carolina and California. Bilateral agreement providing for four new

transmitters in West Germany was signed in April 1986. It provides for construction and operation by German Postal and Telecommunications Ministry.

Over when it's over

Philip Jones, vice president and general manager, KCTV(TV) Kansas City, Mo., will relinquish chairmanship of CBS television affiliates advisory board in January. He has been in post for two years, staying on for extra year at request of network executives and affiliates to provide stable affiliate board leadership while network was in considerable turmoil. Affiliate board elections will take place in January at affiliate board meeting in Maui Jan. 17-20, and odds-on favorite to succeed Jones is current secretary-treasurer of affiliates advisory board, Ben Tucker, executive vice president and general manager, KMST(TV) Monterey, Calif.

One-man band

Johnny Carson, who celebrated his silver anniversary with NBC last week, is about to go into direct competition with his network for advertising dollars. His company, Carson Productions, which was formed in 1980 as part of agreement with NBC that gave him ownership of his shows, will soon announce that it has entered barter business. Company will sell one minute of barter time for previously announced *Rumors*, magazine strip that is co-venture of Carson, MTM Television Distribution Group, Procter & Gamble and 3 B Productions ("In Brief," Sept. 28). Two other similarly structured cash-plus-barter deals are pending with major distributors, each having existing agreements with outside barter companies, said Stephen Mathis, president of marketing and distribution for Carson Productions.

Mathis said Carson intends to become full-service production and first-run syndication company, with eventual creation of distribution sales unit and return to producing theatricals.

House hunter

National Association of Broadcasters is searching for site for new Broadcast Technology Center, which has been cleared by executive committee (see "In Brief"). Thomas Keller, NAB's senior vice president of Science and Technology Department, who will head center, hopes it will be set up within walking distance of

NAB headquarters in Washington. Next year third floor of NAB building will be open, leaving possibility technology center could be moved there. "The only trouble is: Will we be too big for it?" Keller said.

Better than applause

Former FCC Chairman Mark Fowler's encouraging words for budding wireless cable industry (see story, page 52), may not be his last on subject. According to Wireless Cable Association official, WCA wants to hire Fowler's law firm, Lathan & Watkins, to represent it in Washington. Firm is already familiar with industry and its problems through representation of MetroTEN Cablevision, aggressive wireless cable pioneer serving Cleveland.

Footloose

NBC President Robert Wright spent last two weeks in Far East keeping abreast of network activities, including tour of broadcast facilities being put in place in Seoul for upcoming Olympic games and visit to China where news division was originating its programs last week. General Electric chief executive officer (and NBC chairman), John Welch, was also in South Korea and met with Wright and other NBC executives at brief reception, but did not participate in tour of Olympic broadcast facilities. Welch was there on other business, sources said. "We don't see him that often," said one NBC executive, indicating that Wright is essentially free to run NBC, with little interference from above.

Talking shop

Interest of conventional cable operators in wireless cable was evident in quiet presence of several executives or representatives of major MSO's at Wireless Cable Association convention in Washington last week. Among them was Bruce Armstrong, of Jones Intercable, 12th-largest MSO. Jones is looking at feasibility of wireless cable in several markets, including Oklahoma City in conjunction with Curt Bradley, former single-channel MDS operator who was elected president of WCA last week. Armstrong said he doesn't believe economics of wireless cable are as "compelling" as others do, but that technology could serve to fill in or extend lines of conventional cable systems.



HEY, BIG GUY! HAVE YOU SEEN THE TRADES TODAY? DID YOU READ ABOUT THE DEAL YOUR COMPETITION JUST CLOSED IN NEW YORK?



...YOU TALKING ABOUT WWOR BUYING "COSBY" AND "WHO'S THE BOSS?"



HEY, SURE THEY HAVE 100 FRESH HALF-HOURS THEY CAN START TO STRIP THIS MARCH... SURE, "LIVING'S" BEEN TESTED AS A STRIP. BUT WHY WORRY?

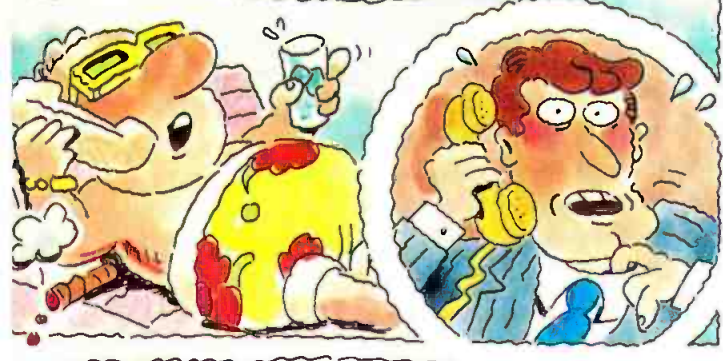


YEAH! WE'RE BOTH SITTING PRETTY WITH AN INVENTORY OF SHOWS THAT HAVE WORKED FOR YEARS!

LORIMARTM
SYNDICATION
A LORIMAR TELEPICTURES COMPANY

"NO, THAT'S OLD NEWS. WWOR IN NEW YORK JUST BOUGHT IT'S A LIVING" TO RUN WITH "COSBY" AND "BOSS" ... SAID IT'S THE PERFECT COMPANION PROGRAM.

WELL, GOOD BUDDY, LOOKS LIKE WE'RE BOTH IN THE SAME BOAT! KHJ-TV IN L.A. ALSO JUST BOUGHT "LIVING" TO RUN WITH "BOSS" ... SAID IT HAS AN IDEAL SITCOM AUDIENCE COMP.



WE'RE FLOATING AS SMOOTH AS CAN BE!

ON TOP OF THE WORLD... NOTHING CAN STOP US!



It's a Living
A WITT/THOMAS PRODUCTION

*Play it Safe.
Smart!*

Where Things Stand

A weekly status report on major issues in the Fifth Estate

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AM-FM allocations. In response to FCC inquiry, National Association of Broadcasters told FCC Aug. 31 not to permit FM stations to use directional antennas under any circumstances, claiming it would lead to "AM-ization" of FM band. However, several FM broadcasters commenting in proceeding took opposite position, contending directional antennas would benefit FM radio and public.

In July, NAB filed comments supporting FCC's proposal to allow most AM daytimers (1,600 of between 1,800 and 1,900) to provide nighttime service at full power. However, NAB said FCC should authorize new nighttime service on interim basis until it completes comprehensive review of AM interference standards in separate proceeding launched last month. Others said FCC should defer any action until review is completed and new interference standards are adopted. FCC hopes to have final order by fall.

□

AM stereo. Motorola's C-Quam AM stereo system moved closer to establishing itself as de facto standard with Aug. 12 release by National Telecommunications and Information Administration of followup report to one released last February on AM stereo marketplace.

Multisystem radios receive signals generated by two incompatible systems battling to be de facto standard—Motorola's C-Quam and Kahn Communications' single-sideband. Second report stated that while there is no inherent degradation of sound quality in multisystem compared to single-system radios, implementation of multisystem technology is not feasible because of lack of support among radio manufacturers and dominance of single-system, C-Quam standard in international marketplace. NTIA recommended to FCC that it protect C-Quam's pilot tone from possible interference.

Kahn Communications has responded by petitioning NTIA "to finish its job" by undertaking direct comparison of two systems and publishing definitive study to determine which is superior. Meanwhile, Motorola is claiming that standards battle is over and that new integrated circuits in radios to be released in 1988 will solidify C-Quam and stereo in general in AM marketplace.

□

Antitrafficking. Congressional interest in reinstating FCC's antitrafficking rule is building. Legislation is pending in House and Senate that would restore rules requiring broadcast stations to be owned three years before sale. Hill action on any broadcast legislation was put on hold until fate of fairness doctrine is resolved but, since FCC declared doctrine "unconstitutional" and will no longer enforce it, likelihood that antitrafficking could move on its own (BROADCASTING, June 29) is said to be greater. There has been some speculation that such provision could be attached to FCC authorization that Congress is

expected to move before end of year. House measure (H.R. 1187), offered by Representative Al Swift (D-Wash.), was focus of Telecommunications Subcommittee hearing. In Senate, broadcast renewal bill (S. 1277) contains provision that would reimpose rule (see "License renewal," below). Issue was raised during Senate hearings on bill July 17 and 20, where there was strong indication broadcasters are divided. NAB said it opposed reimposition of rule as stand-alone legislation, but takes no position on matter when it is part of "otherwise acceptable license renewal reform bill."

□

Cable regulation. Two federal court judges in northern district of California in decisions issued one week apart in September, ruled that cities' cable franchise provisions requiring cable operators to provide access channels and universal service and to build and maintain "state-of-the-art" cable systems are unconstitutional—violation of First Amendment rights of cable operators. In earlier decision, one of those judges, Eugene Lynch, held that cities must award franchise to Century Communications Inc. even though it did not go through franchise process. Courts' decisions run counter to decisions in other courts.

FCC has opened rulemaking to define more narrowly those television markets where the rates of cable systems cannot be regulated because the systems are subject to "effective competition" from cable systems. Rulemaking was launched in response to U.S. Court of Appeals in Washington, which endorsed FCC's basic finding that three broadcast signals constituted "effective competition," but was felt FCC's definition of what signals should be deemed "available" in market was too broad. Upshot of rulemaking is that fewer cable systems are likely to escape rate regulation.

On Capitol Hill, House Telecommunications Subcommittee plans to convene oversight hearings possibly in late October or November on status of cable industry three years after deregulation (BROADCASTING Sept. 7). Important element of hearing will be testimony from cities, whose authority to regulate cable was curtailed under act. National Association of Telecommunications Officers and Advisors (organization representing cable regulators) has formed ad hoc committee to develop testimony for hearing (BROADCASTING, Sept. 28) and judging from sentiments expressed by some local regulators, there is possibility cities may suggest Congress revisit cable act. Among issues city officials may address are FCC's technical standards for cable, channel realignment, rate deregulation and impact of court decisions affecting cities' authority to grant franchises and impose requirements.

Meanwhile, Representatives John Bryant (D-Tex.) and Al Swift (D-Wash.) have introduced legislation at behest of Association of Independent Television Stations, National Association of Broadcasters, National Association of Public Television Stations and National League of Cities that would amend Cable Communica-

tions Policy Act of 1984 to grant cities (as franchising authority) right to specify "in the franchise or by any other means, the channel or service tier on which the cable system must carry (1) any channel designated for public, educational or governmental uses and (2) the signals of any television broadcast station that the cable system is required to carry by federal law or regulation" (BROADCASTING, Sept. 14).

□

Children's television. House Telecommunications Subcommittee hearing (BROADCASTING, Sept. 21) on children's television set stage for introduction of legislation that would reinstate FCC's guidelines limiting advertising during children's programs. Bill was offered by Telecommunications Subcommittee Chairman Ed Markey (D-Mass.) and Terry Bruce (D-Ill.). In addition to Markey, four subcommittee members have endorsed measure; Representative John Bryant (D-Tex.), also on subcommittee, indicated he'll introduce children's TV bill similar to one by Senator Frank Lautenberg (D-N.J.). Lautenberg's measure would require each commercial television network to air seven hours per week of educational programming designed for children and would require FCC to hold inquiries into "program-length commercials" and programs featuring interactive toys.

Action for Children's Television has asked FCC to reimpose guidelines limiting advertising to nine-and-a-half minutes per hour during "children's prime time"—Saturday and Sunday mornings—and to 12 minutes per hour during weekdays. ACT said that marketplace has failed to limit advertising time as FCC had predicted when it eliminated guidelines in 1984. ACT believes guidelines would effectively ban what it considers "program-length commercials" for toys.

ACT believes U.S. Court of Appeals in Washington set stage for its petition by remanding FCC action eliminating guidelines for children's programming on ground FCC had failed to justify deregulatory action with either facts or analysis. FCC's failure to act, according to Markey aide, will elicit Congressional response.

□

Crossownership. FCC has opened inquiry into telco-cable crossownership that could lead to recommendation that Congress drop cable act's prohibition (BROADCASTING, July 20) against telco's owning cable systems within their telephone service areas.

As part of first triennial reassessment of modified final judgment that resulted in breakup of AT&T, District Court Judge Harold Greene in September decided against lifting prohibitions against Bell operating companies' providing "information services," which include everything from electronic mail to videotex to cable television; however, his order permits Bell operating companies to offer transmission facilities for others who provide information.

□

Direct broadcast satellites. High-power DBS,

She's the Sheriff



THE NBC O&O FIRST-RUN CHECKERBOARD

	Average Rating	Average Share
<u>MONDAY</u>		
Marblehead Manor	9.5	16
<u>TUESDAY</u>		
She's The Sheriff	12.5	21
<u>WEDNESDAY</u>		
You Can't Take It With You	10.9	19
<u>THURSDAY</u>		
Out Of This World	11.5	20
<u>FRIDAY</u>		
We've Got It Made	8.3	16

Source: NSI 9/14-9/18/87 NY, LA, CH, DC (No Cleveland NSI)

*Congratulations
to the NBC O&O's
on your successful debut!*






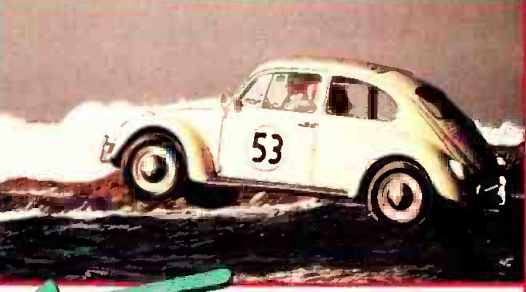

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MAGIC II

SUNDAY	MONDAY	TUESDAY	WEDNESDAY
		1	
6		8	
13			16
20		21	
27		29	30

Disney TREASURE I

DAY	THURSDAY	FRIDAY	SATURDAY
	3	4 	
	10 	12	
	18 		
24 	26		
<p><i>Days 30 Markets!</i></p>			 Buena Vista Television

Fairness update

Broadcasters are making some headway on Capitol Hill in their lobbying campaign against codification of fairness doctrine, which was repealed by the FCC on Aug. 4. Senator John Stennis (D-Miss.), chairman of the Appropriations Committee, has said he'll oppose attachment of a fairness-doctrine codification bill to any Senate spending measures (BROADCASTING, Sept. 28). Stennis's position is considered significant in slowing down efforts by the doctrine's proponents to use an appropriations measure as a legislative vehicle to move fairness.

As part of broadcasters fight against fairness, the National Association of Broadcasters and other key media organizations have written Capitol Hill stating strong objections to resurrecting the doctrine (see "In Brief").

House Energy and Commerce Committee Chairman John Dingell (D-Mich.), in an attempt to gather support for an upcoming effort to resurrect the doctrine in law, has sent a letter to fellow congressmen raising the specter of the loss of the equal-time law. Dingell said repeal of the doctrine strikes at the heart of equal time, which requires broadcasters who give or sell air time to one political candidate to give or sell time to his or her opponent. The FCC has maintained that its decision does not affect equal time, which is clearly specified by law.

Dingell and Senate Commerce Committee Chairman Ernest Hollings (D-S.C.) plan to attach a fairness bill to some "veto proof" measure this fall. President Reagan vetoed a bill codifying the fairness doctrine last June, and doctrine proponents lacked the votes to override.

Most former FCC commissioners have taken sides in Congress's effort to codify the doctrine. Sixteen former commissioners led by Abbott Washburn are now on record supporting the doctrine and its codification. Eight, led by Glen O. Robinson have expressed support for the FCC and opposition to the doctrine. "The fairness doctrine should be allowed to pass into history," they said in a Sept. 3 letter to Capitol Hill.

Several broadcasting and journalism associations led by National Association of Broadcasters and Radio-Television News Directors Association have asked the FCC to repeal two "corollaries" of the fairness doctrine—the personal attack and political editorializing rules—which the FCC made a point of saying were not included in its repeal of the general doctrine. Freedom of Expression Foundation Inc. has also called on the FCC to strike the rules, charging that its decision to defer action on them "was... erroneous, and bad policy."

Efforts to resurrect the general doctrine are under way in courts as well as Congress. Just three days after the vote repealing the doctrine, the Media Access Project, on behalf of the Syracuse Peace Council, the antinuclear citizen group whose 1983 fairness doctrine claim against Meredith Corp.'s WTVH(TV) Syracuse, N.Y., led to the FCC action, asked the U.S. Court of Appeals for the Second Circuit (New York) to overturn the action. MAP will argue that Congress codified the doctrine in 1959 and that, as a result, the FCC lacked the jurisdiction to repeal it. The Office of Communication of the United Church of Christ and the Communications Commission of the National Council of Churches joined MAC in appealing the FCC action a few weeks later in the same Court of Appeals in New York, but, on motions of the FCC and Meredith, the case was moved to the Court of Appeals in Washington—the court that set the stage for the FCC decision by remanding the Meredith-SPC case to the FCC. Henry Geller and Donna Lampert, both of the Washington Center for Public Policy, filed a petition for reconsideration with the FCC on Sept. 1 primarily to preserve arguments for possible future court action.

Editor's note: Copies of BROADCASTING's 'The Decline and Fall of the Fairness Doctrine,' which comprises a full text of the decision, including footnotes, plus blow-by-blow coverage of the historic decision and industry reaction, are still available for a charge of five dollars through the BROADCASTING Book Division, 1705 DeSales St. NW, Washington, D.C. 20036.

which would use Ku-band spectrum set aside for it, has foundered because of high start-up costs and programming dearth, but low-power C-band variety resulting from scrambling of cable programming on C-band satellites has emerged from home satellite market.

Latter got started in January 1986, when Home Box Office scrambled feeds of HBO and Cinemax and began selling subscriptions to owners of backyard earth stations (TVRO's), which now number more than 1.7 million. Number of TVRO homes subscribing to cable programming has grown as more cable programmers have scrambled feeds and begun selling subscriptions directly or through cable operators and other third parties.

HBO now wants other major cable programmers to join it in stepping up from C-band to medium-power Ku-band satellites that can beam signals to much smaller dishes.

High-definition television. Executive committee of National Association of Broadcasters has approved formation of Broadcast Technology Center dedicated to HDTV research. Center will be under control of NAB Technologies Inc., for-profit subsidiary that also oversees NAB's involvement in FMX technology. Thomas Keller, senior vice president of NAB's Science and Technology Department, will head center.

NAB's HDTV Television Task Force approved expenditures of \$200,000 through end of first quarter of 1988 for HDTV research projects and demonstrations. Funds will come from \$700,000 earmarked for task force's work by NAB board last June. Most projects are intended to support work of Advanced Television Systems Committee, industry group that is trying to set standards for HDTV transmission and videotaping.

ATSC's T3 group voted Sept. 30 to approve formal document outlining standard devised by working group of SMPTE on high-definition electronic production. Standard will next be voted upon by entire ATSC membership. Standard sets parameters for HDTV production at 1,125 lines, 60 hz field and 16:9 aspect ratio. SMPTE's full membership must also approve standard, after which it will be submitted to American National Standards Institute.

Congress could also get into act. House Telecommunications Subcommittee is planning to convene HDTV hearing Oct. 8 to assess status of new technology.

On July 16, FCC launched inquiry into what it has dubbed advanced television (ATV) systems and their impact on current television services, and ordered formation of ATV industry-government advisory committee. Organization of committee was approved by Government Services Administration last week, clearing way for FCC to begin making appointments to "blue ribbon" panel of HDTVexperts. Announcement of make-up of panel is expected soon with mid-November as target for first meeting. Second tier of advisory committee will be three subcommittees that will be open to all interested parties.

International Telecommunications Satellite Organization. In dramatic end to investigation by U.S. attorney for District of Columbia, former Intelsat director general, Richard Colino, and business associates in July pleaded guilty in U.S. district court to criminal fraud and conspiracy charges growing out of \$4.8 million said to have been siphoned from Intelsat during construction of addition to its headquarters building. Colino, along with Deputy Director General Jose L. Alegrett, was fired by board in December after outside lawyers and auditors submitted report indicating their possible involvement in financial irregularities. And in September, U.S. district court judge in Washington, saying total loss to Intelsat had been \$5.4 million, sentenced

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Colino to six years in minimum security prison, and ordered him to make restitution of \$865,000. One associate was sentenced to three years and fined \$100,000; other was sentenced to two years. Intelsat in May filed civil suit against Colino, claiming his activities resulted in damage to organization of up to \$11.5 million (BROADCASTING, May 25). His attorneys filed response contending that court lacks jurisdiction over suit.

Intelsat's members, meeting in Extraordinary Assembly of Parties April 1-3, confirmed Board of Governors selection of Dean Burch as director general, succeeding Colino.

□

License renewal reform. Bills to reform comparative renewal process are pending in House and Senate, but fate of proposed measures is unclear. Hearings were held July 17 and July 20, by Senate Communications Subcommittee on S.1277 (BROADCASTING, July 20), where FCC Chairman Dennis Patrick and Commissioner James Quello stated reservations about bill's renewal standard and National Association of Broadcasters stated its strong opposition to measure. Department of Justice is also objecting to S. 1277 and Assistant Attorney General John Bolton said agency would recommend presidential veto should measure pass.

Most of broadcast industry's attention has been focused on draft of bill in House, where Representative Al Swift (D-Wash.) worked with NAB and public interest groups to devise compromise package that would eliminate comparative renewal in exchange for public service obligations. Draft of bill, however, was rejected by NAB board and association says it wants to renegotiate (BROADCASTING, June 29). Swift has

since said he will introduce bill with or without broadcaster support. Swift wrote NAB two weeks ago stating his plans to introduce bill in its present form. He said he'd like to offer measure before mid-October.

Hill leadership has indicated that no broadcast legislation (at least any measure industry wants) will move until outcome of fairness doctrine is determined.

At FCC, broadcasters may get some relief from groups that file petitions to deny broadcast stations' renewal or sale applications and demand payoffs from affected stations to withdraw them. Under proposed rules, now subject of FCC rulemaking, groups filing such petitions would be limited to recovering only costs involved in preparing and prosecuting their filings.

□

Low-power television. FCC's freeze on low-power applications and major changes—in effect since 1983—thawed, with new window opened June 22-July 2. Some 1,350 applications were received, far fewer than FCC officials had expected. FCC has begun processing and expects to begin issuing first permits this month. According to Kompas/Beil & Associates Inc., Milwaukee-based LPTV consulting firm, in latest round, applications were received for 16 of top 20 markets. Only Los Angeles, San Francisco, St. Louis and Seattle-Tacoma attracted no new applicants.

Community Broadcasters Association, which represents budding LPTV industry, is trying to form cooperative to buy and distribute syndicated programming for 160 or so commercial LPTV stations that are now originating programming. CBA has go-ahead from anti-trust lawyers and,

if all goes well in market tests, it will roll out co-op at NAPTE convention in Houston next February.

□

Mergers. Taft Broadcasting Co. shareholders last week approved \$157-per-share buyout by joint venture composed of leading shareholders. Buyout, which will lead to spinoff of two TV stations and Taft cable holdings, is expected to close early this month pending FCC approval. FCC is considering temporary waiver on TV-radio multiple ownership of Taft's Cincinnati and Kansas City, Mo., stations while awaiting future rulemaking on multiple ownership issue. Also expected to begin closing early this month is Storer Television restructuring and purchase of half interest in six-station group by Gillett Holdings. Closing is staggered in four-parts tied to station license renewals scheduled for FCC consideration this month and early December. Two entities, SCI Television Inc. and Gillett Communications Inc.-General Partnership have issued prospectus for \$550 million in debt securities. Companies will also undertake up to \$600 million in bank credit and each contribute roughly \$100 million to finance group's \$1.3 billion price tag and pay \$48 million in financing fees. Offering documents are now being distributed by three investment banks for sale of Storer Cable. Multiple system operator, with 1.4 million subscribers, is said to be priced in \$3 billion range, to make it largest-ever cable sale. Cablevision Systems has proposed purchase of Adams-Russell for roughly \$310 million cash and assumption of \$174 million in liabilities. By time purchase is expected to close, sometime before Jan. 15, Adams-Russell will have roughly 230,000 subscribers. FCC administrative law judge has urged revocation of RKO Broadcasting station licenses. Full commission now is expected to decide whether public interest would best be served by allowing completion of proposed \$320 million settlement of KHL(TV) Los Angeles license challenge, in which Walt Disney Co. would end up owning station. GE/NBC closed on its \$270-million purchase of CBS-affiliate WRVJ(TV) Miami from KKR/Wometco Broadcasting on Sept. 18, day after FCC approved sale, despite threats of NBC affiliate in market, WSVN(TV), to appeal FCC approval before it becomes final. WSVN fears loss of its NBC affiliate of 31 years.

□

Minority preference. Senate Appropriations Committee has had last word on FCC's minority preference policy. Committee approved funding measure that would prevent agency from eliminating preference policy along with commission's distress sale and tax certificate policies (BROADCASTING, Sept. 28).

FCC deadline for returning minority ownership questionnaires was July 31. At last count, over 70% of broadcasters had returned questionnaires. Since then several hundred more have come in, with FCC spokeswoman saying they will continue to be processed, although those stations failing to return questionnaires, and perhaps those who are tardy in returning them, will be subject to penalty.

OMB had ruled that broadcast licensees need not return special commission questionnaire targeted to generate data for its pending reexamination of constitutionality and advisability of preferences for minorities and women (BROADCASTING, April 13), but FCC overruled veto—with OMB approving final wording of questionnaire—holding that participation is mandatory. (FCC rules require that broadcast-


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ers respond to written requests for statement of fact from commission.) FCC received comments on proceeding in June (BROADCASTING, June 8). Reply comment deadline has been extended to Aug. 20.

In House, Telecommunications Subcommittee postponed Sept. 25 hearing to address minority preferences and other issues, although it will reschedule. Subcommittee Chairman Ed Markey (D-Mass.) is said to be committed to action on matter either as part of omnibus broadcast bill or as separate legislation (BROADCASTING, July 27). Broadcasting deregulation legislation is pending in Senate that would codify FCC's women and minority preferences and tax certificate and distress sale policies. In House, draft of broadcast bill includes same provisions.

□

Multiple ownership. FCC received comments on proposals to relax its duopoly rules for radio and to loosen strictures of its one-to-a-market rule for broadcast ownership (BROADCASTING, June 22). Agency has also received comments on its proceeding reexamining cross-interest policy (Docket 87-154). It deals with elimination of prohibitions on "key" employees holding "non-attributable" ownership interests in competing stations (BROADCASTING, Aug. 10). NAB was joined by major broadcasters in urging FCC to eliminate rules, complaining of vagueness and saying crossownership concerns were already covered under ownership rules. Consumer Federation of America and Telecommunications Research and Action Center opposed change, saying ownership rules that would supercede crossinterest were about to be changed also.

□

Music licensing. On-going discussions between All-Industry TV Music License Committee and ASCAP collapsed last week. It had been hoped parties could reach agreement on licensing arrangement, but broadcasters cried foul and charged ASCAP with unwillingness to meet "even part way" broadcasters on issue.

On Capitol Hill, legislation is pending in House and Senate (H.R.1195 and S.698) that would replace blanket license with source licensing scheme. Committee has commitment from Senate Copyright Subcommittee Chairman Dennis DeConcini (D-Ariz.) to hold hearings once parent Judiciary Committee has completed nomination process for Supreme Court nominee Robert Bork. In House, Copyright Subcommittee is not expected to get to issue before next year. Senate measure has nine co-spon-

sors and House bill has more than 70.

□

Peoplemeter. Both Nielsen and AGB began daily delivery of national prime time peoplemeter numbers Sept. 1. Nielsen turned off its audimeter/diary service Sept. 14. With ABC deal announced Sept. 25, all three networks have now signed up for Nielsen's peoplemeter service. CBS has also signed up for AGB's peoplemeter service, only one of big three broadcast networks to do so.

AGB and Nielsen continue to work out technical problems with their systems. As expected, Nielsen's peoplemeter ratings are generally lower than numbers of old system. So far, AGB's ratings have been considerably lower, on average, than Nielsen peoplemeter numbers. CBS has indicated that until ratings service works bugs out of its system, its ratings cannot be considered credible.

Meanwhile, two other companies have launched, or will launch, separate peoplemeter services. Arbitron's ScanAmerica service launched locally in Denver last April. Company recently bought out its partner in venture, Time Inc.'s SAMI-Burke. So far, two Denver television stations have subscribed to service. Arbitron agency clients who buy in Denver market also have access to ScanAmerica data. R.D. Percy & Co. has put off launch of its new service, which will start by measuring New York market, until Nov. 1. A company executive said service will generate ratings book for New York based on sample of up to 500 homes that will contain integrated push-button and passive meter systems. Sample will be expanded to 1,200 homes over next nine months. Percy will hold client meeting Oct. 15 to discuss test results. Three stations and five agencies have signed up for service so far.

□

Scrambling. Bills that would regulate home satellite marketplace are pending in Congress with action in Senate anticipated before end of session. Senate bill now enjoys support of Senate Commerce Committee Chairman Ernest Hollings (D-S.C.) and ranking Republican John Danforth (R-Mo.) (BROADCASTING, Sept. 7) and is considered to be on fast track. (Legislation's sponsors plan to ask for committee markup in October. Bill is expected to be amended.) Legislation would require cable programmers to allow qualified third parties to distribute programming to 1.7 million owners of backyard earth stations. In apparent effort to head off legislation, National Cable Television Association President James Mooney met with Satellite Broadcasting and Communications Association President Chuck

Hewitt to discuss ways for of getting cable programming into hands of noncable third party packagers serving dish owners.

There also has been realignment of industry groups interested in TVRO legislation, with Motion Picture Association of America expressing its support for Senate dish bill, S.889 (BROADCASTING, July 27, Aug. 3). House Telecommunications Subcommittee hearing on scrambling last month (BROADCASTING, July 6) also indicated that congressional concern over home satellite marketplace is building. Many members of House subcommittee expressed skepticism over conclusions by FCC, NTIA and Justice Department that TVRO marketplace is competitive, particularly when dish industry continues to complain about access to programming and pricing.

□

Unions. NBC and its striking technical union are entering their 15th week of walkout this week. Other than brief meeting in Washington late September, no negotiations between network and National Association of Broadcast Employees and Technicians (NABET) have been held for more than month. Some 2,800 technicians, newswriters, producers, cameramen and others walked out June 29 over disagreements including temporary hiring, length of contract and jurisdiction on sports remotes and news pools. Union had called for other NBC union employees to respect NABET picket lines beginning last Thursday, Oct. 1.

Contract between CBS and technical union, International Brotherhood of Electrical Workers, expired Wednesday (Sept. 30). Negotiations continued through midnight Wednesday with no settlement. Reportedly, talks centered on wide range of topics covering nearly every clause of old contract. Negotiations affect 1,500 workers at CBS-owned stations in seven cities.

Directors Guild of America national board of directors will this week send out ratification ballots for ABC, CBS and NBC final staff contract offers without recommendation for acceptance or rejection. Board will also have membership vote on each network proposal separately, despite fact ABC and CBS negotiated their offers together. Neutrality position negates DGA negotiating committee's earlier call for approval of only NBC's contract offer. Ballots will be mailed out during next few weeks and results should be known in October.

□

Wireless cable. Principal topic at Wireless Cable Association convention in Washington last week was difficulty operators are having in acquiring distribution rights to cable programming. Representative Charles E. Schumer (D-N.Y.), who has released study detailing problems of wireless cable operators, in speech at convention, charged that cable operators and programmers have conspired to deny programming to wireless cable.

Using mix of microwave (2 ghz) channels allotted to three services—multipoint distribution service, instructional television fixed service and operational fixed service—pioneer wireless cable operators are offering multiple channels of cable programming—sometimes in direct competition with cable systems.

Most aggressive operators at this point are Metropolitan Cablevision, which has signed up more than 10,000 homes in Cleveland (12 channels for \$18.95 per month) and Microband Corp. of America, which plans to launch services this fall in New York, Washington and Detroit.

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A commentary on the FCC's comparative process from David Tillotson, Arent, Fox, Kintner, Plotkin & Kahn, Washington

FCC's comparative process is a sham and a shambles

It is high time someone came right out and said it. The comparative process by which the FCC selects a winner from among several (these days a hoard) competing applicants for a new broadcast frequency is a sham, a shambles and a farce. It would be difficult to find a single member of the communications bar who would disagree with this statement. And based upon recent decisions it is safe to say most of the members of the FCC's Review Board and most of the FCC's Administrative Law Judges would agree also. Yet nothing is being done to change this situation, and applicants, lawyers and the FCC continue to litigate and decide cases predicated upon absurd notions, producing absurd results about which applicant will best serve the "public interest" simply because no one has been able to propose a rational system for awarding broadcast frequencies.

Despite having given a great deal of thought to the problem, I admit that I too have been unable to formulate an ideal new system for awarding frequencies. However, I am convinced that there are a number of things that can be done to make the existing system significantly more rational and significantly less prone to fraud and abuse.

In order to explain what is wrong with the comparative process, a brief explanation of the "standard comparative criteria" that the FCC applies in evaluating competing applicants for new radio and television frequencies is required. Two decades ago, the FCC adopted a policy statement setting out the factors that it would consider in determining which of two or more competing applicants should be awarded a new broadcast frequency. The factors, commonly known as the "standard comparative criteria," have two principal elements. The first is "diversification," under which the existing media interests of applicants and their principals are compared. Diversification is presumed to be in the public interest since it is assumed that the public benefits when diverse and unaffiliated parties control media outlets. Therefore, applicants with the least significant "attributable media interests" are awarded a preference under this criterion.

The second element is "integration of ownership and management" or, to the cognoscenti, simply "integration." Integration has nothing to do with mixing races in schools or increasing minority ownership of media outlets. Rather, it refers to the percentage of the voting ownership of an applicant that will be involved in the day-to-day management of the applicant's station. A sole proprietor proposing to work 40 hours a week at the station receives credit for 100% full-time integration. A corporate applicant with several stockholders, or a partnership with several partners, all of whom propose to work 40 hours per week at the station also receives 100% full-time integration credit. A properly formed limited partnership, or corporation with voting and nonvoting stock, can also achieve 100% full-time integration credit if the general partners, or voting stockholders, all propose to work at the station 40 hours a week.

Integration credit can be "enhanced" by such



David Tillotson is a partner with the Washington law firm of Arent, Fox, Kintner, Plotkin & Kahn and has been practicing communications law for almost 18 years.

factors as residency in the proposed service area, minority or female status (an enhancement of the constitutionality of which is currently under review both at the FCC and before the United States Court of Appeals for the District of Columbia Circuit), civic participation within the proposed service area and broadcast experience. The enhancements are accorded different levels of significance in the ultimate comparative evaluation, with long-time local residence and minority status being accorded equal weight, female status somewhat less weight and broadcast experience the least weight. Full-time integration (40 hours a week) is accorded much greater significance than part-time integration.

The basic premise underlying the integration element of the FCC's standard comparative criteria is that the public interest is best served when the voting owners of broadcast stations work at the stations full-time. The validity of this premise is far from self-evident. It is a premise which has never been tested by any study. Rather, it was simply assumed to be a valid and reasonable premise by a majority of the commissioners serving on the FCC when the Comparative Policy Statement was adopted in 1967, and the premise has been accepted and applied without question by the FCC and by courts reviewing FCC decisions ever since. After nearly 18 years as a practitioner of communications law, I am convinced that the premise underlying the integration criterion is so wholly without a rational basis that any decision that turns on the amount of "integration" credit awarded to the various applicants should be set aside as arbitrary and capricious.

A few examples will quickly illustrate the absurdity of using integration as a basis for selecting a winner from among two or more competing applicants. The first example involves two applicants for a new FM station in Utopia, U.S.A. One applicant is an individual who has lived in Utopia all of his life. He has been active in community affairs, served 20 years as mayor, is now a prominent businessman and the head of the

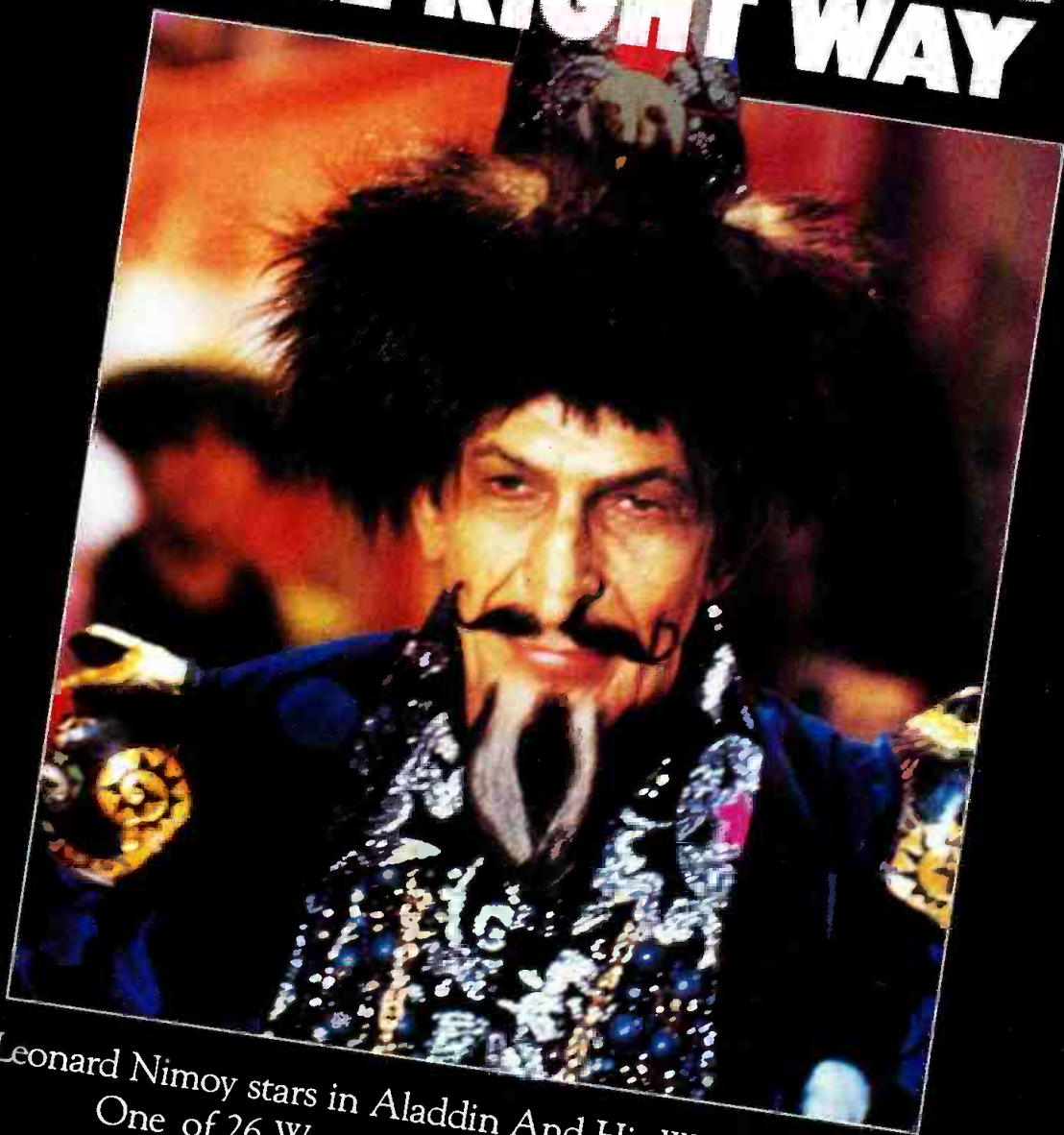
chamber of commerce. He is a true pillar of the community. He has decided to file an application for a new FM channel that the FCC recently allocated to Utopia because he sees the radio station as providing a forum presenting programming to serve the community's local needs. The second is a callow youth who has just recently graduated from college with a degree in communications. He has lived all his life in Xanadu, 1,000 miles away from Utopia, and he has never had a full-time job. The callow youth earnestly wants to own and operate a radio station and he sees the channel allocated to Utopia as providing him with the opportunity to acquire a "starter station" the way a young yuppie couple may desire a "starter house." The callow youth is willing and able to commit to working full-time at the radio station. On the other hand, the pillar of the community has so many other commitments, both professional and civic, that he cannot commit himself to work at the station. Moreover, even if he could find the time to work at the station, he realizes that despite his many talents and achievements, the radio station would be better managed, and more likely to achieve financial success, if it were managed by experienced broadcast professionals.

Confronted with this set of facts, it seems obvious that the pillar of the community is the applicant who can most reasonably be expected to provide the best service to Utopia. Yet under the integration component of the FCC's comparative criteria, the pillar of the community cannot be selected. He does not propose to work at the station. The callow youth does. Therefore, the pillar of the community receives no credit for integration and the callow youth receives 100% integration credit. 100% beats zero. The callow youth wins.

Now let's take the same set of facts and alter them slightly to see whether we can come up with a more rational result. The pillar of the community will work at the station on a full-time basis as its manager; however, he has a partner who will own a 30% interest in the station who is just as prominent a member of the community, but who will not work at the station. The pillar of the community will get 70% integration credit. The callow youth's integration credit is still 100%. 100% is greater than 70%. Therefore the callow youth is still the clear winner under the integration factor of the FCC's comparative criteria.

Let's change the example slightly again. Take the same facts with one embellishment. The pillar of the community who owns 70% of the applicant and who will work full-time at the station is a black female. Under the FCC's comparative criteria this applicant will be awarded multiple "enhancement" credits for being a long-time local resident, a minority and a female. Still, the applicant controlled by the pillar of the community loses. The reason is that "qualitative" aspects of integration are only decisional where the "quantitative" integration of the applicants being compared is not significantly different. Even though the black female pillar of the community will be in absolute control of her station with a 70% voting ownership interest, her "quantitative" integration is, in the eyes of the FCC, significantly less than the quantitative integration of

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the callow youth. The quantitative difference cannot be overcome by the "qualitative enhancements" to which the pillar of the community is entitled.

The FCC's mechanical application of the untested and untenable notion that the quality of the service to the public that a station will provide is in some way related to the percentage of voting ownership that will be employed at the station in a managerial capacity on a full-time basis has led, inevitably, to the development of complex strategies to enable people who want to acquire new broadcast stations, but who were unable to commit to working full-time at the station, or who otherwise lack the "enhancements" necessary to win a comparative hearing in their own right, to create for themselves the ideal comparative applicant. These strategies involve the use of corporations with two classes of stock, voting and nonvoting, or limited partnerships where, in theory, the voting stockholders or general partners have the legal power and responsibility to manage the business and the nonvoting stockholders or limited partners are merely "passive" investors. A few examples will show how the creation of an applicant with two classes of ownership can make it possible for someone who possesses none of the attributes for which integration credit is awarded to, nevertheless, become a formidable competitor for a new broadcast frequency.

Mr. Rich is a white male businessman who lives in Washington, D.C. Mr. Rich has just learned about the new FM channel that the FCC has allocated to Utopia. Mr. Rich believes that the mere right to broadcast on the frequency is worth at least \$1 million, and he would like very much to cash in on this opportunity. But as a white male who has never lived in Utopia, he has no chance of winning a comparative hearing for the frequency even if he were to promise to sell his business and move to Utopia to be the full-time manager of the station. What is Mr. Rich to do? The answer is simple. Mr. Rich finds a black female, Ms. Minority, who lives in Utopia and would be delighted to be the sole general partner in an applicant for the frequency. Ms. Minority has never held a managerial position in her life, but in order to claim credit for 100% full-time integration and the "enhancements" attributable to her race, sex and local residence, Ms. Minority must commit to work at the proposed station on a full-time basis in a managerial capacity. This is no problem because the FCC assumes that anyone can handle a managerial position in broadcasting. Ms. Minority has no money to invest in the venture. This is not a problem either. In consideration of her agreeing to work at the station as its general manager, Mr. Rich generously agrees to give her a 20% interest in the applicant for the nominal sum of \$100. She will not need to contribute another dime in order to retain her 20% interest even though the costs of prosecuting the application for the frequency and then constructing the station and operating it until the time that it becomes self-sustaining will exceed \$500,000.

One problem with this scenario is that Utopia is a very attractive market, and as such it attracts applications from 10 Mr. Riches, each of whom is a limited partner in applications whose sole general partner is a Ms. Minority. The pillar of the community, still trying to get a station that he can operate to serve the community to which he has devoted his entire life, who has decided to commit to working full-time at the radio station, is now faced with 10 comparatively perfect applicants. He still cannot win because each of the Ms. Minorities matches him on the enhancements for long-time local residency, and being

female and a minority. However, none of the Mr. Riches can be assured of winning either as they have each cleverly crafted applications which, on their face, are comparatively perfect, and comparatively indistinguishable. Each Mr. Rich is faced with a dilemma. Each can try to discredit the other Mr. Rich applications by engaging in extensive and costly discovery aimed at proving that the other Mr. Riches who are supposedly only "passive" investors in the competing applications have, in fact, exercised powers inconsistent with their "passive" investor roles, such as negotiating for a transmitter site or hiring an attorney. But all of the Mr. Riches are vulnerable to a greater or lesser degree to such a line of attack because all of them have, in fact, been the motivating forces behind the applications in which they are involved. And none of them has any intention of letting Ms. Minority, the nominal general partner of the applicant, run the show. Faced with this dilemma, the Mr. Riches begin a process of negotiations among themselves to determine which one of them is going to buy the frequency. In the course of these negotiations, the Ms. Minorities are mere bystanders who, if they are lucky, will have a few dollars stuffed in their hands at the conclusion of the negotiations while one of the Mr. Riches will, perhaps with the help of new, wealthier partners, end up with the FCC license for the frequency.

To make the foregoing examples of how the FCC's comparative process works today even more ridiculous, and more realistic, add to the example concerning Mr. Rich the fact that Mr. Rich already owns a chain of broadcast stations. Under the diversification criterion—the criterion that has a rational basis—Mr. Rich's applicant should be a sure loser. But not so! Recently the FCC ruled that the other media interests of "passive" investors are not to be considered in evaluating applications under the comparative criteria. In the view of the FCC, if a limited or nonvoting stockholder signs an agreement eschewing all rights to participate in the management of the station at issue and takes no action that other parties to the proceeding can discover is inconsistent with his or her "passive" role, the "passive" investor simply does not exist for purposes of awarding comparative pluses and minuses.

Can there be any doubt that Mr. Rich, who found Ms. Minority and is supplying all of the money for the prosecution of the Rich/Ms. Minority application, who will supply all of the money to build and operate the station and who has substantial business experience, is going to make the decisions about how the Utopia station is operated notwithstanding anything that may be written into the limited partnership agreement? It is axiomatic that "money controls." In history courses, this axiom is referred to as "the power of the purse." The commission's failure, inability and/or unwillingness to recognize this basic reality has, more than any other single factor, made the comparative process the sham and shambles it is today.

Recognizing that it would be virtually impossible in the near term to achieve a consensus among members of the communications bar, let alone between the bar as a body and the commission, for revamping the entire comparative process, there are still a number of steps that can and should be taken immediately to restore some dignity, rationality and integrity to the process.

■ The FCC should declare that, for the purposes of comparative analysis, no distinction will be made between whether parties to applications are "active" or "passive" investors. It is the person who supplies the money, not the person who nominally holds voting control, that effectively controls all significant business decisions in a

small, closely held venture. This being the case, there is no rational basis for making distinctions between applicants under the comparative criteria based upon the legal structure of the applicant entity.

■ The FCC should eliminate entirely "integration" as a comparative factor and replace it with a comparative evaluation of the applicants based upon the extent that they possess the various attributes that are now treated as integration "enhancements." Comparative credit should be awarded based upon the extent owners are long-time local residents, have a solid record of community involvement, are minorities or women, or have broadcast experience, regardless of whether the owners plan to work at the station. There is no rational basis for awarding comparative credit based solely upon proposals to work at a station. As shown in the examples above, it is the very practice of awarding credit for integration that makes it impossible for the pillar of the community, the obvious best choice, to be awarded a frequency in his or her own community, to win a comparative case.

■ If integration is retained, no distinctions should be made between 50.1% integration and 100% integration. As the commission itself has recognized in its multiple ownership rules, where an absolute majority of the stock or partnership interest of a licensee are in a single pair of hands, the person who holds the majority interest has absolute control (assuming, of course, the person is not dependent upon the minority holder for financing). Once it is recognized that majority interests control absolutely, what rational basis can there be for awarding more integration credit to an applicant proposing 100% integration than to an applicant proposing 50.1% integration?

■ If integration is not retained, the FCC still should not make any distinction, in awarding credit for the comparative attributes that were formerly integration enhancements, between an applicant with 50.1% of its ownership possessing the comparative attribute and one with 100% of its ownership possessing the attribute. In either case, the attribute will be fully reflected in the operation of the station as it is held by a controlling interest.

■ The FCC should not award any credit for any comparative attribute or enhancement not held by 50% or more of the ownership of an applicant. As the FCC recognizes that parties who own less than a controlling interest have no voice in the affairs of a station, there can be no rational justification for awarding minority, female, local residence or any other "enhancement" credit where the enhancing attribute is possessed by less than a majority of an applicant's voting ownership (unless, of course, the attribute is possessed by the person or persons upon whom the applicant is financially dependent).

■ The FCC should prohibit parties that win comparative hearings from selling their stations for a profit for at least three years, perhaps even longer, so as to insure that the public derives the benefit from the comparative selection. Currently, the FCC only requires the winner of a comparative hearing to operate the station for one year before selling it for whatever the market will bear. It makes no sense to devote vast public and private resources to the comparative process where the public benefits to be derived from the process are ephemeral.

■ The FCC should select a "runner-up" in every comparative proceeding and give the runner-up the right to unseat the winner in the event the winner fails to carry out its integration commitment or fails to construct the station in the prescribed time. ■

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This week

Oct. 4-6—*Washington State Association of Broadcasters* annual conference. Cavanaugh's Inn at the Park, Spokane, Wash. Information: (206) 448-4100.

Oct. 4-7—*American Association of Advertising Agencies* Western region convention. Ritz-Carlton, Laguna Niguel, Calif. Information: (213) 658-5750.

Oct. 4-8—HDTV '87, third international colloquium on advanced television systems, "From Studio to Viewer." Organized under chairmanship of Guy Gougeon, VP-CBC Engineering, Ottawa Congress Center, Ottawa, Canada. Information: (514) 485-5560.

Oct. 5—Presentation of CAPE Awards (Cable Awards for Programming Excellence), sponsored by *Cable Television Network of New Jersey*. Trump Tower, Atlantic City, N.J.

Oct. 5—*Northern California Broadcasters Association* fourth annual "Wingding." Crow Canyon Country Club, San Ramon, Calif.

Oct. 5-6—*Corporation for Public Broadcasting* annual meeting. CPB headquarters, Washington.

Oct. 5-6—*National Religious Broadcasters* Southwestern chapter meeting. Dallas. Information: (201) 428-5400 or David Payne, (918) 258-1588.

Oct. 5-7—Third annual general assembly of *World Teleport Association*, sponsored by *Bay Area Teleport*. Theme: "Teleports and Regional Economic Development." Oakland Hyatt Regency hotel and Oakland Convention Center, Oakland, Calif. Information: (415) 769-5062.

Oct. 5-8—*Electronic Industries Association* 62d annual

fall conference. Los Angeles. Information: (202) 457-4980.

Oct. 5-8—HDTV '87 Colloquium, third international conference on new television systems, co-sponsored by *Government of Canada*, *Department of Communications*; *Canadian Broadcasting Corp.*; *National Film Board*, and *Telesat Canada*. Ottawa, Ontario. Information: (613) 224-1741.

Oct. 5-8—Eighth annual Nebraska Videodisk Symposium, sponsored by *Nebraska ETV Network/University of Nebraska-Lincoln*. UN campus, Lincoln, Neb. Information: (402) 472-3611.

Oct. 6—"An Introduction to Community Access Television," sponsored by *Chicago Access Corp.* Chicago Access Corp. Center, 322 S. Green Street, Chicago. Information: (312) 738-1400.

Oct. 6—*Cabletelevision Advertising Bureau* local advertising sales workshop. LAX Hilton, Los Angeles. Information: (212) 751-7770.

Oct. 6—*Newswatch Media Awards* dinner, sponsored by *Media Research Center*. National Press Club, Washington. Information: (703) 548-0900.

Oct. 6—*Museum of Broadcasting* seminars (two), conducted by comedian Garry Shandling, examining "creative process of the series [*It's Garry Shandling's Show*] from original concept to production and airing on Showtime." MOB, New York. Information: (212) 752-4690, extension 33.

Oct. 6—"Groundwater Quality: Reporting on Risk," symposium for news media and others involved in issue, sponsored by group of organizations including *City of Phoenix*, *University of Missouri*, *Science Journalism Center*, *EPA* and *University of Arizona School of Journalism*. Hyatt Regency Phoenix. Information: (202) 429-3417.

Oct. 6-8—*Atlantic Cable Show*. Atlantic City Convention Center, Atlantic City, N.J. Information: (609) 848-1000.

Oct. 6-8—*World Teleport Association* general assembly, hosted by Bay Area Teleport. Theme: "Teleports and Economic Development." Oakland, Calif. Information: Sharon McStine, (212) 466-4758.

Oct. 7—*Connecticut Broadcasters Association* annual meeting and fall convention. Parkview Hilton, Hartford, Conn. Information: (203) 633-5031.

Oct. 7—"TV General Managers: Community Needs vs. The Bottom Line," meeting of American Women in Radio and Television, Washington chapter. National Association of Broadcasters, Washington. Information: (202) 659-3494.

Oct. 7-10—*Kansas Association of Broadcasters* convention. Wichita Marriott, Wichita, Kan.

Oct. 7-11—*Women in Communications* national professional conference. Theme: "Communications and the Bottom Line." Hyatt Regency, Minneapolis. Information: (512) 346-9875.

Oct. 8—*Cabletelevision Advertising Bureau* local advertising sales workshop. Airport Sheraton Inn, Portland, Ore. Information: (212) 751-7770.

Oct. 8-9—*American Women in Radio and Television* North Central area conference, "The Leading Edge." Seelbach hotel, Louisville, Ky.

Oct. 9-11—*Illinois Broadcasters Association* fall convention. Knickerbocker hotel, Chicago.

Oct. 9-11—*Radio Advertising Bureau's* Radio Sales University. Chicago. Information: 1-800-232-3131.

Oct. 10—*Associated Press Television-Radio Association of California-Nevada* regional seminar on market and job hunt information. San Diego Zoo. Information: (619) 571-7600.

Also in October

Oct. 11-13—*North Carolina Association of Broadcasters* annual convention. Raleigh, N.C.

■ **Oct. 13**—*International Radio and Television Society* Second Tuesday Seminar, "Peoplemeters Are Here—Now What?" Panel: David Poltrack (moderator), CBS-TV; Bill Rubens, NBC; Steve Singer, BBDO; Larry Roslow, SSC&B. Viacom Conference Center, New York.

Oct. 13—*Cabletelevision Advertising Bureau* local advertising sales workshop. Sheraton Needham hotel, Boston. Information: (212) 751-7770.

Oct. 13-15—*Mid-America Cable TV Association* annual meeting, including Society of Cable Television Engineers seminar and testing. Hyatt Regency Crown Center, Kansas City, Mo. Information: (913) 841-9241.

Oct. 13-16—Intelevent '87 conference, sponsored by *International Televent*. Theme: "Competition and Co-existence: the Transatlantic Dialogue." Speakers include Robert Wright, president, NBC; Richard Butler, secretary general, ITU; FCC Commissioner James Quello, and Marcel Roulet, director general, Direction General des Telecommunications. Geneva. Information: (202) 857-4612.

Oct. 14—*Broadcap* seminar for minority entrepreneurs. Hotel Pontchartrain, Detroit. Information: (202) 429-5393.

■ **Oct. 14-15**—"Commercial Speech and the First Amendment" symposium sponsored by *The Cincinnati Enquirer*, *Cincinnati Post*, *Gannett Foundation* and *Scripps Howard Foundation*. University of Cincinnati College of Law.

Oct. 14-16—"Great International Celebration of Satellites in Space," conference sponsored by *Society of Satellite Professionals*. Mayflower hotel, Washington. Information: 1-800-722-9000.

Oct. 14-16—*National Religious Broadcasters* Midwestern chapter meeting. Pheasant Run Resort, St. Charles, Ill. Information: (201) 428-5400 or Herb Roszart (402) 845-6595.

Oct. 14-17—Broadcast '87, trade fair for professional

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Is TV news shallow?

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The Gulf war in 90 seconds.

A murder in a nearby town gets half a minute.

The story of a fatal bus accident in Canada is bumped in favor of a lion cub's birth at the zoo.

TV news is selective. Its time is limited. And what it does best is capture moments. The elation of the elected. The downcast of the defeated. The joy on a mother's face when her child is found. The blank stare of a stoned teenager.

Stories with pictures.

Summaries of what matters most.

That's TV news on a daily basis.

But sometimes stations move out of their summarizing role. WPRI-TV, Providence, R.I., and seven other Knight-Ridder television stations spent an entire month this year focusing on one topic: alcohol and drug abuse.

A tough task.

Today, seven out of 10 high school seniors drink. Almost half say they get

drunk once a week. Many started at age nine or 10. One out of four smokes pot. And crack use is spreading too fast to quantify.

How do you reach a generation of young people who have been over-exposed to hard scare anti-drug campaigns?

WPRI-TV tried humor.

They turned to "Mr. Bill." The clay man of Saturday Night Live fame created by Walter Williams. Mr. Bill is famous for being the quintessential victim. In public service announcements, Mr. Bill was offered drugs and alcohol and steadfastly refused them even as he got dumped on and squashed.

Did these moments of humor work on such a deadly serious topic?

In follow-up interviews, the spots were remembered and talked about by teenagers. They broke through the clutter of messages and got their point across.

WPRI-TV also broadcast

its own musical play "None for the Road." Along with a teenage drug and alcohol test and several specials.

In Mobile, Ala., Knight-Ridder's WALA-TV, among other efforts, raised enough funds to keep the Partnership for Youth, an effective anti-drug force in the community, from closing its doors.

WTEN-TV in Albany, N.Y., got a strong response from its request to area high schools to submit their own public service announcements. The station was able to learn exactly how teens communicate with other teenagers and tailored their efforts accordingly.

Knight-Ridder stations in Tucson, Norfolk, Nashville, Oklahoma City and Flint all took on the same topic in a month-long marathon of news specials, editorials and series on the epidemic of addiction that has spread across the country.

It was anything but shallow. But then these are Knight-Ridder television stations.

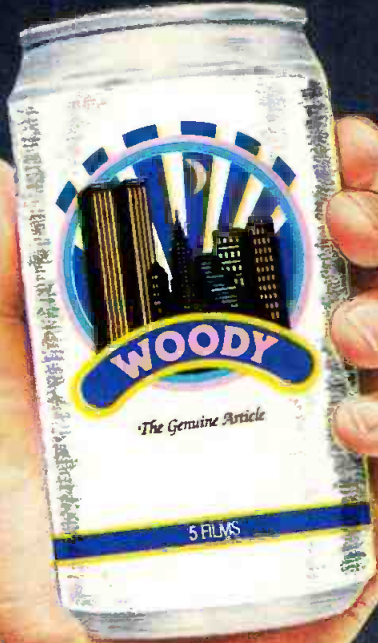


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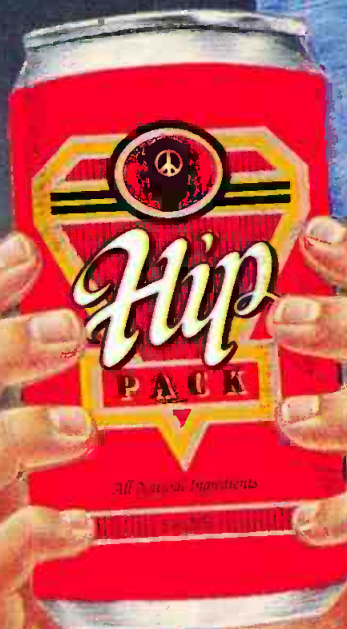
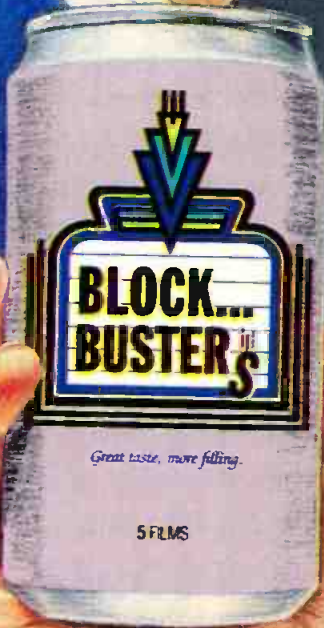
House Where Evil Dwells
Jaws of Satan
Motel Hell
Beast Within
Twice Told Tales



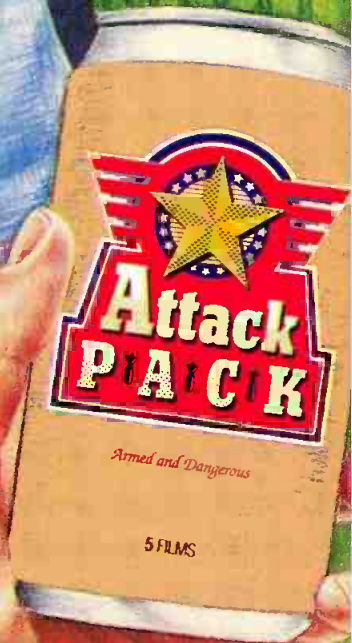
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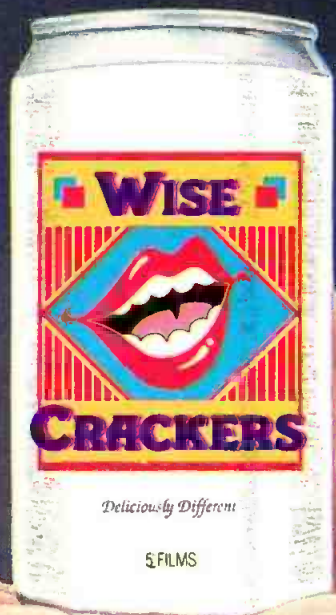


Alice's Restaurant
Bande
Fare
The Last Waltz
A Small Circle of Friends



Hellboats
Mosquito Squadron
Attack on the Iron Coast
Thousand Plane Raid
The Last Escape

HOIST A FEW



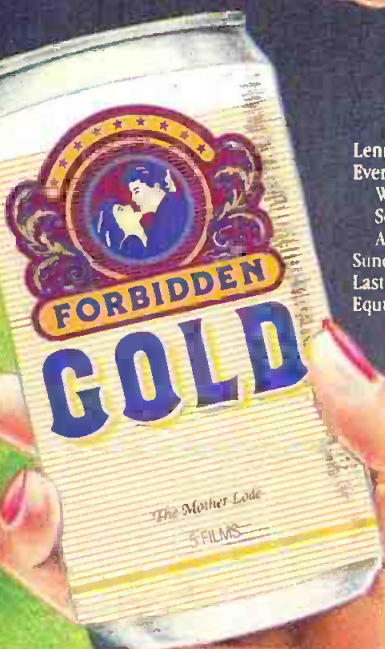
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Oct. 14-17—Seventh annual Prized Pieces International Video and Film Competition, sponsored by *National Black Programming Consortium*. Columbus, Ohio. Information: (614) 252-0921.

Oct. 14-18—*American Advertising Federation* annual Western region conference. Four Seasons hotel, Seattle. Information: (415) 421-6867.

Oct. 15—*Cabletelevision Advertising Bureau* local advertising sales workshop. Sheraton Valley Forge, Philadelphia. Information: (212) 751-7770.

Oct. 15—*Broadcast* seminar for minority entrepreneurs. Sir Francis Drake hotel, San Francisco. Information: (202) 429-5393.

Oct. 15—"Section 315 of the Communications Act: The equal time requirement for the 1988 presidential race," colloquium sponsored by *Annenberg Washington Program*. Panelists: Larry Grossman, NBC News president; Charles Ferris and Newton Minow, former FCC chairmen, and Henry Geller, Washington Center for Policy Research. Offices of Annenberg Program, 1455 Pennsylvania Ave., N.W., Washington. Information: (202) 393-7100.

■ **Oct. 15**—*Television Bureau of Advertising's* third annual Retail Marketing Workshop on co-op, vendor support and market research. Chicago Westin hotel.

■ **Oct. 15**—Communications Excellence to Black Audiences (CEBA) annual awards program sponsored by

The World Institute of Black Communications. New York Hilton. Information: (212) 586-1771.

Oct. 15-16—*Broadcast Financial Management Association* board of directors meeting. Watergate hotel, Washington.

Oct. 15-17—*American Women in Radio and Television* Northeast area conference. Marriott hotel, Albany, N.Y.

Oct. 15-18—*American Women in Radio and Television* south central area conference. Hyatt Regency, Houston. Information: (713) 840-9500.

Oct. 15-19—*MIPCOM*, international film and program market for TV, video, cable and satellite. Palais des Festivals, Cannes, France. Information: Perard Associates, (212) 967-7600.

Oct. 16—15th annual CSU Broadcast Day, held by *Colorado State University*. Theme: "The State of Broadcasting in 1987." Information: Robert MacLaughlin, (303) 491-6140.

Oct. 16—*Radio-Television News Directors Association* region 12 meeting with *Society of Professional Journalists*. Sheraton Center, New York. Information: (212) 887-4138.

Oct. 16—Book signing and reception for textbook, *Prime Time: Network Television Programming*, by Richard Blum and Richard Lindheim, hosted by *Broadcast Education Association* and sponsored by *Focal Press*. National Association of Broadcasters, Washington. Information: (202) 429-5355.

Oct. 16-18—*Minnesota Broadcasters Association* annual fall convention. Holiday Inn Downtown, Mankato, Minn. Information: Jo Bailey, (507) 345-4646.

Major Meetings

Oct. 6-8—*Atlantic Cable Show*. Atlantic City Convention Center, Atlantic City, N.J. Information: (609) 848-1000.

Oct. 18-21—*Association of National Advertisers* 78th annual convention. Hotel del Coronado, Coronado, Calif.

Oct. 31-Nov. 4—*Society of Motion Picture and Television Engineers* 129th technical conference and equipment exhibit. Los Angeles Convention Center, Los Angeles. Future conferences: Oct. 14-19, 1988, Jacob K. Javits Convention Center, New York, and Oct. 22-27, 1989, Los Angeles Convention Center.

Nov. 11-13—*Television Bureau of Advertising* 33d annual meeting. Atlanta Marriott.

Dec. 2-4—Western Cable Show, sponsored by *California Cable Television Association*. Anaheim Convention Center, Anaheim, Calif.

Jan. 6-10, 1988—*Association of Independent Television Stations* annual convention. Century Plaza, Los Angeles. Future convention: Jan. 4-8, 1989, Century Plaza, Los Angeles.

Jan. 23-25, 1988—*Radio Advertising Bureau's* Managing Sales Conference. Hyatt Regency hotel, Atlanta.

Jan. 29-30, 1988—*Society of Motion Picture and Television Engineers* 22d annual television conference. Opryland hotel, Nashville. Future meeting: Feb. 3-4, 1989, St. Francis hotel, San Francisco.

Jan. 30-Feb. 3, 1988—*National Religious Broadcasters* 44th annual convention. Sheraton Washington and Omni Shoreham hotels, Washington. Future meetings: Jan. 28-Feb. 1, 1989, and Jan. 27-31, 1990, both Sheraton Washington and Omni Shoreham, Washington.

Feb. 10-12, 1988—19th annual Country Radio Seminar, sponsored by *Country Radio Broadcasters Association*. Opryland hotel, Nashville.

Feb. 17-19, 1988—Texas Cable Show, sponsored by *Texas Cable Television Association*. Convention Center, San Antonio, Tex.

Feb. 26-28, 1988—*NATPE International* 25th annual convention. George Brown Convention Center, Houston. Future convention: Houston, Feb. 24-26, 1989.

March 21-23—*Satellite Broadcasting and Communication Association* trade show. Bally's, Las

Vegas. Information: (800) 654-9276.

April 9-12, 1988—*National Association of Broadcasters* 66th annual convention. Las Vegas Convention Center, Las Vegas. Future conventions: Las Vegas, April 29-May 2, 1989; 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.

April 10-12, 1988—*Cabletelevision Advertising Bureau* seventh annual conference. Waldorf-Astoria, New York.

April 17-20, 1988—*Broadcast Financial Management Association* 28th annual meeting. Hyatt Regency, New Orleans. Future meetings: April 9-12, 1989, Loews Anatole, Dallas, and April 18-20, 1990, Hyatt Regency San Francisco.

April 28-May 3, 1988—24th annual *MIP-TV, Marches des International Programmes des Television*, international television program market. Palais des Festivals, Cannes, France.

April 30-May 3, 1988—*National Cable Television Association* annual convention. Los Angeles Convention Center.

May 18-21, 1988—*American Association of Advertising Agencies* 70th annual convention. Greenbrier, White Sulphur Springs, W. Va.

June 8-11, 1988—*American Women in Radio and Television* 37th annual convention. Westin William Penn, Pittsburgh.

June 8-12, 1988—*Broadcast Promotion and Marketing Executives/Broadcast Designers Association* 32nd annual seminar. Bonaventure, Los Angeles. Future meeting: June 21-25, 1989, Renaissance Center, Detroit.

Sept. 7-9, 1988—Eastern Cable Show, sponsored by *Southern Cable Television Association*. Merchandise Mart, Atlanta.

Sept. 14-17, 1988—Radio '88, sponsored by the *National Association of Broadcasters*. Washington. Future meetings: Sept. 13-16, 1989, New Orleans; Sept. 12-15, 1990, Boston, and Sept. 11-14 (tentative), 1991, San Francisco.

Sept. 23-27, 1988—*International Broadcasting Convention*. Metropole Conference and Exhibition Center, Grand hotel and Brighton Center, Brighton, England.

June 17-23, 1989—16th International Television Symposium. Montreux, Switzerland.

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Emmy answer

EDITOR: It's not hard to understand why the Academy of Television Arts and Sciences is embarrassed about the low ratings its Emmy Awards show got on Fox Television (BROADCASTING, Sept. 28), but let's put the blame where it belongs.

Rich Frank, president of Walt Disney Motion Pictures and Television and outgoing President of ATAS, said in BROADCASTING that it was the first time two networks programmed original shows against the Emmys "and there is no doubt they hurt the ratings of the show."

The fact is that the low ratings were directly attributable to the academy's decision not to continue the three-network rotation of the past, and to sell the Emmy Awards broadcast rights to Fox. Against the Fox telecast, the networks did nothing more than present their normal Sunday prime time schedules. The claim that the networks never presented original programming against the Emmys is a nice try that is simply wrong.

When the Emmy Awards telecast was on NBC last year, for example, CBS's entire prime time schedule consisted of original programming: part one of the *George Washington* mini-series and a Walter Cronkite spe-

cial. On ABC, Mr. Frank's company, Disney, supplied an original Sunday movie, *Pete's Dragon*. Despite this competition (which also included a James Bond movie on ABC), the Emmy Awards on NBC had a 23.1 rating and a 36 share. This year, on Fox, it had an 8.8 rating and a 14 share.

It was the decision of the academy, not any change in procedure by the three networks, that resulted in a major league event getting a minor league audience.—*M.S. (Bud) Rukeyser Jr., executive vice president, corporate communications, NBC, New York.*

Shenanigans?

EDITOR: Your column of Sept. 21 referring to our 25 hz pilot tone during Kahn stereo as a "shenanigan" requires explanation. Our goal was to overcome the unfair fidelity restriction of some C-Quam radios on Kahn and mono stations. WSYR(AM) [Syracuse, N.Y.] tried the 25 hz pilot solely to turn on higher fidelity. Since we are mono/talk, 4:30 p.m.-5:30 a.m., we weren't as concerned with stereo as WAQX(AM), but judged it acceptable.

Inception of this experiment resulted from pressures by staff with C-Quam auto radios.

The test was a partial success—fidelity improved. The same (nontechnical) staff found that outside our primary coverage area, noise generated by C-Quam mode on C-Quam stations now also occurred on our station. (When forced into mono, the C-Quam hiss went away, just as it does on real C-Quam stations.) I am convinced the FCC need not protect any pilot tone, since other system "campers" and users of 25 hz pilot tones will see the folly of sacrificing coverage area for a small gain in fidelity. We were very disappointed with this C-Quam characteristic, and instead installed NRSC standards to improve AM fidelity. We found it makes much more sense than using any stereo system with a 25 hz pilot generator.

Our experiments have since concentrated on UISB (unbalanced independent sideband) modulation to improve fidelity on tunable radios.

Remember, please, that deliberate experimentation creates wonder drugs and solves problems. Would Chris Payne consider playing with mold to cure disease a 'shenanigan'?—*David Solinske, chief engineer, WSYR(AM) Syracuse, N.Y.*

Editor's note. The "shenanigans" reference was a quote from Motorola spokesman Chris Payne.



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TOP OF THE WEEK

NBC's one-channel solution to HDTV

That's the good news; bad is that effort to hold on to additional spectrum is imperiled; computer-simulated system said to be compatible with NTSC, comparable with NHK's 1,125 system

NBC announced last week that it has developed an advanced television system for terrestrial broadcasters that will greatly improve picture quality, but use a single TV channel that is compatible with today's TV sets.

At a press briefing in New York last Thursday (Oct. 1), NBC said its advanced compatible television, or ACTV, which was developed jointly with the David Sarnoff Research Center (formerly RCA's lab and now owned by Stanford Research Institute), and General Electric/RCA Consumer Electronics, would provide a picture with double the current 525 scanning lines and fewer of the visual imperfections of today's NTSC color TV transmission standard, all within the current six mhz channel allocation.

NBC maintains that its ACTV is "comparable" in quality to other proposed high-definition TV systems, including the Japanese-developed 1,125-line Muse system demonstrated in Washington earlier this year, which uses from eight mhz to 12 mhz of spectrum space.

The NBC system would provide a picture with a width-to-height aspect ratio of 5 to 3 as compared to the 4-3 ratio of the present system. On existing television sets part of the wider ACTV picture would be lost. Also on existing sets the ACTV picture would appear with no higher definition than is now seen. The full benefits of the ACTV system would be discernible only on sets built for ACTV reception.

News of the single-channel advanced TV system may complicate industry efforts in Washington to convince the FCC that spare spectrum, such as now-vacant UHF channels, should be preserved for broadcasters to allow room to improve the current television service.

That possibility was reflected in several reactions to the NBC announcement.

National Association of Broadcasters Joint Board Chairman Wallace Jorgenson, in a written statement, called the NBC announcement "good news [and] an important evolutionary step in television technology." But he cautioned that it "should not lead the FCC to make a premature decision on what the bandwidth requirements will be for the next generation of American terrestrial broadcast television."

Taking a similar position, Tom E. Paro,

president of the Association of Maximum Service Telecasters, released a statement saying that while the ACTV system is "heartening" news, it "is not the ultimate HDTV system for local broadcasters. A new generation of television technology providing even higher quality service will be developed some time in the future . . . and that new technology will almost certainly require additional spectrum for local station implementation."

Thomas Keller, senior vice president of NAB's Science and Technology Department, who will head the association's recently announced Broadcast Technology Center researching HDTV, was encouraged by NBC's devotion of time and money to advanced TV research. "We think it's great that people are out working [on HDTV]," Keller said, adding that he preferred not to comment on the details of the system until he had studied the NBC materials. At CBS, Joseph Flaherty, head of engineering and development, who has led the effort in the U.S. to adopt the Japanese 1,125-line system as a production standard, also withheld judgment on NBC's ACTV until he has reviewed it.

NBC's Thomas Rogers, vice president of policy planning and business development, said he visited the National Association of Broadcasters president, Eddie Fritts, last Wednesday to assure him the company would continue consultations and coordinate efforts in developing advanced TV technologies.

NBC's president of operations and technical services, Michael J. Sherlock, acknowledged during the briefing that "it may well be that in the future additional spectrum will be necessary to insure that the television viewer will be able to receive the further improvements technology can provide. It is im-

portant that we not ignore spectrum issues."

The GE-patented ACTV system is still in the early development stage with no hardware yet developed, Sherlock explained, and would not be ready for use until the early 1990's. The first demonstration of its high-definition images will be made at an HDTV colloquium in Ottawa this week.

"I must stress that ACTV has not yet been field tested," Sherlock said. "Our work on the system will continue, but we are close enough now to know that we have a very viable high-resolution technology which is a real alternative to other systems requiring greater transmission bandwidth."

Sherlock also said the effort will also require another \$30 million to complete, and NBC will seek support from other industry companies and organizations. Some \$45 million and a decade of research have gone into developing the system at the Sarnoff Center, where sophisticated digital video techniques have been used in computer simulation of the system and the resulting HDTV images, he added.

The NBC system works by breaking the HDTV picture into four components and using a combination of time compression and expansion and quadrature modulation techniques to provide the wider height-to-width picture information and higher vertical resolution.

According to NBC, TV stations would have to make modifications similar to those required for the transition to stereo sound, at the minimum upgrading or replacing their existing transmitters. The TV networks would need "massive investments to emanate the [ACTV] signal," Sherlock said. For stations broadcasting ACTV signals, the areas to which full ACTV quality could be delivered would be slightly smaller than ex-

Forward progress

Group owner Adams Communications Corp. of Tampa, Fla., is nearing agreement to buy the five TV stations of Forward Communications Corp. for approximately \$126 million.

The stations have been on the block since last spring, and the final round of bidding closed Sept. 17 with other bidders said to include Outlet Communications. Outlet had been thought to have an edge because 35% of its stock is owned by Wesray Capital Corp., the owner of Forward, which it bought for \$95 million in 1984. Among the others knocked out of the bidding are believed to be Price Communications, Meredith Corp. and Beam Communications ("Closed Circuit," Aug. 10).

Once the deal is closed, Adams, which already owns six TV, four FM and four AM stations, will purchase Forward's ABC affiliate, WHOI(TV) Peoria, Ill.; CBS affiliates, KOSA-TV Odessa, Tex., and WSAW-TV Wausau, Wis.; CBS-ABC affiliate, WTRF-TV Wheeling, W.Va., and NBC affiliate, WMTV(TV) Madison, Wis.

Financing of the purchase could include an initial public offering for Adams or the use of high-yield securities, according to a source close to the deal.

isting coverage areas, Sherlock said, but viewers beyond the ACTV range would see the picture at the present level of quality.

By coincidence, the day NBC announced its system, a group of technology standards organizations—the Advanced Television Systems Committee—reaffirmed its support for an HDTV studio production standard based on the Japanese 1,125-line technology. This action was taken at a meeting in Washington. ATSC had endorsed a preliminary version of the standard, authored by a working group of the Society of Motion Picture and Television Engineers, last May. The entire ATSC membership will now vote on the final version of the standard.

It was also announced at the ATSC meeting that tests of HDTV terrestrial transmission using a supplementary UHF transmitter

began last Wednesday. Satellite test transmissions of 1,125-line HDTV are also scheduled for the Canadian HDTV colloquium and throughout the month in coordination with the Canadian Department of Communications and the Canadian Broadcasting Corp., using Canada's Anik C2 Ku-band satellite with test reception sites in Canada and the U.S.

In the U.S., the demonstration will be hosted by the Public Broadcasting Service at noncommercial KCET(TV) Los Angeles and KCTS(TV) Seattle as well as at PBS headquarters in Alexandria, Va. HBO is handling transmission to American sites. It will retransmit the signal over RCA's K-1 satellite.

PBS will also sponsor transmission of the demonstration to a committee room at the

House of Representatives' Rayburn Office Building in Washington on Oct. 8, where it will be part of hearings on HDTV scheduled to take place there.

Referring to the NBC announcement, Assistant Commerce Secretary Alfred Sikes, head of the National Telecommunications and Information Administration, said: "I am encouraged by this development in advanced television technology. . . . If the Sarnoff-NBC approach makes it possible to offer viewers much higher technical quality TV signals without commanding more channels or obsolescing existing equipment, that's a very positive step in just the right direction."

"It levels the playing field," said Tribune Director of Engineering Otis Freeman, on hand at the NBC press briefing. □

Strike two for FCC order on children's TV

Appeals Court reverses earlier FCC decision on KCOP-TV Los Angeles airing of 'He-Man'; long-range effect of court's action remains to be seen

If courts can drop a second shoe, a panel of the U.S. Court of Appeals in Washington dropped one last week in an opinion rejecting an order of the FCC that had taken a far more relaxed view of the Communications Act's sponsorship identification requirement than the panel thought permissible. The decision came in a case involving a children's program that citizen groups denounced as a program-length commercial. Another panel of the court had dropped the first shoe in June, in remanding to the commission an order eliminating the guidelines it had imposed on commercial time in children's programming (BROADCASTING, July 6).

At issue in the decision issued last week was a complaint the Los Angeles-based National Association for Better Broadcasting had filed in 1984 against KCOP-TV Los Angeles in connection with its airing of the half-hour *He-Man and the Masters of the Universe* cartoon series. The program, based on a line of fantasy figures created and manufactured by Mattel Inc., was produced by Mattel and Group W Productions at a cost of \$14 million. They offer the program to stations on a straight barter basis: Each episode is furnished in exchange for two minutes of commercial time distributed throughout the children's broadcast day. The potential impact of the panel's decision—in reversing the commission and remanding the case to it for further consideration—is seen in the fact that about 70% of children's syndicated programming was distributed under such agreements in 1983.

NABB had contended that the program's producers had conferred a substantial benefit on KCOP-TV by providing the program at a "nominal" cost of two minutes of commercial time, and that as a result, Section 317 of the Communications Act requires an identification of Mattel and Group W as the true sponsors. KCOP-TV argued that the two minutes is not "nominal"—that the value of the time involved had increased from \$300,000

to \$400,000 annually at the time pleadings were filed in the case at the commission. In any event, KCOP-TV said it was entitled to a waiver of the sponsorship identification requirement that is provided for programs furnished without cost by a party mentioned no more than incidentally in the broadcast. The program contains a credit for Mattel.

The commission did not dispose of the question of whether or not the two minutes given in exchange for the program was "token." Rather, in its order, which dealt with complaints that Action for Children's Television had filed against stations for airing what it alleged were "program-length commercials," as well as the NABB complaint, the commission said the report and policy statement on children's television it had issued in 1974 guided consideration of both complaints. And it said a breach of the 1974 statement would be found only "when the program segment is 'so interwoven with, and in essence auxiliary to the sponsor's advertising. . . to the point that the entire program constitutes a single commercial promotion for the sponsor's products or services. . .'" Applying that standard, the commission held that ACT and NABB had not demonstrated that the programs cited in their complaints violated the sponsorship identification statute or the 1974 policy statement.

Since ACT did not participate in the appeal, the panel did not deal with its complaint that various children's programs were, in effect, program-length commercials. But the panel, in an opinion written by Judge Spottswood Robinson III, said the commission's interpretation of what triggers the sponsorship identification requirement was clearly inconsistent with congressional intent in enacting Section 317. That provision extends the sponsorship identification requirement to "all matter broadcast. . . for which any money, service or valuable consideration is directly or indirectly paid, or promised to" the station involved. (The thing of value in the NABB case is the program itself.) That language, Robinson wrote, "is as clearly a barrier to the commission's attempted limitation on its scope as words are capable of erecting, and nothing

in the legislative history indicates that they do not mean precisely what they say."

Robinson, in the opinion in which he was joined by Judge Ruth B. Ginzburg and Judge Edward D. Re, chief judge of the U.S. Court of International Trade who was sitting by designation, noted that the commission, in defending its position in court, offered "for the first time alternate grounds" for its conclusion that the *He-Man* program did not trigger a Section 317 obligation. The commission sought to argue that the two minutes of commercial time that KCOP-TV gave up in exchange for the program was, as the licensee had argued, more than a "token" payment. However, Robinson said that effort was "doomed" because the arguments "were not elements of the commission's decision."

The panel did not stop with a reversal of the commission on the issue. It remanded the case to the commission, saying "the prevalence of barter arrangements for children's programming" made it necessary for the commission "to devise a workable and legally supportable standard by which" it can be determined whether a barter agreement is so balanced in benefits between the producers and the licensees that it is "immunized from the requirement of sponsorship identification imposed by Section 317(a)(1)." As for the decision last week, attorneys for KCOP-TV said that, at worst, stations would simply be obliged to make an announcement as to the provider of the bartered program.

However, officials of NABB, believed to be the oldest public interest group in television, were delighted with their victory. Said Frank Orme, NABB president, "This is about the biggest single achievement since our founding in 1949 because of the potential impact on the commercialization of children's programming. It will force the FCC to enforce the sponsorship identification requirement." And NABB counsel Jerome Weinstein said the association feels vindicated. "We knew the station was in violation of the law and that the commission was wrong in refusing to enforce the law." Programs like *He-Man* will continue to be aired, he said. "But the world will know where they come from." □

IRTS, the First Amendment and Dennis Patrick

FCC chairman spells out reasoning behind repeal of fairness doctrine, tells annual newsmaker luncheon pictures and sound, as well as words, should be protected in proper scheme of things; print media reminded they too are threatened as merger of technologies continues to advance

At issue in the current congressional battle over whether to bring back the fairness doctrine in law, FCC Chairman Dennis Patrick said in his speech at an International Radio and Television Society luncheon in New York last week, is "whether pictures and sound, no less than words, have a content and meaning and purpose that are protected by the First Amendment."

Said Patrick: "It's whether televised drama speaks to real life issues as assuredly as do novels, whether situation comedies are capable of describing some dimension of the

human dilemma as poignantly as a short story, whether [ABC's] Ted Koppel is any less a member of the press than [*The Washington Post's*] David Broder." It was Patrick's first public expression of the philosophy underlying the FCC's Aug. 4 repeal of the fairness doctrine since the action was taken.

In repealing the doctrine, which required broadcasters to present all sides of controversial public issues, the FCC said it felt the doctrine was, at bottom, regulation of programming.

For pragmatic and constitutional reasons, Patrick said, government has a "very limited role" in regulating the content of programming.

Government regulators "can never possess" the kind of information needed to determine what constitutes the "right" programming, he said. "Markets are more effective than government regulation in insuring that broadcasters, cable operators and

others deliver programming responsive to public needs and interests."

Patrick said he was "loath to see the government regulate program content on more fundamental grounds, based on constitutional principle. Freedom of expression provides a powerful instrumental means for achieving other important ends, not the least of which are truth and effective self-government."

Freedom of expression will result in the "promulgation of erroneous opinions and beliefs," Patrick said. "There have always been those who think that that is wrong, and that attempts should be made to control speech so that truth has an advantage over error," he said. "But that obviously raises some very thorny difficulties. Who is to judge what is true and what is false? What is fair and unfair? And how do we know they know? Who is to police the thought police?"

Patrick stressed the importance and sanctity of programming. Marshall McLuhan was



IRTS newsmakers. Front row (l-r): Patricia Reed Scott, New York Mayor's office of film, theater and broadcasting; James Arcara, Capital Cities/ABC; Randall Bongarten, NBC Radio; Bob Hosking, CBS Radio; Irwin Segelstein, NBC consultant; Frank Beam, Beam Communications Corp.; Arthur Carlson, Susquehanna Radio Corp.; Richard Gottlieb, Lee Enterprises; Jerry Holley, Stauffer Communications; Jack Howard, Scripps Howard Broadcasting; Stanley S. Hubbard, Hubbard Broadcasting; Wallace Jorgenson, Jefferson-Pilot Communications; John McCrory, Times Mirror Broadcasting; Donald Pels, LIN Broadcasting; Edward Reilly Jr., McGraw-Hill Broadcasting; James Rupp, Midwest Communications; Pat Servodio, RKO General.

Second row: Ward Quaal, The Ward L. Quaal Co.; Stephen Weiswasser, Capital Cities/ABC; Norman Pattiz, Westwood One; Thomas Leahy, CBS Television Network; Edward Fritts, National Association of Broadcasters; Ray Timothy, NBC; James Quello, FCC; Dennis Patrick, FCC; James Greenwald, Katz Communications and IRTS president; Gene Jankowski, CBS/Broadcast Group; Michael Mallardi, Capital Cities/ABC; James Dowdle, Tribune Broadcasting; Robert Walsh, NBC; Ted Turner, Turner Broadcasting; Ruth Wooden, The Advertising Council; Frank Biondi Jr., Viacom International; Roy Park, Park Communications; Cecil Walker, Gannett Broadcasting.

Third row: Ed Lewis, Essence Communications; Nick Verbitsky, United

Stations Radio Network; Michael Garin, Lorimar Telepictures; Donald Menchel, MCA Television; Gary Scollard, MMT; Jerry Schubert, Eastman Radio; James Rosenfield, John Blair Communications; Al Masini, TeleRep; Ralph Guild, Interep National Radio Sales; Eduardo Caballero, Caballero Spanish Media; David Allen, Petry Inc.; Maurie Webster, New York Market Radio Broadcasters Association; Jerry Feniger, Station Representatives Association; Ave Butensky, Fries Entertainment; Edward Bleier, Warner Bros.

Fourth row: Ron Alridge, *Electronic Media*; Robert Gardner, *Marketing & Media Decisions*; Sol Paul, *Television/Radio Age*; Albert Warren, *Television Digest*; John Cooke, The Disney Channel; Winston (Tony) Cox, Showtime/The Movie Channel; John Gault, Manhattan Cable TV; J. William Grimes, ESPN; Robert Gutkowski, MSG Communications Group; Bob Johnson, Black Entertainment Television; Kay Koplovitz, USA Network; Brian Lamb, C-SPAN.

Fifth row: Emma Bowen, Black Citizens for a Fair Media; Robert Adler, Cabletelevision Advertising Bureau; A. Philip Corvo, NATPE International; Stephen Effros, Community Antenna Television Association; Melvin Goldberg, Electronic Media Rating Council; Robert Mulholland, Television Information Office; Preston Padden, Association of Independent Television Stations; Tom Paro, Association of Maximum Service Telecasters; Roger Rice, Television Bureau of Advertising; William Stakelin, Radio Advertising Bureau.

wrong, he said. "The medium is not the message," he said. "It is not the medium, but the message itself which properly commands our principal and ultimate attention."

"Clearly, from the perspective of the industry, all the myriad delivery mechanisms of the future will be of no use if you have nothing to say," Patrick said. "Your ultimate competitive advantage, or disadvantage, depends on your programming. From the perspective of the commission, the public interest is most directly affected by the diversity of programming available."

And, he said, all programming, not just news and public affairs, is significant because the electronic media have "come to play a major role in our perception of ourselves, the socialization of our children, the operation of our government—in essence, the life we lead."

The chairman took pains to point out that it is not only the electronic media that are at risk from the denial of First Amendment protection. "The writing's not on the wall, it's on the screen of a video monitor," he said, noting that several newspapers use satellites to distribute copy to printing plants and that, in the future, some publishers will skip the printing press altogether and go directly to the home. "When that happens," he asked, "that is, when newspapers are no longer printed on paper, will they be any less newspapers? In the year 2000, Americans will probably receive most of their information electronically. Does that mean that they are less entitled to assurance that their news has not been filtered by government?"

Patrick developed his theme still further, asking which communications model is to be applied "as the distinctions between the print and electronic media become blurred." He



Patrick

defined the choice as between "one which relies upon the government to draw distinctions which are, in truth really impossible to draw? Or on the First Amendment framed by the founding fathers which has served our country so well? In my view, to ask is to answer. Later, at a press conference, Patrick was asked for his response to his most vigorous critics—Senator Ernest Hollings (D-S.C.) and Representative John Dingell (D-Mich.)—when they challenge the FCC's action. The chairman said that, first, it is the commission's obligation to resolve matters before it, and that in the fairness doctrine case the court had clearly mandated FCC action, and that, second, he and the other commissioners and their aides were "prepared to talk about it." The first challenge, he said, was to correct all the misinformation about the fairness doctrine action, beginning with scotching the widely held notion that the FCC had repealed the equal time section as well. "That's clearly codified," he said. □

and \$16 a month and the pay services will go for between \$6.50 and \$9 a month each.

With most, if not all, of the TCI-affiliated systems and scores of small, independent systems expected to participate, the spokesman said, Netlink One-Stop will be able to take orders for service from dish owners in around 90% of the counties when it makes its marketplace debut next month.

The Netlink-affiliated systems already committed are those of TCI itself, Heritage Communications and United Artist Communications Inc., the spokesman said.

According to the spokesman, TCI is not actively seeking the participation of other major nonTCI-affiliated MSO's, but will consider allowing them to join on a "case-by-case" basis. The other MSO's can afford to set up their own back office to exploit the home satellite market, the spokesman said. "This service is intended for the little guys that cannot afford to do this themselves," he said.

The Netlink basic package will include ESPN, CNN, CNN Headline News, USA Network, CBN, United Video's package of four superstations (WGN-TV Chicago, WWOR-TV New York, WPIX New York and KTVT Dallas-Fort Worth) and Network USA's package of six Denver superstations (KCNC-TV, KMGH-TV, KUSA-TV, KWGN-TV, KRMA-TV and KSPN).

Not all dish owners will be allowed to take all 16 services. To ease the concerns of the broadcast networks' affiliates, Netlink is limiting distribution of each of the Denver affiliate signals—KCNC-TV, KMGH-TV and KUSA-TV—to those dish owners that cannot receive the signal off-air or from the local cable system.

Netlink's pay offerings include Home Box Office's HBO and Cinemax. The HBO services became eligible for inclusion when it changed its policy last month and began awarding distribution rights to cable systems in contiguous counties.

According to the Netlink spokesman, the service intends to offer additional pay and basic channels "as they scramble and as they meet the county and surrounding county criteria." The "odd man out" at this point, the Netlink spokesman said, is Viacom and its services—Showtime, The Movie Channel, MTV, VH-1, Nickelodeon and Nick at Nite. "If Viacom wants in, it will have to offer contiguous county rights to the services," the Netlink spokesman said.

According to Netlink Executive Vice President Brian McCauley, Netlink One-Stop will have several sources of revenue. It will receive a \$25 commission for each sale of the basic package and a \$20 commission for each sale of one or more pay cable services. It will receive \$5 for each Videocipher II descrambler it authorizes to receive the basic package and \$5 for each descrambler it authorizes to receive one or more pay services.

Because Netlink believes that satellite dish dealers are the "backbone" of the home satellite industry, McCauley said, it will offer commissions to dealers for each order they take—\$20 for each basic package sale and \$16 for the sale of one or more pay services to a single subscriber. □

TCI company beaming to backyards

MSO's Netlink USA will make basic and pay services available to TVRO owners via 800 number; prices to be set by local cable affiliates

Netlink USA, a company controlled by Tele-Communications Inc., on Nov. 1 will launch a marketing service that will enable most of the nation's 1.7 million owners of backyard earth stations to subscribe to pay cable services and a package of between 13 and 16 basic cable services by calling a single, toll-free number, it was announced last week.

Dish owners will pay less than \$16 a month for the basic package and less than \$9 a month for each pay, according to Netlink officials.

What the Netlink service amounts to is a national, TCI-controlled package of cable programming for dish owners. As such, it will compete with packages being offered by Showtime/The Movie Channel and Home Box Office. (The National Rural Telecommunications Cooperative also offers a modest "national" package, but its availability is restricted by terms of its programming contracts.)

The home satellite industry, which has been plagued by falling dish sales, has been demanding that Congress act to establish

noncable, third-party packages to insure the availability of programming at reasonable rates. Because of the close ties with TCI, Netlink's offering is unlikely to satisfy them. For commissions and fees, Netlink One-Stop Programming, as the service is called, will act as the home satellite marketing, signal authorization and, in some cases, billing agent for TCI-affiliated cable systems and certain other systems that have acquired the home satellite distribution rights to cable programming within their home county and contiguous counties and are looking for help in exploiting them.

The participating cable operators will set the prices for their service areas—the counties for which they hold the programming rights. Because some of the service areas of TCI-affiliated cable systems will overlap those of nonTCI-affiliated systems, Netlink officials claim that most dish owners who call Network will benefit from price competition. "In the majority of counties, there will be more than one cable company and more than one price," a Netlink spokesman said.

Judging from the feedback Netlink has gotten from TCI and the other charter affiliates, Netlink officials said, the price range for the basic package will be between \$12

Question mark looms over replacement football

Some network advertisers stay away from games; will viewers?

Network ratings for substitute programming plummeted on the first weekend of the National Football League strike (Sept. 27-28); and regular NFL advertisers were staying away in droves for week two of the strike and the first round of "replacement" games. All three networks said they would carry the first week of the games (all the NFL teams are fielding replacement squads) and would decide on carriage of subsequent games this week.

Among the advertisers that pulled out of games scheduled by the three networks for Oct. 4-5 were General Motors, Ford, Chrysler and Miller Brewing. (Anheuser-Busch decided to stay in the NFL telecasts last weekend.) The automotive and beer categories are the two biggest sponsors of NFL football.

The advertisers pulling out of last weekend's telecasts have NFL budgets which, combined, total several hundred million dollars. Network executives confirmed that each weekend the defecting advertisers withdraw their spots will represent a significant decline in revenue counted on to turn around the sports marketplace in 1987. Network sources also said they were trying to find substitute advertisers but declined to identify any companies.

One sales executive said privately that the first weekend's defections alone represented "serious revenue losses" for the networks. He indicated that in some cases replacement advertisers were persuaded to buy spots only at fire-sale rates.

Advertisers who pulled out have adopted different policies for the strike-plagued football season. Some planned to pull their schedules for the duration of the strike, while others said they would decide each week whether to advertise.

Ford Motor Co. has told the networks it will not advertise in NFL telecasts until the strike is settled and the regular team lineups are back on the field. "We will not advertise with the substitute games," said a Ford spokesman. "We made a contract to advertise with the NFL as we know it, meaning teams made up of name players. We have asked the networks for recommendations on alternative commercial placements."

Coming up with alternatives may prove difficult for the networks because they do not have many other programs that reach the desired 18-49 demographic in numbers that NFL advertisers seek. "There is a lack of other vehicles," said Richard Kostyra, executive vice president and media director at J. Walter Thompson. He said that many NFL advertisers want the "prestige and impact" that the franchise (with the first-string players) offers and that there is no other program series on television that can match pro football.

Other advertisers, such as Miller, GM, and Chrysler will make their decisions on a weekly basis. "Our position is that there are

a lot of unknown variables here," said a spokesman for Miller Brewing. "We don't know what the ratings are going to be for these games or who will be watching." Miller spends about \$40 million on NFL network advertising. A spokesman for Chrysler, which puts about 10% of its fall advertising into the NFL, said the company also will assess the situation week by week.

In addition to uncertainty over ratings, observers suggested that the defecting advertisers may have pulled spots because they are currently involved in some union negotiations themselves and may be expressing "sensitivity" to a labor issue.

In the first week of the strike, all three networks did poorly with replacement programming. On Sunday, Sept. 27, NBC averaged a 5.1/16 with a Major League Baseball game, less than half the normal Sunday NFL rating, which ranges from a 12 to a 17, depending on the game. CBS that day averaged a 3.4/11 with a repeat of its Super Bowl XXI telecast. On Monday, Sept. 27, ABC's *Star Trek III: The Search for Spock*, finished third with a 13.7/21. The week before, the network finished in first place on Monday night with a 20.7/33 for its telecast of a New England Patriots-New York Jets game.

Last week the end of the strike was nowhere in sight, and most observers were not optimistic about a quick settlement. The opposing sides broke off talks with no further sessions scheduled. The players association approached Fox Broadcasting about producing some sort of "all-star" game series among striking players. Fox confirmed that discussions took place but described them as very "preliminary." Turner Broadcasting



He was cable... "Without this industry I would be nothing." So said Ted Turner last Wednesday night (Sept. 30), responding to the presentation of the fourth annual Walter Kaitz award in New York's Hilton hotel. "We're just a step away from greatness," Turner continued. Asked later what would constitute greatness, he replied: "70% penetration." The Kaitz award is considered the cable industry's greatest individual honor. It is named for Walter Kaitz, the late director of the California Cable Television Association.

System produced a couple of similar games during the last strike, but they were discontinued when the league won a restraining order prohibiting the unauthorized games. □

Slow starts for some syndicated products

Some stations rescheduling 'Truth or Consequences'; new game shows in works for 1988

The frenzy surrounding the initial ratings of this fall's crop of new syndication shows began in earnest last week, with syndicators, reps and stations already making their first judgments. Those judgments focused on the early troubles of one new series that plays in early fringe and access (an updated version of *Truth or Consequences* from Lorimar), one that plays in daytime (*The Wil Shriner Show* from Group W Productions), and the decline in the third week of ratings for access checkerboard schedules on the NBC-owned stations and CBS-owned WCAU-TV Philadelphia.

As of last Wednesday (Sept. 30), at least four stations had decided to reschedule *Truth or Consequences* because of its poor start in the ratings. *Consequences* was averaging a 3.9/9 rating in 12 Nielsen overnight markets between Sept. 14 and 25. *Consequences'* numbers have in many cases been below what stations were doing before in the time period and a drop from the show's lead-in. For a show scheduled primarily in access and early fringe time periods, such ratings are not competitive. According to at least two rep firms contacted last week, stations were being cautioned about the show. "We have warned our stations to be prepared for January replacements," said Mitchell Praver, vice president of programming at Katz Television. He added that there are a number who are preparing to pull the show before the November book.

Indeed, several stations told Lorimar that they are moving the show from its originally scheduled time period. Effective Monday, Oct. 12, WWOR-TV New York will move the series from its current 7:30-8 p.m. period to 12:30-1 a.m. Program director Farrell Meisel said the ratings from tracking the show during the two weeks since its debut Sept. 14 left the station with little hope for the future. In place of *Consequences* the station will run *Barney Miller* which formerly ran on WPIX(TV).

Other stations that have moved the show out of its original time period are WTUV-TV Miami, KXAS-TV Dallas and WISH-TV Indianapolis. Walt Baker, vice president and program director at KHJ-TV Los Angeles said that he "would have to consider adjusting the time period" of *Consequences* on the station unless it improves within the next couple of weeks (*Consequences* currently runs at 8:30-9 p.m. on the station). A spokeswoman for WBBM-TV Chicago said that station currently is not examining a move of the show. *Conse-*

quences is cleared on 154 stations covering 91% of the country.

For its part, Lorimar has replaced the show's original producer with Bruce McKay.

There are now at least 30 game shows in the works for fall 1988, according to rep sources, as well as eight magazine shows. One of those, *A Current Affair* from 20th Century Fox, is available to stations immediately. *A Current Affair* appears currently on the Fox Television Stations.

The fall's other contender for access could be *Win, Lose, or Draw* from Buena Vista Television. That show is currently improving its lead-in and bettering its time-period ratings in many of the 121 markets covering 63% of the country in which it was cleared. *Win, Lose or Draw* is slated in a variety of time periods including daytime and late night. Only two of the show's clearances, WAGA-TV Atlanta and WJBK-TV Detroit, are in access.

The syndication season's other object of early concern, *The Wil Shriner Show*, has averaged a 2.3/9 in 14 Nielsen overnight markets since its debut Sept. 14-Sept. 25. Those numbers fall below the show's lead-in, and are below time period averages according to rep firm research heads.

"We're not surprised that it didn't get blockbuster numbers," in the early going, given Shriner's lack of exposure, said Group W Productions president Ed Vane. He added that Group W has no plans to change the show drastically given the early numbers, although he said the show will try to highlight Shriner's comedic talents a bit more in future episodes. Shriner was cleared by Group W on 105 stations covering 85% of the country, including the NBC-owned stations. Most of its clearances are in morning time periods.

This fall's other talk-show debut in syndication, *Geraldo!*, is now averaging a 3.9/16 in overnight ratings from Sept. 7 to Sept. 24, while improving its lead-in and maintaining the previous ratings for the time period.

There are currently at least three syndicated talk shows slated for fall 1988 that could attempt to fill whatever void is created by this fall's premieres. They are *The Joan Lundén Show* (working title) from Paramount, *The Family Show* from Hal Roach Studios, and WABC-TV's *The Morning Show* (to be retitled) from Buena Vista Television.

This fall's other main event in syndication is the checkerboard schedule on the NBC O&O's and WCAU-TV Philadelphia. In that schedule's first week those shows came on strongly, on some nights outrating *Wheel of Fortune*. Since then, however, the numbers have dropped. According to several programming heads at the rep firms the initial success of the schedule owed much to a big-budget promotion campaign that used network stars to tout the beginning of the prime time schedule at 7:30 p.m.

In its second week (Sept. 21-25) on WNBC-TV New York, the schedule had a 10.1/17 in Nielsen overnights, down from 11.1/19 the week before. In the first four days of week three (Sept. 28-Oct. 1), it was down again to 9.3/16. In Nielsen overnights in Los Angeles on KNBC(TV), it dropped from 11.5/18 to 9.1/15 in its second week,

and to 8.1/13 for the first four days of the third week. On WKYC-TV Cleveland, the schedule also dropped in its second and third weeks, but on WMAQ-TV Chicago and WRC-TV Washington the schedule showed signs of bouncing back in the ratings in the third week. Chicago was up from 7.8/14 to 8.2/26, and Washington was up from 7.9/15 to 9.2/17.

One of the season's most talked about debuts this fall, *Star Trek: The Next Generation*, got off to an impressive start last week with its two-hour movie premiere, "Encounter at Farpoint." According to Paramount research, in Nielsen overnights, KCOP(TV) Los Angeles scored a 21.1/29 at 8-10 p.m. on Oct. 30, for the highest rating and share in the station's history, and the highest numbers of all stations in the market during the broadcast's time period. Paramount also said that on WCIX(TV) Miami, the movie did 17.3/25 at 8-10 p.m. on the same night, for the second-highest rating/share for the station since the market was metered.

Among off-network programs, *Cheers* and *Family Ties* got off to good starts on Monday, Sept. 28. Among one-hour action-

adventure series debuting this fall, *Hill Street Blues* from Victory Television, appears to be encountering some trouble. During a test run in early fringe this summer on WCVB-TV Boston, a poor showing in the ratings prompted a move to midnight, following ABC News's *Nightline*. Research heads at rep firms also noted troubles in other markets.

One hour that is posting early signs of life is *T.J. Hooker* from Columbia/Embassy. In New York on WWOR-TV, the show had a 6.1/15 Nielsen average at 5-6 p.m. between Sept. 14-25, up 50% over ratings for *Hart to Hart* last year. In Los Angeles, on KHJ-TV the show did a 4.7/9 in its first two weeks at 6-7 p.m., outperforming *Fall Guy* which ran there a year ago.

Barry Thurston, president of domestic syndication at Columbia/Embassy Television, said that he doesn't "think the ratings will singlehandedly break" the perception that one-hour shows have been a problem in syndication, but he added, the early signs of success for *T.J. Hooker* should "stop people in their tracks" and prompt them "to take a look" at certain hours again. □

Storer TV sale under attack by Hill

Several congressmen want commission to reexamine approval of six-station spin-off in Gillett-Busse deal; they say structure of transaction could lead to violation of FCC's 12-station ownership limit

Key House members last week asked the FCC to hold up approval of the transfer of Storer Communications' six television stations to SCI Television Inc., a company jointly owned by the Gillett Group and Storer, pending a "full commission" review of the transfer of five Gillett TV stations to Busse Broadcasting. Approval of that transaction, "without adequate safeguards," the congressmen feel, could result in the control of 17 stations by Gillett, exceeding the FCC's 12-station ownership limit.

Representative Ed Markey (D-Mass.), chairman of the Telecommunications Subcommittee, and seven of its members registered their concerns about the Busse-Gillett deal in a letter to FCC Chairman Dennis Patrick. Patrick aide Peter Pitsch said the commission will consider the letter "expeditiously," but would not comment on its specifics. According to FCC rules, the commissioners have until Oct. 14 to review the staff's action on the Storer transfer.

On July 31 the staff agreed to a spin-off of Gillett's WEAU-TV Eau Claire, Wis.; WWMT-TV Kalamazoo, Mich.; KOLN(TV) Lincoln, Neb. (and its satellite station KGIN-TV Grand Island); WRLH-TV Richmond, and KOKH-TV Oklahoma City to Busse Broadcasting. Busse is jointly owned by Laurence A. Busse, a former Gillett Broadcasting officer, and, on a nonvoting basis, the Gillett family trust, established by George Gillett Jr., owner of Gillett Broadcasting's holding company, Gillett Group Inc.

Gillett's deal with Storer was contingent

on its ability to spin off those five stations so it would not violate the FCC's multiple ownership rules. Under that arrangement, which FCC staff approved on Aug. 20, Storer's six stations, WAGA-TV Atlanta, WSBK-TV Boston, WJW-TV Cleveland, WJBK-TV Detroit, WITI-TV Milwaukee and KCST-TV San Diego, would be transferred to SCI Television Inc. which is 49% owned by Storer and 51% by Gillett.

The Hill is worried about the precedential effect of the Gillett-Busse arrangement. "We feel strongly that, as a matter of proper procedure, any decision, the precedential effect of which would be to obviate or decrease substantially the import and effectiveness of the multiple ownership rules, should not be made by staff on delegated authority," the members wrote.

The congressmen also think the commission should examine the staff's interpretation of the FCC's attribution rules "and whether the structure of Busse Broadcasting Corp. adequately insulates Mr. Busse from influence by Mr. Gillett." For example, the letter said, "Busse Broadcasting Corp. can be liquidated at the sole discretion of the Gillett Family Trust, the trustees of which include Mr. Gillett."

Gillett told BROADCASTING last Thursday (Oct. 1) the Busse deal was an "absolutely clean transaction. There is nothing illegal or immoral about it. It's in keeping with both the letter and the spirit of the law."

He added, however, that he considered the congressional query a "straightforward" request that the commission review its staff's decision and said he believed the commissioners would reaffirm the Busse decision and clear the Storer grant.

Gillett acknowledged Busse was a "very close friend," but said he had "completely severed conversations" between them and

for some weeks has kept detailed phone logs of any communications between his representatives and Busse's in closing the deal.

Divesting himself of his holdings in his trusteeship owning Busse Broadcasting was a "possibility," Gillett said, but he added that the existing arrangement was "completely in keeping with the rules."

Gillett also said he believed there were no grounds for a stay on the transfer of the Storer stations to the Storer-Gillett jointly owned SCI Television, and would not speculate on the effect a stay might have on the deal. The Storer transfer is expected to close mid-month. The Busse deal already closed in August following FCC approval.

Gillett also said he did not believe there was any connection between the current subcommittee inquiry and widespread speculation that some on the Hill were angered by his arrangements with a black conservative, Clarence McKee, to run newly-purchased WTVT(TV) Tampa, Fla. McKee's participation allowed Gillett to save a substantial amount on the purchase price because the FCC's tax certificate policy for minorities lowered the taxes to be paid by the seller.

The Tampa deal, said Larry Irving, senior counsel to the Telecommunications Subcommittee, raised members' concerns, but it has "absolutely nothing to do with the procedural and policy questions that are inherent in staff approval of the Busse situation." No one, he said "cares" what McKee's politics are. □

CBS board meets, without decision on CBS Records sale to Sony

Speculation holds group is divided on move; fate of records group head and capital gains tax among considerations in sale

The CBS board of directors met for the second time in as many weeks last Thursday in New York, but apparently remains undecided on whether to sell the CBS Records Group. Sony has bid an estimated \$2 billion for the group.

There was considerable speculation that the board, which is next scheduled to meet Wednesday, Oct. 14, is deeply divided over the sale, leaving CBS chief executive Laurence Tisch, 24.9% owner of the company through his interest in Loews, unable to muster the votes needed to approve it. CBS founder and chairman, William Paley, reportedly wants to keep the long-held and now highly profitable records business.

Said to be among the concerns are what CBS would do with the \$3 billion or more in cash it might have following the sale (the company has already accumulated \$1.5 billion from the sale under Tisch of assets including textbook and magazine publishing) and whether the company might end up los-

ing its independence in some form of merger with Loews, one-third owned by Tisch, to turn the cash back to assets.

It was a similar sale of assets and loss of independence that CBS fought bitterly when Ted Turner made his \$175-per-share, non-cash offer to take control of the company in 1985. Tisch later accumulated his leading shareholder position, buying at an average weighted price estimated between \$125-\$135. Tisch's holdings in CBS, with 5,856,921 outstanding shares, now total about \$1.3 billion.

CBS stock, trading at about \$190 prior to news of the sale in September and opening last Monday at \$209, had climbed to \$225.75 by Wednesday's close, dropping back to \$222 Friday. Loews was up Wednesday \$3.38, to \$95.25, closing Friday at \$94.38.

Sony, which already owns Japan's largest record company in a joint venture with CBS, is said to view the acquisition of CBS Records as key to providing a source of software for its new generation of digital audio tape (DAT) recorders. Other bids, although not widely viewed as competitive with Sony's, are said to have come from Triangle Industries, which bid for the business last year along with Sony, and SBK Entertainment World, which last year bought CBS's music publishing business.

CBS Records is expected this year to report operating profit of \$180 million or more on revenue of \$1.6 billion. CBS overall earnings are projected at \$4.8 billion, with profit at approximately \$440 million.

The company, in its only official statement on the board meeting, said it "is continuing to study several courses of action with respect to its Records Group designed to maximize the short and long term values for its shareholders. Further consideration by the CBS board is planned at its regularly-scheduled meeting on Oct. 14."

One issue for CBS is the potential capital gains tax of approximately \$600 million on a \$2-billion sale, and accordingly, the company was reviewing options that would either lessen the tax bite or eliminate it. One possibility is a tax-free spin-off of Records to

CBS shareholders, who could later consider its sale to a third party.

Another question mark is the role of Records Group President Walter Yetnikoff in any change. Although it is not known whether Yetnikoff, who last year attempted his own management-led buyout, is participating in any of the bids, his involvement could be critical because of purported "key man" clauses that might allow the label's leading artists to reconsider their CBS contracts if he were to leave the company.

Also rumored to be under consideration as part of the deal is CBS's 36-story headquarters at 52d Street in Manhattan, better known as "Black Rock." With the sale of publishing and records, much of the building would be occupied by non-CBS businesses, and sources said a sale and lease-back arrangement for remaining CBS/Broadcast Group and corporate employees should not be ruled out. □

Broadcasters say talks with ASCAP have collapsed

But society says deal was near, that its door 'is always open'

Television broadcasters were up in arms last week. The target of their discontent—the American Society of Composers, Authors and Publishers, which, according to a statement released last week by the All-Industry TV Music License Committee, "remains flatly unwilling to meet even part way, broadcasters' pleas for structural reform in the music copyright licensing system."

For more than a year, representatives from ASCAP and the industry committee have been negotiating privately to reach some accommodation on the license fees broadcast-

International exchange. The National Association of Broadcasters' executive committee met last week with representatives of Canadian and Mexican broadcast organizations in Quebec, Canada. Every year broadcasters from the three countries gather to exchange ideas and develop common interests. Officials from the Canadian Association of Broadcasters, La Camara Nacional de la Industria de Radio y Television (CIRT) and NAB's executive committee adopted several resolutions including one calling for cooperation on the development of high-definition television. According to the resolution, the broadcasters would exchange ideas and research on HDTV. They agreed to: "Support establishment of a single HDTV transmission system for terrestrial broadcasting in North America, without unduly jeopardizing the public's existing investment in television receivers; secure to the extent possible the availability of UHF spectrum for terrestrial broadcast of HDTV, and cooperate in all appropriate forums to assure a unified and consistent view of HDTV for terrestrial broadcasting."

Among other resolutions:

- A decision to "dedicate their resources and facilities to informing the public in assisting local, national and international agencies" in fighting AIDS.
- Raised objections to any government tax on advertising.
- Announced further cooperation in the area of AM improvements such as supporting implementation of the NRSC's (National Radio System Committee) voluntary national standard.
- Stated opposition to efforts to incorporate a performer's royalty in sound recordings.

ers pay for the music rights in syndicated television programs. Unhappy with the current blanket licensing system, broadcasters launched a major lobbying campaign in the last Congress to pass legislation (H.R. 1195 and S. 698) that would establish a source licensing system so that stations would pay for the music rights when purchasing the program. The measures were reintroduced this year although broadcasters, at the urging of key congressmen, tried to fashion an agreement with ASCAP.

But a statement issued by the industry committee (attached was a "History of Negotiations between ASCAP and the Local Television Broadcasters") said talks between the two groups had collapsed. "Sadly, we can only conclude that ASCAP's primary purpose in agreeing to negotiate with us was first to becloud and then torpedo

broadcaster efforts in Congress to achieve structural reform in the copyright law," stated Leslie Arries of Buffalo Broadcasting, Buffalo, N.Y., and chairman of the industry committee.

The committee's pronouncement came as a surprise to ASCAP which thought it had an agreement with broadcasters to keep details of the negotiations confidential. Broadcasters were said to have felt justified in providing an account of the talks since negotiations had broken off.

"We regret broadcasters choose to terminate the negotiations and have chosen to litigate rather than work out a compromise satisfactory to both sides," said ASCAP general counsel, Bernard Korman. He said ASCAP thought it was close to an agreement. Furthermore, he said the broadcasters' recap of the negotiations was "obviously

written from a partisan standpoint and is not an accurate reflection of what happened." ASCAP's door, however, "is always open if broadcasters would like to walk back into the room," Korman said.

According to Arries, ASCAP at most would agree to a "one-time-only \$2.5 million discount on our current industrywide blanket license payment to ASCAP of \$60 million. And even that was conditioned on our agreeing to substantial increases in what we pay each year for the next four years." Consequently, the broadcasters say they will now concentrate on gaining passage of their source licensing bill.

No action on the matter is anticipated in the House, but Senate Copyright Subcommittee Chairman Dennis DeConcini (D-Ariz.) is committed to convene a hearing later this year on the issue. □

Ethics office says no free lunches

OGE guidelines prohibit executive branch employes from free lunch from reporters, attending private functions

The Office of Government Ethics of the Office of Personnel Management, which regulates the behavior of federal employes working for the executive branch, is promulgating new guidelines prohibiting executive-branch employes from allowing any reporter to pick up their tab at lunch and from attending privately sponsored receptions and other functions.

Among the first to be affected by the new guidelines, which are, in essence, interpretations of a 1965 executive order and OPM's subsequent implementing rules, is the FCC. It got the word at a Sept. 9 meeting among OGE and FCC officials called to clarify the guidelines.

Prior to the meeting, prohibitions against accepting lunches from individuals with an interest in FCC actions—for example, broadcasters, cable operators, trade association officials—extended only to reporters affiliated with companies regulated by the

FCC. In addition, under the old guidelines, FCC officials could attend any industry function, regardless of sponsor, as long as it was not deemed "lavish"—that is, as long as the value of what an individual employe received at the affair was not more than \$35. An employe could exceed the \$35 limit, but only if he or she were a participate in the event (for example, a speaker).

Under the new guidelines, according to a Sept. 28 letter from FCC General Counsel Diane Killory to OGE General Counsel Gary Davis confirming Killory's understanding of the guidelines, FCC employes will still be able to attend events sponsored by groups active at the FCC—professional societies and trade associations—"unless, of course, there is a readily apparent conflict of interest because of the timing of a sensitive pending matter."

OGE also said it would no longer insist on strict enforcement of the \$35 limit, according to the letter. As a result, the letter said, "we intend to approve attendance at otherwise qualifying industry group functions so long as it does not appear to be lavish."

Davis told BROADCASTING last week that major departments and agencies besides the FCC are already familiar with the new guidelines. They have been discussed at the meetings of ethics officers of the various agencies, he said. OGE will officially circulate them in OGE's quarterly newsletter or in a special memo. He said he was not sure when the word would go out.

The "thrust" of the guidelines is not to single out reporters, but to include them with others whose interest in taking federal employes out to lunch is more than personal, Davis said. "If the only reason you are taking me to lunch is because I'm a federal employe then you shouldn't be paying for my lunch," he said. "I can go to lunch with you, but I should be paying for my own lunch. That's the bottom line: Our folks get paid and they should be paying for their own food."

Davis acknowledged that some might think that the reporter guidelines are part of a Reagan administration effort to drive a wedge between reporters and government officials to limit leaks. But such speculation is "far-fetched," he said. Both he and OGE Acting Director Donald Campbell are career employes, he said. "We've never had any interference with our policy," he said.

The FCC had sought some relaxation of the OGE guidelines because it felt it was using up too much staff time in determining whether employes have exceeded the \$35 limit at industry functions. It also sought a ruling on BROADCASTING's request for an exemption to the no-lunch rule. BROADCASTING is owned by Times Mirror, which, as the owner of broadcast stations and cable systems, is active at the FCC.

In rules implementing a 1965 executive order, the OPM prohibited executive-branch employes from accepting "gifts, entertainment and favors" from anyone who is doing business with, regulated or otherwise affected by the employes' agencies. The rules, which constitute minimum standards of behavior, have been open to broad interpretation over the years by the OGE and the affected agencies, which are ultimately responsible for applying them. □

Ready to run. Television evangelist Marion G. (Pat) Robertson last week officially declared his candidacy for the Republican presidential nomination, resigning as chairman and chief executive officer of the Christian Broadcasting Network, a cable service he founded in 1960, and CBN Continental Broadcasting Inc., the licensee of WYAH-TV Portsmouth, Va., and KXTX-TV Dallas. Robertson also resigned as a Baptist minister, submitting a letter to the church where he was ordained, the Freemason Street Baptist Church in Norfolk, Va. All resignations became effective last Thursday (Oct. 1).

Robertson's decision to sever his religious ties came in the wake of evidence through public opinion polls that voters were unwilling to support a candidate who is the representative of a single faith. "I recognize that although the overwhelming majority of the American people desire leaders with strong religious faith, to many of our citizens the election of an ordained clergyman of any faith—Protestant, Catholic or Jewish—to as high a public office as the Presidency of the United States would, in their opinion, be tantamount to a preference for one religious denomination over all others," he said.

Robertson left his flagship program, *The 700 Club*, in September 1986 to allow more time for the demands of his campaign. His son, Timothy Robertson, took over as one of three cohosts of the program last summer, and Bob Slusser, president of CBN University, last week became interim chairman and CEO of CBN, a ministry worth approximately \$147 million as of last February. Among CBN's interests are its two independent television stations, a station in Lebanon, a television production division and CBN University in Virginia Beach, Va.

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EVEN KNOW WE'RE
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Wireless cable ready to grow

WCA meeting in Washington focuses on problems in getting premium pay services, starting systems; speakers Fowler and Representative Schumer offer encouragement

Yes, it's true. If you live in the city of Cleveland, you can have cable TV right now. No satellite dishes. No equipment to buy. It's MetroTEN Cablevision and it delivers outstanding cable programming through a tiny antenna on your roof. MetroTEN brings you movies without commercials, exclusive sports coverage, news and more—all for less than ordinary cable. So why wait any longer, Cleveland? Call MetroTEN today for exciting cable television: 749-7000.

MetroTEN Cablevision, the company that paid Cleveland television stations to carry the commercial spot promising cable programming to residents of the yet-to-be-cabled city, is one of a handful of established wireless cable—or, as some would say, MMDS—operators that are trying to complement and, in some cases, compete with conventional cable operators.

If the more than 300 who attended the Wireless Cable Association convention at Washington's Ramada Renaissance hotel last week have their way, MetroTEN will soon be one of many and commercials like that seen in Cleveland will be airing in mar-



MetroTEN's Donald Leach and James Theroux

kets—small and large—all over the country.

At the moment, however, the wireless cable pioneers are not having their way. At the convention, they complained about difficulties in assembling a critical mass of microwave channels, obtaining financing and, more than anything else, acquiring the distribution rights to the most popular cable program services.

Wireless cable operators can use up to 33 microwave channels—10 allocated to multi-point distribution service (MDS); 20 to the instructional television fixed service (ITFS), and three to the operational fixed service (OFS)—in each market to broadcast multiple channels of programming to paying sub-

scribers. To receive the signals, the subscribers have to be equipped with antennas (which, in many cases, look like concave oven or barbecue grills), downconverters and cable-like converters/descramblers.

A large number of those attending the convention were licensees of ITFS channels, most of which are affiliated with educational institutions, and the winners of the FCC lotteries in which blocks of four MDS channels are the prize. For the most part, the groups were trying to figure out how much their channels are worth to wireless cable operators and to others.

During the panels and in conversations outside the meeting rooms, the wireless cable operators said that an increasing number of cable programmers are refusing to deal with them, hampering their ability to get into business and stay in business. Those services most often cited for their recalcitrance: Home Box Office, Showtime, ESPN and CNN.

"We feel [programming] is the number-one problem facing our industry at this time and we are working as hard as we can to resolve the difficulties we are having," said Curt Bradley, who was elected the new president of the WCA during the convention, at one panel session. Afterward, he added: "Programming should be made available to us in the same way it is being made available to cable, SMATV and TVRO. Wireless cable is the only delivery mode that doesn't have access to all the satellite services." (SMATV, or satellite-fed master antenna television systems, serve multiunit dwellings through a single satellite earth station; TVRO refers to the home satellite market.)

Bradley, who hopes to offer wireless cable service in Oklahoma City and elsewhere, would not discuss why he feels the big cable programmers are eschewing wireless cable. "Now is not the time to talk antitrust or restraint of trade," he said.

Mark Foster, chairman of Microband Corp. of America, which has been pushing wireless cable for seven years and which is on the verge of launching full-fledged services in New York, Washington and Detroit, said: "We obviously have to tread carefully on the legal issue. We believe, though, that vast segments of the population are being deprived of programming unnaturally. The natural buy and sell in the marketplace... is being impeded by unnatural and unfortunate self-interest."

In a comment from the audience at one panel session, Robert Schmidt, former president of the National Cable Television Association (1975-79), and a tentative permittee of four potentially lucrative MDS channels in Los Angeles, charged that cable operators are blocking his access to programming. "Cable operators have told me that they will do

everything in their power to keep me from getting product," he said.

Mike Specchio, of Specchio Developers Ltd., had little trouble lining up programming for his 14-channel service in Milwaukee, which he sold to Warner Cable, the local franchisee, last December. But, he said, he has had trouble since in start-up systems in several markets. "We now have direct responses that are negative to our requests for programming," he said.

Only a "minority" of the programmers are refusing to deal, he said, but the minority includes "some of the premiere programming that you build a business out of." Specchio, which does business as People's Choice Television, had to abandon a "best of cable" marketing campaign, he said, because it has been unable to make the deals necessary to deliver the "best of cable."

Doug Malmgren, of Telcast, a wireless cable operator that has targeted small markets with its wireless cable service, said: "We need to have the ability to offer our subscribers the same viewing options that cable can," he said. "Once we receive our funding, we anticipate going onward and upward to the tune of 25,000-35,000 subscribers and we need quality programming to get there."

Malmgren said he can't understand why a



WCA incoming president Curt Bradley and predecessor Jim Clark

programmer would refuse to deal with Telcast, given the fact that "our subscribers will only enhance their [subscriber] counts."

Some wireless cable operators are circumventing the big programmers' refusal to deal by buying up faltering single-channel MDS operators that have existing contracts with one of the large pay programmers—HBO or Showtime/The Movie Channel. Others have gone to court or are contemplating it. Needing a lead service for its Cleveland package, MetroTEN sued Showtime on antitrust grounds and won the right to carry Showtime in the subsequent out-of-court settlement.

The wireless cable operators are also



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looking to their newly invigorated WCA for help. Bradley said that James Theroux, the president of MetroTEN Cablevision and the newly elected WCA vice president, has been appointed to head a WCA committee to come up with a strategy for tackling the programing program. The committee is to report to the full board at its next meeting in Washington on Oct. 21.

How effective WCA will be will depend on how much money it's able to raise from the membership to hire professionals in Washington to represent the association before Congress, the FCC and other agencies. WCA's ability to come up with sufficient funds will depend, in part, on whether Microband joins. Microband is the best-financed and potentially the largest of the wireless cable operators. During the convention, Microband's Foster told BROADCASTING that Microband is not yet a member of WCA, but that it planned to join. None of the Microband officials attended last year's convention.

The wireless cable industry already has at least one important ally in its fight to carry all cable TV programing—Representative Charles Schumer (D-N.Y.). Following an enthusiastically received speech at the convention, Schumer promised to introduce antitrust legislation aimed at freeing cable programing for wireless cable operators. In the speech, Schumer alleged that cable operators and programers have conspired to deny programing to wireless cable operators to hamper their development as a potential competitor (see below).

Former FCC Chairman Mark Fowler, in the convention's keynote address (see below), also seemed sympathetic toward the wireless cable operators' cause. If wireless cable operators are "credible," he said, refusal to deal with them "would be subject to real [antitrust] scrutiny."

Although the wireless cable operators cannot get all the programing they want, they can get much of it. National Satellite Programing Network, a programing buyer for SMATV and wireless cable operators, had a long list of programing that it claims is readily available to wireless cable. The list includes SelecTV, the Discovery Channel, C-SPAN, The Nashville Network, CBN, PTL, CNN Headline News (but not CNN), Financial News Network, Tempo Television, Black Entertainment Television, MTV, Nickelodeon, VH-1, the Playboy Channel, the Nostalgia Channel, Hit Video USA and the major superstations.

The bad news, said NSPN President Bob Vogelsang, is that cable services discriminate against SMATV and wireless cable in pricing. The rate card prices for cable are considerably lower than they are for the competitive technologies, he said. NSPN is in the midst of a study to determine precisely how much lower, he said.

Because MetroTEN is one of the few companies that is actually transmitting multiple channels on cable programing, soliciting subscribers and installing reception gear in the homes of subscribers, MetroTEN President James Theroux was one of the convention's hits.

Following his presentation at a panel session, at which he played a videotape of the

"Yes-it's-true" spot, Theroux answered increasingly probing questions from other wireless cable operators and would-be operators on all aspects of MetroTEN's business until he was cut off by a need to get on with Representative Schumer's speech to the group.

According to Theroux, MetroTEN offers 12 channels of service—Showtime, ESPN, CNN, MTV, three superstations and others—for \$24.95 during the first six months and \$18.95 thereafter. The installation charge varies according to the latest promotional campaign, but never exceeds \$35. "I don't doubt that it is the best deal around," he said.

MetroTEN, which enjoys the backing of TA Associates, the Boston-based investment firm, has poured \$13 million in the system so far, \$1.5 million on the bank of 20 50-watt transmitters, Theroux said. The transmitters can deliver "perfect pictures unaffected by weather" to about 70% of all homes in Cleveland, he said. The remaining 30% are blocked from receiving the line-of-sight microwave signals by buildings, topography or trees. Asked if there were any way to reach the 30%, Theroux quipped, "Agent Orange."

MetroTEN scrambles all of its signals, using the Zenith Z-TAC system, which is so "hard" that the system so far experiences no piracy, he said. MetroTEN spends about \$300 to equip each subscriber with a Conifer antenna, a downconverter and Zenith addressable converter/descramblers, he said. The Zenith converter features remote control of the microwave channels as well as of the VHF and UHF channels, he said.

Theroux's openness about his business began to wane when questions turned to how successful his business has been. He would not say whether the service was in the black and, when asked about subscribership, Theroux allowed only that the number was "between 10,000 and 100,000 subscribers." (Others in the business estimate that MetroTEN has no more than 15,000 subscribers.)

Theroux considers himself fortunate to have a solid lineup of programing to sell. "We made our deals before the spigot was turned off." He declined to comment on the renewal status of his contracts with ESPN and CNN—two of those services said to be balking at making deals with wireless cable operators.

MetroTEN has no immediate plans to go outside cableless Cleveland to compete with conventional cable in the suburbs. During his presentation, Theroux said MetroTEN has decided to use its limited "installation capacity" to serve the cableless city, which has more than 200,000 homes. Following the presentation, he acknowledged that he didn't want to stir up trouble with the programers by antagonizing cable operators in the suburbs.

Today, MetroTEN is the nation's prime example of wireless cable. But Microband may soon usurp the role. Microband plans to announce within the next few months plans to launch multichannel services in New York, Washington and Detroit. At the convention, Foster refused to comment on his plans before the formal announcement.

Also backed by TA Associates, Micro-

band has purchased single-channel MDS operators in each of the three cities, giving it a substantial customer base—nearly 100,000 by one account—and HBO in each market to build its services around.

Foster's reluctance to talk about his services before they are ready to go is understandable. Over the past seven years, Microband's plans to enter the New York and Washington markets have been delayed by troubles in leasing channels, relocating channels so that signals can be beamed from a common transmitter site and in obtaining programing.

Others that hope to become forces in wireless cable are Specchio's Michael Specchio and Tom Looney, Cablecom president.

Flush with the cash from the sale of his 14-channel system in Milwaukee to Warner, Specchio is going around the country, planting seeds for wireless cable systems in major markets like Houston, Dallas-Fort Worth, Tucson, Ariz., Minneapolis and St. Louis. In some cases, Specchio is providing holders of the local microwave channels with consulting services and financing. In others, he has formed investor groups to gather microwave channels, secure financing and launch services. In all cases, Specchio provides the People's Choice name to the operating entity.

Specchio is not wedded to the microwave technology. Where it makes sense, he said, he is prepared to build SMATV systems to serve multiunit dwellings until enough microwave channels are assembled to serve them via wireless cable. "We are going to use anything we can to sell pay television."

Cablecom's Looney said he leased six microwave channels in Chicago and is negotiating to acquire six more. If his plans come together, he said, he'll broadcast his 12-channel service from the John Hancock Building in downtown Chicago to the many cableless dwellings within the city limits.

Cablecom also has some cash. Looney confirmed that Cablecom and an affiliated company, Satellink, sold SMATV systems in Chicago, serving 56,000 units, to the local Tele-Communications Inc. affiliate that is cabling the city. The purchase price: between \$4 million and \$7 million, Looney said.

Theroux, Foster, Specchio, Looney and the rest of the wireless cable pioneers seem to realize they have a long way to go before they make their marks on the Fifth Estate and reap the immense profits others have reaped in supplying television to the public. But the knowledge doesn't seem to dampen the optimism. "The problems are similar to what the cable industry faced years ago when it attempted to provide a service and the broadcasting industry tried to impede its growth," said Microband's Foster. "This industry is now poised to go forward."

Congressman Schumer working on bill to make cable programing available to wireless operators

House Judiciary Committee member Charles Schumer (D-N.Y.) told members of the Wireless Cable Association at its annual convention in Washington last week that he was preparing antitrust legislation that would help wireless cable operators acquire the rights to popular cable programing ser-

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Schumer, who has emerged as the fledgling wireless cable industry's champion on Capitol Hill, didn't get into the specifics of what he had in mind, and he wouldn't say when he would introduce the bill. But drafting the bill will not be a "year-long process."



Schumer

he said. It will be dropped into the hopper "relatively shortly," he said.

Schumer said he is committed to do "what it takes to bring competition to the cable industry.... I'm in this for the duration. Until there is true competition in the cable industry, I'll be plugging away."

In addition to drafting the antitrust legislation, Schumer has also looked for wireless-cable implications in the so-called scrambling bills pending in the House and Senate that are aimed at freeing cable programming for the home satellite market ("Closed Circuit," Sept. 21).

And he has urged the Justice Department to investigate what he believes may be collusion among cable operators and programmers to deny programming to wireless cable operators (BROADCASTING, Sept. 28). "I cannot think of a more clear-cut [antitrust] violation than the one that I've seen," he said last week. "So, hopefully, even this Justice Department, which has not been at the forefront of pursuing antitrust cases, will come to that conclusion as well," he said.

Schumer was optimistic that his colleagues on Capitol Hill would eventually come to support his legislation. Many congressmen voted for the Cable Communications Policy Act of 1984 prohibiting local rate regulation of most cable systems with the understanding that cable systems would face competition from other pay television media, he said. But that competition has failed to materialize, he said. "We are beginning to make the case throughout the Congress that this is happening," he said. "It takes a while to get things done, and I'm just firing the opening shot."

Schumer said his efforts are "related" to the motion picture industry's efforts to limit the size of cable operators. He said he has been "talking to the [Motion Picture Association of America] about what they see as the problem and I may incorporate some of... [its] suggestions in the legislation."

The basis for Schumer's initiatives on behalf of wireless cable is a 19-page report

authored by his office and released to the press two weeks ago. The report concluded that large cable operators have conspired with cable programmers "to choke off competition by denying the wireless services access to... [cable] programming." (MPAA's hand was evident in the report which used MPAA's figures on the sizes of cable's top 15 MSO's.)

However, according to the report, Schumer's legislative initiatives may not be the panacea some wireless cable operators hope they will. "There is nothing illegal about a programmer entering into an agreement with a local cable company to deal with the distributor in that market exclusively," the report said.

At the heart of the problem, Schumer said in last week's speech, is the concentration of cable system ownership. "More and more cable companies have been absorbed by fewer and fewer MSO's," he said. "Five of these multibillion-dollar cable companies now control almost half of all the cable subscribers in the nation. That is a lot of clout in the marketplace and a lot of clout in Congress too."

Schumer said his interest in encouraging alternative delivery modes for cable grew out of some of his constituents' concern about the migration of Major League Baseball games from broadcast television to cable television in the New York area. (Prior to the current season, the New York Yankees and New York Mets increased the number of games on SportsChannel, the New York regional cable sports networks, and decreased the number on broadcast stations.) "My neighbors care about Social Security and the federal deficit," said Schumer, "but their blood boils when their unalienable right to baseball is at issue."

To stem the flow of Yankees and Mets games to cable, Schumer said, he introduced legislation that would require teams to keep half of their televised games on broadcast television. And in preparing the bill, which was tied to baseball's antitrust exemption, he came to realize that there were "huge problems that have come with the deregulation and expansion of cable television," he said.

Schumer said he regrets having voted for the Cable Act. "We in Congress made a mistake," he said. "The act created a huge, unregulated monopoly that has rumbled around the telecommunications landscape like a 300-pound gorilla—squashing competition everywhere."

Congress passed the Cable Act to encourage the development of cable services, he said. "Unfortunately, in the haste to remove the shackles of regulation from the cable industry some things got lost, namely competition. We made it easier for cable companies to get off the ground, but we also made it more difficult for anyone to compete with cable," he said.

Cable rates have shot up 25% this year as a result of rate deregulation, Schumer said. "So the foxy cable industry is getting fat, and a lot of cable customers are feeling like chickens," he said.

"There is no reason to believe that cable prices will come down in the future," Schumer said. "Monopolies have a tendency to raise prices as much as they feel they can

get away with. Since cable television is the major form of mass media in many communities, the market will likely bear large increases."

Wireless cable can get Congress off the hook, Schumer said. "If wireless cable can emerge as a legitimate alternative to cable, and if the wireless industry can begin to compete with cable, then the bad effects of cable deregulation will be mitigated," he said. "Competition—that's all we need."

Fowler optimistic over future of wireless cable; urges operators to fight for programming

If wireless cable systems establish themselves as "credible... retail businesses," former FCC Chairman Mark Fowler said in his keynote address at the Wireless Cable Association convention in Washington last week, refusals by cable programmers to make their services available to such systems "would be subject to real scrutiny... The antitrust laws prevent efforts to lessen competition or to monopolize a market."

Fowler, now a communications attorney with the Washington firm of Latham & Watkins, said: "On the horizon, there may be a showdown over programming sources. As the home satellite dish marketplace has discovered, it's not always easy to deal with major program suppliers that have been servicing ordinary cable for many years."

Fowler said he hopes wireless cable operators will not continue to face problems in acquiring rights to cable programming. "But if those problems should prove to be caused by violations of the law, this industry has to be willing to put forth the vigorous fight to get what it deserves," he said. "And if government relief is required, the Justice Department, the Federal Trade Commission or the FCC will be able to hear your case best if you're an industry that's prepared to buy that programming and market it aggressively on the retail level."

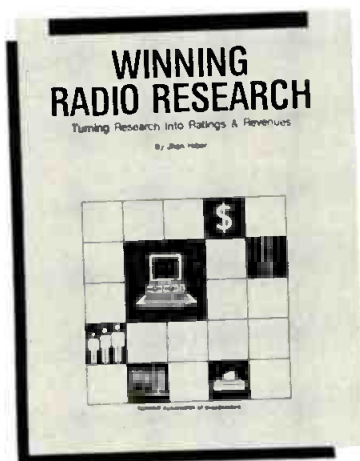
The difficulty of wireless cable operators in acquiring rights to popular cable services such as Home Box Office, Showtime, ESPN and CNN was the principal topic at the three-day convention. In the convention's other major address, Representative Charles H. Schumer said cable programmers and operators have conspired to deny programming to wireless cable and promised to introduce antitrust legislation "relatively shortly" to correct the problem (see above).

The former FCC chairman lauded the

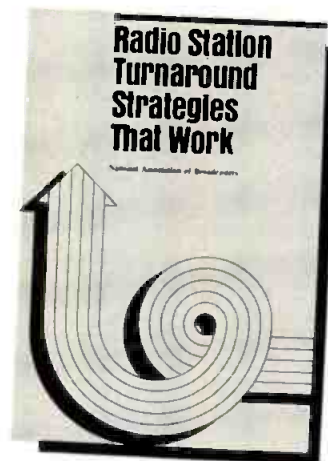


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wireless cable industry and the FCC for making rule changes that gave birth to the industry. "Wireless cable—what a great mix of commission resources, policies and plain truths of the marketplace," Fowler said. "By letting operators negotiate with ITFS licensees for channels, a true, diverse service—one that could compete with wired cable—came to be."

And by eliminating the requirement that MDS and MMDS licensees operate as common carriers, he said, "the artificial distinction drawn between the customers and the licensee vanished. The commission gave operators the right to be integrated operator-

programers."

Because of its regulatory freedom, Fowler said, wireless cable operators do not have to limit themselves to providing "video entertainment." Operators "could elect to retain some—or even use all—of [their] capacity for traditional common carrier services, including data transmission," he said.

Wireless cable is "probably, penny for penny, the cheapest way to deliver video signals to many homes," he said. It is limited to 33 channels, but those are more than enough to satisfy most consumers, he said. "Wireless cable can provide that core of a dozen or so channels that most attract viewers of non-

broadcast television."

The medium, he said, "represents the first economically viable competitor to cable, a competitor that, to a customer, looks 'just like cable.' In markets where wired and wireless cable compete, a consumer can choose who will supply multichannel video service as easily as deciding where to shop for groceries."

Wireless cable can also compete with satellite-fed master antenna television systems and home satellite reception. "Wireless cable isn't burdened by zoning or other factors that make satellite dish reception difficult," he said.

Atlantic Cable Show aims to make waves

Among highlights of this week's annual gathering are exhibit floor, discussions of overbuilds, federal regulation and Turner speech

A speech by Ted Turner, an open forum with Irving Kahn and a chief executive officer roundtable featuring National Cable Television Association Chairman James Cownie, Cablevision Systems' Charles Dolan and Storer Cable's Kenneth Bagwell are among the highlights of the Atlantic Cable Show set for this week (Oct. 6-8) in Atlantic City.

The theme of the show is "Making Waves," and convention organizers have made some of their own with an offering of complimentary registration for companies sending more than 15 employees. Registration runs \$215 for system and associate members, and the offer has contributed to an increase in registration—up 500 from the same time last year. Ten companies have taken advantage of the offer, including Adelphia Communications, which is sending the most, 70, to the show. The one-day Cable Television Administration and Marketing Society program on Monday, Oct. 5, preceding the convention, has also brought in 100 registrants to date. Last year the Atlantic show drew 2,600.

Interest by exhibitors is also healthy. Stanley Singer, executive director of the Pennsylvania Cable TV Association, which is putting on the show with the New York, New Jersey and Maryland-District of Columbia-Delaware associations, said the number of exhibitors will match and quite possibly exceed last year's 187. Singer attributes that level of interest, despite the consolidation of companies over the past year, to the hardware and software associate members on the show's board, who give exhibitors better access to cable operators.

To Pennsylvania operators, the hot topics at the show will be scrambling, overbuilds, channel repositioning, marketing and pole attachments, according to Singer. Concerning scrambling, state operators feel the marketplace is working adequately, he said, and they plan to vigorously lobby their senators, Arlen Specter and John Heinz, if S. 889, which would regulate scrambling, reaches the floor.

Other federal issues are also on the minds of Atlantic operators. Richard Alteri, president of the New York State Cable Association, said

what the FCC may do with syndicated exclusivity and telco-cable crossownership, plus scrambling, are of chief concern to operators in his state.

Cablevision Systems Chairman Chuck Dolan said: "Everybody is interested in the future course in the relationship with the cities," citing the spate of franchising and First Amendment court cases. Dolan, who heads a top-15 MSO and runs a 24-hour regional news operation, said cable operators "should pursue a definition of cable that has



First Amendment performance at the heart of it. We should definitely think of ourselves as speakers rather than as a utility and we ought to behave that way in all matters that are before us. It is socially good and in the best interest of the industry." If that stand could increase overbuilding activity, Dolan said, cable needs to be ready "to meet competition, and we should never insist we are an industry that cannot tolerate competition. If we say we are a natural monopoly, a consequence of that will be a regulatory level that will do a lot to discourage what we could do with the medium." Most of Dolan's franchises are in urban areas, and he has not faced the scrambling problems as directly as other operators. But speaking as a programmer (Cablevision-owned Rainbow runs five regional sports services plus Bravo and American Movie Classics), he said: "We should have the right when we create services for cable to preserve them for cable."

"The surge in overbuilds is [also] on the minds of cable operators," said Singer, even though there is not a great amount of new overbuilding taking place in his state. "The judicial climate has made the cable operator more aware," he said, of overbuild possibilities. He also said there has been a resurging interest in marketing and pointed to CTAM's newly-formed mid-Atlantic chapter that will be active at the show.

Steve Main, general manager of NYT Ca-

ble, Audubon, N.J., said pay per view and overbuilds are among the hot topics from his perspective. NYT Cable has had much success with PPV, said Main, and the company is very bullish on its prospects.

Ted Turner will open the show with a keynote speech on Tuesday morning. Tuesday afternoon sessions include "Current Federal Issues Affecting Cable," with moderator James Mooney, National Cable Television Association president, and panelists John Summers, National Association of Broadcasters; Shaun Sheehan, Tribune Co.; Bert Carp, Turner Broadcasting, and Tom Southwick, *Multichannel News*, and "Changing Winds of Public Opinion: Cable in the Community," with facilitators Susan Swain, vice president, corporate communications, C-SPAN, and David Anderson, vice president, public affairs, Cox Cable.

Irving Kahn, chairman and president of Broadband Communications, will be the featured speaker in a Community Antenna Television Association open forum on Wednesday morning hosted by Steve Effros, CATA president. Wednesday afternoon sessions will focus on "Channel Repositioning" with Michael Soper, Public Broadcasting Service; Jerry Lenfest, Lenfest Group; Association of Independent Television Stations President Preston Padden, and Effros. NCTA General Counsel Brenda Fox will moderate. At 3:30 p.m., there will be a chief executive officer roundtable discussion with Heritage's Cownie; Bagwell; Dolan; Joseph Gans, Cable TV Co., and Fred Vierra, United Cable.

Thursday morning will feature a panel on high-definition television, with Jim Farmer, Scientific Atlanta, and Paul Perez and Craig Cuttner of Recoton, plus a marketing retention seminar moderated by Robert Townsend, NYT Cable, and Richard Sperry, Comcast. The convention adjourns at noon on Thursday.

The CTAM seminar on Monday, Oct. 5, preceding the show is entitled "An Overview: Charting a Steady Course." It will be kicked off with a panel featuring Dolan; Cownie; Barry Lemieux of American Cable-systems, and Bill Grimes of ESPN. Former Pittsburgh Steeler Rocky Bleier will be the luncheon speaker.

The exhibit hall at the convention will be open from 1 to 6:30 p.m. on Tuesday, 10 a.m.-5:30 p.m. on Wednesday and 9:30 a.m.-noon on Thursday. □

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• SHERWIN-WILLIAMS CORPORATION
• TEXAS INSTRUMENTS
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Pondering cable programing possibilities

Biondi says ads on pay services may be inevitable; Fuchs wary of PPV; Silverman foresees Fox network demise

The question of the day at the National Academy of Cable Programing's second fall forum was: "How high is up?" And except for a few trouble spots, the answer was: "The sky's the limit." The forum brought together Frank Biondi, president and chief executive officer of Viacom International; Charles Dolan, chairman and chief executive officer, Cablevision Systems; Michael Fuchs, chairman and chief executive officer of Home Box Office; Fred Silverman, president of the Fred Silverman Co., and Kay Koplovitz, president and chief executive officer of USA Network, before a crowd of about 850 in New York, including top executives from cable MSO's and programers.

Biondi characterized the state of program production and distribution as similar to the changing world economy, where the old lines have broken down and new players and alliances are operating. To know all the players in the game today, Biondi said, one needs "a very, very big scorecard." Biondi added: "The big money is still in the traditional marketplace," in networks, syndication and film, but activity is increasingly interwoven.



Silverman, Fuchs, Biondi, Koplovitz, Dolan

There is now "an off-pay value...and an off-basic value to series programing," he said. Production of series television is a viable option for cable networks, Biondi said, but the key question is one of resources, finding the best writers and producers to create quality shows.

In answer to a question, Biondi said "ad-

vertising [on pay] is somewhat inevitable." He said consumers think the prices of pay services are too high, compared to the services' relative value. Prices will be forced down, he said, and there are not many other alternatives to advertising. He said Showtime's demographics would be very attractive to advertising and foresaw clustering of

Syndication Marketplace

Worldvision Enterprises is reintroducing *Trivial Pursuit* to the marketplace. John Ryan, senior vice president, said that Worldvision recently shot a different pilot than the one originally used when the show was introduced last January. Because the show got a late start for its original fall 1987 debut, Worldvision withdrew it from syndication after NATPE. Ryan said that with 30 million households owning the *Trivial Pursuit* board game, and the interest expressed by stations in the show at the time of its original introduction, the prospects of clearing the show now look much better.

All-American Television reports that it has placed *The Boy King*, the Peabody Award winning docudrama about Martin Luther King Jr., in eight of the top 10 markets for its Jan. 11-Feb. 7 window. Those stations include WNBC-TV New York, KHJ-TV Los Angeles, WFLD-TV Chicago, KYW-TV Philadelphia, KTVU(TV) San Francisco, WBZ-TV Boston, WTTG(TV) Washington and WOIO-TV Cleveland. *The Boy King* stars Howard Rollins and is a production of WSB-TV Atlanta. All American also reports that it has now cleared *America's Top Ten*, a weekly pop music countdown show hosted by Casey Kasem, on WWOR-TV New York. *Top Ten* is now on 130 stations covering 85% of the country.

In the wake of the NFL Players Association strike, **Orbis Communications** is offering stations a one-hour special, *Distant Replay*. Hosted by sportscaster Dick Schapp, the program looks at the original 1966 Super Bowl winning team, the Green Bay Packers. *Distant Replay* is offered on a cash basis for Oct. 4-Jan. 31.

In connection with upcoming winter and summer Olympics, **Blair Entertainment** is selling *Torch of Champions*, two two-hour previews of the games. The special preceding the winter games will be hosted by figure skater Peggy Fleming and the one preceding the summer games will be hosted by the former decathlon star Bob

Mathias. *Torch of Champions* is sold on a cash-plus barter basis with two minutes for Blair, and 11 minutes for stations, per hour. Blair also recently unveiled a movie package, *Star Power 20*, consisting of 20 films including "Vanishing Act," "A Fight for Jenny," "Society's Child," and "Can You Feel Me Dancing."

Following its placement of the weekly half-hour *CinemAttractions* on KABC-TV Los Angeles and the Storer stations, **Access Syndication** will wait for the show's October ratings before taking it out for national sale. *CinemAttractions*, produced by Atlantic/Kuchner-Locke, is a weekly countdown of the country's top box-office hits produced. Each episode will feature clips from the seven top movies of the week, "sneak preview" clips, movie-related music videos and other features. Given the support of the show by the major movie studios, *CinemAttractions* will be given to stations on a barter basis with a split of five minutes for stations and one-and-a-half minutes for Access.

GGP Sports has signed an agreement with Trans World International and Thames Television to distribute the two-hour *Miss World Beauty Pageant* for a Nov. 19 broadcast. GGP will give stations three weeks to play the pageant and will keep nine minutes of advertising time with stations getting 15 minutes. GGP has cleared the show on 78 stations covering 53% of the country, including KHU-TV Los Angeles, KXTX-TV Dallas and WTVJ-TV Miami. John Davidson will host the event from London's Royal Albert Hall as he did last year.

Select Media Communications has renewed *Intermission*, a series of 30-second movie trivia vignettes. *Intermission* is formatted to allow stations to play their own 30-second spot next to the vignette. Stations covering 86% of the country now carry the series, including WNYW-TV New York, KTLA(TV) Los Angeles, WPMR-TV Chicago and WPHL-TV Philadelphia.



October 26 Special Report



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ads in certain programming. (Fuchs said advertising was not in HBO's future, but ribbed Biondi, a former HBO executive, by saying that "we will advertise on Showtime/The Movie Channel if they go first.")

Biondi also speculated that there may be a basic cable window for movies that Hollywood has had trouble selling in the broadcast market. Although there is a vast difference of opinion on the subject, Biondi said, "basic could be the answer."

HBO's Fuchs said cable programming has

reached the point that, cumulatively, it is the equal of broadcast television. What prevents cable ratings from equaling the networks, Fuchs said, are household coverage and publicity. He also had some words of warning regarding pay per view and those cable operators who are taking an equity interest in programming ventures. PPV enters a field where there is "a highly competitive window" and seems to be driven today by the movie companies, he said. Fuchs also was wary of the technology, warning that opera-

tors "shouldn't get seduced by it." He said HBO "has no grand scheme for PPV."

Equity interest in programming services by operators has become "quite trendy," Fuchs said, but as a programmer he remains skeptical. "The money has to go up on the screen," he said.

"We've survived the VCR," Fuchs said, and HBO sees greater reliance on original fare by creating franchises in boxing or drama, for example. "Pay's still is in excess of 40% of an operator's revenue," he said, add-

NBC on top after first week of season

It's a whole new ballgame and a new season. The peplemeter ratings for the first week of the 1987-88 season, from both the Nielsen and AGB services, are listed below, naming NBC as the winner. The prime-time averages, according to Nielsen, put NBC in first place with a 16.4 rating and a 28 share. CBS came in second, according to Nielsen, with a 14.6/25. ABC has narrowed the gap, closing out the week with a 14.3/25.

The AGB averages, according to calculations made by BROADCASTING, based on the AGB household rankings, put NBC on top with a 16.45/28. ABC came in second with a 13.73/23, followed by CBS with a 13.67/23.

Both ratings services generally gave similar rankings to programs, but in a few cases came up with markedly different rankings. *Bill Cosby* took first place on the Nielsen ranking, but came in second to

Different World on the AGB chart. *Dolly* placed fifth on the Nielsen and fourth on the AGB. *Cheers* held onto third place on both lists, while *Night Court* dropped a bit on AGB, to sixth place, but held fourth place on Nielsen.

NBC's *ALF* ranked 12th on the AGB (18.8/32), but came in 21st on Nielsen (17.9/28). CBS's *Tour of Duty* ranked 60th on AGB and 56th on Nielsen. NBC's *Sunday Movie*, "The Terminator", came in 30th for Nielsen, with a 16.5/27. However, for AGB, the movie placed 41st with a 13.1/22.

For evening wins through the week, according to Nielsen figures compiled by ABC, ABC took Monday through Wednesday, NBC took Thursday and Saturday and CBS took Friday and Sunday.

In the evening news race, according to Nielsen figures, ABC said, CBS came out on top with a 10.5/22 over ABC's 9.6/20 and NBC's 9.5/20.

Nielsen

Rank	Show	Network	Rating/Share
1.	Bill Cosby Show	NBC	31.5/51
2.	A Different World	NBC	31.3/49
3.	Cheers	NBC	28.4/44
4.	Night Court	NBC	24.9/40
5.	Dolly Show	ABC	24.7/38
6.	Who's the Boss?	ABC	23.4/39
7.	Growing Pains	ABC	23.3/36
8.	Golden Girls	NBC	22.3/40
9.	Full House Special	ABC	21.7/34
10.	Hooperman	NBC	21.5/35
11.	Family Ties	NBC	21.0/34
12.	Murder, She Wrote	CBS	20.4/32
13.	I Married Dora Special	ABC	20.3/33
14.	60 Minutes	CBS	20.0/37
15.	Newhart	CBS	19.1/30
16.	Monday Night Football	ABC	18.7/34
17.	Moonlighting	ABC	18.3/32
18.	Slap Maxwell	ABC	18.2/31
19.	My Two Dads	NBC	18.1/28
20.	Unsolved Mysteries Special	NBC	17.9/32
21.	Alf	NBC	17.9/29
22.	Designing Women	CBS	17.6/28
23.	Head of the Class	ABC	17.4/29
24.	227	NBC	17.3/32
25.	Matlock	NBC	17.0/27
26.	Dallas	CBS	16.9/31
27.	Buck James	ABC	16.6/30
28.	Special Movie Presentation	CBS	16.6/31
29.	Dynasty	ABC	16.5/28
30.	NBC Sunday Night Movie	NBC	16.5/27
31.	Cagney & Lacey	CBS	16.4/28
32.	Valerie's Family	NBC	16.3/26
33.	Miami Vice	NBC	16.2/29
34.	J.J. Starbuck Special	NBC	15.8/30
35.	Kate & Allie	CBS	15.6/24
36.	Highway to Heaven	NBC	15.6/27
37.	Perfect Strangers	ABC	15.2/27
38.	Knots Landing	CBS	15.2/27
39.	Facts of Life	NBC	14.8/29
40.	20/20	ABC	14.7/28
41.	Equalizer	CBS	14.4/24
42.	Frank's Place Special	CBS	13.9/23
43.	A Year in the Life	NBC	13.8/23
44.	Beauty & the Beast Special	CBS	13.5/26

Rank	Show	Network	Rating/Share
45.	St. Elsewhere	NBC	13.4/23
46.	NBC Monday Night Movies	NBC	13.4/22
47.	Special Movie Presentation	CBS	13.1/22
48.	Special Movie - Sun.	CBS	12.6/21
49.	Jake and the Fatman Special	CBS	12.5/24
50.	Crime Story	NBC	12.3/21
51.	ABC Thursday Night Movie	ABC	12.2/20
52.	Wiseguy	CBS	12.1/19
53.	MacGyver	ABC	11.9/20
54.	Private Eye	NBC	11.5/22
55.	Rags to Riches	NBC	11.2/21
56.	Tour of Duty	CBS	10.6/17
57.	Disney Sunday Movie	ABC	10.4/19
58.	Oldest Rookie	CBS	10.4/18
59.	Our House	NBC	10.2/19
60.	Spenser: For Hire	ABC	10.1/16
61.	I Married Dora	ABC	10.1/18
62.	Houston Knights	CBS	9.6/16
63.	Full House	ABC	9.3/18
64.	Sledge Hammer	ABC	7.9/13
65.	ABC Sat. Night Movie Special	ABC	7.3/14
66.	Max Headroom	ABC	6.9/13
67.	Charmings	ABC	6.7/11
68.	Once a Hero	ABC	3.7/7

AGB

1.	A Different World *	NBC	29.4/49
2.	Bill Cosby Show *	NBC	29.1/49
3.	Cheers *	NBC	25.8/42
4.	Dolly Show *	ABC	25.2/40
5.	Who's the Boss? *	ABC	23.1/40
6.	Night Court	NBC	22.7/37
7.	Full House	ABC	21.8/36
8.	Growing Pains *	ABC	21.4/34
9.	Family Ties	NBC	19.6/32
10.	Golden Girls	NBC	19.5/35
11.	Hooperman *	ABC	19.4/32
12.	Alf *	NBC	18.8/32
13.	My Two Dads	NBC	18.5/29
14.	Murder, She Wrote	CBS	18.0/29
15.	I Married Dora	ABC	17.5/28
16.	Newhart	CBS	17.3/27
17.	60 Minutes	CBS	17.0/32
18.	Designing Women	CBS	17.0/27
19.	Head of the Class *	ABC	16.4/28
20.	Dallas *	CBS	16.3/31
21.	Valerie's Family *	NBC	16.2/26

Rank	Show	Network	Rating/Share
22.	Slap Maxwell *	ABC	16.2/27
23.	227 *	NBC	16.2/30
24.	Beauty & the Beast *	CBS	16.1/30
25.	Highway to Heaven	NBC	15.9/28
26.	Unsolved Mysteries	NBC	15.9/28
27.	Buck James *	ABC	15.6/28
28.	Special Movie Presentation	CBS	15.4/29
29.	Monday Night Football	ABC	15.2/29
30.	Facts of Life *	NBC	14.6/29
31.	Perfect Strangers *	ABC	14.4/26
32.	J.J. Starbuck Special	NBC	14.2/27
33.	Kate & Allie	CBS	14.2/23
34.	Cagney & Lacey *	CBS	14.2/25
35.	Moonlighting	ABC	14.0/25
36.	Miami Vice *	NBC	13.9/25
37.	Matlock	NBC	13.8/23
38.	Frank's Place	CBS	13.8/24
39.	Knots Landing *	CBS	13.7/24
40.	Equalizer *	CBS	13.3/23
41.	Sunday Night at the Movies	NBC	13.1/22
42.	Dynasty *	ABC	13.0/24
43.	20/20	ABC	12.8/24
44.	Monday Night at the Movies	NBC	12.3/20
45.	A Year in the Life	NBC	12.3/20
46.	Law and Harry McGraw	CBS	12.0/20
47.	Special Movie Presentation	CBS	11.8/20
48.	St. Elsewhere	NBC	11.8/21
49.	Rags to Riches	NBC	11.2/22
50.	Our House	NBC	11.1/21
51.	ABC Thursday Night Movie	ABC	11.0/19
52.	MacGyver *	ABC	11.0/19
53.	Wiseguy	CBS	10.8/18
54.	Oldest Rookie	CBS	10.5/18
55.	Disney Sunday Movie *	ABC	10.2/19
56.	Jake and the Fatman *	CBS	10.1/20
57.	I Married Dora *	ABC	9.9/19
58.	Crime Story *	NBC	9.9/18
59.	Full House *	ABC	9.5/19
60.	Tour of Duty *	CBS	9.4/16
61.	Private Eye	NBC	9.0/17
62.	Spenser: For Hire *	ABC	8.9/14
63.	Houston Knights	CBS	8.8/15
64.	ABC Saturday Night Movie	ABC	8.5/16
65.	Sledge Hammer!	ABC	8.2/14
66.	Charmings	ABC	8.0/13
67.	Max Headroom	ABC	7.0/13
68.	Once a Hero	ABC	5.0/10

*indicates premiere episode.

ing that he believes every cable operator should carry at least one pay-TV service. Fuchs believes that the future will bring "less broad appeal and more segmented cable services."

Asked about exclusivity, Fuchs said it was a franchise that was "very hard to claim," with all the alternative places a movie title can appear.

Silverman, former entertainment chief at all three networks, was more than deferential to cable, saying: "The future of cable is unlimited." He said cable has developed to the point where there are three pay and nine basic networks where a producer can go with a program. He called the NFL on ESPN "precedential and groundbreaking" and listed Showtime's *It's Garry Shandling's Show*, HBO's *The Hitchhiker* and USA's revival of *Alfred Hitchcock* as "quite impressive." Ca-

ble programming has evolved to the point where shows initially seen on cable make their way to broadcast TV, he said, adding that there is a basic cable window now being created between the network and syndication market. "Overall the trend is very, very encouraging," Silverman said.

Silverman surprised the audience with his prediction that the Fox network would fail. When asked by moderator Kay Koplovitz whether basic cable or the Fox network had more potential, Silverman said: "My guess is that the Fox network will fail." He also urged cable operators to vastly improve self promotion and cross promotion of cable shows to increase viewing.

Dolan, who through Rainbow Programming distributes five regional sports services, a regional news service, plus Bravo and American Movie Classics, said regional net-

works will be an important part of cable's future. "We like regional programming," he said, and "it may be more important than programming that is not regional." Dolan said regional networks are "difficult to launch and expensive to maintain," and they grow more slowly than national services because they follow the growth of a particular region. Dolan said Rainbow's sports services, with 3.5 million subscribers, grossed \$100 million last year. He said all were close to producing positive cash flow. "When it works," Dolan said of the sports programming, "it works well."

Dolan also saw possibilities for regional home shopping, weather and continuing education services. And if syndicated exclusivity returns, he suggested that cable operators may form consortiums to fill the programming holes in the schedule. □

Public broadcasting's funding method debated

NBC's Grossman wants all federal money used for national programming; CPB's Ledwig defends present system

Public broadcasters should spend their entire federal appropriation on the development, production and promotion of national programming, said Lawrence Grossman, former president of the Public Broadcasting Service and now president of NBC News. Speaking at the Southern Educational Communications Association's annual conference in Baltimore, Grossman echoed a speech he made at the National Public Radio conference last spring (BROADCASTING, May 4), proposing that the Corporation for Public Broadcasting's operating staff be eliminated and that federal funding be denied to support local or regional organizations or stations. "Today, if a public broadcasting station cannot be supported by its own community or its own state, it should not exist," he said.

Instead, Grossman said, broadcasters should use their federal funds to increase the quality of American programming, with their goal being "to spend a million dollars a day producing programs for the entire nation to

see." He cautioned broadcasters against hoping for a miracle solution to their financial instability, saying: "There will be no doubling or tripling of your federal appropriation. There will be no spectrum fee enacted, no surtax, no tithing by commercial television to support your efforts."

In its current state, said Grossman, public television is "a long way from fulfilling the dream of its founders." It is a shame, he said, that "when the history of American television is written, public television will be largely a footnote, a sidebar, an afterthought."

By increasing the number of quality programs it offers, public broadcasting would have more appeal for talented producers, actors and spokesmen, Grossman said. "It is essential that your aspirations be higher than they appear to me to be now, that you do not set your sights too low."

But if Grossman's words called for change, those of CPB President Donald Ledwig urged restraint: "Now is not the time to start tinkering with the machinery [federal funding] which is working better for us than other sources of income," he said at the same conference. Public broadcasters need to

"guard, protect and defend" the current system, by which they have received increasing amounts of federal support, Ledwig said. The economy has limited growth in public broadcasting's nonfederal income to 9.7% for radio and 0.3% for television (with adjustments made for inflation), said Ledwig, who called the noncommercial funding situation "tough and likely to stay so."

Ledwig said CPB has asked Congress for full funding of a replacement satellite for the system when its old one dies in 1991.

Ledwig took issue with Grossman's proposal to do away with CPB. If there were no national organization such as CPB, who, he asked, would fight for public broadcasters' right to be carried by cable systems? And what would happen to minority consortiums, independent producers, CPB training programs, planning and research, international efforts, management consulting services, minority production centers, radio audience-building projects and struggling stations in unserved areas? "It would not be in your interest to bring about major changes in CPB," Ledwig told the public broadcasters, "and it would not be in the national interest either." □

Stay Tuned

Professional tennis players Ivan Lendl, Pat Cash, John McEnroe and another player to be determined will compete in *Minolta Presents The Stakes Match*, a one million-dollar-round robin tennis tournament scheduled to air on ABC Saturday, Nov. 28, and Sunday, Nov. 29. Each player will be credited with \$250,000 which will increase or decrease depending on points won or lost, aces, double faults, and strokes per rally. By Sunday the two players with the most money will advance to the finals, which will consist of the best of five games with each game worth a minimum of \$30,000. Coverage will originate from the Palm Beach Polo, Golf and Country Club in West Palm Beach, Fla.

Robert Ludlum's novel "*The Bourne Identity*" is expected to air on ABC as a four-hour mini-series under the same name in May 1988. Richard Chamberlain (*The Thorn Birds*) and Leslie-Anne Down (*North and South*) will star in the story of a man suffering from amnesia who is befriended by a woman who assists him in escaping continuing but inexplicable attempts on his life. Carol Sobieski wrote the script to be produced by Alfred R. Kelman. Alan Shayne serves as executive producer in association with Warner Bros. Television.

■ Merv Griffin will interview female stars including Joan Collins, Shelley Long and Carol Burnett in *Secrets Women Never Share*, an NBC one-hour special to be presented this fall. Topics such as success, extramarital affairs, female relationships and face-lifts will be among those explored during the discussions.

■ **Tempo Television** will broadcast *For Veterans Only*, a weekly public affairs news magazine, Tuesday nights at 11 p.m. beginning Oct. 6. The program, directed by Todd Schutter, focuses on issues such as Agent Orange, MIAs and homeless veterans and will also include a VA Hotline and a Job Connection series. Television stations and cable systems may tape the program from the Tempo TV Network through Satcom III-R, Transponder-6, and rebroadcast it without charge. Those interested may contact executive producer Jim Clay at the National Veterans Television Network at (606) 283-1885.

Candice Bergen will star in *Mayflower Madam*, the story of New York socialite Sydney Biddle Barrows and her escort service, "Cachet." Set to air Sunday, Nov. 15, the **CBS-TV Movie of the Week** will chronicle the trial and acquittal of Barrows. It also features Chris Sarandon and Chita Rivera.



A short course in coping with the new media marketplace

Last week, in Washington, the Post-Newsweek station group assembled its executive staff for a management seminar featuring a two-hour Q&A with eight industry figures. The subject: "The New Realities" of the media marketplace, featuring (l to r) panelists Tyrone Brown, a former FCC commissioner now a partner in Steptoe & Johnson; James Connell, media manager for Procter & Gamble; Rich Frank, president of Disney Studios; Dick Green, senior vice president for broadcast operations and engineering at PBS; Larry Grossman, president of NBC News; Roger King of King World; Dennis Liebowitz of Donaldson Lufkin & Jenrette, and James Rupp of Midwest Communications Inc. BROADCASTING was invited to audit the course; principal excerpts follow.

Jim Rupp, from the vantage of wcco, how are you coping with the new realities of this business?

Rupp: I'd like to think that we're coping with it well. We obviously have many publics to serve, running a broadcast company—we have our stockholders, we have our employees, we have our viewing and our listening public—and as a result, we're trying to serve those various entities as well as we can. We've taken the approach in this new communication environment, where we have so many new competitors, that we're not just running a radio and television station, but are in the communications business. As a result, we provide services that go far beyond just WCCO, which is a CBS affiliate. We now program three or four channels over the cable systems, ranging from a weather channel to a travel channel to an independent channel, and this gives us the ability in this new environment to position ourselves as a local business that is providing a number of services to the public.

We think that if we can differentiate and provide those local services, we can survive well in this new competitive arena. Maybe another way of saying it is: We think the ball game will be run on the local level. We certainly appreciate having a network affiliation because it gives us an advantage over the independents, but we also know that our business will grow and flourish if we do an outstanding job in serving the local community with local programming, from news to documentaries to parades to cultural events.

How do you cope with Roger King? Is he pricing himself out of your market?

Rupp: It's a matter of supply and demand. We charge advertising; we establish our prices, and we're selling time based on what the market will bear. At times, we sell our product at lower rates: summer versus fall, or trying to establish a base in building advertising volume for the month. We start out at a lower rate and we move up on our grid card.

When you see King World astride the market and tying up access time on wcco, Rich Frank, and you think about entering with a *People* magazine or another kind of property for access, where does that fit in your plans as an experienced syndicator?

Frank: Well, there's always going to be somebody in the time period; we don't work in a vacuum, so the more successful shows there are, the harder it is to bring out a new show.

The Kings have been very successful, and it makes it very difficult for everyone. On the other hand, I don't think you can ever pay too much for a winning show, and I think you always pay too much for a show that loses.

What Roger has done, especially with *Wheel* and *Jeopardy*, for the access time period, is that he's raised stations' sights on what they can pay. And once that base is established, it allows us to look at other types of shows that may be more expensive, to anticipate that station's revenue when you come up with the right shows.

And you have to fight your way through. There will be only one new access show next year. Whether that's one that's now sitting in fringe someplace that blossoms up and moves into access, or whether it's a new show, it's a difficult, difficult task. It's much more difficult than getting a show on a network today.

King: I'd like to be able to say something here, since my name has popped up a few times. You know, before King World, there was a local station, there were national shows, but there were no 30 shares, and stations used to complain about it.

Well, we proved them wrong. And we charged for it. Quite frankly, we had a very difficult job. My competitors, such as Rich, were selling off-network programming for huge prices. We came in, and we were outlandish—we were asking for the same price. And we were only asking it for one year at a time.

But what did King World really do? First of all, we tried to bring quality programming back. We didn't just deliver a tape to you and say, "Now promote it the best you can." We spent millions and millions of dollars developing marketing campaigns on where to put the show. We sacrificed tremendously.

Look at *Oprah Winfrey*. *Oprah Winfrey* started out at a television station just like you all have, and they developed that process. There are a lot of talk shows. Why did we pick *Oprah* when it was sitting there? A lot of syndicators came through and saw the same program; we saw something a little different. And the television industry really has to keep going after the next *Oprah*. I think it's difficult to stay on top, but the only way you can do that is to keep looking for new shows and keep developing and keep backing the product you have.

Jim Connell. I wonder if we could get you to share your perspective on the broadcasting business as a person who pays for so much of it.

Connell: I think it's fair to say that we have always been up on television programming, and more appropriately, I think, from an advertiser's point of view, up on the fact that television does things for an advertiser that no other medium can.

We certainly are concerned about cost increases. I talked with some of our colleagues here about the situation in Florida with a tax that most advertisers find very unfriendly, but we have hopes that things might get fixed.

I think as far as what we're seeing down the road, my personal view is that far too often we lose sight of the individual who is the viewer, and we get a little bit romantically involved with the delivery means. I speak in part for the viewers, because I'm trying to sell them my products, and the guy who turns on the television set doesn't really care whether it's a cable show, a locally produced show, a network show—he really cares about the fact that he made a decision on what he wants to watch.

A few years ago an agency would say, "Hey, I can't buy anything that is below a six rating or a seven rating; forget it." One of the things we have seen happen that has reeducated us as advertisers is that with fragmentation came much lower rating levels. But in order to try and get our message to people, we had to accept some of those lower rating levels, so we bought time in cable, we bought time on independent stations. I'd venture to guess that without the support of national advertisers, the independent television station business would be nowhere today.

Larry Grossman, you're already beginning to hear on this panel about the splintering, the changing and so forth. What do we have to look forward to with our networks?

Grossman: Well, I think much too much has been made, frankly, of the video revolution and splintering. It's clearly a major factor, and we all know that there are eight or nine stations in the average market today, but I agree with what I've heard from the panel so far—the old verities, as corny as it sounds, still apply, which is the quality, character and appeal of the programs and the quality of the showmanship you have. And in the case of news, the clarity of the writing, with all the fancy stuff.

What has been vastly overlooked, I think, has been the enormous expansion of network news, not in the traditional time periods, but in untraditional time periods—early in the morning (*Sunrise* with us), and before hours. We're up over 50% nationwide in audience with *Sunrise*. The *Today* show is up 25% over three years ago. We're on weekends now, as [Charles] Kuralt and [David] Brinkley have pioneered; late-night has become feasible, and we're going to go late-late-night. Midday is probably next, as we fill in and look for the opportunities.

One of the factors that's been responsible for the splintering has been the new climate of regulation that's come out of the FCC and the Congress, but primarily the FCC.

Ty Brown has been around from the beginning of that splintering movement. What is your view now, Ty, of what you wrought?

Brown: Well, since I, not out of modesty, don't want to take responsibility for it, or at least not all of the responsibility for it, some of what has happened obviously troubles me.

I think the driving force in fragmentation that we've heard about and that we read about is really developments in technology. I think the current commissioners feel that to a large extent they're driving the engine of change in the news and information and entertainment TV business—but the fact of the matter is that the best that the agency can do is get out of the way of change that's taking place in the marketplace, the pressures that are brought about by changes in technology.

Cable television has been around for nearly 30 years. The pressures to relieve encumbrances imposed on it by federal regulation were going to mount no matter what. And I see the commission as responding more to those pressures than leading the way in putting cable television in a more competitive posture.

What troubles me about some of the deregulation that I see? I'm one of those old-fashioned viewers who believes that you do, in holding a license to broadcast over the public airwaves, have a public trust, and that to a lesser extent than possibly we saw 10 or 20 years ago, but still to an extent, the public has a role to play in your carrying out that public trust, and the public through the FCC is the appropriate way to set the guidelines for carrying out that public trust.

Twenty years ago, broadcasting was the pipeline to the home. Today it no longer is. And what distinguishes the local broadcast station is the quality of service that's provided to the viewer.

Dennis Liebowitz, as we think about the other constraints of our business, where do you come out on this balance, so-called, between service to the public and service to the shareholder?

Liebowitz: Well, the stock market is always sort of coldly practical, but it isn't necessarily inconsistent with what you're talking about. The news area in particular is a good example. I don't know the numbers, but probably 40-50% of the profitability of most stations is from the news area, and I don't think that's inconsistent at all.

But I think as long as the market operates the way it does, the inconsistency is that the service has to be consistent with economic gain as well. People can be good operators in a general sense and also please Wall Street. And I guess I'm saying it over and over again, but I can't change the market. The market is looking at the numbers, but I don't think that's necessarily inconsistent with good service.

How would you respond to that question if I'd phrased it in terms of the cable business?

Liebowitz: The market loves the cable business. Cable stocks have always been valued on the basis of the asset values rather than the

earnings, which is another distinction. That's less so than it used to be because the deregulation climate and the availability of capital have allowed takeover, so that if a broadcaster—Storer is a good example—is inefficiently priced, there is a way to take care of that now. But by and large, broadcast stocks have been looked at on the basis of the earnings potential.

With cable, the greatest variable is the value of the assets, and because of deregulation, lower interest rates and growth, people see cable as onward and upward. I think the market view of cable is extraordinarily bullish. But some of the things we talked about here—maybe some backlash in regulation, maybe pricing to the point where there's competition, or potentially long-term competition from DBS or telephone company entry—make me a little nervous about the market euphoria for the cable industry.

Dick Green, in terms of those new horizons that you see as a practitioner in advanced technology, what is coming around the corner at us?

Green: I think the business is driven more by the technology than we'd probably like. It's pretty clear that the technical developments that we've been seeing are going to come at us at an ever-increasing rate. I don't see any way that that's going to change, which means that there's a cascade of new equipment and new technology coming to us as broadcasters and to the public as consumers. And somehow we have to be prepared to cope with that.

And a second factor which I believe is true is that the consumers will tend to adopt these new technologies at an ever-increasing rate. I know you've all heard the story of the telephone taking 80 years to reach penetration, television taking 20 years, color television 12 years, VCR's down to 10—we're looking at CD's to reach significant penetration in five years.

So it's getting shorter and shorter. And with these particular kinds of technologies, the major impact is in quality. It provides a way to deliver higher quality programing in the technical sense—better sound, better pictures into the home—and it offers that to the competitive community, as well, and not just the terrestrial broadcasters,

We have an interesting product line. We introduce 15 to 18 new products to the American consumer every year, and we have to come up with a new campaign and a new marketing approach and get the people to understand the name, creatively try to draw them into theaters for three days before everybody starts talking about the picture.

Are the components of television better off than they were four years ago?

Liebowitz: Certainly from the standpoint of stations' financial performance, it's not hard to do well when the market itself has been up a couple of hundred percent over that period of time. And I can't think of a situation in the broadcasting industry where an investor didn't do better than the market over that period of time.

Grossman: A simple answer to the question from the point of view of network news and networks I think is, yes, we are a lot better off.

If you look at the history of television news, it can be divided into three eras. The first was totally dominated by the networks; there was no local news to speak of.

The second decade, starting in the 70's, saw this enormous explosion of local news and local community service, and the profit that applied there.

The third era, it seems to me, is much more a balance between network and local. We help supply national and international loops; we are going to places like China, Africa and Central America where nobody has been before in covering news. And the journalistic tradition locally is improving enormously, as witness your own stations.

Larry, with respect for all you say about how great things are with television news, it strikes me at least that you may have lost a franchise in the news area. The 24-hour news franchise appears to have gone to cable, and it would appear that in the future, cable is positioned now to be the main medium around which news revolves.

Grossman: I wouldn't disagree, though I wouldn't be quite as radical or Draconian as that; we made no secret of the fact that we were



Moderator: Post-Newsweek's Joel Chaseman



Rupp



Frank

but cable, VCR's and video disks.

Rich, in addition to being a producer and soon probably a station operator, you're also one of the biggest advertisers in the country, which people don't always recognize—Disney and the other film studios are enormous advertisers. In terms of your businesses, production, distribution and advertising? What are you hearing so far?

Frank: Well, we do sit in a unique position. To put it in perspective, we probably will spend about \$130 million this year on advertising. And that's just our studio—multiply that throughout Hollywood and you have a rather large advertiser base that doesn't show up in many reports because it's listed by each individual picture. So we are concerned.

Aside from the immediate problems, which are giant increases in network costs this year, we're seeing the advent of the 15-second spot, which is something of interest to movie advertisers; we're constantly looking for different types of programing to expose our product on.

eager to get into 24-hour news. I thought it was awfully short-sighted of our then owners to look at it from such a narrow and conservative perspective and end up keeping NBC News and CNN apart rather than as partners.

It would be a great benefit to one of us or all of us or any of us to be able to have an outlet; after all, we keep this factory going all over the world, and to be able to have more time on the air would be a very economical thing to do.

At the same time, I think that we all have different roles to play. Clearly the *Today* show and *Nightly News* are thriving institutions. CNN has kind of a fanatic and special-interest continuing effort to get the headlines, and is a very important and useful service. We are increasingly getting into longer stories with more perspective, more context, more history, more background, and I think providing a differentiated service.

I think we can all exist very effectively in this marketplace, and it's to the benefit of the public. That's not to say that things are all that

rosy, and I don't want to sound so like Pollyanna, but it certainly is a vastly improved news landscape from what it was four years ago or 10 years ago.

I wonder how much difference HDTV will make to an advertiser, and to which class of advertisers in terms of demonstrations, in terms of labels and all the rest of it. You'll go where the action is; you'll put your money where the best action is for your client, in this case, Procter & Gamble. And at some point, the broadcast outlets, the local affiliated television stations or independents, may suffer, if they aren't able to transmit high-definition television, while cable can and VCR's can.

Two questions: Do you look on high-definition television as an asset to be paid for by the advertisers? Does it make any difference to you? And what does spot television have to do to get a bigger piece of your budget?

Connell: The first question is a lot easier than the second. Let me address the high-definition TV question first if I can.

Number one, as so many of us are, I guess I'm a little bit of a techno-bug; I would love to see high-definition TV. I like the aspect ratio, it looks much more like a movie screen. With 35 mm kind of dimension, the definition is much sharper.

Would advertisers be willing to pay for this? The answer is probably not in terms of financing the growth of high-definition television. We are looking for opportunities to give our message to our consumers. If high-definition television offers us an opportunity to do that, fine, but I think the real crunch point is going to come on how much it costs the consumer to get a set that will take it in.

Equally important is the other question, which is: How much is it going to cost the broadcasting community to buy the necessary equipment?

I don't see the advertiser going where the action is unless the action really goes there, and I think that's a key thing to look at at this point. If the broadcasting community can somehow take advantage of that technology in an economical fashion and provide that kind of picture and program quality to the consumer, then sure, we're going to be there.

But will the advertising community fund the growth of another medium, if you will, or another delivery system to provide it? I tend to doubt that would be the case. As long as the stations continue to provide the quality of program and quality of environment that the advertiser seeks, I think we'll still be there.

With regard to spot television, I can only speak for P&G, but I think we're probably not that dissimilar from most other advertisers. Local spot television is an extraordinarily important part of our business. There are times I'm sure when a lot of you think, "Gee, all these guys do is go out and buy network TV time."

At one point, about two years ago when I was running our spot television operation, we were spending about 40% more money on local spot television than we were spending in network television. Our testing operation for new products, rolling out new products when we bring them on line, is almost all done using spot TV. We don't spend money in spot television for no reason: We have fairly carefully developed BDI, CDI, special index research factors that we apply in every market in the country to help us determine what the budget should be brand for brand.

Jim, I have a two-part question for you. The first part: If the networks continue to be aggressive with price, will top advertisers make any substantial shift of network TV dollars into other media, and if so, which ones?

And the second part: If a person with a Nielsen device leaves the room during commercials, especially those in the middle of the pie, how will the top advertisers and the rest of the industry react?

Connell: Let me answer the first one. I think you have some gentlemen sitting here who have made their careers very successful by seizing on the fact that the networks were losing audience due to fragmentation and less popularity.

One of the things that we've done over the course of the last four years is to look much more carefully at the value of the network audience—and I'm not discounting it, I'm simply saying that we moved into syndicated television, as an example, with network monies when we thought the pricing structure was getting out of line. We have occasionally put money into spot television. Yes, we look at

all the alternatives that are there; we are not rigidly committed to spending money in one place or another—we are committed to getting the best value we can for our brands.

So if we feel pricing structures or price hikes are out of line, will we look elsewhere, will we look for opportunities? Sure. but we do that all the time.

As for the Niensens, advertisers have always held the rating systems to be suspect in terms of whether we are really getting commercial audience measurement. Will we do anything if we discover that in fact the audience is less? I really tend to doubt it; I think what we're going to learn is that probably it is a little bit less at commercial time. There have been studies done a number of years ago indicating that commercials in the mid positions in pods were recalled less well than commercials at the beginning and the end.

This is going to be exacerbated, in our opinion, by the growth of the 15-second commercials. And I really rue the day when you get eight 15-second commercials jammed together. That scares the hell out of us.

By the same token, we recognize that the pressure to run them is there, simply because prices have become so high. So there is going to have to be some accommodation in which we hope that we'll still be able to get our message across.

Frank: Let me jump in here for a second, only because we've been going a lot with 15's, and we do them in-house.

A lot of our creative people tell us that it's easier and they can get just as much impact out of a 15 or 85% of the impact of a 30 for a lot less cost, and it's a medium that they're learning to work in. We also worry about putting eight of them together, or any grouping of them.

On the other hand, it does seem to be from a creative standpoint and an impact standpoint a valuable unit, that is at least making television a little more doable.

If you want to show somebody something and talk to them at the same time, television is really it. It's mass, and that's why the marketplace constantly grows and it's probably why television stations continue to sell at. You can't replace it with print or radio or any of the other things.

Connell: I think what Rich is saying is that even though we may occasionally gripe about the pricing structure at the networks, at the stations, we still recognize it's the main game in town.

What is going on in Hollywood these days? Who are the new players, what are the new power balances out there? What kind of emphasis are you putting into cable versus over-the-air, into VCR versus either of the above?

Frank: Hollywood is an interesting community, basically comprising eight studios and a large group of very large independent producers who are in a business of being essentially banks. We are deficit financiers; we invest our money to support programs that we believe have a shot at making money in the long run, although 95% of them lose money in the short run, get canceled and are not successful.

The one winner out of each group of 10 more than pays the bills, because the upside is so gigantic due to the prices of syndicated programming.

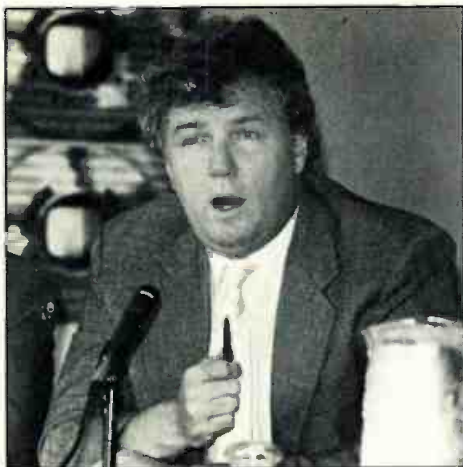
The players out there are always the same because it takes a certain amount of capital to be in the business. Every year there are the newcomers that want to get in, and you have to really split it between television and motion pictures.

It's the same also because the executives who get fired from one place end up at another place—and the only thing you lose is your pension at the current place, but then you get hired to work for more money at one of the other places because you have such a good story to tell as to why you left the other place.

I don't think there are any new wrinkles out there. As an industry, I think we're all looking for the next sitcom, although I have to tell you that I remember exactly three and a half years ago going in to ABC after finally having begged Gary Marshall to come back and do one more television show, and having ABC say, "Sitcoms don't work any more. If you brought us *Happy Days* today, Gary, we wouldn't buy it."

We then turned around to find Bill Cosby, and now everybody else is out there trying to do sitcoms.

Grossman: I would say that the greatest threat to over-the-air broad-



King



Connell



Grossman

casting is probably the advent of high definition.

I'm surprised that we as an industry have not concerned ourselves more with it—if it's going to take two channels, which none of you in this room has, to put high definition on, that means that broadcasting is going to lose and cable is going to win, or DBS is going to win; and if somebody else is coming out with a hell of a brighter, more attractive picture and ours pales by comparison, then our stations are going to suffer mightily.

When should high-definition television be going into station budgets, how much more might it cost, is it going to be linked only to direct broadcast satellites, is it going to be compatible in any way, should we settle for less than the NHK-1125 line system, should we go for any of the MAC formats or any of the other enhanced NTSC formats?

Green: I think Larry's point is very well taken. I view the advent of high-definition television to be a very serious threat to terrestrial broadcasting because, as I said before, that's the most difficult technical feat to accomplish because it's a lot easier to deliver on cable, it's a lot easier to deliver on VCR. DBS is certainly easier than terrestrial broadcasting.

The advertisers are not going to pay for it, and I agree we should develop the marketplace ourselves, and then the producers and advertisers, I believe, will take advantage of a new medium which will offer them advantages—that's the only fair way to do it.

With respect to quality, we want to be sure that the system we pick and the transmission system we pick won't become obsolete, or worse yet, become surpassed by some other technique, some other medium, to which the terrestrial broadcasters don't have access.

So I think it's important to pick a system like 1125—which happens to be just on the edge of doability in terms of the production side, and just beyond our reach in terms of ability to broadcast it terrestrially—as the high quality goal.

There are proposals for systems which are between our present system in quality and a high-definition system. Both for production and for rebroadcast. And my feeling about those systems is that naturally we want to look very carefully at them all, but the goal here is the best quality that will carry us on into the next century and that will not impair our business as terrestrial broadcasters in between.

As for compatibility, that is a very difficult question, and we really need to be doing the studies which determine what is the smart thing to do both technically and in terms of our business interests.

So far, the only serious proposals, or the only technology that's been really reduced to practice, is the 1125 system, and in turn, a coding system called MUSE which I'm sure you've all heard of.

There are other techniques which have been demonstrated in the laboratory and are being proposed, but the one that is clearly out in front is the MUSE technology. We need to evaluate all of these.

As for being limited to DBS, we have in this country a special problem. In Europe and Japan, delivery by DBS is very attractive because the broadcasters are clearly tied to the DBS interest. It's very different in this country: terrestrial broadcasting is of primary interest to us.

More cost. Again, obviously the technological development has to be amortized so that equipment that becomes available at first will

be more expensive. However, I think if you look at the technology that's involved, in the end I don't think the costs are going to be significantly greater—certainly not for production. And the only area where there are really some numbers at this point is in production, and maybe these are not believable numbers yet because certainly it isn't widespread. There are two motion pictures made in high definition, and there is a mini-series produced in Canada in high-definition television. The production cost seem to be on a par, or maybe in the long run will be less because you have the advantage of video tape editing and processing and instant review which you don't have on film. And yet you still have the same quality that you have in film, plus you have the ability to transfer the product to any medium. It's very attractive from a syndication point of view; you can reclaim your product.

So in terms of production costs, I would say that there are going to be such significant advantages to high-definition television and production that the cost differential will be very minor.

For consumers, to give you a brief outline of what the introduction schedule might be, the Japanese are planning, it's my understanding, to deliver high definition on DBS starting in 1990, so that it means by 1989 there will be high-definition television sets available, displays and receivers.

What does that mean to the American market? I'm not sure at this point, but if the receivers are available, it won't be long until the American consumers are looking at those items as attractive for their own purchase.

We have a very distinguished panel of industry leaders, all of whom are male. We have an audience which is 25-30 percent female.

What does it take, or what will it take, to have a representative panel of leaders in the broadcast industry who look more representative of the population at large? How long will it be and what will it take to get there?

King: We have mostly ethnic and women employees on my staff, and the reason for that is I hired the first black in syndication, the first black barter salesman, because they really didn't get an opportunity. I found out that when we gave a talented man an opportunity, we got so much more for our money.

I have the finest staff, period; you couldn't get a better staff. In a lot of cases I'd say they were probably underpaid. That's why we came up with a stock plan, to try and compensate.

How do you get from middle management or below to the jobs that we have?

Brown: Shoot all the old boys.

And back of the old boys, there won't be a couple of middle-aged boys who jump up and take their positions?

Brown: Yes, and it is a serious problem that faces our generation for the remainder of this century. Are we really going to have a society in which opportunity is open to all, or are we at the levels we're at, where the old-boy network still operates? Are we going to see that continue perpetually?

I see indications in my business, that of law practice, that significant, substantial changes are taking place every day. There are some



Brown



Liebowitz



Green

industries, and I don't think broadcasting is the worst among those, where very little change is taking place.

Frank: Can I comment from another side of the industry, from looking at the studio operations? Our business affairs group is entirely run by women, and they do an incredible job. Every single position is run by women.

It's starting to happen on the creative side, where I would say women are one or two steps just below the top creative positions.

Grossman: Well, I'm not so sanguine. The worst business that I've experienced is the news business. And that is changing enormously with regard to male/female balance. Certainly at NBC News that is true in terms of bureau chiefs, senior producers, vice presidents. And there I don't have any question that very shortly, that will be largely redressed.

Where I am really concerned, and I see no progress at all, is in the area of minorities. I think that is a very troublesome and difficult situation. And there are a whole host of explanations for it, I'm sure, not the least of which is the fact that nobody ever leaves a job in broadcasting news unless he or she is forced out.

But we have no turnover at NBC News, and we are ratcheting down rather than expanding, so it's very hard for people to find openings and to move up. It's got to be worked on. But I don't feel good about it.

A final question for all the panelists. As far as broadcasting is concerned, what is your biggest priority?

Rupp: I think the biggest priority is to make sure that we're in the communications business, and not just in the television business.

The real key is to recognize that we've got to adjust, as times change, we've got to take advantage of the opportunities out there. And there are an enormous number of opportunities, as long as we focus on the fact that we're in the communications business, and also focus on our most valuable asset, and that's our viewers and listeners. In the final analysis, they fill out the diary or they push the peplemeter. They also buy the products from the advertiser. And if we provide them with information and entertainment and services that they can relate to, then we're going to do just fine.

Liebowitz: I would think that the industry has to run its properties efficiently so that they are, from the standpoint of the financial community, valued properly, so the company can go on about its business and not worry about some of the things that have been distracting it because of opportunists who have been around.

I would say the second thing is diversification. To the extent that regulations don't go the other way, broadcasters should be diversified into as many aspects of the business as possible.

King: Time period programing is something that King World really put its hat on to, putting our shows in the strongest position. Looking to the future in developing programs with the stations.

I feel that you are the backbone—you being the television industry—for my next show. We're working together, with you, looking for the next Oprah Winfrey. I think that Oprah Winfrey is clearly probably the finest role model that we can have as an industry.

Grossman: It's all in the product, it's all in the programs, it's all in the clarity and showmanship in which we present what we do; and it seems to me that the challenge is to develop an environment for our companies in which those will flourish. God only knows how they come about; they're largely accidents. But the biggest successes in our business traditionally have been in the eras of the Paleys and the Kintners and the Tinkers — the people who cared about that and focused on that first and foremost. And I think that's going to continue to be the case.

Green: I think that my most important objective is to develop and to apply the technologies, the developing technologies, to best serve the public interest. And within that, certainly a very high priority is to make sure that the technology for terrestrial broadcasting does not become obsolete and is able to meet the challenges of the new systems and the new high-definition technologies that are coming along.

Frank: Not to sound the horn again, but I guess my answer would be—go out and make better programing and make more better programing. It's like real estate—what's important is location, location and location.

We just have to concentrate on better ideas, execute them maybe a little better than we're doing, market them just a little better than we're doing, find maybe a little more financially sound way to do it.

But no matter how the product eventually gets delivered to the home—whether someone drives up and puts it in your mailbox every morning or somebody figures out a way how to deliver it through a different type of wire or over the air or through a dish or through something else that they put on your roof that they come up with — people still watch programs. They don't watch vehicles.

Connell: You know, the one theme I've heard sounded around the table thus far is that things never change, but they still change.

My biggest priority has been and will continue to be the challenge of delivering the most effective advertising I can in order to help sustain my brand's business and to help the company grow.

But we are all interlinked in this process. Roger and Rich are suppliers to me because I need the programs as vehicles to get those messages across.

So the real challenge is to continue what I've been doing before, but do it better in a rapidly changing environment

Brown: I probably should be anchoring the left of the table rather than the right — and I can't presume to say what is most important for you. I have two rather parochial priorities that I continue to work on, and one of those is that I happen to think that the fairness doctrine makes sense, and so, therefore, for the next few months, I'm going to continue to fight for its codification.

The second is that, in part, because of the intractable problems that Larry and others have mentioned in terms of minority advancement within the industry, I think that minority ownership of outlets in the industry is extremely important.

I have worked on that, and will continue to. I think that such ownership and approaches to programs that result from it can add something beneficial to the mix.

American voters scrutinized in Times Mirror study

Media habits, social and political beliefs of electorate, value of campaign commercials among topics examined

Among "solid Republican groups," 75% of the "Enterprisers" read the newspapers every day, while 63% of them watch network television news regularly. For the "Moralists," the figure for each category is 65%. As for "solid Democratic groups," 75% of the "60's Democrats" read a newspaper every day and 68% of them watch television network news regularly. The figures for "New Dealers" are 75% and 84%; "Passive Poor," 64% and 83%, and "Partisan Poor," 54% and 82%.

The findings are among a massive collection turned up in what Times Mirror Co., the communications conglomerate, calls "the most exhaustive study of the American electorate ever undertaken." The study, an extension of a series Times Mirror commissioned from the Gallup Organization three years ago to gauge public attitudes on a range of press issues (BROADCASTING, January 20, 1986), is designed to address the broader issue of "the growing imprecision in the very language of politics and public opinion."

The Gallup Organization conducted interviews with 4,200 people—more than twice as many respondents as in the typical opinion survey—in April and May, doubled back on some, then turned the results over to political scientists and statistical experts for analysis. Robert F. Erburu, chairman and chief executive officer of Times Mirror, in Washington at a National Press Club lunch at which the study was released, estimated the cost at \$1 million. But he said it was "money put to good use." In an introduction to the study, he said, "We have conducted a study that identifies the beliefs and behaviors that underlie political labels and drive political action."

If nothing else, the study—"The People, The Press & Politics"—indicates that the terms "liberal" and "conservative" are hopelessly inadequate in describing the American electorate. It says that voters unite and divide politically according to the importance they assign to religious faith, personal financial pressure, tolerance of differing views, the role of government in insuring social justice, the size and management of government in general, opposition to Communism, the works of big business, a "can-do" spirit of patriotism, and faith in "the system." All told, the study finds those "attitudinal fault-lines" clustered around 11 groups of voting-age Americans.

For the most part, the study is of interest to political campaign managers and their candidates, as well as the journalists who cover them. But some of it—"media habits" of "the typology groups"—is of interest to those concerned with the media. For instance, the "enterprisers" (10% of the voting-age population) among the Republicans mentioned as heavy readers of newspapers and followers of television network news, are described as traditional pro-business and antigovernment Republicans for whom eco-

nomics concerns are paramount and who are relatively moderate on questions of social tolerance. The "moralists" (11% of the voting-age population), on the other hand, are said to be less affluent and more committed to a "social agenda" opposing abortion, favoring school prayer and supporting government programs for the middle class.

As for the "solid Democratic groups," "60's Democrats" (8% of the voting-age population) identify strongly with the peace,



Erburu

civil rights and environmental movements of the 1960's. They are upper middle class, 62% female, very well informed, and combine religious faith with a high degree of tolerance for views and ways of life they do not share. "New Dealers" (11% of the voting-age population) tend to be older, blue-collar, religious, with little financial pressure and low tolerance for views not their own. They support most social spending, except when targeted to minorities. The study describes them as "the legacy of Franklin D. Roosevelt."

Despite their poverty, the "Passive Poor" (7% of the voting-age population) have strong faith in America, regard its institutions and leadership uncritically, and feel only moderate financial pressure.

The study also breaks down the electorate as to the medium—newspapers or television—on which they rely primarily for information on national affairs. For instance, it found more than one-quarter of the public saying daily newspapers are their principal source of such news, but more than half saying television. Another 10% say radio is their principal source of information. Those who rely on newspapers are said to be better educated, possessed of a higher level of interest and involvement in politics and more likely to vote.

It said the largest difference between newspaper readers and television news watchers is found in beliefs about tolerance. A larger percentage of those who rely on television (29%) "hold highly intolerant views," compared with those who rely on newspapers (19%), according to the study. What's more, 25% of the population who rely on television are said to score high on the Religious Faith scale, while only 20% of

those who rely on newspapers were found to be very religious. Then too, those members of the electorate who "demonstrate high levels of political alienation rely most on television (27%) in significantly greater proportions than those who rely on newspapers (21%)."

The study also provides some indication of the value of commercials in political campaigns. Half of those surveyed said they do not become aware of political candidates until they see their commercials on television. Among those who do, the largest numbers (totalling 47%) are said to be found in groups committed to or leaning toward the Democratic party, 39%, core Republicans or GOP leaners. Taken together, Moralists (Republicans) and New Dealers (Democrats) comprise 25% of those who first become aware of candidates through television commercials, according to the report. "The more upscale, politically sophisticated" Enterprisers (Republicans), '60s Democrats and Seculars (leaning Democratic) are least likely to learn of candidates through television commercials—17%, the report said. The report also said nearly three out of five Americans get "some sense of what a candidate is like" through candidates' commercials.

When asked to choose between commercials and television news reports as to which provides a better idea of what a candidate is like personally and where a candidate stands on the issues, the news reports were found more credible by substantial margins—though perhaps margins not as substantial as might have been expected. The report says 67% of those questioned regard news reports as a better source of information as to what a candidate is like personally, while 24% cited commercials and 9% did not know. As for a candidate's position on issues, 78% would favor news reports for their information and 14% commercials, while 8% of those questioned said they did not know.

Considering the difficulty CBS News has been experiencing in its evening news competition with NBC News and ABC News over the past several months, the Times Mirror report has some reading Dan Rather and colleagues will find comforting. Rather achieved the highest rating among a list of 18 persons on whom those surveyed were asked to comment. He received a "very favorable" rating from 24% of them and a "mostly favorable" rating from 60%. Only 6% reported a reaction of "mostly unfavorable" and 2%, "very unfavorable. That was an overall better score than achieved by President Reagan (21% and 41% on the favorable side, 22% and 14% on the unfavorable side.) The names of Rather's principal competitors, NBC's Tom Brokaw and ABC's Peter Jennings were not on the list. But it was another news person, ABC's Barbara Walters, who was closest to Rather in the ratings—16% very favorable and 58% "mostly favorable," while 14% of those polled reported a "mostly unfavorable" rating and 5%, very unfavorable."

In all, the report serves up something for the media as well as the political junkie. □

RIDING GAIN

O N R A D I O

Riding the 'Wave'

Gannett Broadcasting Group's KSDO-FM San Diego is now KSWV-FM, with the former top-40 station turning to "The Wave" format of the Satellite Music Network for the new age/light jazz sound of KTWV(FM) Los Angeles. The change came Sept. 25, a day after KZZC(FM) Kansas City, Mo., changed its format to "The Wave" and its call letters to KCWV(FM), becoming the first affiliate to sign up for the satellite service ("Riding Gain," Sept. 28).

Chris Conway, president and general manager of KSWV and co-owned news/talk KSDO(AM), said the new format "makes the most sense from a business standpoint. You have lower operating costs and it blends nicely with our AM station. We're already cross-promoting on the two stations because they are not competitive formats." The FM station is sold in combination with the AM, he added.

The former KSDO-FM's share fell from a high of 6.6 to a low of 3.5 when it became entangled in a three-way competitive battle in the market, according to Conway. The station was aiming for the 12-34 demographic but was getting mostly teen-agers, he said. Six on-air personalities and several part-time staffers were dismissed, with one kept on as a part-time music and production director.

Staying power

National Native News, a daily newscast produced by the Alaska Public Radio Network and distributed to more than 70 primarily noncommercial radio stations, has received two grants for continuation of service through the end of the year. The first, for \$3,000, came from The Funding Exchange/National Community Funds of New York. The second, for \$1,500, came from IBM. *Native News* premiered in January, and provides information of interest to native Americans and Eskimos (BROADCASTING, Dec. 22, 1986).

Counterpoint

A live, two-hour public affairs debate program featuring liberal lobbyist Barry Lynn and conservative Washington newspaper columnist John Lofton has been launched by the nine-month old Statesman Communication Network, Silver Spring, Md.

Called *Battleline*, the show originates each weekday at 4 p.m.-6 p.m. NYT from news/talk WNTR(AM) Washington (licensed to Silver Spring, Md.) Thus far, the broadcast is being cleared by two other stations: WANI(AM) Richmond, Va., and WGBB(AM) Babylon, N.Y.—the latter on a tape-delay basis.

Battleline is transmitted over Satcom I-R and features both studio guests and audience call-in participation.

Rock import

Beginning in January, Britain's *Rock Over London*, a weekly one-hour long radio program, can be heard by American listeners via The Westwood One Radio Networks. Hosted by Graham Dene of Capital Radio/

London, the show features interviews, rock news, listener participation and 11 musical selections concluding with a countdown of the top five hits in the U.K. Westwood One plans to broadcast the series, which debuted in Britain in April 1983, over more than 225 stations along its radio network.

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Business Briefly

TELEVISION

Matt Numismatics □ U.S. Treasury coins will be highlighted in one-week flight starting this week in five to eight markets. Commercials will be carried in all dayparts. Target: men, 25 and older. Agency: Briskin & Associates, Lake Worth, Fla.

Sanderson Farms □ Miss Goldie Chicken will be accented in seven-week flight that

started last week in 13 markets in South. Commercials will be slotted in all time periods. Target: women, 25-54. Agency: Burton-Campbell, Atlanta.

Ross Stores □ Three flights are in preparation for rest of 1987, including pre-Thanksgiving, Thanksgiving and pre-Christmas, in markets throughout Southeast. Commercials will appear in all day-parts. Target: women, 25-49. Agency: Western International Media,

Atlanta.

RADIO

Tuesday Morning □ Retailer of houseware and giftware products will launch one-week flight in late October in Jackson, Miss. and Orlando, Fla., coincident with opening of stores in those markets. Commercials will be placed in all dayparts. Target: women, 25-54. Saunders, Lubinski & White, Dallas

Canandaigua Industries □ Manischewitz wines is highlighted in five-week flight starting next week in 16 markets. Manischewitz's nonkosher wine is positioned as product for black consumers with commercial placed on black-oriented radio stations. Target: adults, 18-34. Agency: Towne Silverstein Rotter, New York.

Sau-Sea Shrimp. □ Two flights have been set for this fall for two-to-three weeks in New York and Boston during September and November. Commercials will be flighted from 10 a.m. to 8 p.m. during weekdays and weekends. Target: women, 18-49. Agency: Sawdon & Bess, New York.

RADIO & TV

Heineke Mufflers □ Fourth-quarter campaign, said to be one of largest in auto aftermarket, will be carried in more than 100 radio and TV markets. Commercials will be scheduled in all dayparts. Target: adults, 25-54. Agency: Corinthian Communications, New York.

AdVantage

King-sized move. N W Ayer last week was awarded \$200-million advertising account of Burger King Corp., representing largest account switch in history. Loser was J. Walter Thompson Co. which won Burger King in 1975 when billing was less than \$25 million. Ayer, oldest advertising agency in U.S., beat out D'Arcy Masius Benton & Bowles as well as Thompson in competition client set up to pick agency. One consequence will be loss of sizable number of jobs at Thompson, estimated at about 100.

Outcome was welcomed by Ayer, which lost \$80-million U.S. Army recruiting account early this year to Young & Rubicam. Ayer's chairman and chief executive, Louis T. Hagopian, was in Europe on vacation when the Burger King news arrived. Ayer officials said he would cut short his European trip to attend meeting of Burger King franchise holders in Dallas. Burger King is second only to McDonald's in fast-food field. Until last week largest national account switch was Nissan Motors Corp.'s shift of \$150 million in billings two months ago from William Esty Co. to Chiat/Day.

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RepReport

WGVT(AM) Chattanooga, Tenn.: To Republic Radio (no previous rep).

□

WVOL(AM)-WOOK(FM) Nashville: To Republic Radio from Hillier, Newmark, Wechsler & Howard.

□

WSCO(FM) Columbia, S.C.: To Republic Radio from Torbet Radio.

□

KDYL(AM)-KSFI(FM) Salt Lake City: To CBS Radio Representatives from Banner Radio.

□

WEPP(AM)-WDSY(FM) Pittsburgh: To CBS Radio Representatives from Republic Radio.

□

WMCA(AM) New York: To CBS Radio Representatives from Roslin Radio.

Reorganization plan

The Home Shopping Network has reorganized the corporation, creating a holding company and an office of the chairman. Chairman Roy Speer said the creation of the holding company will give HSN "more effective management and operational flexibility in supervising, servicing and accounting for HSN's various lines of business."

The holding company will comprise 15 companies, including HSN Silver King Broadcasting Co., HSN broadcast stations, and the Home Shopping Club. The reorganization also sets up an office of the chairman, which will report to Speer. That office includes Speer; Lowell Paxson, president of HSN and the Home Shopping Club; Nando DiFilippo Jr., executive vice president, general counsel and secretary, HSN; Joseph Connolly, chief financial officer, HSN, and J. Michael Reardon, senior vice president, group operations, HSN.

The reorganization plan is subject to approval by the HSN board and shareholders.

Moving out

Galavision, the Spanish-language cable network, has moved its corporate headquarters to those of its parent company, Univisa, in Los Angeles. Based in New York for the last eight years, the staff of 16 will handle programming, sales, affiliate relations, administration and accounting from the new office. Production facilities will remain in Laguna Niguel, Calif., and regional sales offices will be maintained in New York and Dallas. Galavision vice president Starrett Berry said the move was to better serve the Hispanic market. Los Angeles contains the largest Spanish-speaking population in the country. Galavision is converting from pay to basic service.

Sports shopping

Cable Value Network, cable shopping channel on 1,400 cable systems, said it has an exclusive agreement with NFL Properties Inc. to become the "official NFL shopping channel," said Peter Barton, chairman of CVN's Electronic Media Group. CVN has debuted a new program called *The Locker Room* to market NFL merchandise as well as other sports products before Monday night football games. CVN will support the agreement through cross promotions with ESPN.

Bullish report

QVC Network Inc., the nine-month-old home shopping service based in West Chester, Pa., announced that it had passed the break-even point during August. Net billings were \$9.7 million and QVC estimates its break-even point at \$8 million. QVC started last February when net billings were \$2.6 million and grew by about \$1 million per month until the August mark. A complete report for the quarter will become available in late October.

International reach

Cable News Network, available to cable homes and hotel rooms in Europe since late 1984, is now reaching 80,000 British cable households as well. Ted Turner, Turner Broadcasting System chairman and president, was in London to inaugurate the service for 11 cable systems, including Westminster Cable, East London Cable and British Telecom's Coventry cable system. The CNN feed now is said to reach more

than 200,000 cable households in the U.K., France, Finland and Sweden as well as nearly 25,000 European hotel rooms.

Setting boundaries

The cable industry, which has seen a number of conflicting court decisions on First Amendment cases in 1987, needs to decide where it is going to draw the line of battle on those issues in Congress and in the courts. So said Frank Lloyd, an attorney with the



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Bottom Line

Buyback. Taft Broadcasting Co. shareholders last Tuesday, Sept. 29, approved stock buyout offer by leading shareholders, including Carl Lindner's American Financial Corp. (AFC), The Robert M. Bass Group and Dudley Taft of founding Taft family. Buyback and subsequent reorganization ("Top of the Week," Sept. 28) require FCC approval, which the company said it is expecting in early October. Deal calls for Taft common stock shareholders to receive \$157 per-share cash or \$144 per-share cash and one share in FMI Financial Corp., majority-AFC owned holding company which will retain assets, including five VHF network-affiliate TV stations, 16 radio stations, Taft's entertainment group and syndicator, Worldvision, under name of Great American Communications Co. (GACC). Cable interests, plus Columbus, Ohio television station and \$157.5 million cash will go to Bass Group, while Dudley Taft will buy Greensboro-High Point, N.C., ABC-TV affiliate, and receive financing of up to \$235 million for other TV, radio or cable acquisitions and \$3.3 million in cash. To partially finance Taft acquisition, FMI last week said it had commenced offering of \$260-million principal amount of 14 $\frac{3}{4}$ % senior subordinated debentures due 1999, with interest on debentures payable on April 1 and Oct. 1, commencing April 1988. Concurrently, company is offering \$125-million principal amount of 13 $\frac{1}{4}$ % senior extendable reset notes and \$125 million principal amount of 14 $\frac{1}{2}$ % senior notes due 1996, interest on both payable April 1 and Oct. 1, starting April 1988. Drexel Burnham Lambert and Bear, Stearns are co-managers of offerings.

Network forecast. During closed meeting of two dozen security analysts in New York, CBS's chief executive officer, Larry Tisch, presented bullish forecast of earnings for company and its TV network and TV stations. According to one source, Tisch characterized analyst projections of company earnings at \$9.25 in 1987 and \$13 in 1988 as "doable," and projected TV network revenue growth in upper single digits given improvement in ratings picture and low-level inflation over next several years. TV stations group could earn \$75 million over next several years, source said Tisch also indicated.

Nippon news. Japanese trading group, Sumitomo Corp., has acquired 15% interest in Viacom's Japanese broadcast syndication and programming arm, Viacom Japan. Sumitomo and Viacom also have joint venture, Nippon Cable System, which is developing broadband cable systems, and both hold joint interests in other cable and cable program services in Japan.

Washington law firm of Mintz, Levin, Cohn, Ferris, Glovsky & Popeo at the Great Lakes Cable Expo last week in Indianapolis, in a speech reviewing recent First Amendment court cases and overbuild activity.

"First, it may be too late to put the basic traditional cable operator overbuild genie totally back in the jar," Lloyd said. "There will be at least some overbuilds as a result of the emerging First Amendment law in this area." He predicted that a final Supreme Court decision will follow one of two paths. "Either we will have to litigate the 'natural monopoly' issue in each city...or we will end up with an affirmation of Judge [William] Schwarzer's opinion in Santa Cruz that the natural monopoly test does not even apply to cable," Lloyd said.

At which level, state or local, the cable service requirements will be dictated is being decided in a second generation of cases being litigated in California, Lloyd said. His guess was that the Supreme Court "may not necessarily side with the First Amendment purists like the Palo Alto judge" when it comes to service requirements. "I do not believe that the current Supreme Court, with or without the addition of Judge Bork, will totally ignore the claims of municipalities that the cherry picking of affluent developments harms their legitimate interests in citizen welfare."

Lloyd also reviewed encroachment by utilities and even local governments into cable operation. "Faced with these facts, and the fact of the opening up of cable to competition through judicial decisions, it is incredible that cable critics...are still trying to paint cable as a monopolist on editorial pages and before Congress," Lloyd said. "But cable will have to decide where to draw the line of battle both in the courtroom and in Congress," Lloyd said. "If the cable industry is intransigent against any competition, however limited, it runs the risk of validating the worst depictions of its critics in the fight to retain the compulsory license, the Cable Act and the barrier to direct telephone entry into the cable business. If cable does not, however, oppose unfair competition—whether by 'cherry picking' competitors seeking a quick hit for 'greenmail' or for permanent occupation of a lucrative development, or by deep pocket true monopolists supported by utility ratepayers or tax dollars of municipal citizens—the industry as it is known today runs the risk of elimination."

Getting ready to launch

The Pay-Per-View Network announced an agreement with Group W Satellite Communications providing for the network to launch its service over Galaxy III, transponder 16 by year's end. PPVN has signed a six-year pact with GWSC (BROADCASTING, Sept. 21) to provide satellite transmission services, including uplink and playback facilities. GWSC will also provide PPVN with editing and postproduction equipment. GWSC plans to construct "a new master control facility" and add an uplink at its Stamford, Conn., headquarters, it said. PPVN has established New York offices at 800 Third Avenue. Phone is (212) 486-6600.

Simulcast extended

The Eternal Word Television Network will extend its simulcasting on both Galaxy I and

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III in October to allow cable operators more time to receive and set up dishes for the conversion. EWTV, along with other cable networks, will make its new home on Galaxy III, transponder 10. It will continue sending out its signal on Galaxy I, transponder 16, until Nov. 1.

Cutting back

Included in the 37 positions cut by American Television & Communications (BROADCASTING, Sept. 14) were two senior vice presidents: Stephen B. Ste. Marie, marketing and programming, and Robert M. Rast, strategy and planning. ATC reduced its corporate staff by 10%, 37 positions from the corporate work force of 375, but due to

transfers within the company, the actual number of people let go was 30. The reorganization of responsibilities at the corporate level abolishing the office of president (BROADCASTING, Sept. 21) and ATC's decentralization caused the elimination of Ste. Marie's and Rast's positions, ATC said.

Rainbow added

Dimension Cable, serving Riverhead, Southampton and Southold, N.Y., will add Rainbow Programming's Long Island News 12 to its system on Oct. 29, coinciding with local political debates in those towns that the 24-hour news service plans to cover live on Oct. 31 and Nov. 1.

Changing Hands

PROPOSED

KMID-TV Midland-Odessa, Tex.; KSPR(TV) Springfield, Mo., and KCPM(TV) Chico-Redding, Calif. □ Sold by Lorimar Telepictures Corp. to Goltrin Communications, Inc. for \$23 million. Decision in principle was reached last June (BROADCASTING, June 29). **Seller** is Culver City, Calif.-based entertainment production and distribution company that also owns WPGH-TV Pittsburgh, WLII(TV) San Juan and WSUR-TV Ponce, both Puerto Rico, which are on the block. **Buyer** is newly formed broadcasting company headed by Los Angeles-based Joseph Goldfarb, member, office of president, Lorimar Broadcast Group; wife, Barbara Goldfarb, Los Angeles-based attorney, and Melvyn Estrin, chairman and chief executive officer of Human Services Group Inc., financial investment and management services organization in Washington. **Buyer** has no other broadcast interests. KMID-TV is ABC affiliate on ch. 2 with 100 kw visual, 10 kw aural and antenna 1,050 feet above average terrain. KSPR is ABC affiliate on ch. 33 with 1,122 kw visual, 53.7 kw aural and antenna at 1,790 feet above average terrain. KCPM is NBC affiliate on ch. 24 with 5,000 kw visual, 600 kw aural and antenna 1,849 above average terrain.

WESC-AM-FM Greenville, S.C. □ Sold by Broadcasting Company of the Carolinas to Flair Broadcasting Co. for \$15 million. **Seller** is wholly owned by Robert Schmid, chairman, who has no other broadcast interests. **Buyer** is new New York-based company formed to acquire and operate radio stations and headed by John Boden, former president of Blair Radio, New York-based radio rep firm. WESC-AM-FM are company's first acquisition. WESC is on 660 khz with 50 kw. WESC-FM is on 92.5 mhz with 100 kw and antenna 2,000 feet above average terrain.

KFIZ(AM) Fond Du Lac, Wis. and WLIP(AM)-WJZQ(FM) Kenosha, Wis. □ Sold by Star Cablevision Partnership to Independence Broadcasting Corp. for \$11,475,000. **Seller** is Fond Du Lac-based cable MSO with systems in four states, headed by Donald G. Jones, managing partner. With sale of KFIZ and WLIP-WJZQ, it will no longer have broadcast interests. **Buyer** is New York based radio station group principally owned by Peter Sullick, chairman, and John Goodwill, presi-

dent. It also owns KOEL-AM-FM Oelwein, Iowa, and KSAL(AM)-KYEZ(FM) Salina, Kan. KFIZ is on 1450 khz and 1 kw full time. WLIP is on 1050khz with 250 w. WJZQ is on 95.1 mhz with 50 kw and antenna 500 feet. **Broker: Cecil L. Richards.**

KEBR(FM) Sacramento, Calif. □ Sold by Family Stations Inc. to Duchossois Communications for \$7.4 million. **Seller** is Oakland, Calif.-based nonprofit corporation headed by Harold Camping. It owns five AM's, 14 FM's, one TV and CP's for 11 other FM's (Many of Family's FM's are noncommercial, to which FCC cap of 12 stations in service does not apply.) **Buyer** is Chicago-based radio group principally owned by Richard L.

Duchossois, chairman. Duchossois is head of Chicago-based manufacturing, electronics and entertainment firm., Duchossois Enterprises, Chicago. Duchossois Communications also owns WASK-AM-FM Lafayette, Ind.; KDAL-AM-FM Duluth, Minn.; KAIR(AM)-KJYK(FM) Tucson, Ariz., and KDSM-TV Des Moines, Iowa. KEBR is on 100.5 mhz, 115 kw and antenna 380 feet above average terrain. **Broker: Kalil & Co.**

KLTD(FM) Lampasas, Tex. □ Sold by Lambert & Associates to Shamrock Communications Inc. for \$4.5 million. **Seller** is principally owned by Rebecca F. Lambert and Ronald K. Witcher. Witcher owns co-located KCYL(AM). **Buyer** is Scranton, Pa.-based group owner of three AM's, five FM's and various publications, headed by William R. Lynett, president. KLTD is on 99.3 mhz with 2.8 kw and antenna 190 feet above average terrain. **Broker: Jamar-Rice Co.**

KSEQ(FM) Visalia, Calif. □ Sold by Supreme Broadcasting Inc. to Buckley Broadcasting Corp. of Monterey for \$2,073,750. **Seller** is solely owned by Dan Tapson, president, who has no other broadcast interests. **Buyer** is Greenwich, Conn.-based owner of five AM's and eight FM's principally owned by Richard Buckley, president. KSEQ is on 97.1 mhz with 18 kw and antenna 800 feet above average terrain. **Broker: American Radio Brokers Inc. SFO**

WTLB(AM)-WRCK(FM) Utica, N.Y. □ Sold by WTLB Inc. to Vanguard Communications for \$1.5 million. **Seller** is principally owned by Paul A. Dunn and Edward J. Carey, who

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have no other broadcast interests. Buyer is Geneva, N. Y.-based owner of two AM's and two FM's, owned by New York attorney Leonard I. Ackerman and diversified New Jersey businessman Leonard Marcus. It recently sold WBIS(AM) Old Saybrook, Conn. WTLB is on 1310 khz with 5 kw day and 500 w night. WRCK is on 107.3 mhz with 50 kw and antenna 510 feet above average terrain. *Broker: Kozacko-Horton Co.*

KCSJ(AM)-KUSN(FM) Pueblo, Colo. □ Sold by Sunbrook Broadcasting to Rainbow Communications of Pueblo Inc. for \$1,188,000. Seller is principally owned by Larry Roberts, president. Roberts also owns KGRZ(AM)-KDXT(FM) Missoula and KXTL(AM)-KQUY-FM Butte, both Montana. Buyer is principally owned by David H. Krall, president, and James W. Cooper, vice president. It also owns KOBE(AM)-KMVR-FM Las Cruces, N.M. KCSJ is on 590 khz with 1 kw. KUSN is on 107.1 mhz with 3 kw and antenna 77 feet above average terrain. *Broker: Chapman Associates.*

WQSC(FM) Andrews, S.C. □ sold by Andrews Intermarkt Broadcasting Corp. to Rudi Gresham for \$350,000. Seller is principally owned by James Martin, who recently sold WXDJ(FM) (formerly WRFM(FM)) Homestead, Fla. He has no other broadcast interests. Buyer is Orange City, Fla.-based investor who is former president and part owner of WKRY(FM) Key West, Fla. and former part owner of two other Florida Key radio stations. He currently has no other broadcast interests. WQSC is on 100.9 khz with 3 kw

and antenna 328 feet above average terrain. *Broker: Chapman Associates.*

WFIX(AM) Huntsville, Ala. □ Sold by Comco Inc. to Radio Vanderbilt Inc. for 250,000. Seller is Orlando, Fla.-based media investment group which is in process of selling its five radio stations. It is headed by James Robinson, chairman. Buyer is New Orleans-based owner of WWIW(AM) New Orleans. It is principally owned by Seymour Smith, president. WFIX is on 1450 khz with 1 kw.

CABLE

System serving Novinger, Browning, Memphis, Lancaster, Greencastle and Greentop, all Missouri □ Sold by Multi-Com Inc. to SatCable for estimated \$3 million. Seller is principally owned by Ray Ford, who has no other cable interests. Buyer is Columbus, Ohio-based MSO with systems in three states. It is headed by Michael Mahaffey, president. System serves 1,786 basic subscribers with 3,088 homes passed and 80 miles of plant. *Broker: Pat Thompson Co.*

System serving Moran, Bronson, McCune, Richmond, Colony and Quenemo, all Kansas □ Sold by Sceptor Cable Corp. to Douglas Cable Communications for estimated \$750,000-\$1 million. Seller is principally owned by Steve Truckenmiller, who has no other cable interests. Buyer is Topeka, Kan.-based MSO with systems in five states. It is subsidiary of Douglas Communications Corp. II, Ridgeway, N.J.-based communications company headed by Douglas Dit-

trick, president. System serves 510 basic subscribers and passes 1,270 homes with 24.5 miles of plant. *Broker: Pat Thompson Co.*

System serving Davis Monthan Air Force Base, Tucson, Ariz. □ Sold by Cable Arizona to Cooke CableVision Inc. for estimated \$2.6 million cash and equipment. Seller is subsidiary of Phoenix-based Cable America Corp., MSO with systems in four states and principally owned by William Jackson, president and CEO. Buyer is Cooke Cable-Vision Inc., Woodland Hills, Calif.-based MSO with systems in 12 states. It is wholly owned subsidiary of Jack Kent Cooke Inc., principally owned by Jack Kent Cooke. Cooke is also president of Cooke CableVision. System passes 3,600 homes with 1,725 basic subscribers and 23 miles of plant. *Broker: Coaxial Capital Associates.*

System serving portions of Bienville Parish and Arcadia, both Louisiana. □ Sold by Bienville Cablevision Inc. to Falcon Telecable for estimated \$500,000-\$700,000. Seller is principally owned by Sidney Smith, who has no other cable interests. Buyer is one of four limited partnerships composing Los Angeles-based Falcon Cable TV, MSO with systems in nine states and headed by president and chief executive officer, Marc Nathanson. Major equity investor in Falcon Telecable is Mutual of New York insurance company. System passes 1,165 homes with 600 subscribers and 20 miles of plant. *Broker: Coaxial Cable Associates.*

Systems serving West Richland and Benton City, Wash., and Umatilla, Ore. Sold by Badger Mountain Cable TV to Sun Country Cable Inc. for estimated \$2.5 million-\$3 million. Seller is principally owned by Dean Thompson, who has no other cable interests. Buyer is Pleasanton, Calif.-based MSO with systems in two states and franchise pending in third. It is principally owned by David D. Kinley, president and chief executive officer. Systems pass 3,900 homes with 2,400 subscribers and 67 miles of plant. *Broker: Charles Greene Associates, Atlanta.*

Systems serving Boardman and Irrigon, both Oregon □ Sold by Boardman Community TV to Sun Country Cable Inc. for estimated \$500,000-\$750,000. Seller is principally owned by Cliff Peck, who has no other cable interests. Buyer is Pleasanton, Calif.-based MSO (see above). Systems pass 1,175 homes with 579 subscribers and 20 miles of plant. *Broker: Charles Greene Associates*

System serving Minocqua and Woodruff, both Wisconsin □ Sold by Pine Tree Communications to Star Cablevision Group for estimated \$2.5 million. Seller is principally owned by William Joyce, who has no other cable interests. Buyer is Fond Du Lac, Wis.-based MSO with systems in four states and headed by Donald G. Jones, managing partner. It has sold its remaining broadcast interests to Independence Broadcasting Corp. (see above). System passes 2,500 homes with 1,677 subscribers and approximately 87 miles of plant.

For approved sales, see "For the Record," page 79.

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Back to the drawing board for CBS in the morning

**Struggling show gets the ax;
time slot returned to news division**

CBS News won what many saw last week as a major turf battle with the entertainment division over the fate of the nine-month old *Morning Program*. The network last week pulled the rug from under the program in its current configuration and handed the time period (7:30-9 a.m.) back to the news division, effective Nov. 30. Leaving the program are its executive producer, Robert Shanks, and two co-hosts, Mariette Hartley and Roland Smith. Although the reshaped program will be produced by the news division, it will continue to be known as *The Morning Program*, a network spokesman said last week.

Like the old *CBS Morning News* which it replaced, *Morning Program* under the news division will be expanded to two hours, from 7 to 9 a.m., to compete head to head with NBC's *Today* show and ABC's *Good Morning, America*. CBS's *Morning News*, which has been airing at 6-7:30 a.m., will be reduced to one hour at 6-7.

At deadline last week, there were few details about how CBS News would format the new *Morning Program*. It was all but confirmed at midweek that *Morning News* executive producer, David Corvo, would also take control of *The Morning Program*. On Wednesday, the network announced that it had signed Kathleen Sullivan, former *World News This Morning* co-anchor at ABC, and current host of ABC News's *The Health Show*, as a co-host of the revamped *Morning Program*. There was no word on the network's choice for a male co-anchor.

While most elements of the existing *Morning Program* will be scrapped, sources said some aspects may be retained. For example, Mark McEwen, the current weatherman may remain. The word was reportedly put out to affiliates last week that the intention is to make the program more like the existing network competition—*Today* and *GMA*.

The Morning Program was going nowhere in the ratings—in fact performing more poorly than the old *Morning News* show that it replaced. For all but the last week of the third quarter of 1987, the program averaged a 2 rating and an 11 share, compared to a 3.8/21 for *Today* and a 3.9/21 for *GMA*. The early morning time period is particularly crucial, because not only do CBS affiliates receive up to 50% of the commercial inventory in *The Morning Program*, the show also leads into the 9 a.m. time period where they program locally for at least one hour before the network's daytime schedule kicks in.

Most affiliates contacted last week were glad to see the network act, although a number of them said they would wait and see



what CBS News comes up with before making a firm commitment to carry the new program. "I can't say I was really surprised," said Phil Jones, vice president and general manager of KCTV(TV) Kansas City, Mo., and chairman of the CBS television affiliates advisory board. "It seemed like the logical time to move," he said, because the program has shown "no growth."

Jones and others indicated that viewers have in effect voted down CBS's effort to come up with something a little different in the early morning time period. One CBS affiliate general manager who asked not to be named, said the network indicated to him that it will take a more traditional approach come December. "They are thinking of trying to compete with *Today*, which is much more skewed toward news than *GMA*," he said. The key, the source reasoned, would be in the anchors whom CBS picks and how the program is packaged.

Paul Raymon, vice president and general manager of WAGA-TV Atlanta, which just rejoined CBS's early morning schedule after a year's absence, welcomed the news. "I cer-

tainly support the decision," he said. Although CBS News is known as a hard news organization, Raymon said he hopes "they will come up with something a little more creative" this time around. When the news division had control of the program, the show was often criticized for being "too hard" for viewers to take in the morning. Indeed, one of the reasons *The Morning Program* title will remain the same is because network executives believe use of the word "news" in the title at that hour would drive away viewers.

Sy Yanoff, president and general manager of WNEV-TV Boston, said he thought the decision announced last week was "a good one. The new concept isn't working, and it's time to get back to the things they do very well." Yanoff and others said that while there continues to be frustration among affiliates over the failure of the network to turn the time period around, affiliates probably will not defect in large numbers before seeing what the new product looks like. Among other reasons Yanoff cited is that there is little if any syndication product targeted for early morning and to program locally is much more costly than accepting the network feed. Three affiliates have pre-empted *The Morning Program* although one—WAGA-TV—recently rejoined the early morning lineup.

Malcolm Potter, vice president and general manager of WBAL-TV Baltimore, also supported the network's decision. "It's necessary for the network to find another format to attract viewers," he said. "There is frustration and has been for some time. For 10 hours out of every week the CBS affiliates have not been competitive. The numbers are low and have not provided the audience lead-in for our 9 a.m. shows. And that makes it difficult to sell. Something had to be changed. The audience is large enough for all three networks to be successful," he said. □

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Suit filed to stop unauthorized showing of baseball games

Twins owner wants to stop local bars from taking satellite transmissions of team's games, which are not intended for use by general public

The Minnesota Twins Partnership—better known as the Minnesota Twins—has gone into U.S. district court in Minnesota seeking an order prohibiting three bars in the Minneapolis-St. Paul area from taking down satellite transmissions of Twins baseball games. The MTP, whose team recently won the championship of the American League's western division, says the interception of the transmissions violates the Communications Act and the Copyright Act.

The suit has implications beyond the interests of the Twins and the three bars—the Starting Gate Restaurant & Lounge, the Sunshine Factor and Gabe's by the Park. Telecasts of major league baseball games are beamed by satellite around the country every night, and are vulnerable to interception by anyone with a satellite earth station.

The MTP says in its complaint that all satellite transmissions of Twins telecasts are private communications not intended for use of the general public. It says that through a partnership called Twinsvision, it offers cable television systems and "commercial establishments"—including bars—a license to receive telecasts of some games. But the subscribers are required to pay a fee. And the defendants in the MTP suit, the complaint says, have shown telecasts without becoming subscribers and, therefore, have deprived MTP of revenue it otherwise would earn.

The complaint also alleges that the three defendants are showing telecasts of Twins games not intended to be exhibited in the Minneapolis-St. Paul area, telecasts intended for distribution "to authorized parties in other geographic areas of the country only," that is, in the home area of the opposing

baseball team. MTP says it has the exclusive right to perform the telecasts in the Minneapolis-St. Paul area and that by showing the "blacked-out" telecasts there, the defendants have deprived it of revenue it would otherwise earn from the sale of tickets to the games and from the licensing of the games' broadcast rights.

MTP filed suit after it had written letters to a number of establishments in the area demanding that they cease the unlicensed exhibition of telecasts taken down from the satellite. "Other commercial establishments notified by MTP complied with MTP's demands," MTP said. But not the three defendants. MTP says they are in violation of Section 705 of the Communications Act, which permits only individuals to intercept satellite-delivered programming, and then only if the programming is unscrambled or is not subject to a marketing scheme. MTP also says the interceptions violate the copyright MTP owns in each Twins telecast transmitted by cable.

The attorney for the three bars indicated his clients were less interested in fighting than in showing the Twins' games. Mark Jacobson said the games are available to "only a handful of restaurants and bars." He also said his clients did not know that taking down the telecasts of the games without a license was illegal. "The interception of signals is a common thing," he said. He also indicated the clients would be willing to go through proper channels to obtain the right to show the games. "We're willing to pay if we can find a way to do it and at the same fee others pay." He said one defendant was quoted a figure—he was not sure whether it was a cable system or a provider of direct satellite service—that was "astronomical."

Besides an injunction barring continued interception of the telecasts, MTP seeks damages—the actual amount the MTP says it suffered, as well as statutory damages, in

the amount \$50,000 for each infringement of its copyright and \$50,000 for each of the violations of the Communications Act.

The kind of suit MTP filed is no longer unusual. PASS (Pro Am Sports System), which transmits professional and college sports games in the Detroit area to cable systems and commercial establishments in Michigan and northwest Ohio, has gone to court in what its attorney says is another in a series of efforts to block bars from exhibiting PASS without authorization. The suit, filed in U.S. District Court in Detroit, names 15 establishments in Detroit, Roseville, Flint, Bay City and Midland, all Michigan.

PASS's attorney, Gordon Gold, said such suits are filed "every six or eight months." He said PASS gets favorable court decisions, and the suits persuade the bars to sign up for a PASS license. But then, he said, there is a new batch of bars to be sued. □

1986 study criticizes VOA research

Report says international service does not know enough about audience

The Voice of America, in the midst of a \$1-billion-plus modernization program, appears to be one of the government's more studied operations. Two weeks ago, a (critical) "preliminary" examination by the Inspector General of the parent U.S. Information Agency and two (generally favorable) studies by outside consultants retained by USIA surfaced (BROADCASTING, Sept. 28). Now, another study, this one completed in June 1986 by a committee of the National Research Council, an arm of the National Academy of Sciences, has turned up. It criticizes the Voice for inadequate research into the listening preferences of those it is being geared up to serve.

The study—"Modern Audio Broadcasting Facilities for the Voice of America, 1986-2001"—was designed to provide advice and recommendations regarding the technical planning under way to modernize and expand the VOA transmission facilities and their coverage. In a number of respects, criticisms of VOA planning—criticisms reflecting conditions in 1984 and 1985—appear to have been overtaken by events. But officials acknowledge that criticisms regarding research remain valid—or at least that the committee and the VOA view the issue from different perspectives.

The report notes that present design requirements are based on a National Security



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Council directive specifying electrical field strengths to be delivered to the audience area. But it adds that those specifications "will provide some listener groups with very high quality and others with unintelligible reception." Accordingly, the committee says: "A set of requirements is needed that focuses on the audience and signal quality, not on delivered field strength."

But the committee is concerned with more than the adequacy of reception. The report says that the VOA's goal "is to serve the national interests of the United States and the people of the world." But it adds that it "has seen no evidence that the VOA knows, with a considerable degree of accuracy and precision, and in a timely manner: Who are the listeners it wishes to reach? What equipment is available to them, and at what cost, to listen to the VOA? What do they most desire from the VOA? Are their desires being met? Is a reliable signal of adequate quality being received by the audience?"

And the committee says detailed and specific knowledge is required. The committee says the objectives to be achieved should be described in terms not only of audience location, language and broadcast time of day and duration but of the relative importance ("vital, important" and "desirable") of each audience to be served. What's more, the committee adds, the objectives "should be determined for each audience in the context of a full appreciation of the national interest implications of serving each with a given duration, reliability and quality (especially intelligibility) of reception."

Morton S. Smith, the VOA deputy director for modernization, acknowledged that that kind of research is not being done—but said VOA is confronted by a dilemma. There is a conflict, he said, between the views of the committee's parent, the National Academy of Science, and other agencies with influence on the VOA. The academy, he said last week, comprises "scientists, not engineers or broadcasters, and they have academic standards. Their feeling is, 'What's the rush?'" On the other hand, he said, are the USIA's Inspector General and the U.S. Advisory Commission on Public Diplomacy. "They want things done in a hurry," he said. "You can't do it both ways."

One USIA research specialist, asked to comment on the criticism in the report, said he was advised by his superiors not to answer questions about it. However, it appears that some within the USIA sympathize with the criticism. Several officials noted that studies of VOA listenership are done routinely. But one official said that although some elements within the bureaucracy use the research "well"—generally the foreign language services that want to "fine tune" their programming—others do not. "The modernization project," he said, "is not known to use research well." What of Smith's comment as to the dilemma the modernization project faced? The official noted that each project is years in "the gestation period"—the U.S. must negotiate for a site abroad, plan the facility and build it, but the research, he said, "does not take five years."

One element of the report that appears to have been overtaken by events involves the proposed use of direct broadcast satellites to

transmit VOA signals to points around the world. The committee says that although terrestrial shortwave broadcasting will remain the VOA's "principal activity for at least the next 10 years," it "confidently foresees that direct satellite audio broadcasting may ultimately supplant [shortwave], and it is important for VOA to prepare the technical groundwork early." Accordingly, the committee recommends that the VOA undertake at an early date "the definition and prototyping of a limited-capacity, direct audio broadcast satellite system, initially to supplement the present VOA worldwide system."

However, five separate studies of the role DBS should play in the VOA's modernization program have been done for VOA. And according to a report analyzing the reports that was made available by VOA, they produced a consensus that, although radio broadcasting by satellite directly to receivers is technically feasible "in the next several decades, there is little evidence that it soon will become a significant medium for international radio." The report, released on Sept. 1 and provided by Smith last week, cited a number of difficulties.

One was that involved in reaching agreement among affected countries on the issues of national sovereignty, frequency allocation, and a common technical standard for direct audio broadcast to the public. Another was that existing broadcasting bands could not be used—"excessive demands of size, weight and electrical power make satellite broadcasting in these bands infeasible"—and that as a result "a whole new generation of radio receivers would have to be de-

signed, manufactured and distributed" all over the world to accommodate use of the higher-frequency bands that would allow "smaller and more affordable satellites."

And although a new high-band system "is conceivable," the report says, "there still would remain the related question of the level of demand for the new satellite broadcast service and of the willingness of the public to buy a separate, moderate-to-high-priced radio receiver." The report says manufacturers indicate that until a major satellite system is in place to create consumer demand, "there is small likelihood that production of a DBS audio receiver would begin."

Still, VOA is not writing off the use of satellites. The modernization program has contracted with the Communications Satellite Corp. for a new satellite interconnect system to serve as the basis of a modernized world-distribution network. The initial earth stations are being installed in domestic facilities in Washington; Greenville, N.C.; Delano, Calif., and at a number of VOA medium-wave relay stations in the Caribbean. New relay stations will be added to the network as they are built. What's more, the report says, the VOA is discussing with NASA the development of a "common carrier" plan that might produce "a workable DBS system in which the enormous costs of planning, design and construction are shared by multiple users."

"The concept is still formative," the report adds. But it "promises the best hope for success despite its limited scope, its great need for resources and the decades needed for development." □

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HDTV urgings

Although the FCC has tended to leave standard-setting to the marketplace in recent years, it should now set a target date for the

adoption of a high-definition television transmission standard, according to Alfred Sikes, head of the National Telecommunications and Information Administration. Sikes was one of the keynote speakers at the Sept.

23 Association of Maximum Service Telecasters conference on high definition television (BROADCASTING, Sept. 28). Sikes suggested December 1991 as a possible target date.

Government must get more deeply involved in setting an HDTV standard, Sikes said, because the process involves spectrum management, international trade and international standards issues that government is best equipped to approach, and because "the technology has the potential of literally transforming the video marketplace." He warned that the commission should not "adopt an arms-length stance" toward adopting an HDTV standard as it did when deciding not to choose an AM stereo transmission standard. "The FCC must take the leadership on high-resolution television and hopefully it will be favored in the U.S. industry recommendation," Sikes said.

Sikes also said that a "key requirement" of any adopted standard should be that it render no existing TV sets obsolete.

Fifth Estate Earnings

Company	Period	Revenue (000)	% change	Earnings (000)	% change	EPS
Chyron	Year	\$42,200	18	\$2,850	22	\$0.28
	Fourth	\$13,178	30	\$841	32	\$0.08
CMX	Year	\$12,119	20	\$1,077	99	\$0.14
	Fourth	\$3,800	40	\$451	615	\$0.05
C.O.M.B.	Second	\$40,911	14	\$1,438	54	\$0.08
Essex Communications	Second	\$4,050	10	(\$280)	NM	(\$0.08)
Robert Halmi	Year	\$32,987	91	\$5,699	101	\$0.23
	Fourth	\$6,500	197	\$1,188	44	\$0.05
Laurel Entertainment	First	\$467	(76)	\$191	NM	(\$0.07)
QVC	Second	\$21,261	NM	\$1,390	NM	(\$0.14)
Scientific-Atlanta	Year	\$495,346	6	\$24,260	NM	\$1.04
	Fourth	\$140,592	6	\$8,808	NM	\$0.38
Sony Corp.	First	\$2,118,177	2	\$23,014	(59)	\$0.10
TCA Cable TV	Third	\$15,555	27	\$1,507	(4)	\$0.14
Tempo Enterprises	Second	\$5,382	(20)	\$1,443	326	\$0.25

C.O.M.B.'s 50% equity in home shopping service Cable Value Network during second quarter (companies have since combined) contributed \$1.1 million to pre-tax income of \$2.5

Philips fine-tuning

The offer to buy back 42% of common shares of North American Philips stock not already owned by its parent, N.V. Philips, Eindhoven, The Netherlands, has been amended (BROADCASTING, Aug. 24). N.V. Philips has increased its offer of \$50 per share to \$56. FGP Corp., N.V. Philips subsidiary, made a tender offer for N.A. Philips stock at \$55.50 per share. After expiration of the tender offer in mid-October, N.A. Philips will be merged with FGP or some other Philips subsidiary. The remaining 50 cents per share will then be paid to those accepting the offer. The merger will not be sought if a majority of outstanding shares are not sold through this offer.

Paper chase

The National Association of Broadcasters has issued a call for technical papers for the 42d Annual Broadcast Engineering Conference, to be held during NAB's convention in Las Vegas, next April 9-12. The deadline for one-page abstracts of admissions is Monday, Oct. 12. NAB's Broadcast Engineering Conference Committee is especially interested in papers from organizations involved with the newest broadcast production technologies, focusing on cameras, lighting, sound, special effects, editing, graphics and postproduction. The Broadcast Engineering Conference Committee will meet in October following the submission deadline to select papers. Those selected must be received by NAB by Feb. 12.

Optical opinions

Among those appearing on a panel at Bell Communications Research's (Bellcore) Los Angeles conference on the future of digital fiber optic technology (BROADCASTING, Aug. 31), was Howard B. Meiseles, manager, technical quality control, broadcast oper-

August, 1987

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ations and engineering for Capital Cities/ABC. After giving the history and technical specifics of ABC's experiments with its 45 mb/s digital fiber optic landline between New York and Washington which has been in operation since early this year, he listed the two steps the network feels future research must follow if the technology is to replace satellites as the method of network program distribution.

The digital codec units now being developed by several manufacturers, Meiseles said, are being made without specific criteria. "How were analog television transmission systems developed? Did the Bell system sit down one day and say these are the criteria? I don't believe so. It was through the subjective evaluation of television distortions by learned observers," he said. A similar process, he said, must be devised to determine performance standards for digital TV transmission.

What also must be found, he said, is a way to make switching and network reconfiguration capabilities on fiber optic landlines comparable to those of satellites. "Today the network broadcasters control their own destiny," Meiseles said. "They can change and reconfigure the structure of their network at a moment's notice." He used as an example network broadcasts of sports events, such as professional and college football games, in which different games with regional significance are easily transmitted to different affiliates using satellite technology. Perfection of this switching capability "is a must for a fiber-based system," he said.

The Los Angeles meeting was called by Bellcore to provide information to electronics manufacturers, common carriers and broadcasters that returned letters of intent to take part in an eight-city trial of a 45 mb/s digital fiber optic system in late 1988 or early 1989. According to Bellcore spokesman, Deanna Munoz, further planning for the trials will be put on hold for the rest of the year while companies review the conference information. Other companies wishing to participate have until Dec. 31 to return letters of intent.

Laser cable

Chicago Cable Communications, a cable system owned by Tele-Communications Inc., Denver, is putting together a hybrid video delivery system, using conventional cable equipment and optical laser links. Telescript Industries Corp., Van Nuys, Calif., has installed the laser equipment, the L-5000 optical link, which can transmit 40 TV channels up to one-half mile. Installation of the links, priced at under \$10,000 per unit, was expected to be completed last week.

Buildings wired for SMATV systems that acquire Telescript equipment to receive laser signals will benefit from the hybrid system. The L-5000's will transmit the full 40-channel cable system, according to Chicago Cable's chief engineer, Paul Mills. "It's a neat way to transport a large number of signals around the city over short distances without having to put up a lot of microwave equipment. [Chicago] is a very congested microwave environment," he said.

According to Curt Howard, president of Telescript, the merging of the two technologies will accelerate and reduce the costs of providing cable service to hotels and large apartment complexes.

million for quarter. ■ **Chyron Corp.** said record consolidated sales for fourth quarter reflected strong incoming order rate for new products, with 40% of period's sales coming from products introduced since June 1986. Operating income increased 109% for year to \$4.6 million. Results include Digital Services Corp. and 71% holdings in CMX Corp. (see separate entry). Ownership in CMX by Chyron Corp. increased to 71% from 60% in fiscal year 1987. ■ **Essex Communications Corp.** reported revenue increase of 11% to \$3.5 million, although corporate costs and other expenses rose 13% to \$3.8 million, resulting in quarterly loss. Company has 62,941 basic and 31,087 pay subscribers on 43 systems. ■ Earnings gain for 1987 fiscal year by **Robert Halmi, Inc.** reflects "substantially increased number of film products delivered last year," including five made-for-TV movies, 24-part cable TV series and single four-hour mini-series for syndication, company said. ■ **Laurel Entertainment** attributed lower results in first quarter to comparatively high earnings in prior fiscal year from production of third and fourth years for TV series, *Tales From The Darkside*. First-quarter results include the tax benefit of utilizing net operating loss carry-forwards of \$300,912 or 13 cents per share. ■ **QVC**, in second quarter of first full fiscal year, showed total billings up 90% over first quarter, with net revenue up 123% to \$19.7 million. During quarter, company exercised option to repurchase 10,000 outstanding shares of preferred stock issued to Safeguard Scientifics for original issue price of \$1 million, protecting against potential changes in control of QVC. Service's cable home coverage in quarter grew from 8.5 million to 9.5 million on 900 cable systems. ■ **Scientific-Atlanta** net earnings for the year were up compared to loss last year of \$9.2 million and loss in last year fourth quarter of \$17.7 million, attributed by company to one-time restructuring and consolidation charge of \$18.9 million. S-A attributed earnings recovery this year to effects of restructuring and strong performance of cable television business. ■ **Sony Corp.** cited 7% drop in overseas sales to U.S. and other countries outside Europe due to 19% rise in value of Japanese yen, for slip in net sales and plunge in net income for period. ■ **TCA Cable** said approximately 71% of revenue increase was due to cable system acquisitions, with remainder from increase in subscribers and subscriber rates. Operating expenses increased by approximately 31% during quarter compared to year-ago period, due largely to increased depreciation and amortization expenses, increases in premium and satellite programming service fees and expansion of cable system operations, company said. Interest expense also increased by approximately 92% as result of additional term debt to finance system acquisitions in fall, 1986. ■ **Tempo Enterprises** cited reduced popularity of programs, decline in revenue from transmission of superstation WTBS(TV) Atlanta and network withdrawal from home shopping service. Network said it is repositioning itself to serve audience 45 years of age and older. Increases in net income were attributed to sale of seven cable TV systems for pre-tax gain of \$2 million.

AUGUST, 1987

This notice appears as a matter of record only

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For the Record

As compiled by BROADCASTING, Sept. 23-30, and based on filings, authorizations and other FCC actions.

Abbreviations: AFC—Antenna For Communications. ALJ—Administrative Law Judge. alt.—alternate. ann.—announced. ant.—antenna. aur.—aural. aux.—auxiliary. CH—critical hours. CP—construction permit. D—day. DA—directional antenna. Doc—Docket. ERP—effective radiated power. HAAT—height above average terrain. khz—kilohertz. kw—kilowatts. m—meters. MEOC—maximum expected operation value. mhz—megahertz. mod.—modification. N—night. PSA—presunrise service authority. RCL—remote control location. S-A—Scientific-Atlanta. SH—specified hours. SL—studio location. TL—transmitter location. trans.—transmitter. TPO—transmitter power output. U—unlimited hours. vis.—visual. w—watts. *—noncommercial.

Ownership Changes

Grants

- KAER(FM) Sacramento, Calif. (92.5 mhz; 50 kw; HAAT: 449 ft.)—Granted assignment of license from McClatchy Newspapers to Group W Radio Inc. for \$19,001,000. Purchase includes KFBK(AM) Sacramento. Seller is Sacramento-based newspaper publisher owned by Eleanor McClatchy, C.K. McClatchy and family. It has no other broadcast interests. Buyer, subsidiary of Westinghouse Electric Corp., owns seven AM's, six FM's and five TV's. It is headed by Burt Staniar. Action Sept. 11.
- KFBK(AM) Sacramento, Calif. (1530 khz; 50 kw-U;—Granted assignment of license from McClatchy Newspapers to Group W Radio Inc. for \$19,001,000. Purchase includes KAER(FM) Sacramento. Seller is Sacramento-based newspaper publisher owned by Eleanor McClatchy, C.K. McClatchy and family. It has no other broadcast interests. Buyer, subsidiary of Westinghouse Electric Corp., owns seven AM's, six FM's and five TV's. Action Sept. 11.
- WJXW(AM) Jacksonville, Fla. (1530 khz; 50 kw)—Granted assignment of license from Defuniak Communications Inc. to Potomac Florida Broadcasting Co. for \$500,000. Seller is equally owned by Arthur F. Dees and Robert F. Schumann. It also owns WGTX(AM)-WQUH(FM) DeFuniak Springs, Fla., and WJFC-AM-FM Jefferson City, Tenn. Buyer is owned by Peter Gureckis and Arthur Brisker. Gureckis owns WPVG(AM) Boonesboro and WBZE(AM) Indian Head, both Maryland, and WDER(AM) Derry, N.H. Action Sept. 21.
- WPLA(AM) Plant City, Fla. (910 khz; 1 kw)—Granted assignment of license from WPLA Broadcasting Co. to Harmon Broadcast Partners for \$862,500. Seller is owned by Ercelle Smith and Al Berry, who have no other broadcast interests. Buyer is owned by Brent Harmon and Elvin Harmon, who have no other broadcast interests. Action Sept. 11.
- KBEQ(FM) Kansas City, Mo. (104.3 mhz; 100 kw; HAAT: 986 ft.)—Granted assignment of license from Capitol Broadcasting to Noble Broadcast of Kansas City, Inc. for \$9,250,000. Seller is Raleigh, N.C.-based group of two AM's, seven FM's and one TV principally owned by James F. Goodmon. Buyer is San Diego-based group of three AM's and four FM's headed by John Lynch. It is also buying WMRE(AM) Boston. Action Sept. 10.
- WPGO(FM) Shallotte, N.C. (106.3 mhz; 3 kw; HAAT: 328 ft.)—Granted assignment of license from Oceanside Broadcasting Co. to Beach Broadcasting of North Carolina Inc. for \$485,000. Seller is owned by A. Earl Milliken, who has no other broadcast interests. Buyer is owned by Stewart Freeman and Robert Simpkins, who also own WWBD(AM)-WWLT(FM) Bamberg Denmark, S.C., and WPFM-AM-FM Terre Haute, Ind. Action Sept. 15.
- Trenton, Ga.—Ra-Ad of Trenton, Inc. seeks 102.7 mhz; 0.5 kw; HAAT: 249 ft. Address: P.O. Box 829, Trenton, Ga. 30752. Principal is owned by Herbert Adcox and Evan Stone who have interest in WADX(AM) Trenton, Ga. Filed Sept 17.
- Mt. Vernon, Ill.—Bryan Davidson seeks 102.10 mhz; 25 kw; HAAT: 100 ft. Address: 315 North Lakeview Drive, Salem, Ill. 62881. Principal has no other broadcast interests. Filed Sept. 17.
- Mt. Vernon, Ill.—Daniel S. Stratemyer seeks 102.10 mhz; 25 kw; HAAT: 100 ft. Address: Route 3, Metropolis, Ill. 62960. Principal has interest in WRAJ-AM-WRAJ-FM, Anna, Ill. Filed Sept. 18.
- Mt. Vernon, Ill.—Saga Communications of Illinois, Inc. seeks 102.10 mhz; 25 kw; HAAT: 100 ft. Address: 400 Renaissance Center Suite 2150, Detroit, Mich. 48248. Principal is owned by Saga Communications of Illinois, which is group owner of three AM's and five FM's. Filed Sept. 18.
- Jefferson, Iowa—Returned app. of Susan I. Coloff for 98.9 mhz; 3 kw; HAAT: 328 ft. Action Sept. 21.
- Dewitt, Mich.—Dewitt Radio Inc. seeks 96.5 mhz; 3 kw; HAAT: 100 ft. Address: P.O. Box 860; 48820. Principal is owned by William Gannon, who has no other broadcast interests. Filed Sept. 14.
- Albert Lea, Minn.—Radio Albert Lea, Inc. seeks 96.1 mhz; 3 kw; HAAT: 100 ft. Address: Rural Rte. 2, Box 44, Glenville, Minn. 56036. Principal is owned by Paul Titchenal, Robert Ingstad, Michael Rognes and Marianne Rognes. Ingstad has interest in KBUF(AM) Holcomb and KKJQ(FM) Garden City, both Kansas; KRRZ(AM)-KZPR(FM) Minot, N.D.; KJQ(AM)-KKQQ(FM) Volga, S.D.; KQHT(FM) Crookston, Minn., and KKO(AM)-KKPR(FM) Kearney, Neb. Filed Sept. 14.
- Albert Lea, Minn.—Carpenter Broadcasting seeks 96.1 mhz; 3 kw; HAAT: 100 ft. Address: 7989 Hallmark Way,
- Laurel, Del.—M Corps, Inc. seeks 95.3 mhz; 3 kw; HAAT: 100 ft. Address: 951 Atlanta Circle, Seaford, Del. 19973. Principal is owned by Keith Mayo and Chih Mayo, who have no other broadcast interests. Filed Sept. 14.
- Laurel, Del.—Dennis O'Neal seeks 95.3 mhz; 3 kw; HAAT: 100 ft. Address: 109 Central Ave., Laurel, Del. 19956. Principal has no other broadcast interests. Filed Sept. 14.
- Monticello, Fla.—Hyden Broadcasting Co. seeks 101.90 mhz; 3 kw; HAAT: 76 ft. Address: 1275 S. Jefferson St., Monticello, Fla. 32344. Principal is owned by Jack Hyden and Opal Raines, who also own WMFL(AM) Monticello, Fla. Filed Sept. 18.
- Albany, Ga.—Granted app. of Gospel of Grace Missionary Radio, Inc. for 90.7 mhz; 3 kw; HAAT: 100 ft. Address: P.O. Box 497, Leesburg, Ga. 31763. Action Sept. 16.
- Clayton, Ga.—Screamer Mountain Radio seeks 104.1 mhz; .74 kw; HAAT: 206 ft. Address: Route 3, Box 3367, Clayton, Ga. 30525. Principal is owned by W. L. Savage, who has no other broadcast interests. Filed Sept. 17.
- Clayton, Ga.—Richard J. Turner seeks 104.1 mhz; 0.48 kw; HAAT: 249 ft. Address: P.O. Box 1175, Clayton, Ga. 30525. Principal has no other broadcast interests. Filed Sept. 18.
- Reidsville, Ga.—Returned app. of Reidsville Broadcasting Corp. for 104.1 mhz; 1.35 kw; HAAT: 142 ft. Action Sept. 21.
- Trenton, Ga.—Trenton Service Co. seeks 102.7 mhz; 1.1 kw; HAAT: 167 ft. Address: P.O. Box 311, Trenton, Ga. 30752. Principal is owned by Daniel Hall and William Gaddis, who have no other broadcast interests. Filed Sept. 18.

New Stations

Applications

FM's

- San Luis Obispo, Calif.—Mid-Coast Radio, Inc. seeks

Nationwide Media Brokers
Chapman
 Associates

KDSX/KDSQ(FM)

Sherman/Denison, Texas

to

Transcontinental Broadcasting
 Company, Inc.

from

KDSX, Inc.

\$1,200,000

Apple Valley, Minn. 55124. Principal is owned by Dennis Carpenter and Larac Carpenter, who have no other broadcast interests. Filed Sept. 14.

■ Albert Lea, Minn.—Albert Lea Communications, Inc. seeks 96.1 mhz; 3 kw; HAAT: 100 ft. Address: 90 Key Haven Road, Key West, Fla. 33040. Principal is owned by Richard Schmitt and John Galanes. Galanes has interest in Charleston County Wireless Co., licensee of WCCG(FM) Folly Beach, S.C., and St. Croix Wireless Co., permittee of a new FM at Christiansted, V.I. Filed Sept. 14.

■ Albert Lea, Minn.—Archie Givens, Jr. seeks 96.1 mhz; 3 kw; HAAT: 100 ft. Address: 625 E 16th St., Minneapolis, Minn. 55404. Principal has no other broadcast interests. Filed Sept. 14.

■ Atwater, Minn.—Crow River Broadcasting, Inc. seeks 94.1 mhz; 3 kw; HAAT: 100 ft. Address: 424 South Davis, Litchfield, Minn. 55355. Principal is owned by Norman Jones and Chris Lenz who have no other broadcast interests. Filed Sept. 9.

■ Grand Marais, Minn.—Timothy Martz seeks 100.5 mhz; 100 kw; HAAT: 301 ft. Address: 187 Brookmere Dr. Fairfield, Conn. 06430. Principal is owner of WYSS(FM) Sault Ste. Marie, Mich. Filed Sept. 8.

■ Greenwood, Miss.—Clay Ewing, V seeks 101.90 mhz; 3 kw; HAAT: 100 ft. Address: 1110 Wright Street, Greenwood, Miss. 38930. Principal owns WGRM(AM) Greenwood, Miss. Filed Sept. 18.

■ Omaha—Omaha Metro Broadcasting, Inc. seeks 105.9 mhz; 3 kw; HAAT: 100 ft. Address: c/o 1116 Fawn Pkwy, Omaha. 68144. Principal is owned by Richard Chapin, Brenda Constant and Charles Thone, who have no other

broadcast interests. Filed Sept. 18.

■ Omaha—Cielo Communications seeks 105.9 mhz; 3 kw; HAAT: 100 ft. Address: 5622 Erskine, Omaha, Neb. 68104. Principal is owned by Josephine Rodriguez, who has no other broadcast interests. Filed Sept. 17.

■ Omaha—Baer Broadcasting Group seeks 105.9 mhz; 3 kw; HAAT: 100 ft. Address: 11222 "I" Street, Omaha, Neb. 68137. Principal is owned by Theodore Baer, John Baer, Alan Baer and James Arthur, who have no other broadcast interests. Filed Sept. 18.

■ Omaha—Omaha FM Broadcast Associates, Inc. seeks 105.9 mhz; 3 kw; HAAT: 100 ft. Address: 5524 Hartman, Omaha, Neb. 68104. Omaha FM is principally owned by Larry Littlejohn, who has no other broadcast interests. Filed Sept. 18.

■ Omaha—Freedom Broadcasting Network, Inc seeks 105.9 mhz; 3 kw; HAAT: 100 ft. Address: 1630 Lothrop St., Omaha, Neb. 68110. Principal is owned by Edward King and Beatrice King, who have no other broadcast interests. Filed Sept. 18.

■ Conway, N.H.—Carroll County Broadcasting seeks 104.5 mhz; 3 kw; HAAT: 36 ft. Address: 2603 Postgate Lane, Peabody, Mass. 01960. Principal is owned by Jeffrey Messerman and Cathy Messerman, who have no other broadcast interests. Filed Sept. 9.

■ Conway, N.H.—Mt. Washington Valley Broadcasting, L.P. seeks 104.5 mhz; 0.45 kw; HAAT: 248 ft. Address: P.O. Box 71, South Effingham, N.H. 03882. Principal is owned by Robert Connelly, who has no other broadcast interests. Filed Sept. 9.

■ Rochester, N.Y.—Spacecom, Inc. seeks 105.9 mhz;

2.45 kw; HAAT: 111 ft. Address: 444 Pine St., St. Paul, Minn. 55101. Principal is owned by S.W. Richey, F. A. Koscielak, W.E. Barsness, M. Deane Johnson, W.B. Hockensmith, and M.W. McDonald, who own KOSO(FM) Paterson, Calif., and KKNU(FM) Fresno, Calif. Richey also has interest in two AM's and two FM's. Filed Sept. 18.

■ Rochester, N.Y.—Best Broadcasting Co. L.P. seeks 105.9 mhz; 3 kw; HAAT: 100 ft. 234 Roslyn St., Rochester, N.Y. 14619. Best is principally owned by Wyoma Best, who has no other broadcast interests. Filed Sept. 18.

■ Rochester, N.Y.—Rochester Broadcasting Corp. seeks 105.9 mhz; 3 kw; HAAT: 100 ft. Address: 34 S. Goodman St. #307, Rochester, N.Y. 14607. Principal is owned by Kevin Glazer who has interest in WRBL(TV) Columbus, Ga.; KQTV(TV) St. Joseph, Mo.; WTWO(TV) Terre Haute, Ind., and KGNS-TV, Laredo, Tex. Filed Sept. 18.

■ Rochester, N.Y.—Victorson Group, Inc. seeks 105.9 mhz; 1.8 kw; HAAT: 128 ft. Address: 224 Farmington Road, Rochester, N.Y. 14609. Principal is owned by Scott Gudell, Kathleen McGraw and Jerdin Johnson, who have no other broadcast interests. Filed Sept. 18.

■ Rochester, N.Y.—Carvin Eison seeks 105.9 mhz; 3 kw; HAAT: 100 ft. Address: 12 Granger Place, Rochester, N.Y. 14607. Principal has no other broadcast interests. Filed Sept. 18.

■ Rochester, N.Y.—R B Lee Rust seeks 105.9 mhz; 3 kw; HAAT: 55 ft. Address: P.O. Box 40860, Rochester, N.Y. 14604. Principal has no other broadcast interests. Filed Sept. 18.

■ Rochester, N.Y.—Community Broadcasting Foundation seeks 105.9 mhz; 3 kw; HAAT: 61 ft. Address: 108 E. Gray Street, Elmira, N.Y. 14901. Principal is a nonstock corporation headed by Thomas Haight, Marian Haight and Charles Foster. Filed Sept. 10.

■ Rochester, N.Y.—Agape Radio, Inc. seeks 105.9 mhz; 1.8 kw; HAAT: 126 ft. Address: 1299 Beach Ave., P.O. Box 12839, Rochester, N.Y. 14612. Principal is owned by John Walker Jr., Alvin Parris III and Charles Monachino, who have no other broadcast interests. Filed Sept. 18.

■ Rochester, N.Y.—Donald B. Crawford seeks 105.9 mhz; 3 kw; HAAT: 100 ft. Address: 3900 Galt Ocean Drive Apt. 2301, Fort Lauderdale, Fla. 33308. Principal has interest in one AM and four FM's. Filed Sept. 18.

■ Syracuse, N.Y.—Marc A. Albert seeks 105.9 mhz; 3 kw; HAAT: 117 ft. Address: P.O. Box 401, Fayetteville, N.Y. 13066. Principal has no other broadcast interests. Filed Sept. 18.

■ Rochester, N.Y.—Taylor Communications of Rochester, Inc seeks 105.9 mhz; 1.75 kw; HAAT: 130 ft. Address: 970 Old Reed Road, P.O. Box 98, N. Dartmouth, Mass. 02747. Principal is owned by John Taylor III, Lillian Taylor and John Taylor Jr., who have interests in WCOD-FM Hyannis, Mass.; WHTH(FM) Portland, Me., and WEAT-AM-FM West Palm Beach, Fla. Filed Sept. 18.

■ Syracuse, N.Y.—Salt City Communications, Inc. seeks 105.9 mhz; 3 kw; HAAT: 100 ft. Address: 1450 Comstock Ave., Syracuse, N.Y. 13210. Principal is owned by Merrill Charles, who has interest in WTVH(TV) Syracuse, N.Y. Filed Sept. 18.

■ Syracuse, N.Y.—Huston Telecom Partnership seeks 105.9 mhz; 3 kw; HAAT: 100 ft. Address: 770 James St. Apt. 1512, Syracuse, N.Y. 13283. Huston Telecom is principally owned by Ron Huston, who has no other broadcast interests. Filed Sept. 18.

■ Syracuse, N.Y.—D.J.'s Broadcasting Co. seeks 105.9 mhz; 3 kw; 100 ft. Address: 2582 Erie Blvd. East, Syracuse, N.Y. 13224. Principals are Joseph Jackler, Doris Jackler, Jay Jackler and Robert Jackler, who have no other broadcast interests. Filed Sept. 18.

■ Hatteras, N.C.—Pamlico Sound Co. seeks 97.5 mhz; 50 kw; HAAT: 150 ft. Address: 12 Birchwood Dr., Lockport, Ill. 60441. Principal is owned by Inez Galerno who has no other broadcast interests. Filed Sept. 4.

■ Defiance, Ohio—James Phillips seeks 105.9 mhz; 3 kw; HAAT: 98 ft. Address: 414 Washington St.; 43512. Principal has no other broadcast interests. Filed Sept. 8.

■ Avis, Pa.—Pro Marketing, Inc. seeks 99.90 mhz; 0.4 kw; HAAT: 227 ft. Address: c/o WHTO, Rd 6, Box 462, Muncy, Pa. 17756. Principal is owned by Victor Michael Jr., Lori Michael, Joseph Kalie and Kathleen Kalie, who also own WHTO(FM) Muncy, Pa. Filed Sept. 16.

■ Harrisburg, Pa.—Temple University of the Commonwealth System of Higher Education seeks 88.1 mhz; 0.26 kw; HAAT: 66 ft. Address: Broad & Montgomery Streets, Philadelphia, Pa. 19122. Principal is educational institution with no other broadcast interests. Filed Sept. 9.

■ Philipsburg, Pa.—Moshannon Valley Broadcasting, Inc.

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seeks 105.9 mhz; 1.85 kw; HAAT: 128 ft. Address: Box 361, Radio Park, Philipsburg, Pa. 16866. Principal is owned by C. Dean Sharpless and Sheldon Sharpless, who also own WPHB(AM) Philipsburg, Pa. Filed Sept. 17.

■ **Salladasburg, Pa.**—Salladasburg Broadcasting Co. seeks 95.5 mhz; 3 kw; HAAT: 73 ft. Address: Third and Oak Streets, Mt. Carmel, Pa. 17851. Principal is owned by David Donlin, William Levin, Fred Boote, Robert Lipkin, Michael Lipkin and Mary Ann Donlin, who also own WMIM(AM) Mt. Carmel, Pa. and WSP1(FM) Shamokin, Pa. Filed Sept. 16.

■ **State College, Pa.**—Board of Trustees of the Pennsylvania State University seek 94.5 mhz; 0.81 kw; HAAT: 192 ft. Address: Old Main University Park, Pa. 16802. Principal is an educational institution with no other broadcast interests. Filed Sept. 16.

■ **State College, Pa.**—American Indian Broadcast Group seeks 94.5 mhz; 1.2 kw; HAAT: 171 ft. Address: Suite 2, Country Village Shopping Center, Smyrna, Tenn. 37167. Principal is owned by Jack Bursack, Lynwood Eaton and Fritz Niggeler. Bursack has interest in WSVT(AM) Smyrna, Tenn. Filed Sept. 16.

■ **State College, Pa.**—Destiny Communications, Inc. seeks 94.5 mhz; 3 kw; HAAT: 100 ft. Address: P.O. Box 9695, Panama City Beach, Fla. 32407. Principal is owned by Timothy Durkin, who has no other broadcast interests. Filed Sept. 15.

■ **State College, Pa.**—Advanced Broadcast Technologies, Inc. seeks 94.5 mhz; 813 kw; HAAT: 192 ft. Address: 2705 Bellevue Ave. Augusta, Ga. 30909. Principal is owned by Lynn Deppen, who has no other broadcast interests. Filed Sept. 15.

■ **Williamsport, Pa.**—Bald Eagle Broadcast Associates seeks 107.9 mhz; .18 kw; HAAT: 394 ft. Address: P.O. Box 1111; 17701. Principal is owned by N. Clifford Smith Jr., Faith Smith and Charles Sakowski, who have no other broadcast interests. Filed Sept. 15.

■ **Mayaguez, P.R.**—The University of Puerto Rico, Mayaguez Campus seeks 88.3 mhz; 1.78 kw; HAAT: 297 ft. Address: UPR Mayaguez Campus, Mayaguez, P.R. 00709. Principal is educational institution with no other broadcast interests. Filed Sept. 18.

■ **Loris, S.C.**—Loris Radio Partnership seeks 105.9 mhz; 3 kw; HAAT: 100 ft. Address: 1614 E. Highway 9, Route 1, Longs, S.C. 29568. Loris Radio is principally owned by J.D. Cox, who has no other broadcast interests. Filed Sept. 18.

■ **Loris, S.C.**—Drake Davis Heniford seeks 105.9 mhz; 3 kw; HAAT: 100 ft. Address: 3817 Main St., Loris, S.C. 29569. Principal has no other broadcast interests. Filed Sept. 18.

■ **Loris, S.C.**—Robert Lee Rabon seeks 105.9 mhz; 3 kw; HAAT: 100 ft. P.O. Box 437, Conway, S.C. 29526. Principal has no other broadcast interests. Filed Sept. 18.

■ **Loris, S.C.**—Edward Suggs, Rebecca Suggs and Michael Suggs seek 105.9 mhz; 3 kw; HAAT: 100 ft. Address: 4932 Circle Dr.; 29569. Principal has no other broadcast interest. Filed Sept. 15.

■ **St. Stephen, S.C.**—George Wells seeks 105.9 mhz; 3 kw; HAAT: 100 ft. Address: P.O. Box 1103, St. Stephen, S.C. 29479. Principal has no other broadcast interests. Filed Sept. 18.

■ **Harlingen, Texas**—Valley Grande Radio, Education Foundation, Inc. seeks 88.9 mhz; 3 kw; HAAT: 100 ft. Address: 501 E. Fillmore; 78596. Principal is a nonprofit corporation headed by Donald Vargas. Filed Sept. 14.

■ **San Angelo, Texas**—American Indian Broadcast Group seeks 101.9 mhz; 100 kw; HAAT: 299 ft. Address: Suite 2, Country Village Shopping Center, Smyrna, Tenn. 37167. Principal is owned by Jack Bursack, Lynwood Eaton and Fritz Niggeler. Bursack has interest in WSVT(AM) Smyrna, Tenn. Filed Sept. 21.

■ **Stanton, Texas**—Southwest Ed. Media Foundation of Texas, Inc. seeks 105.9 mhz; 3 kw; HAAT: 100 ft. Address: 2100 Hwy. 360, Ste. 1204, Grand Prairie, Texas 75050. Principal is nonprofit corporation headed by T. Kent Atkins. Filed Sept. 18.

■ **Lynchburg, Va.**—Friendship Broadcasting Corp. seeks 105.9 mhz; 3 kw; HAAT 100 ft. Address: P.O. Box 2298, Lynchburg, Vir. 24501. Principal is owned by Marilyn Johnson and Robert Goins, who have no other broadcast interests. Filed Sept. 18.

■ **Lynchburg, Va.**—West Lynchburg Radio Associates seeks 105.9 mhz; .8 kw; HAAT: 179 ft. Address: 35 Foxwood Dr., Goode, Va. 24556. Principal is owned by Thomas Fisher, Alfred Coleman, Gary Case, Wayne Encnewcomb, Warren Crist, Frank Crist, James Walker and Robert Creasy, who have no other broadcast interests. Filed Sept. 18.

■ **Lynchburg, Va.**—Central Virginia Broadcasters seeks

105.9 mhz; 3 kw; HAAT: 100 ft. Address: 20 Midland Ave., Lynchburg, Vir. 24501. Principal is owned by Carla Heider and Ronald Heider, who have no other broadcast interests. Filed Sept. 18.

■ **Lynchburg, Va.**—Lynchburg Radio Broadcasting seeks 105.9 mhz; 3 kw-H; HAAT: 96 ft. Address: 101 S. Jefferson St. Ste. 400, Roanoke, Va. 24011. Principal is owned by David Larsen, James Dillon, Richard Milan, John Varner, J.W. Langhammer, John Whittle and James Phillips, who have no other broadcast interests. Filed Sept. 18.

■ **Lynchburg, Va.**—Roanoke Valley Cellular Tel. Co. seeks 105.9 mhz; 3 kw-H; HAAT: 96 ft. Address: 9 West Kirk Ave. Roanoke, Va. 24011. Principal is owned by Billy Parrott, who has no other broadcast interests. Filed Sept. 18.

■ **Lynchburg, Va.**—Lynchburg Radio L.P. seeks 105.9 mhz; .7983 kw; HAAT: 195 ft. Address: 1920 Rivermont Ave., Lynchburg, Va. 24502. Principal is owned by Amy Smith-Modrick and Lynchburg Radio Svcs., who have no other broadcast interests. Filed Sept. 18.

■ **Cashmere, Wash.**—Cashmere Valley Broadcasting Partnership seeks 101.1 mhz; 3 kw; HAAT: minus 218 ft. Address: 918 S. 40th Ave, #44, Yakima, Wash. 98908. Principal is owned by Robin Calhoun, Robert Wikstrom, Jerry King and Bernie Treat. Calhoun and Treat have interest in Naches Valley Broadcasting Partnership, permittee of KRKN(FM) Naches, Wash. Filed Sept. 8.

■ **Cashmere, Wash.**—Cashmere Valley Broadcasters seeks 101.1 mhz; 3 kw; HAAT: minus 98 ft. Address: P.O. Box N; 98815. Principal is owned by Donna Cassidy, Mike Cassidy and James Corcoran. Corcoran is owner of Sans, Inc., licensee of KWWW(AM), Wenatchee, Wash. and KWWW-FM, Quincy, Wash. Filed Sept. 4.

■ **Cashmere, Wash.**—Upper Valley Broadcasting Corp. seeks 101.1 mhz; 3 kw; HAAT: 52 ft. Address: P.O. Box 523, Leavenworth, Wash. 98826. Principal is owned by Alfred Reinder, Paul Salzman and Shirley Coleman, who have no other broadcast interests. Filed Sept. 8.

■ **Rock Island, Wash.**—Fine Arts Broadcasting seeks 99.5 mhz; 3 kw; HAAT: minus 46 ft. Address: 23926 57th Ave, SW, Woodinville, Wash. 98072. Principal is owned by Herbert Smith, who has no other broadcast interests. Filed Sept. 8.

■ **Spooner, Wis.**—Spoooner Broadcasting, Inc. seeks 106.3 mhz; 3 kw; HAAT: 100 ft. Address: Route 2, Box 2159; 54801. Principal is owned by N. Hans Rechsteiner, William Holden, Douglas Lassek and Steven Dickoff. Dickoff has interest in WEAQ(AM)-WIAL(FM) Eau Claire, Wis. Filed Sept. 8.

■ **Spooner, Wis.**—Su Jacobs-Clauyssen seeks 106.30 mhz; 3 kw; HAAT: 100 ft. Address: 863 S. 11th Street,

Onalaska, Wis. 54650. Principal has no other broadcast interests. Filed Sept. 8.

Actions

FM's

■ **Ithaca, N.Y.**—Granted app. of WSKG Public Telecommunications Council for 90.9 mhz; 5 kw; HAAT: 99 ft. Address: 1168 Conklin Road, Conklin, N.Y. 13748. Principal is headed by William Atkin. Action Sept. 17.

■ **Niles, Ohio**—Dismissed app. of D.J.R. Corp., Inc for 106.10 mhz; 3 kw; HAAT: 328 ft. Address: 3172 Clearwater, Warren, Ohio 44485. Principal is owned by David Grubbs, Judy Miller, Ron Brown, Jackie Pleasant and Cindy Thomas who have no other broadcast interests. Action Sept. 17.

■ **Niles, Ohio**—Granted app. of WNIO Broadcasting, Inc. for 106.10 mhz; 3 kw; HAAT: 328 ft. Address: 5380 W. Webb Road, Austintown, Ohio 44515. Principal is owned by Robert Doane, Dominic Baragona and Gary Zocolo who also own WNIO(AM) Niles, Ohio. Action Sept. 17.

■ **Niles, Ohio**—Dismissed app. of Geri Taczak for 106.10mhz; 3 kw; HAAT: 328 ft. Address: 7226 Warren Address: 7226 Warren Sharon Road, Brookfield, Ohio. Principal also owns WOKG(AM) Warren, Ohio. Action Sept. 17.

■ **Orangeburg, S.C.**—Granted app. of EDISTO Communications for 102.9 mhz; 3 kw; HAAT: 328 ft. Action Sept. 22.

■ **Orangeburg, S.C.**—Returned app. of Orangeburg Spirit-ed FM Radio Partnership for 102.90 mhz; 3 kw; HAAT: 284 ft. Action Sept. 22.

TV

■ **Tupelo, Miss.**—Returned app. of Airwave Media, Ltd. for ch. 35; ERP vis. 22 kw; aur. 2 kw; HAAT: 315 ft. Action Sept. 17.

Facilities Changes

Applications

AM's

■ **WHRC (1080 khz) Edwardsville, Ill.**—Seeks mod. of CP to make changes in ant. sys. and change hours of operation to unlimited by adding night with .337 kw. Filed Sept. 18.

■ **WFAH (1310 khz) Alliance, Ohio**—Seeks CP to make changes in ant. sys. and change hours of operation to unlimited by adding night service with 500 w. Filed Sept. 21.

■ **KRPM (770 khz) Seattle**—Seeks mod. of CP to change TL and make changes in ant. sys. Filed July 14.

FM's

■ **WTVY (95.5 mhz) Dothan, Ala.**—Seeks CP to change TL; change HAAT to 237 m. and change ERP to 20.5 kw. Filed Sept. 4.

■ **WVUV (101.1 mhz) Leone, Ark.**—Seeks mod. of CP to change ERP to .612 kw and change HAAT to 414 m. Filed Sept. 17.

■ **KMMG (94.5 mhz) Brawley, Calif.**—Seeks mod. of CP to change TL; change ERP to 50 kw and change HAAT to 61 m. Filed Sept. 16.

■ **WMLO (104.9 mhz) Havana, Fla.**—Seeks CP to change TL; change ERP to 1.25 kw and to change HAAT to 150 m. Filed Sept. 18.

■ **WJIR (90.9 mhz) Key West, Fla.**—Seeks mod. of CP to change TL and change HAAT to 36.6 m. Filed Sept. 15.

■ **WINQ (97.7 mhz) Winchendon, Mass.**—Seeks CP to change ERP to 1.75 kw. Filed Sept. 18.

■ **KTIJ (98.5 mhz) Elk City, Okla.**—Seeks mod. of CP to change TL and change HAAT to 331.5 m. Filed Sept. 11.

■ **WSSZ (107.1 mhz) Greensburg, Pa.**—Seeks CP to change TL. Filed Sept. 8.

■ **WKQB (107.5 mhz) Saint George, S.C.**—Seeks mod. of CP to correct geographic coordinates and to change HAAT to 300 m. Filed Sept. 14.

■ **KZRK (94.5 mhz) Gainesville, Tex.**—Seeks CP to change TL and change HAAT to 590 m. Filed Sept. 4.

■ **KLSY (92.5 mhz) Bellevue, Wash.**—Seeks CP to change TL; change HAAT to 714 m and change ERP to 57 kw. Filed Sept. 9.

TV's

■ **KICU (ch. 36) San Jose, Calif.**—Seeks CP to change TL; change ERP vis. to 4.098 kw; change HAAT to 686 m. Filed Sept. 21.

Summary of broadcasting as of June 30, 1987

Service	On Air	CP's	Total *
Commercial AM	4,887	170	5,057
Commercial FM	3,969	418	4,387
Educational FM	1,272	173	1,445
Total Radio	10,128	761	10,889
FM translators	1,115	766	1,881
Commercial VHF TV	542	23	565
Commercial UHF TV	461	222	683
Educational VHF TV	114	3	117
Educational UHF TV	198	25	223
Total TV	1,315	273	1,588
VHF LPTV	247	74	321
UHF LPTV	162	136	298
Total LPTV	409	210	619
VHF translators	2,981	145	3,126
UHF translators	1,998	293	2,291
ITFS	250	114	364
Low-power auxiliary	824	0	824
TV auxiliaries	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL & intercity relay	2,836	166	3,002

* Includes off-air licenses.

Classified Advertising

See last page of Classified Section for rates, closing dates, box numbers and other details.

RADIO

HELP WANTED MANAGEMENT

Local sales manager. AM/FM. Hire, train and manage. Personal selling. Immediate opening. P.O. Box 1311, Altoona, PA 16603.

General manager: South Central Kansas small market AM near Wichita. Energetic, sales and programming ability. Resume, references. Contact Lea Firestone, 316-342-1400, P.O. Box 968, Emporia, KS 66801.

General manager for healthy Southern California small market wanted. Sales oriented, high energy leader desired. Resume Box Y-88.

GSM - WRCN/WRHD Long Island. Experienced, disciplined, successful manager who can train, motivate and develop a local sales team. Build local/retail sales. Will also handle some key accounts on national-regional level. Compensation open. Call Dick Adrian, Pres., 516-727-1570. EOE.

Sales manager: North Central Texas small market, AM and FM, soon FM upgrade. Immediate opening, 817-888-5588.

Station/sales mgr. for successful SE combo in substantial and growing small market. 3-5 years minimum experience in all facets of radio required. Must be sales and service oriented. Will handle list, write copy, create and execute promotions. Will report to GM/owner. Competitive starting compensation with plenty of room to grow. High energy and excellent references a must. EOE. Box Z-7.

Operations manager: WBAZ-FM, Eastern L.I., N.Y. seeks experienced production manager to be responsible for on-air sound of this Transstar Format 41 station. EOE. Resumes to JS & A, 340 W. 57 St., NY, NY 10019.

Opportunity! Persons with successful radio management experience, let us hear from you. Investors seek general managers with desire to own and operate their own radio stations. Resumes and other information handled in confidence. Write Box Z-9.

Sales manager and account executive needed. Leading AM/FM Connecticut shoreline radio stations. Needs marketing professionals to increase local sales. Broadcast/marketing experience please. Resume to: Rick Wolf, GM, WNLC/WTYD radios, P.O. Box 1031, New London, CT 06320. E.O.E.

General manager: Seeking energetic, positive leader for small market AM/FM operations in North Carolina. Dynamic group consisting of four radio stations, one television station, and regional radio network has general manager opening in Laurinburg, N.C. (Area's leading radio stations WWO-AM and WTS-FM). Sales and programming experience a must; prior management experience desirable. Good compensation package; excellent benefits; internal company growth encouraged. Send resume and references to: Robert B. Butler, Executive Vice President, Durham Life Broadcasting, P.O. Box 29521, Raleigh, NC 27626. EOE.

Pittsburg State University invites nominations and applications for the position of general manager of a new station KRPS-FM, 100kw. The general manager must have demonstrated leadership ability to organize the station, begin broadcasting, establish a listener audience, relate to varied constituents within the university and community and develop and implement successful fundraising strategies. Strong finance capabilities essential. Minimum requirements include five years of broadcasting management experience preferably in public radio; at least a bachelor's degree preferred. Salary: \$32,000 base, negotiable. Address applications to Dr. Joseph G. Smoot, Vice-President for Development, Pittsburg State University, Pittsburg, Kansas 66762. Applications close October 16. Pittsburg State University is an equal opportunity, affirmative action employer.

General manager. Small market AM/FM in Midwest. Strong sales background, ability to program for results. Ample salary and more with results. Resume and salary history to Paul Baillon, 1218 Pioneer Building, St. Paul, MN 55101.

Vice president corporate information services for major radio network. Looking for a dynamic individual to coordinate total company computer needs. Must be able to integrate mini and micro computers in a distributed corporate environment. Heavy management interface. Must reside in NYC or L.A. Broadcast background required. Minimum 5-7 years experience. Send resume including salary history and key accomplishment to P.O. Box 816, Radio City Station, New York, NY 10101-0816.

KFTM, Fort Morgan, Colorado, needs sales oriented GM. Absentee owned. Send resume, references to Kim Love, Box 5086, Sheridan, WY 82801.

Senior research analyst. Major radio networks company seeks senior research analyst. Requirements: handle on-line retrieval of audience data from major broadcast research suppliers; formulate and analyze ratings and audience data; develop research and frequency analysis; provide research sales support materials. 2-3 years of broadcast research experience required. Send resume including salary history to P.O. Box 816, Radio City Station, New York, N.Y. 10101-0816.

HELP WANTED SALES

Northeast: Do you have a positive sales obsession? Are you self-motivated to make lots of money and fulfill your potential? Are you able to set priorities and plan your time to accomplish your goals? If you are a doer, not a procrastinator, come join a great growing broadcast organization. M/F. EOE. Box Y-34.

Need combo sales and play by play! Resume, tape, photo. Darrell Sehorn, KGRD, Box 1779, Pampa, TX 79065. 806-669-6809. EOE.

Bright, energetic, experienced salesperson needed for station in beautiful south central Indiana community celebrating its 40th year. We're still growing. Grow with us! Outstanding benefits package too. Resumes only to Box Y-81. EOE.

South Florida FM, seeking very experienced account executive, strong on direct & agency sales. Top list - the right person will earn \$50-\$60,000 in '88. Hottest format in South Florida, new CHR soon to be #1 in market. Immediate opening. Nothing but growth ahead. Excellent benefits. One of nation's 3 fastest growing areas. Make money & enjoy beautiful location. Call Len 305-335-9748.

Northern New York's top two radio stations are seeking a professional in radio sales to manage a four person local department. This high-growth market and respected company offer the right person a unique opportunity in this newly created position. Compensation commensurate with desire and experience. Send resume to James Brett, WTNV-193FM, 134 Mullin Street, Watertown, NY 13601. EOE.

GSM/SM: immediate opening, for experienced (3 years minimum) CRMC, RAB street leader. Excellent compensation package. Booming California market. Reply Box Y-92.

Sales manager. Philadelphia 50,000 watt AM. Rapidly expanding contemporary Christian station seeks sales manager that can keep the pace. Must be challenged by leading, training, and motivating newly formed sales team. Five years broadcast sales a must, management experience preferred. Non-corporate setting with a hardworking, talented staff. Impressive compensation package offered. Send resume to: WZZD, 117 Ridge Pike, Lafayette Hill, PA 19444. EOE.

Sales professionals needed at two different Florida country FM's. Only highly motivated, experienced, hard working pros need apply. Call Ron Kight 904-785-9549. EOE/MF.

Account executive: How many unprofessional/bad stations have you worked for? How many of those companies really cared about YOU? Change this feeling by applying with us. We are an upper Midwest company seeking an experienced, aggressive sales professional with management potential. Join our family as a team player. Send a letter stating why you want this opportunity and why we should hire you, along with resume & references to Box Y-56. Responses strictly confidential.

WHBC, one of the country's top rated AM/FM combos, is looking for an account executive. College degree, previous experience preferred. EOE. Minority applications encouraged. Resume to GSM, Box 9917, Canton, OH 44711.

Excellent sales opportunity with one of the most successful and respected AM/FM stations in Iowa. Potential future advancement to sales manager. Excellent compensation package. Send complete resume and references to Box Z-14.

Sales manager for sunny Southern California small market. Must be super motivator, leader and salesperson. Resume Box Y-89.

HELP WANTED ANNOUNCERS

Virginia AM/FM combo has immediate opening for announcer and announcer/salesperson. Good stations & benefits, a great place to live. T & R to WLCC/WRAA, P.O. Box 387, Luray, VA 22835. Females and minorities encouraged to reply. EEO.

Personalities needed at two different Florida country FM's. We need communicators and entertainers who know and understand country music. Tape and resume to Ron Kight, WJST, P.O. Box 880, Panama City, FL 32402. EOE/MF.

Classical music announcer/producer. WUWM Milwaukee Public Radio seeks a classical music announcer. Person will host an evening classical music show, plus be responsible for the production of local arts interviews and features. Experience required as well as the ability to present classical music in a personable manner. Resumes and audio cassette audition tapes to: Dave Edwards, General Manager, WUWM Radio, P.O. Box 413, Milwaukee, WI 53201. WUWM and the University of Wisconsin-Milwaukee are equal opportunity/affirmative action employers.

HELP WANTED TECHNICAL

South Texas powerhouse combo seeks experienced C.E. to maintain first class coastal facilities just minutes away from Mexico. Salary range \$18-22,000 commensurate with experience. Successful candidate must be neat, budget conscious, and relate well to others. If this is you and you enjoy sun, surf, and sand, send your resume to Don Wolfe, c/o KRIX, 2100 Boca Chica Blvd., #305, Brownsville, TX 78521. EOE.

Chief engineer needed for our Southern California stations. SBE certificate helpful. Great staff; great working conditions; great markets. Resume to Jeff Saigo, VP Operations, Anaheim Broadcasting, 1190 E. Ball Road, Anaheim, CA 92805. EOE.

Upper Midwest AM/FM seeks chief engineer to handle successful operation. Satellite, automation, and remote operation experience helpful. Resume, salary requirements to Box Y-79.

HELP WANTED NEWS

DuPont Columbia award winning 100,000 watt National Public Radio station is seeking a self motivated professional broadcast journalist to take the leadership of an award winning news department as news director. Demonstrated KOSU management support for quality news. Salary competitive. For consideration send audition tape, references, script examples and resume to: Craig Beeby, GM, KOSU-FM, PM Bldg., Oklahoma State University, Stillwater, OK 74078. Deadline October 9, 1987. An affirmative action, equal opportunity employer.

Experienced reporters/anchors needed for information radio station. Send writing samples, tape and resume to: Randy Gray, P.O. Box 150, Roanoke, VA 24002.

News reporter/anchor. Bring your aggressive, hard working nature to southeastern CT's exclusive adult contemporary FM. Experience preferred. T & R to Debi Ferguson, ND, WVVE, P.O. Box 97, Mystic, CT 06355 EOE.

News anchor/reporter: Aggressive newsteam looking for experienced reporter with strong writing and anchoring skills. Tape-resume: Manager, Box 1330, Waterloo, IA 50704.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

Sunny Southeast powerhouse FM country station seeking P.D. with motivation, talent and burning desire to direct winning staff to top ratings in major market. Only qualified individuals with impressive credentials need apply. Resume & salary requirements. Box Y-80.

Program director for Southern California small market. Good production, on-air, and creativity. Team player. T & R to KSZL, Box 250, Barstow, CA 92311.

Public radio producer: Produce the "Family Health" radio series, in cooperation with the Ohio University College of Osteopathic Medicine. Assist with marketing and budgeting for the program. Qualifications: Bachelor's degree in broadcasting or related area with 2-3 years on-air production experience. Thorough understanding of radio production techniques and procedures. Program marketing experience desirable. Minimum salary \$17,605. Available November 9, 1987. Deadline: October 30, 1987. Letter and resume to: Paul Witkowski, Associate Director, Ohio University, 9 S. College St., Athens, OH 45701, 614-593-4949.

SITUATIONS WANTED MANAGEMENT

Heavy experience: Operations manager, 13 years street sales, sales manager, general manager. Prefer Southeast or Atlantic coast. Box Y-65.

GM, top 100 market, with success in all facets of radio looking for perfect station/group to grow with. Family man, under 40, lots of experience, energy, and positive results. Box Y-84.

Successful small market GM/GSM looking for new opportunity. No miracles - just nuts and bolts basics along with steady increases. Prefer mountains or ocean. Call John, 315-539-8238.

Years of GM/ownership have taught the sales, expense, bottom line equation in small medium-markets. I can recruit, train, and lead. Turnarounds/start-ups welcome. Call Mike Hassan, 505-296-8112, Albuquerque.

18 year pro, 10 years management, seeks new challenge in medium market. Great track record in sales, programming, personnel and profits. Presently GM, available 1/1/88. Box Y-85.

Performance: Currently billing over 1 million annually in a market of 50,000. Successful general manager, former station owner, and superior sales trainer. If you need a GM that is a dynamic motivator, exceptionally organized and a promotional genius, then I believe we should talk if making more money interests you as much as it does me. Box Y-94.

GM/GSM with family who loves the challenges of small markets looking for the best opportunity to put my talents to work in a community with economic growth and high quality of life. Box Y-100.

Florida/Southern states. Veteran small market GM/SM, retiring in five years, looking for last station. Not a drifter; four stations last forty years. Wear several hats and can cut the mustard better than the young 'uns! Single, affordable, and one of a kind. Box Z-1.

General manager. Urban specialist. Over twenty years in sales and management. Major and medium markets; promotion and marketing skills; diagnostic and solution ability; wish to relocate. Can we talk? Write Box Z-2.

SITUATIONS WANTED SALES

Experienced broadcaster seeks small market sales/announcing combo! Now employed in Midwest but all areas considered! Box Y-101.

SITUATIONS WANTED ANNOUNCERS

National on-air meteorologist, 17 years exp., national and local radar. Low monthly cost, Call 619-282-1032.

Adult communicator looking for responsible position in small/medium market. Six years experience. A/C, country, and Christian formats. Dave 214-258-1819.

Wanted: Easy listening FM station 25 years experience. Deep pipes. Final career move. Neil 518-383-0239.

Experienced, radio school grad wishes medium market. Loves board/production. Knows music. Bright personality. Have headphones-will travel. Box Z-3.

SITUATIONS WANTED NEWS

Hard-working sports director, with 8 years experience behind the mike is looking to relocate immediately..Call Mike @ 618-654-4449.

Sports nut! Over 2 years in radio and TV as reporter, host, analyst. Currently sports producer in top 20 market. Yearn for PBP! John 813-536-7359.

SITUATIONS WANTED PROGRAMMING PRODUCTION & OTHERS

Experienced, dedicated pro seeking 1st PD gig. Prefer off-air contemp Christian station. MW. Position of total responsibility. Winners only. Currently PM drive/medium. Box Y-73.

Seeking program director position. #1 middays in Milwaukee. Ready to program again and win. Last two years at WKLH, strong music and promotion background. Will relocate. Dave 414-258-2003.

18 year veteran: Radio, TV, agency Programming, production, promotion, sales. Northeast group preferred. All replies acknowledged; advancement opportunities considered. Box Z-18.

TELEVISION

HELP WANTED MANAGEMENT

Program operations manager. Some program department duties plus heavy emphasis on production. Department head level, report to GM. Excellent opportunity for experienced production manager. Management experience required. College degree preferred. Smokers need not apply. No calls. Resumes and tapes to GM, KOLR-TV/CBS, Box 1716, Springfield, MO 65805. EOE.

Manager, video production facility. The National Association of Broadcasters is seeking someone to manage the Betacam ENG and editing facility and produce monthly video magazine. Experience required in video field production, producing, writing and editing. Excellent organizational abilities, and college degree a must. Knowledge of broadcasting issues a plus. Please send resume and salary requirements to Ann Miller, NAB, 1771 N St., NW, Washington, DC 20036. An EOE, M/F.

Design director. Now accepting applications for a qualified design director to manage 6 person department. Must have strong management and organizational skills, plus an extensive print and video design background. The ability to accomplish marketing goals through creative design concepts is a necessity. We are one of the country's top VHF independents. If you are a team player who wants the opportunity to be the best...send resume to: Steve Grzyb, KPLR-TV, 4935 Lindell Boulevard, St. Louis, MO 63108.

Vice president for programming. Help PBS station launch new era of service with new transmitter and studios in nation's 20th market and fastest growing economy. Senior management position with primary responsibility for developing and implementing programming philosophy and operating procedures. Play key role in corporate strategic and marketing planning. Supervise program scheduling, public information, production and separate cable channel functions. Higher education degree and five years successful broadcast management experience required. Public television experience and local programming emphasis preferred. Salary: \$51,000+/yr. and generous benefits. Send letter of application and resume to Personnel, KVIE, P.O. Box 6, Sacramento, CA 95801 by October 23, 1987. EOE/AA.

General manager for university and community-oriented public television and radio stations. KUAC-FM and TV, University of Alaska-Fairbanks, seeks a person with proven ability to administer a creative, dynamic professional staff. The manager will work with the university community as well as a strong community support group. KUAC is a joint licensee with a 25-year history of outstanding community support. Qualifications: Demonstrated management experience in public broadcasting or related field; knowledge of laws, rules and regulations relating to public broadcasting, (FCC, CPB); experience in fundraising, grant proposal writing and fiscal management; knowledge of broadcast operations desirable; ability to communicate clearly and effectively orally and in writing and to appear as on-air spokesperson for the stations. Salary: \$51,002 DOE. Send applications including resume and three professional references to: General Manager Search Committee, KUAC, University of Alaska, Fairbanks, AK 99775-1420. Applications must be postmarked by October 23, 1987. No phone calls. The University of Alaska is an EO/AA employer and educational institution.

HELP WANTED SALES

National account executive. Enter the fastest growing segment of the advertising industry - Spanish-language television. The Los Angeles office of the Telemundo Group seeks a top flight sales professional (2 - 5 years experience) for national and network sales. Agency and/or marketing experience a plus. Must have excellent presentation and writing skills. Send resume to Dept. TMN-B, 1139 Grand Central Avenue, Glendale, CA 91201. EOE.

KVEA Channel 52 of Los Angeles, an owned and operated station of the Telemundo Group, seeks a local account executive. Applicant should have broadcast sales experience (Hispanic market preferred) of two or more years. Base compensation plus commission. Benefits. Send resume to Dept. LAE-B, 1139 Grand Central Avenue, Glendale, CA 91201. EOE.

National/regional sales. Number one affiliate in Northeast market. Must be aggressive and have solid knowledge of national sales and rating services. Send resume, career goals and salary history to: Ken Jarvis-GSM, WCAX-TV, P.O. Box 608, Burlington, VT 05402. No phone calls.

Syndicated sales: "Portraits in Sound", America's most successful "New Age" radio program, 55+ affiliates, majority in top 100. Commission only, adds 15 to 30K+ to current income. Proven skills in acquiring national buys a must. Send qualifications: Thom Reinstein, P.O. Box 2305, Livermore, CA 94550.

Traffic manager. #1 independent in Sacramento is looking for the best. Candidate must have previous experience as a traffic manager with extensive working knowledge of the BIAS traffic system. Please call or send resume to: Mr. Rod Bacon, General Sales Manager, KTXL-TV/40, P.O. Box 40, Sacramento, CA 95801, 916-454-4422. EOE.

Assistant traffic manager. Affiliate in top 10 market seeks asst. traffic manager. Qualified applicants must have min. 5 years experience in all areas of traffic, including sales service, continuity logs, etc. and min. 1 year supervisory experience. Send salary history and resume in confidence to: Box Z-17.

TV account executive: CBS affiliate in Tampa seeking experienced sales rep strong in business development. Send resume and references to: Ken Lucas, LSM, WTVT-TV, P.O. Box 22013, Tampa, FL 33624. EOE.

HELP WANTED TECHNICAL

Maintenance engineer: Major Florida post production facility, with latest digital equipment, has opening for talented self-motivated television engineer. Must have strong maintenance and moderate design skills. Beautiful facility and friendly atmosphere. Contact Bruce Graham, Chief Engineer, 305-920-0800.

Television broadcast maintenance engineer. Top 20 VHF network affiliate located in the Southeast is seeking a studio/ENG maintenance engineer. Applicant must have had at least five years experience in TV studio equipment maintenance. Qualified applicants should send complete resume to Box Y-76. EOE.

Remote maintenance engineer. If you want to work in the most exciting and challenging part of the television industry, we want you. As a result of internal promotions, F & F Productions, Inc. has a need for remote maintenance engineers. Our Florida location gives you our excellent living environment. Our acclaimed mobile units and technical staff give you an excellent working environment. Contact Bill McKechny, Director of Engineering at F & F Productions, Inc., 10393 Gandy Blvd., St. Petersburg, FL 33702. A division of Hubbard Broadcasting, Inc. EOE, M/F.

Maintenance technician. F & F Productions, Inc., known for excellence in mobile television, now has post production. If you are up to the challenge of maintaining our two edit suites, studio, and animation equipment, we want you. F & F has only one opening for a qualified maintenance technician. Respond by mail to Bill McKechny, Director of Engineering, F & F Productions, Inc., 10393 Gandy Blvd., St. Petersburg, FL 33702. A division of Hubbard Broadcasting, Inc. EOE M/F.

Maintenance engineer. Studio or transmitter maintenance engineer wanted for network affiliate in Midwest. Candidate must have general radiotelephone license and minimum three years experience in television maintenance and installation. Send resume to Greg Surma, WNEM-TV, Box 531, Saginaw, MI 48606. EOE.

Director of engineering. WOED, WQEX and WQED-FM need an outstanding manager for the engineering department. The ideal candidate will have good hands-on experience and at least five years engineering management experience in all aspects of broadcasting, production and post-production. BS in EE and PBS-related experience a plus. FCC first or general license required. We offer a competitive salary commensurate with experience and an outstanding benefits package. Please send resume and salary history to WQED, Human Resources Department, 4802 Fifth Avenue, Pittsburgh, PA 15213. EOE, M/F/H/V.

This is it! If you can lead television chief engineers and interface with top management, if you possess boundless energy and heavy RF experience, we need to talk. Excellent opportunity for hands-on, highly qualified leader. EOE. Reply to: Box Z-6.

TV broadcast engineer needed with FCC first phone license or TV SBE certification. Heavy TV broadcast equipment maintenance experience required. Contact Mervin Ainsworth, CE, WKTV, Box 2, Ulica, NY 13503. EOE.

Experienced maintenance engineers needed for major state-of-the-art sunbelt facility. Production, ENG, SNG. Competitive compensation and excellent benefits. We are looking for highly skilled people to maintain the most sophisticated facilities in the area. EOE. Box Y-5.

Television engineer: Technical maintenance and operation of professional broadcast video and audio equipment in our corporate production facilities, as well as on location assignments. Requires minimum of 2 years basic electronics theory and troubleshooting training with additional 3 to 5 years experience in broadcast television environment. Operational and maintenance experience with equipment utilizing digital control techniques would be advantageous. Our equipment complement includes: Sony BVH-1100A, Ampex VPR-3 VTR's; Grass Valley 100 and 1600-1L, Ampex A/C switchers; Ampex ADO, Abekas A53 digital effects; Utah Scientific router and machine control; Ikegami, Tektronix monitoring and test equipment; Orion, Ramsa, Cetec audio mixers; MCI, Ampex, Tascam, Otari ATR's; Phillips, CEI. Sony color cameras. Competitive salary and excellent benefit package. Send resume to: Ita Lauher, Sr. Employment Representative, State Farm Insurance Companies, One State Farm Plaza, Bloomington, IL 61710. Equal opportunity employer.

Wanted, TV maintenance technician. CBS, Greenville, MS. Good company and benefits. Need technician with heavy experience with TCR-100's, AVR-2 and other quad VTR's. Send resume to WXVT, 3015 E. Reed Rd., Greenville, MS 38703 or call 601-334-1500. Reply to Joe Macione, Gen Mgr. EOE.

Field service/final test manager for high technology products in the television post-production industry. Applicants should have managerial and client service background as well as analog and digital troubleshooting abilities. Familiarity with television post-production techniques essential. Contact: Utah Scientific Advanced Development Center, a Dynatech Company, 5440 NW 33rd Ave., Suite 108, Ft. Lauderdale, FL 33020. Robert Hemsky 305-484-8100.

Analogue/digital design engineer for high technology products in the television post-production industry. Experience essential. Contact: Utah Scientific Advanced Development Center, a Dynatech Company, 5440 NW 33rd Ave., Suite 108, Ft. Lauderdale, FL 33020. Robert Hemsky 305-484-8100.

Broadcast maintenance engineer wanted. Experienced in all areas of studio maintenance. Send resume to Larry Pentecost. CE, WRBT Ch. 33, Baton Rouge, LA 70808.

HELP WANTED NEWS

Chief photographer. Top station in market is seeking an experienced chief photographer. Minimum 4 years experience and knowledge of state-of-the-art equipment. Successful candidate will shoot and edit daily, train and supervise photographers and maintain equipment and tape inventory. Send tape and resume to Billy Gavitt, KWTU, P.O. Box 14159, Oklahoma City OK 73113. EOE, M/F.

Southeast 101+ network affiliate seeks aggressive anchor/news director. Unique opportunity to join a growing organization. Send resume, references and present salary to Box Y-60. EOE.

Weekend weather/general assignment news: Unique opportunity for a crucial spot on winning news team at CBS affiliate. Tape, resume to Aries Hendershot, WIFR-TV, P.O. Box 123, Rockford, IL 61105. EOE, M/F.

Producers, editors, writers. Headline News seeks top quality, experienced producers, copy editors, news writers and tape editors. Staff being added to handle CNN's new daily news feed service Newsource. Great opportunity for advancement. Growing, trend-setting news-gathering operation. Send resume and tape to Paul Amos, Vice President, Headline News, One CNN Center, P.O. Box 105366, Atlanta, GA 30348-5366.

Reporter/photographer to share bureau duties with current reporter/photographer in Ocala, FL. Experienced applicants should send resume, non-returnable tape and salary requirements to Steve Hunsicker, News Director, WCJB-TV, 6220 NW 43rd St., Gainesville, FL 32606. No phone calls. An equal opportunity employer.

Reporter needed for top rated ABC affiliate. At least two years experience doing wide variety of stories as well as "live" shots. Send tape and resume (no phone calls) to Jeff Bartlett, KTUL, P.O. Box 8, Tulsa, OK 74101. EOE.

Anchor/producer: KUAT-TV, licensed to the University of Arizona, is looking for someone to anchor and produce studio and field segments for its five night a week news magazine Arizona Illustrated. Person must have strong on-air, journalistic and writing credentials. Position requires four years of experience in producing, reporting, on-air talent or combination. Bachelor's degree in journalism, radio-TV or related field. Salary range \$27,800 - \$30,600 with benefits. Send letter of interest and resume to: Hector Gonzalez, KUAT-TV, University of Arizona, Modern Languages Bldg., Tucson, AZ 85719. by: October 23, 1987. Equal opportunity/affirmative action employer.

Women and minorities who have worked in public broadcasting news and public affairs for three or more years are invited to apply for designated fellowships in Kiplinger Mid-career Program at Ohio State. Fellows receive full tuition plus living stipend for one calendar year earning master's degree in journalism. Fellows produce documentaries for television or radio. Kiplinger Fellowships also available for other broadcast journalists. Applications: Call or write Prof. John Wicklein, Director, Kiplinger Program, School of Journalism, OSU, 242 W. 18th Ave., Columbus, OH 43210. 614-292-2607.

New Hampshire Public Television: Reporter/producer. Great opportunity for journalist who wants more than the 1:30 story. New Hampshire Public Television seeks reporter responsible for 1-2 news stories for weekly, in-depth, half-hour TV news magazine and other specials. Keen news judgement and strong journalism skills a must. Knowledge of New Hampshire preferred. Minimum qualifications: Bachelor's degree, preferably in journalism; two years experience in radio, television or print. Salary range: \$18,250 - \$28,350 commensurate with experience. NHPTV is a growing three-station network with 423,000 viewing households in portions of four states. NHPTV is located on the seacoast 60 miles north of Boston. Send resume and demo tape ASAP to: Cynthia Fenneman, NHPTV, Box 1100, Durham, NH 03824. An EEO/AA employer.

Producer/director: KUAT-TV, licensed to the University of Arizona, is looking for a producer/director of field segments and requires particular skills in the areas of producing, writing, reporting and editing. There will be special emphasis on feature segments with strong human interest elements. Prefer knowledge in Arizona/Southwestern history and culture. Position requires 3 years field experience, bachelor's degree in radio/TV or related field. Salary range \$24,350 - \$26,786, with benefits. Send letter of interest and resume to Hector Gonzalez, KUAT-TV, University of Arizona, Modern Languages Bldg., Tucson, AZ 85719. By October 23, 1987. The University of Arizona is an equal opportunity/affirmative action employer.

Are you ugly, and a good journalist, and can't find a job in television? We are expanding, and have openings for two reporters. If you are not a great writer, don't apply. We will check your references, check ours. (Yes, we also hire average and good looking people.) Tape, resume, references to Robert Stoldal, News Director, KLAS-TV, P.O. Box 15047, Las Vegas, NV 89114.

News cameraperson for dominant station in top-fifty north-east market. Looking for shooter-editor who can tell stories on tape. Letter and resume only to Box Y-106.

Temporary one-year fulltime reporter needed for immediate opening in attractive Western market. Must be experienced, aggressive and energetic. Send resume and tape to Matt James, News Director, KTVN-TV, P.O. Box 7220, Reno, NV 89510. EOE.

News producer: NBC affiliate with market's fastest-growing newscast needs experienced producer for early and late weekday newscasts. Send tapes, resumes and references to: News Director, WCIV-TV, P.O. Box 10866, Charleston, SC 29411. No phone calls. An equal opportunity employer.

News anchor. Seeking aggressive news anchor with minimum of 2 years experience. Send resume, references, tape and salary requirements to: GM, P.O. Box 270, Columbus, GA 31994. EOE, M/F.

Producers: WLKY-TV, Louisville, is looking for a weekday producer, and a weekend producer who can report three days per week. A minimum of two years TV experience required. Resumes and tapes to Andy Barton, News Director, WLKY-TV, 1918 Mellwood Ave., Louisville, KY 40206.

New tower, new market and expanded staff demands a new news director to lead "the Heartlands number one news team." If you're aggressive and looking to grow, we want to talk to you. Send resume to: Jerry Heilman, General Manager, KTVO-TV, Box 949, Kirksville, MO 63501.

Co-anchor/reporter: Broadcast group-owned cable station on Cape Cod seeks anchor/reporter to complement established male anchor on daily newscast. Reporting and editing skills required. Send tapes/resumes to: News Director, Cape 11 Alive News, 10 Old Townhouse Rd., South Yarmouth, MA 02664. EOE.

We are growing and we are looking for newscast producers, we have the staff and equipment to get the job done. We have the number one rated newscasts in the market. Send tape, (and don't send me your newscast from the Space Shuttle tragedy) resume, and your thoughts about broadcast journalism to Robert Stoldal, News Director, KLAS-TV, P.O. Box 15047, Las Vegas, NV 89114.

Aggressive, fast growing independent TV news and production organization in DC is expanding. Looking for top-flight bureau chief, assignment editor, reporter(s). We're the biggest in Washington because we're the best at what we do. If you're the best, we want to talk to you. Write to: President, Potomac Communications, 444 North Capitol St., NW, Suite 411, Washington, DC 20001. Specify which position you are interested in. No phone calls, please.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

TV station traffic manager. Traffic manager wanted to manage four person department. Must have at least 2 years experience with computerized traffic system in television. Salary commensurate with experience. Send resumes to: GSM, WJKS-TV, 9117 Hogan Rd., Jacksonville, FL 32216. EOE.

TV production manager: NBC affiliate seeks talented, experienced person to lead well-equipped three person department. Resume, demo reel, and salary requirements to G.M., WVIR-TV, Charlottesville, VA 22902. No phone calls. EOE, M/F.

ABC affiliate is searching for a producer/director with the following skills: (1) Minimum 2 years directing experience for commercial TV, (2) Strong pre-production and graphic experience, (3) Hands-on experience with production equipment, (4) Producing experience for local programs. Send resume and tape to: Jim Briggs, Production Manager, WKRN-TV, 441 Murfreesboro Rd., Nashville, TN 37210. Deadline for applications: October 15, 1987. No phone calls, please.

Now staffing a unique television magazine. SEGMENT PRODUCERS. Able to bring cinematic values to reenactments of true-life drama. A creative challenge for products who love to improvise with actors, select props, costumes and coordinate multi-city shoots. Staff positions available in Washington, DC; freelancers needed in major markets. VIDEOGRAPHERS. Staff and freelance, able to shoot and light with exceptional skill and bring a new dimension to audio tracts. An opportunity to stretch your EFP talents to feature film levels. MANAGER EDITOR/WRITER. We need a solid, veteran print or electronic journalist to supervise a research staff in developing stories, to edit segment producer scripts and to write crisp anchor continuity. A Washington, DC, position. RESEARCHERS. Based in Washington, DC, we need relentless diggers with excellent news credentials to prospect stories and track down details of complex crime material. PRODUCTION COORDINATOR. Must be able to coordinate crew, post production and studio facilities with clockwork precision from our Washington, DC, base. Tapes and resumes (no phone calls, please) to: Michael Linder, Executive Producer. "America's Most Wanted" STF Productions, Inc., 5151 Wisconsin Ave., NW, Washington, DC 20016. An equal opportunity employer.

Full solar eclipses happen more often than openings at WJXT and this time we're looking for a graphic services manager who shines; an excellent manager of people and resources; who's fluent in all aspects of contemporary television design. Three years supervisory experience is essential. Versatility is key. You'll be managing people, resources, and designing for on-air, print, and studio. If you've got the skills, we've got the facilities: Quantel paint box, 2 channel ADO, 2 Grass Valley 300s, and Macintosh desktop publishing. And the best part: We're a Post-Newsweek station. That means you'll work with broadcasters who are enthusiastic about design. We have an invigorating hands-on environment where the sky's the limit for the right person. Please send tape and resume to Ann Pace, WJXT, P.O. Box 5270, Jacksonville, FL 32207. Please, no phone calls. EOE.

Art director. We're number one and plan to stay there. Our next art director must have at least four years experience in television promotions. Must excel in original concepts. Must be dynamic in print and on-air. Send resumes and tapes to Promotions Director, WISH-TV, 1950 N. Meridian St., Indianapolis, IN 46202. EOE.

Vice president for programing. Help PBS station launch new era of service with new transmitter and studios in nation's 21st market and fastest growing economy. Senior management position with primary responsibility for developing and implementing programing philosophy and operating procedures. Play key role in corporate strategic and marketing planning. Supervise program scheduling, public information, production and separate cable channel functions. Higher education degree and five years successful broadcast management experience required. Public television experience and local programing emphasis preferred. Salary: \$51,000+ /yr. and generous benefits. Send letter of application and resume to Personnel, KVIE, P.O. Box 6, Sacramento, CA 95801 by October 23, 1987. EOE/AA.

SITUATIONS WANTED MANAGEMENT

General manager of 7 television stations, including 2 groups; major-market independent, since 1966. Outstanding achievements! Has produced spectacular sales, profits, prestige; escalating market-values! Thoroughly knowledgeable all aspects! Compensation based on performance. Box Y-93.

General sales manager: Experienced in every area of sales management with outstanding achievement with affiliate-indy station sales and major rep firm-seeks challenging general sales management assignment. Extensive experience working/supervising all areas of television sales management with major companies. Reply Box Y-68.

General manager of 7 television stations, including 2 groups: major-market independent, since 1966. Outstanding achievements! Has produced spectacular sales, profits, prestige; escalating market-values! Thoroughly knowledgeable all aspects! Compensation based on performance. Box Z-8.

Television syndication executive: Seeks challenging opportunity and top compensation. I have a 12-year background in broadcasting, with extensive experience in all aspects of program sales and management. If you are looking for someone with outstanding track-record, please reply P.O. Box 7492, Beverly Hills, CA 90212-7492.

SITUATIONS WANTED TECHNICAL

Master control room operator, over two years exp. 3/4" format, 2" and live satt. exp. Contact P. Hughes, Rt 2, Box 62, Huntington, TN 38344.

SITUATIONS WANTED NEWS

Ex-Navy photo. degree. Broadcast school, black, nice voice, nice look seeks start in news/sports. Will go anywhere. Call 612-529-1685.

Young, attractive female anchor/reporter seeks first full time job; news, sports or weather. Any market. Dartmouth, Columbia Masters. Can shoot, edit. Overseas wire experience. Christy 216-835-3447.

Female sports anchor/reporter who shoots & edits. Looking to relocate anywhere. Sue 714-974-0088

Black female: GAR/Anchor, attractive, intelligent, articulate. Give me the chance, I'll show you results. Looking for challenging spot in competitive small mkt. station. 2 yrs exp, BA, very talented. Box Y-87.

Radio reporter/anchor with two years experience in 11th-largest market desires move into TV news or sports. Broadcast journalism degree cum laude, experience shooting/editing video. Tape available. Dan 216-333-3919.

Black talk host has brought high ratings in #3 and #7 markets seeks new challenge. Would accept anchor, reporter or talk position in TV or radio. 313-569-9857.

Desperate for anchor spot in teens and 20s! Black, female, experienced, articulate & attractive. Call 616-375-4632.

13 year broadcasting veteran seeks anchor-news director combo. I've achieved record ratings as a TV anchor and have a solid background in news management, production and reporting. I have a successful law practice, but after nearly 5 years I'm ready to trade torts back for TV. Box Z-5.

Reporting/anchor job. Any market, any place. Broadcast degree, experience, intelligence, writing talent. Hard worker. Need chance to break into business. 503-682-2666.

Bright, articulate, UNH grad. Diligently seeks position in news dept. Prior news experience. I sound good, look good and work hard! All markets. Krista: 813-866-8371.

Please! Don't let a year of hard-earned major market/network internship experience go to waste! Mature, black male, with double master's preparation (including communication) seeks reporter/field producer position in any size market. Call 216-696-8239.

Hardworking and energetic college graduate looking for opportunity to "show my stuff". Write, shoot, report, edit and more. Relocate. Erik, 714-968-8903.

Experienced weekend assignment editor: Looking for opportunity to shine on weekday desk. Can also report and produce. Call 314-524-7132.

Dec. '87 graduate Mississippi State Univ: Seeks entry-level position as production assistant or videographer. Experience in editing, field shooting, and studio production. Any market. Tapes available. Write: Tom Dees, P.O. Box 2434, MSU, Miss, MO 39762, or call: 601-325-4099.

SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

Traffic manager. 20 years experience radio/TV traffic. Computer compatible. Willing to relocate. Box Y-82.

Enthusiastic and creative individual, master's degree in telecommunications, experience in television production, programming and research seeks entry level position. Willing to relocate. Box Z-16.

MISCELLANEOUS

Career videos. Make an impact and move up. Major market broadcast team will analyze your on-air performance and produce your personal video resume tape that will excite the person that hires. 312-272-2917.

Need a new challenge? Stop wandering aimlessly through the "job-hunting jungle". We utilize referral and hundreds of weekly listings to put your goals on target! Media Marketing, P.O. Box 1476-PD, Palm Harbor, FL 34682-1476. 813-786-3603.

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 203-637-3653, Box 116, Old Greenwich, CT 06870-0116.

ALLIED FIELDS

HELP WANTED INSTRUCTION

Assistant professor (tenure-track) available August, 1988. Salary range competitive. Ph.D. required; university level teaching and television production experience preferred. Applicants should have well-integrated theoretical and applied backgrounds. Responsibilities include teaching television production and writing and other courses in the candidate's area of specialty, such as history and criticism of broadcasting, media management, and broadcast regulation. Additional areas of instruction are to be based on the candidate's unique qualifications and interests. Individuals will be expected to teach at both the undergraduate and graduate level. Possible supervision of internships. The applicant is expected to develop and maintain a substantial personal research program in telecommunications. Minorities and women are encouraged to apply. Submit letter, curriculum vitae, examples of scholarly research, and/or creative productivity no later than October 30, 1987 to Ronald J. Matton, Ph.D., Chairperson, Department of Speech and Mass Communication, Towson State University, Towson, MD 21204.

Instructor/assistant professor to teach beginning and advanced television production, small format video, advertisement duties, and possible film production course. Tenure track appointment. Master's required in broadcasting or related field, terminal degree necessary for tenure. Evidence of quality teaching and scholarly competence in subject matter area. Available January 1988. Rank and salary commensurate with experience. Send letter of application, resume, names and phone numbers of three references by October 30, 1987 to: Dr. Robert Craig, 345 Moore Hall, Central Michigan University, Mt. Pleasant, MI 48859. All persons including members of minority groups, women, handicapped persons, disabled veterans and veterans of the Vietnam era are encouraged to apply. CMU is an AA/EQ institution.

HELP WANTED SALES

Allied Broadcast is expanding its Chicago based territory. We need a knowledgeable, technically oriented salesperson who knows the radio industry. Contact Tom Harle 312-470-0303.

Vendor support sales representative. Major communications company seeks sales representative to call on manufacturers, suppliers, and retailers, and design multi-media promotions and advertising campaigns (vendor support programs). Midwest location with extensive travel. Base salary plus commission. Send resume and salary requirements to Box Z-19. Equal opportunity employer.

HELP WANTED TECHNICAL

Video maintenance. Hollywood post facility has immediate opening for an experienced maintenance engineer. Familiarity with Sony VTR's, ADO, CDL switchers &/or Quantel paint box is helpful. Evening hours. Great company with excellent benefits & competitive salary. Please send resume to: Gerry Dunham, Video Transitions, 910 N. Citrus Ave., Hollywood, CA 90038. 213-465-3333.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

Here's an excellent ground floor opportunity to work with a great bunch of people in this major post-production community. We need an experienced editor for evening operations in our Sony 1" (and Betacam and 3/4") edit suite. You'll need to have prior experience with a Grass Valley editor and Ampex ADO: Chyron Scribe experience is desirable. Excellent salary, benefits and opportunities for the right forward-looking individual. Send resume and salary requirements in confidence to: Neal Kesler, Edit Express, 727 N. Hudson, Chicago, IL 60610.

PROGRAMING

Radio & TV Bingo. Oldest promotion in the industry. Copyright 1962. World Wide Bingo. P.O. Box 2311, Littleton, CO 80122. 303-795-3288.

EMPLOYMENT SERVICES

Government jobs \$16,040 - \$59,230/yr. Now hiring. Call 805-687-6000 Ext. R-7833 for current federal list.

EDUCATIONAL SERVICES

On-air training: For TV reporters (beginners, veterans, cross-overs front print). Polish your delivery, appearance, writing. Practice with Teleprompter. Prepare for better career. Learn from former ABC Network News correspondent and New York local reporter. Call 212-921-0774. Eckhart Special Productions, Inc. (ESP).

TV news performance workshop: Crash course on stand-ups, reading from teleprompter, voice work, interviewing. For working or aspiring reporters. Conducted by former network news reporters and cameraman. Nov. 14. Reservation deadline Nov. 7. Call now 212-921-0774.

WANTED TO BUY EQUIPMENT

Wanting 250, 500, 1,000 and 5,000 watt AM-FM transmitters. Guarantee Radio Supply Corp., 1314 Iturbide Street, Laredo, TX 78040. Manuel Flores 512-723-3331.

Instant cash—highest prices. We buy TV transmitters and studio equipment. \$1,000 reward for information leading to our purchase of a good UHF transmitter. Quality Media. 303-665-3767.

1" videotape. Looking for large quantities. 30 minutes or longer will pay shipping. Call 301-845-8888.

Bogner antennas. We need 8, 16, and 24 bay Bogner slot arrays immediately! Other brands considered. Cash paid. Call Kidd Communications first before you buy new antennas for maximum trade in value. 916-961-6411.

The Northeastern Pennsylvania Educational Television Association is soliciting bids for the purchase, under a Federal grant, of two FM translators, an FM STL and an audio test set. Any responsible organization interested in bidding please write to George B. Seymour, Vice President, Engineering, WVIA-TV/FM, Pittston, PA 18640.

FOR SALE EQUIPMENT

AM and FM transmitter, used excellent condition. Guaranteed. Financing available. Transcom. 215-884-0888. Telex 910-240-3856.

FM transmitters **Harris FM 25K-AEL 25KG-CCA 20,000D**RCA BTF-10D*Collins 830F(10KW)**Collins 830E (5KW)-RCA 5B-RCA 3B-CCA 3000D(3KW) 2.5 Sparta**Gates FM-1C**Transcom Corp. 215-884-0888. Telex 910-240-3856.

AM transmitters **Transmitters**Harris BC-10H(10KW)**Harris MW1A* Gates BC-1G*Harris MW5(1974) 5KW**Gates BC500**Transcom Corp. 215-884-0888. Telex 910-240-3856.

50KW AM **Gates BC-50C (1966) on air w/many spares, in STEREO.* Transcom Corp. 215-884-0888, Telex 910-240-3856.

New TV startups. Quality Media can save you money. Top quality equipment at lowest prices. Business Plans, financing available. Quality Media 303-665-3767.

Silverline UHF transmitters new, best price, latest technology, 30kw, 60kw, 120kw, 240kw. Bill Kitchen or Dirk Freeman. Television Technology 303-465-4141.

Excellent equipment! UHF-VHF transmitters: 110KW, 55KW, 30KW—used; 1 KW AM, 5 yrs old—perfect! Grass Valley 90K/955 sync, 1400-12 switcher Laird 3615A; antennas-TX line; much more! Call Ray LaRue 813-685-2938.

Used broadcast & video equipment. We buy, sell, consign, service. Over 1200 units in stock. BCS-Broadcast Store - 818-845-7000.

Microwave repeaters 6 GHZ. Receive and transmit, two polarizations with hot standby, approximately 10 watts per channel, large quantity available. Technichrome 702-386-2844.

Satellite earth stations for sale. Both C & Ku band. Fully redundant electronics. Top of the line equipment. Can sell as is or turnkey installations. Technichrome 702-386-2844.

Building a new AM/FM radio station? Our turnkey specialists save you money. Nationwide! 602-979-9068.

Low power UHF transmitters. 1000 watts, 100 watts, 2kw, and 5kw, used clean UHF transmitters needed immediately! Cash paid. Call Kidd Communications first before you buy new transmitters for maximum trade in value. 916-961-6411.

Used 5 pot McMartin consoles, Russco/QRK turntables with tone arms/pre-amps and professional Teac C-3 cassette decks. Good condition, must sell. Lewis 213-659-5779.

Computer editor. Four serial interfaces, GPI, latest software, switcher interface convergence-104. \$4,000.00. Excellent. 205-837-6659.

WGBF has a plethora of great used broadcast equipment and good condition used carts, various lengths priced at 90¢ each. Call Steve Chandler or Ann Hill at 812-477-8811.

LPTV CP holders! We have the proven reliable television technology transmitters. Bogner slot array antennas, and Scala parabolic antennas, and cablewave low-loss transmission line. Kidd Communications has the knowledge and ability to provide the most efficient transmitting system at excellent prices. Call us today! 916-961-5433.

3/4" and 1" blank videotape. Evaluated tape, broadcast quality guaranteed. Sample prices UCA/KCA-5 minutes, \$4.99 each; KCS-20 minutes, \$6.49; KCA-60 minutes, \$10.99; 1" - 60 minutes, \$37.99. Elcon evaluated, shrink wrapped, your choice of album or shipper and delivered free. Almost one million sold to professionals. For more info, call 1-800-238-4300; in Maryland, call 301-845-8888.

Complete 1"/Betacam post-production suite for sale. Paltek Espirit editor, 4-Hitachi HR-200 1" VTR's, 2-Thompson Betacam 615 playback VTR's, CDL 680-S SEG, NEC E-Flex/Optiflex DVE, Adda ESP11 2-channel, Dubner 20-K, Grass Valley, Tektronix, Leitch test and distribution. Everything in very good operating condition, offered as a package. Call 616-956-9583 for complete listing, reasonable, best offer.

Complete Dubner CBGII-LX graphics suite for sale. Dubner CBGII-LX, latest software, dual keyboard, digitizing tablet, megomem, Cox encoder, Ikegami CCD B&W camera w/stand, Rembrandt color graphic imager with 35mm camera/Polaroid camera, 3-Videolek 13" color monitors, B&W monitors, custom console. Everything in very good operating condition, offered only as package. Call 616-956-9583 for complete listing, reasonable, best offer.

Complete Location EFP video packages for sale. 1-Ikegami HL-79DAL/low hours, 1-1" HR-100 VTR/crash cart, 1-Sony Betacam, 1-Thompson Betacam (same as Sony), 1-Sony Betacam playback, audio mixers, microphones, Lowell lighting kits, Mole Richardson lights, Moviola crab dolly teleprompters, and much more related production equipment. Everything in very good operating condition. Call 616-956-9583 for complete listing, reasonable, best offer.

FM stereo exciters 12 left 40 watt 1/2 price. Send S.A.S.E. for list: Jim Phillips, 414 Washington, Defiance, OH 43512.

Grass Valley 1600-3G and 1600-7K switchers. Vital 114 switchers. VPR-1C with 2B TBC with slo-mo and console only \$12,500. We need RCA TK-28s and 29s. We need RCA PM-85 sound dubbers. Call now to list your equipment for sale or to receive our complete listing. Media Concepts 919-977-3600.

**For fast
Action Use
BROADCASTING'S
Classified Advertising**

RADIO

Help Wanted Management

WANTED: GENERAL MANAGER TOP-RATED, TOP 50 EAST COAST FM

If you're happy where you are, and are achieving good results because you develop team work... if you're powerful enough to develop subordinates to be good enough to take your job... if you're hungry for top compensation and equity in the business... let's talk. Let me know about yourself, your career goals and how you achieve them. EOE.

Box Y-105.

CONTROLLER

- Washington, D.C. Opportunity

A unique and challenging opportunity is currently available for an experienced Controller to join our team of professionals as the Radio Controller, Washington, D.C. area. Duties will include functioning as Business Manager as well as supervising accounts payable and receivable functions, preparing financial statements, profit and loss, budgeting, and supervising the accounting staff. Requirements: a degree in Accounting with CPA or MBA preferred, 4-6 years accounting supervisory experience, broadcast experience is also mandatory.

Send resume and salary history to:
Box Z-13

An equal opportunity employer

Help Wanted Technical

SEEBURG

SEEBURG MUSIC SATELLITE NETWORK

The Seeburg Music Satellite Network seeks an Engineer. Current Satellite experience is preferred. However, if you have a strong background in Radio Engineering, we'll teach you Satellite Transmission. Join us as we expand into Ku-Band, in addition to our existing C-Band facilities. It's a great company in a beautiful city. Excellent benefits, profit sharing. Send resume in confidence to:

SEEBURG

c/o Capitol Broadcasting Human Resources,
P.O. Box 12800, Raleigh, N.C. 27605.
An Equal Opportunity Employer

RADIO GROUP ENGINEER

One of America's fastest growing groups needs a corporate chief. Beautiful Southeast location with plenty of challenging opportunities. AM and FM construction skills, administrative, purchasing, and people management talents a must. All replies in strictest confidence. Box Z-20. Our company is an equal opportunity employer.

\$100.00 CASH AWARD

TO THE PERSON WHO LEADS US TO AN EXPERIENCED RADIO STATION ENGINEER WHOM WE HIRE AS CHIEF ENGINEER. CONTACT DICK VAUGHAN, P.O. BOX 249, RUTLAND, VERMONT 05701. PKONE 802-775-0526.

Help Wanted Sales

GENERAL SALES MANAGER CALIFORNIA MAJOR MARKET

This is the DREAM career move you've been waiting for...

A chance to really make a difference...

A chance to build your own team...

A chance to "coach" your team...

A CHANCE TO "OWN" YOUR JOB

If you're a successful direct retail sales person-a "killer"-

And...if you can teach your people what you know...

You've got the first requirement.

The others are:

Enthusiasm
A Positive Belief System
and
Integrity

You'll be paid well. There's a lot of potential for personal and professional growth. And you'll be living in one of America's great cities.

Write.

Box Y-71

An Equal Opportunity Employer

Small Radio Station in Leesburg, Florida, Looking For Experienced Advertising Sales Manager, Disc-Jockey And Sales People. Call WWLW And Ask For Eric Rutberg - 904-365-0659 or 305-869-0477.

Help Wanted Announcers

AMERICA'S PREMIERE EASY LISTENING STATIONS

WPAT AM - WPAT FM NEW YORK

Has rare openings for qualified air talent. If you have the ability to communicate with your audience on a one-to-one basis, have at least some technical ability, great production skills, a solid track record and an excellent news sense, we want to hear from you.

T&R to Ken Mackenzie, Operations Manager, WPAT AM/FM, 1396 Broad St., Clifton, New Jersey 07013. No phone calls. WPAT is a Park Communications station and an equal opportunity employer.

Help Wanted News

TALK SHOW HOST

Exceptional opportunity for exceptional talk-show host in America's Most Livable City. Station with strong commitment to format seeks experienced personality who can do compelling radio. If you are confident you're the right person send T&R and your views of Talk Radio in the '80's to: Tom Clendening, Program Director, WTAE Radio, P.O. Box 1250, Pittsburgh, PA 15230.

Employment Services

SALES OPENINGS NOW IN ALL 50 STATES

We have a list of radio stations across the country seeking professional, experienced radio salespeople. Send your resume to this free-of-charge nationwide resume bank. We will re-direct to open positions! Send your resume today to: National Resume Bank, P.O. Box 515969, Dallas, TX 75251.

TELEVISION

Help Wanted Management

PROGRAM MANAGER

Aggressive, group-owned indy. in California's fastest growing market, is seeking an experienced program professional. This challenging position includes program acquisition and research, ratings analysis, syndication, contracts, and scheduling. We are looking for a team player who will work closely with sales, promotion, and operations. Independent experience a must. Send your resume to:

Mr. William Walsh
Vice-President and General Manager
KRBK-TV
500 Media Place
Sacramento, CA 95815



MANAGER/ON-AIR PROMOTION

Growing cable network seeks a well organized, hands-on manager/on-air promotion to supervise staff of writers, producers and freelancers and to oversee promotion scheduling functions. Position requires 3-5 years of on-air promotion experience, strong conceptual skills and demonstrated leadership abilities. Full benefits, discounts. Equal opportunity employer. Send resume, salary history and demo tape for consideration to:

Ms. Erin McGrath
Director of Creative Services
Lifetime Cabletelevision Network
1211 Avenue of the Americas
New York, NY 10036

Help Wanted Technical

MAINTENANCE ENGINEERS

Large Southern production house in need of experienced engineers (minimum 3 years) in areas of satellite transmission, video tape, studio, master control, standards conversion and audio production. Also, in need of highly qualified video engineer. Send resume to Jimmy Swaggart Ministries, Attention: Darell Wyatt, Box 2550, Baton Rouge, LA 70821.

BROADCAST PROMOTION PRODUCER

ESPN, INC. has an immediate opening in its Promotions Department. Qualified applicants should have a college degree in Communications or a related field or equivalent and a minimum of 2 years production experience, preferably in promotion production. Must possess excellent writing and communication skills and must have solid knowledge of and an interest in sports.

We offer competitive salaries and benefits and a pleasant working environment. Qualified applicants should send resume and salary history to the Human Resources Department BD100, ESPN, ESPN Plaza, Bristol, CT 06010.



Equal Opportunity
Affirmative Action Employer



PRODUCER

"People Are Talking" Local Show

An immediate opportunity exists for an experienced producer of a top 50 market talk show. Comparable experience will be considered. Duties will involve the coordination of the program on a daily basis. Responsibilities include: long range planning, budget management, show bookings and daily production decisions.

A strong management background along with a bachelor's degree is required for this position.

Please submit resume in confidence to: Producer, People Are Talking, P.O. Box 4861, Baltimore, MD 21211. No telephone calls, please.

An equal opportunity employer

Senior Producer PROGRAMMING

Be part of a successful show in America's #1 city. Seasoned, creative, hardworking field producer needed for senior position on Evening Magazine. Responsible for development through post-production of weekly segments. Must have three years experience in field feature production. EOE

MUST SUBMIT RESUME, WRITING SAMPLES AND VIDEO CASSETTE OF 3-5 FEATURE SEGMENTS TO:



**KDKA-TV
ONE GATEWAY CENTER
PITTSBURGH, PA 15222**

PROMOTION MANAGER

Sunbelt affiliate looking for aggressive Promotion Manager. Will be responsible for marketing of news team. Must be a people person, creative, self-motivated, organized, and well-versed in all aspects of news and entertainment promotion. Must possess strong writing and producing skills. Degree in marketing helpful but not required. Minimum of three years experience. Equal opportunity employer. Send resume to Box Z-10.

**For fast
Action Use
BROADCASTING'S
Classified Advertising**

DESIGN DIRECTOR WANTED

WBBM-TV, CBS in Chicago, seeks a highly qualified design director to head its staff of five designers. Electronic graphics experience and extraordinary design skills required. A minimum of five years art directing experience is necessary. EEO employer. Women and minorities are encouraged to apply. Send resume with letter of interest to:

**Jan Gray
Director of Communications
WBBM-TV
630 North McClurg Court
Chicago, IL 60611**

DESIGN DIRECTOR

We've got a talented design staff who is highly motivated.

We're looking for a team-oriented, extroverted manager who will fit right in with our group dynamic.

Qualified candidates should be art college or design school graduate with a minimum of three years experience in broadcast design and production.

We are locally owned and a CBS affiliate. We are also an equal opportunity employer. Interested individuals should send a resume and related support materials to:

**Dick Weisberg
Vice President,
Marketing and Creative Services
WNEV-TV
7 Bulfinch Place
Boston, MA 02114**



Are you ready to go national?

SuperStation TBS is looking for 2 sharp promo types!

- 1 Writer/Producer: 2 years experience with movies and sit-coms.
- Sports Co-ordinator: Sports fanatic to work as liaison between sports and promotion, work on special events and create high "sports" profile.

Send reel and resume to:

**Sandy Knox
TBS Promotion
1050 Techwood Drive
Atlanta, GA 30318**

EEO

**Help Wanted Programing,
Production, Others Continued**

CONSULTANT

Major cable television operator seeks contract consultant for developing local cable channel. Applicants must have successful broadcast channel development experience and knowledge of cable operations and programing. Please respond by Oct. 15 with a letter of application, including clients and references to Box Z-12. Equal opportunity employer

Situations Wanted News

**FREELANCE
ENG/EFP CREW AVAILABLE**

Pacific Northwest (Seattle) based but eager to travel. Extensive broadcast news and corporate/industrial experience.

BETACAM . 3/4"SP. 1"

Contact: David Oglevie 206-281-7074

ALLIED FIELDS

Employment Service

JOB HUNTING?

If you need a job, you need MediaLine. We give you job listings in news, weather, sports, production, programming, promotion, and engineering. For \$37.50 you get a daily report for 6 weeks. **1-800-237-8073** (In Missouri 314-442-3364). MediaLine, P. O. Box 10167, Columbia, MO 65205-4002.



WE PLACE ENGINEERS

ALL CATEGORIES FOR TV, PRODUCTION, VIDEO, CATV (EXCLUDING OPERATORS)

America's Leading Source for a Decade
TV STATIONS, PRODUCTION FACILITIES, CORP TV MFG., CATV

For information phone or write Mark Kornish



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479 Northampton Street
Kingston, PA 18704

Employer
Paid Fees

(717) 283-1041

Production Services

2" TAPES LIVE AGAIN

- Unusable, Problem Tapes
- Restored & Remastered onto 1"
- Hundreds of Restorations Successfully Completed

**Warren Rosenberg
Video Services, Inc.**
308 East 79th Street
New York, NY 10021
212-744-1111

Programing

**IN SEARCH OF
NEW AND INVENTIVE PROGRAMING
FOR JAPAN**

Our company, CLASS ACT INC., is located in Tokyo and delivers overseas television information to a Japanese advertising giant, DENTSU. We have a delivery network which reaches commercial and independent TV stations and advertisers. We are seeking American TV and video programs for introduction to Japanese traders. If you are interested in the Japanese market, if you have new and inventive programs, please contact our company by FAX. 011813 546-6019. We also welcome the works of independent producers. 3-4-15 #404, Mita, Minato-Ku, Tokyo, Japan.



Public Notices

PUBLIC NOTICE

The Board of Directors of National Public Radio will meet in open session on Thursday, October 22, 1987, beginning at 9:30 a.m. in the Board Room of National Public Radio, 2025 M St., N.W., Washington, DC. Subject to amendment, the agenda includes: Election of Chairperson, Vice Chairperson, officers and appointment of committees. The committees will meet following the Board meeting at the same location. The Board will meet again on Friday, October 23, 1987, beginning at 9:00 a.m. Subject to amendment, the agenda includes Chairperson's Report, President's Report, and committee reports.

The Executive Committee of Public Broadcasting Service meet at 9:00 a.m. on October 21, 1987 at the PBS offices, 1320 Braddock Place, Alexandria, VA. The tentative agenda includes reports from PBS officers and Board committees, program exclusivity, national underwriting guidelines, satellite replacement project, and other business.

Miscellaneous

**CHANNEL YOUR
PROBLEM COLLECTIONS
INTO PRIME PROFITS!**

Our collection services are tailored to your industry's requirements.

- Personalized/Professional Service
- Nationwide representation
- Competitive rates
- RESULTS



ALLEN FINANCIAL SERVICES
7100 Hayvenhurst Ave.
Van Nuys, CA 91406.
818-785-5500

Business Opportunities

INVESTMENT OPPORTUNITY

- If you dreamed of an equity position in radio consider this opportunity.
- 4% to 8% equity position in AM/new FM combo on air. Requires 70K to 140K - top 52 market. This equity position was specifically reserved to generate dollars for facility upgrading.
- The markets economy is very stable and growing - low unemployment.

Call: Mr. Walsh 518-377-7604

**Business Opportunities
Continued**

ESTABLISHED MOTION PICTURE/VIDEO TAPE PRODUCTION STUDIO FOR SALE. GOOD NET, LONG TERM LEASE, GREAT POTENTIAL. CALL 303-758-1752 9AM - 9PM DAILY.

Radio Station Owners

Get FREE Help and Get Paid for it

Accept my internship students. I'll pay you up to \$500.00 for each accepted. 14 markets already participating. Reply To: The Radio Connection 406 So. Bascom Ave. Suite #112 San Jose, Ca. 95128 **Make Extra Profits**

For Sale Stations

- AM/FM. S.C. Ohio. Powerful AM plus Class A. \$440,000. Terms.
- FM between San Antonio and Houston. \$240,000. Terms.
- Daytimer. S.C. Pennsylvania. All news and talk format. Real estate. Covers 500,000. \$280,000. Terms.

**Business Broker Associates
615-756-7635, 24 hours**

RADIO STATIONS FOR SALE

SOUTH (SUNBELT) DAYTIMER WITH PRE-SUNRISE LOW DIAL POSITION - RELIGIOUS FORMAT - FAST GROWING MARKET 450 - TERMS - POPULATION 800,000+

SOUTH (SUNBELT) DAYTIMER WITH PRE-SUNRISE - CP FOR FULLTIME - MAJOR MARKET - GOOD DIAL POSITION - FAST GROWING MARKET - 500 - TERMS - POPULATION 1 MILLION

COVERING 2 MAJOR MARKETS - DAYTIMER WITH PRE-SUNRISE 5,000 WATTS - GOOD DIAL POSITION - 550 - TERMS - POPULATION 600,000+

SOUTHEAST - MARKET OF 2,000,000+ - DAYTIMER WITH PRE-SUNRISE 5,000 WATTS - 1 MILLION - TERMS

Call 804-624-6500



MIDWEST FM

Class C FM in small, growing market. Asking \$395,000 with terms available. Call:

**BILL LYTLE
816/941-3733**

**FOR SALE
MONTANA AM**

in large per capita retail city
Excellent facilities

FM and AM permits in another strong Montana market
Contact Werner Nistler at 503-646-5186

Radio Stations for Sale

SOUTHWEST SUBURBAN 'A'
Excellent Growth Market
\$1.2 Million

PROFITABLE MIDWEST CLASS A
Stable Market, Growth Potential
\$2.1 Million



SOUTHWEST COMBO
Small Market
8 x Cash Flow—Terms
\$1.8 Million

SOUTHWEST CLASS C
Fast growing Market of 100,000+
\$1.1 Million



Thoben-Van Huss & Associates, Inc.
One Virginia Avenue, Suite 400, Indianapolis, IN 46204 • (317) 636-1016

I am retiring from active ownership. Now.

You benefit if you are ready to acquire a Profitable SW/ Sunbelt #1 FM/AM Radio Station in a thriving, dynamic, stable small market.

Last three years totals:
* Sales-cash/trade \$1.839M
* Cash flow \$ 528K

- Excellent facilities
- Much new equipment
- Beautiful area/climate
- #1 combo in 100,000 area
- Good management in place

Immediate acquisition at 1.2M cash, or 1.3M with 50% down and good terms, plus seven year, seven percent cash-sales royalty. Firm

Inquiries by qualified decision makers only to Box Z-22.
Brokers OK, but at this price, you pay the fee!!

RELIGIOUS POWERHOUSE!

This low dial AM has coverage in five southeastern states.
New facilities. Money maker.
\$650,000.00

SNOWDEN Associates

919-355-0327

Midwest small market 50kw FM with daytime AM. \$1.1 Million cash.

Box Z-21

BROADCASTING'S CLASSIFIED RATES

All orders to place classified ads & all correspondence pertaining to this section should be sent to: BROADCASTING, Classified Department, 1705 DeSales St., N.W., Washington, DC 20036.

Payable in advance. Check, or money order only. Full & correct payment **MUST** accompany **ALL** orders.

When placing an ad, indicate the **EXACT** category desired. Television, Radio, Cable or Allied Fields; Help Wanted or Situations Wanted; Management, Sales, News, etc. If this information is omitted, we will determine the appropriate category according to the copy. **NO** make goods will be run if all information is not included.

The publisher is not responsible for errors in printing due to illegible copy—all copy must be clearly typed or printed. Any and all errors must be reported to the classified advertising department within 7 days of publication date. No credits or make goods will be made on errors which do not materially affect the advertisement.

Deadline is Monday at noon Eastern Time for the following Monday's issue. Earlier deadlines apply for issues published during a week containing a legal holiday & a special notice announcing the earlier deadline will be published above this rate card. Orders, changes, and/or cancellations must be submitted in writing. (**NO** telephone orders, changes, and/or cancellations will be accepted.)

Replies to ads with Blind Box numbers should be addressed to: (Box number), c/o BROADCASTING, 1705 DeSales St., N.W., Washington, DC 20036.

Advertisers using Blind Box numbers cannot request audio tapes, video tapes, transcriptions, films, or VTR's to be forwarded to BROADCASTING Blind Box numbers. Audio tapes, video tapes, transcriptions, films & VTR's are not forwardable, & are returned to the sender.

Publisher reserves the right to alter classified copy to conform with the provisions of Title VII of the Civil Rights Act of 1964, as amended. Publisher reserves the right to abbreviate, alter, or reject any copy. No personal ads.

Rates: Classified listings (non-display). Per issue; Help Wanted: \$1.00 per word. \$18 weekly minimum. Situations Wanted (personal ads): 60¢ per word. \$9.00 weekly minimum. All other classifications: \$1.10 per word. \$18.00 weekly minimum. Blind Box numbers: \$4.00 per issue.

Rates: Classified display (minimum 1 inch, upward in half inch increments), per issue; Help Wanted \$80 per inch. Situations Wanted: (personal ads): \$50 per inch. All other classifications: \$100 per inch. For Sale Stations, Wanted To Buy Stations, Public Notice & Business Opportunities advertising require display space. Agency commission only on display space.

Word count: Count each abbreviation, initial, single figure or group of figures or letters as one word each. Symbols such as 35mm, COD, PD, etc., count as one word each. Phone number with area code or zip code counts as one word each.

Nationwide Media Brokers Chapman Associates

FLORIDA AM
Fulltime AM in one of NW Florida's fastest growing counties.
\$150,000 with \$50,000 down.

ED SHAFFER
404/998-1100

BROADCAST MEDIA ASSOCIATES

RENO • 702-789-2700 • SEATTLE • 206-643-2116

CALIFORNIA
AM/FM - cash flow - real estate - \$1,100,000
NORTHWEST
AM/FM - good facilities - cash flow - real estate - \$1,400,000
WEST TEXAS
AM/FM - 200,000 metro - excellent equipment - \$1,500,000
HAWAII
AM/FM - positive cash flow - \$1,850,000
CLIFF HUNTER 206-643-2116

AVAILABLE
NORTHERN CALIFORNIA
REGIONAL COMBO

Hogan - Feldmann, Inc.
MEDIA BROKERS • CONSULTANTS
P.O. Box 146
Encino, California 91426
Area Code (818) 980-3201

Nationwide Media Brokers Chapman Associates

GEORGIA COMBO
In Chapter 7. Offered on a cash bid basis. Call today.

ERNIE PEARCE
ED SHAFFER
404/998-1100

MIDWESTERN AM

Fulltime midwestern Top 100 market AM. Asking price of \$1,750,000 breaks down to less than 2 times gross. Attractive owner-operator opportunity. Box Z-11.

FOR SALE

CLASS A FM. GOOD PHYSICAL PLANT. MISSISSIPPI. CASH.
REPLY TO BOX Z-4.

Fates & Fortunes

Media



Curley

J. Clifford Curley, VP-general manager, Media Central Inc.'s WQTV(TV) Boston, named to Media Central's office of the president, Chattanooga.

Eve Rubins, general manager, Fuller-Jeffrey Broadcasting's WBLM(FM) Lewiston, Me., named VP,

Fuller-Jeffrey, Sacramento, Calif.

Appointments at Hearst Corp., broadcasting division: **Howard F. Ritchie**, VP and general manager, WDTN(TV) Dayton, Ohio, to WISN-TV Milwaukee in same capacity; **Philip M. Stolz**, VP and general manager, KCRG(AM) Cedar Rapids, Iowa, succeeds Ritchie as general manager, WDTN(TV).

Jim Hefner, manager, broadcast operations, WTAE-TV Pittsburgh, named general manager.

E.C. (Bud) Striker, Eastern regional sales manager, NBC Radio Network, New York, joins WWNH(AM)-WCYT(FM) Rochester, N.H., as president and general manager.

Richard Hinshaw, VP and general manager, WAES(AM)-WROQ-FM Charlotte, N.C., joins WNRY(AM)-WEZO(FM) Rochester, N.Y., in same capacity.

Richard Graham, general manager, Post Newsweek Cable, Sherman, Tex., joins WABC-TV New York as director, finance, administration and business affairs.

Joyce Marshall, sales manager, KAPT(FM) Luling, Tex., joins KMGL(FM) Oklahoma City as general manager.

Chris Compton, morning drive personality and chief engineer, KVOY(AM) Mojave, Calif., and KTFI(FM) Tehachapi, Calif., joins KZIQ-AM-FM Ridgecrest, Calif., as general manager.

Gary L. Burge, director, management information systems, Centel Communications Co.'s Centel Business Systems, Oak Brook, Ill., named controller, Centel Cable Television Co. there.

Les Walker, manager, gas revenue accounting department, Atlantic Richfield Corp., Los Angeles, joins North Texas Public Broadcasting Inc., Dallas-based operator of one FM and two TV's, as VP, finance and administration.

Appointments at Daniels & Associates: **Chris O'Toole**, financial controller, to corporate controller; **Jim Hanson**, tax manager, to director, taxation; **John Churylo**, management information systems manager, Denver, to director, MIS; all Denver; **Bud Solem**, marketing manager, Daniels's Colton (Calif.) Cable-

vision, to general manager, Daniels's Tuolumne Cablevision, Sonora, Calif.

Appointments at noncommercial WNET(TV) Newark, N.J.: **Lawrence R. Lynn**, director, development, American Ballet Theater, New York, to senior VP and director, membership and development; **Helen R. Lester**, fund-raising consultant, New York, to director, foundation underwriting.

Lawrence G. Gallery, sales representative, WRGB(TV) Schenectady, N.Y., joins WMHT-FM-TV's parent company, WMHT Educational Telecommunications Inc. there as corporate underwriting manager.

Wendy Purcell, secretary, WNWK(FM) Newark, N.J., named traffic controller.

Marketing



Kupsky

Jeffrey J. Kupsky, director of management information, Turner Cable Network Sales, Atlanta, named VP of operations.

Appointments at Young & Rubicam, New York: **Dori E. Stern**, associate research director, consumer insights department, **Leslie Long** and

Ian W. Plimsoll, creative supervisors, and **Mary Ellen Cohen** and **Susan M. Lipschutz**, senior art directors, named VP's.

John Woodruff, partner and director, client services, Snyder-Read & Woodruff, Denver, joins W.B. Doner, Detroit, as VP and management supervisor.

Appointments at DDB Needham Worldwide: **Dean Bastian**, art supervisor, Ogilvy & Mather, Chicago, to VP and director, creative services; **Mark Clausen**, commercial producer, Washington, to director, broadcast-creative operations; **Brett Robbs**, associate creative director, Walker & Associates, Memphis, to senior copywriter; **Andrew Dumaine**, broadcast coordinator, Council of Better Business Bureaus, Arlington, Va., to copywriter; **John Noone**, art director, W.B. Doner, Baltimore, to same capacity; **Mark Rogers**, account executive, Ketchum Advertising, Washington, to same capacity; **Judith Usherson**, assistant account executive, to account executive, all in Washington-area office, McLean, Va.; **Mary B. Lowell**, account executive, Arnold & Co., Boston, to market manager-senior account executive, Baltimore; **Greg Popp**, associate producer, Needham Harper Worldwide, Chicago, to producer, DDB Needham there.

Appointments at Wells, Rich, Greene/Worldwide, New York: **Ron Hartley** and **Ray Hirschman**, creative group heads, SSC&B, New

York; **Martin Grant**, account group head, and **Ila Clarkson**, management supervisor, both Ted Bates Advertising, New York, and **Ken Manka** and **Joan Overlock**, VP's and management supervisors, all to senior VP's.

Appointments at Telemundo Group, New York-based, Spanish-language broadcasting company: **Donald Travis**, general sales manager, WCIX(TV) Miami, to general sales manager, network and national sales; **Rosemarie Lieberman**, VP, HBC Corp., producer of Telemundo network news, to advertising sales manager for special programs.

Bonnie Schwartz, director, traffic department, Chiat/Day, Los Angeles, named account supervisor.

Appointments at Katz Radio Group: **Kathy White**, market research specialist, New York, to associate research director there; **Elizabeth Haban**, sales assistant, New York, to market research specialist there; **Jan Sibert**, account executive, Torbet Radio, Los Angeles, to same capacity there; **Jeffrey Weinand**, sales director, RM Marketing, Los Angeles, to account executive, New York; **Jim Forrer**, senior VP, Midwest regional manager, Select Radio, Detroit, to manager, Katz's Republic Radio, Detroit office; **Janet Therrien**, market research specialist, Katz Radio, New York, to associate research director, Katz Hispanic Radio Sales there; **Claire Montenegro**, public relations special events director, WOJOFM) Evanston, Ill., to account executive, Katz Hispanic Radio Sales, Chicago; **Josh Nash**, account executive, HNWH, Dallas, to same capacity, Katz's Banner Radio there; **Lucille Esposito**, personal computer analyst, New York, to PC manager there.

Appointments at Tatham-Laird & Kudner, Chicago: **Barbara Bylenga**, account research manager, to group research director; **Melissa Connolly**, account executive to account supervisor; **Lisa Bellar**, account supervisor, Grey Advertising, Chicago, to same capacity; **Janet Minnis** and **Debora Boyda**, assistant account executives, to account executives.

Gerald Philpott, district supervisor, ABC-TV, New York, joins Multimedia Entertainment, Los Angeles, as Western division regional sales manager, replacing **Edward Monahan**, named mid-Atlantic regional sales manager.

Steve Laemmel, general sales manager, KTTZ-FM Oracle, Ariz., joins Tucker-Heatley Advertising, Tucson, Ariz., as account executive.

Nick Marnell, VP and general manager, KNUS(AM)-KBPI(FM) Denver, joins KIOI(FM) Denver as general sales manager.

Don Oylear, general manager, Major Market Radio Northwest, King Broadcasting's radio sales division, named general sales manager, King's stations KING-AM-FM Seattle; **Greg Obata** succeeds Oylear at Major Market Radio Northwest.

Jan Shealy, account executive, WCSC(AM)-WXTG(FM) Charleston, S.C., named general

sales manager, both stations.

Daniel J. Sullivan, general sales manager, WMEX(AM)-WMJX(FM) Boston, joins WWDB(FM) Philadelphia in same capacity.

Rick Wardell, national sales manager, KCNC-TV Denver, named general sales manager.

Mike Riley, senior account executive, WHTT(TV) Evansville, Ind., named general sales manager.

Dale Foshee, regional sales manager, Grant Broadcasting, Miami, joins WCAV-TV Nashville as general sales manager.

John Rowland, national-regional sales manager, KREM-TV Spokane, Wash., named general sales manager.

William Noel Perkin, local and regional sales manager, KSNT(TV) Topeka, Kan., joins KSPR(TV) Springfield, Mo., as general sales manager.

Terri Ilgen, national sales manager, WIVY(FM) Jacksonville, Fla., joins WFLA(AM)-WPDS(FM) Tampa, Fla., as general sales manager.

Nancy Tulli, general sales manager, WHTM-TV Harrisburg, Pa., joins WRKZ(FM) Hershey, Pa., in same capacity.

Gretchen Fairweather, sales manager, WTSL-AM-FM Hanover, N.H., joins WKAJ(AM)-WQQY(FM) Saratoga Springs, N.Y., as general sales manager.

Appointments at KGTV(TV) San Diego: **Darrell Brown**, national sales manager, to general sales manager; **Mark Wilcox**, account executive, MMT Sales, New York, to national sales manager.

Peter Walker, in charge of local sales, WGN-TV Chicago, named director of sales.

Daniel J. Sullivan, general sales manager, WMEX(AM)-WMJX(FM) Boston, named to same position, WWDB(FM) Philadelphia.

Appointments at WISH-TV Indianapolis: **Scott M. Blumenthal**, local sales manager, to general sales manager. **Tim Warner**, account executive, to local sales manager.

Wayne K. Brown, national sales manager, WCBS(AM) New York, named local sales manager.

Cheryl Craigie-Parker, national sales manager, KMBC-TV Kansas City, Mo., named local sales manager, WFLD(TV) Chicago.

Kenneth L. Miller, VP, Western division, Banner Radio, Los Angeles, joins KABC(AM) there as director, sports marketing.

Val M. Carolin, account executive, Christal Radio, New York, and **Donna Croft**, account executive, Eastman Radio, New York, join CBS Radio Representatives there in same capacities.

Sandi Ivey, assistant sales manager, WSDR(AM) Sterling, Ill., named sales manager.

Peter Penni, sales manager, Seltel, New York, named national sales manager.

R. Scott Ford, account manager, WNYW(TV) New York, named manager, sales development.

Kirby McKee, local sales manager, KXLY-TV Spokane, Wash., named marketing consultant-research analyst.

Mike Martinez, account executive, KHJ-TV Los Angeles, joins KMEX-TV Los Angeles as local sales manager.

Bruce Stamo, account executive, General Electric Broadcasting, Albany, N.Y., and former account executive, WFTX(TV) Cape Coral, Fla., rejoins WFTX(TV) as local sales manager.

John F. Feeser, national sales manager, WGAL-TV Lancaster, Pa., named local sales manager.

Appointments at WWMY(FM) Eden, N.C.: **Michael H. Bray**, account executive, WQMG(FM) Greensboro, N.C., and **Karen R. Faulkner**, account executive, both named local sales managers.

Patrick Fitzgerald, account executive, WCZE(AM)-WLOO(FM) Chicago, joins WXRT(FM) Chicago as retail marketing specialist.

Roger Green, local sales manager, WJZ-TV Baltimore, joins WBFS-TV Miami as national sales manager.

Peter Paisley, account executive, Katz Communications, New York, joins WTTG(TV) Washington as national sales manager.

David Harbert, general sales manager, WRDW-TV Augusta, Ga., joins WRAL-TV Raleigh, N.C., as national sales manager.

Manuel Martinez-Llorian, account executive, WNJU-TV Linden, N.J., named national sales manager.

Stephen Youngstrom, sales representative WCLI(AM) Coming, N.Y., joins WSYT(TV) Syracuse, N.Y., as account executive; Sept. 28 issue incorrectly identified WSYT(TV)'s general manager, **Vincent V. Arminio**, in Youngstrom's position.

Programing

John Storrer, executive VP and controller, LBS Communications Inc., New York, named chief financial officer and treasurer.

Richard B. Parran Jr., director of pay per view, Centel Cable Television, Oak Brook, Ill., named director of marketing and pay per view.

Susan Christison, VP, international licensing, Harmony Gold, Los Angeles, named senior VP, merchandising, home video and pay cable.

Appointments at King World: **Steve Palley**, senior VP and general counsel, Los Angeles, to acting chief operating officer, succeeding **Stuart Hersch**, executive VP, chief operating officer, resigned to pursue other business interests; **Jerry A. Kapner**, director, licensing, New York, to VP, merchandising, there.

Stan Hitchcock, director, program acquisition and scheduling, Country Music Television, Hendersonville, Tenn., named senior VP.

Nicholas Witkowski, international sales executive, Central Independent Television, London, joins Telso International, Los Angeles-based program distribution firm, as head, international sales and marketing.

Joni Silverman, president, Silver Lining Productions, New York, joins Cutler Produc-

tions, Los Angeles-based radio programming syndicator, as director, talent acquisition.



Raskov

Shelly Raskov, VP, production and development, Ron Samuels Entertainment, Los Angeles, joins Warner Bros. Television there as director, current series programming; incorrect photo appeared Sept. 21.

Bob Rose, regional manager, affiliate relations, Eastern region, USA Network, New York, named senior manager there.

Appointments at Galavision, Los Angeles-based, Spanish-language cable program service presently converting from pay to basic service: **Eduardo Dominguez**, district manager, Western region, to director, marketing; **Yazmin Sanchez**, account executive, to district manager, Western region, both Los Angeles; **Daniel Huertas**, director, central region, Dallas, to Western regional director, Los Angeles; **Vera Gonzalez**, account executive, Dallas, to acting regional manager, central region there; **Fernando Gomez**, account executive, Dallas, to district manager, central region, there; **Sarah Saringer**, sales assistant, Dallas, to account executive there.

David J. Ford, Midwestern sales manager, Group W Television Sales, Chicago, joins Columbia/Embassy Television, Chicago, as account executive, Midwestern region, responsible for selling new series in syndication.

Jay H. Scharff, VP, merchandising, Financial News Network, Santa Monica, Calif., joins Electronic Shopping Services Corp., New York-based cable and commercial television shopping service, as VP, marketing, Video Department Store.

Thomas K. Walton, account executive, CBS Radio Network, Chicago, named Midwest program sales manager there.

Lee Phillip Smith, director, station sales, Chicago, joins D.L. Taffner/Ltd., Chicago as Midwest sales representative.

Jim Cutler, production director, Scannix Broadcasting's WZOU Boston, Mass., named production director, Scannix Broadcasting Co., Boston-based owner of three AM's and five FM's.

Susan Sprecher, former producer, *Donahue*, Multimedia Entertainment, New York, joins NBC Sports, New York, as features producer, Olympics coverage.

Brian Green, program coordinator, KABC(AM) Los Angeles, named supervisor, program coordination, succeeding **Jeff Bower**, named producer, Tom Snyder program, ABC Radio Network, originating there.

Bob O'Connor, former program director, KIFM(FM) San Diego, joins WNUA(FM) Chicago in same capacity.

Steve Dirksen, assistant program director, WLHT(FM) Grand Rapids, Mich., named program director.

Tony Lynn, morning drive personality and music director, KSSS(AM) Colorado Springs,

named director of programming.

News and Public Affairs

Mike Beardsley, acting news director, WTVJ(TV) Miami, named news director.

Dave Fox, sports director, KLAS-TV Las Vegas, joins KUTV(TV) Salt Lake City as sports anchor, 10 p.m. news.

Corey McPherrin, sports announcer, ABC Sports, New York, joins ABC's WABC-TV there as sports director, succeeding **Eli Zaret**, resigned.

Art Edwards, reporter, WVUE(TV) New Orleans, joins KLAS-TV Las Vegas as sports director.

Suzanne Bates, general assignment reporter, WCAU-TV Philadelphia, joins WBZ-TV Boston as co-anchor, 5:30 p.m. news.

Mike Corbett, co-anchor and producer, KWQC-TV Davenport, Iowa, joins WMUR-TV Manchester, N.H., in same capacity.

Jane Rogers and **Chuck Rogers**, weeknight anchors, WMBD-TV Peoria, Ill., join WBNS-TV Columbus, Ohio, as weekend anchors and reporters.

John Carlin, assistant news manager and noon and weekend anchor, Park Communications' WTVR-TV Richmond, Va., joins Park's WLSL-TV Roanoke, Va., as anchor, 6 p.m. and 11 p.m. news.

Pete Moraga, news director, co-anchor and commentator, KMEX-TV Los Angeles, adds responsibilities as weekend news director and co-anchor, KCBS-TV there.

Appointments at WLNE(TV) New Bedford, Mass.: **Pam Davis**, 6 p.m. news assignment editor, WTVN-TV Columbus, Ohio, to 5:30 and 6 p.m. news assignment editor; **Catherine Gleason**, production assistant, WNEV-TV Boston, to associate news producer.

Michael V. Marcotte, morning anchor, non-commercial WOSU(AM) Columbus, Ohio, joins noncommercial KPLU-FM Tacoma, Wash., as news director.

Ruth Allen-Ollison, news director and 6 p.m. anchor, KETK-TV Jacksonville, Tex., joins WTTG(TV) Washington as assistant news director.

Appointments at WNE-TV Hartford, Vt.: **Ross Joel**, reporter-producer, to anchor, 11 p.m. news; **Bob Shaw**, tornado chaser, Environmental Research Laboratory, Boulder, Colo., to weathercaster, 11 p.m. news.

Appointments at WHDH(AM) Boston: **Brian Whittemore**, news director and morning news anchor, WGY(AM)-WGFM(FM) Schenectady, N.Y., to anchor, morning drive news; **Don Huff**, news director, WWGT(AM) Westbrook, Me., to weekend news anchor.

Carmen Fields, reporter, WBZ-TV Boston, joins noncommercial WGBH-TV there as co-anchor, 10 p.m. news.

Appointments at WPHL-TV Philadelphia, NBA's Philadelphia 76ers sportscast team: **Neil Funk**, former announcer, NBA's New Jersey Nets sportscasts, WNEW-AM-FM New York, to play-by-play announcer; **Hubie Brown**, former announcer-analyst, NBA coverage, CBS-TV, New York, to color commen-

tator; **Harry Donahue**, co-anchor, morning drive, KYW(AM) Philadelphia, to host, *Center Court*, live analysis program.

Eric Warren, weathercaster, WKRC-TV Cincinnati, joins WCPO-TV there in same capacity.

Technology

Raymond M. Hartnett, senior VP, finance, Copeland Corp., subsidiary of Emerson Electric, St. Louis-based equipment manufacturer, joins Scientific Atlanta, Atlanta, as senior VP and chief financial officer.

Kenneth S. Christie, regional videodisk sales manager, Pioneer Electronics, Long Beach, Calif., joins Nebraska Interactive Video, Lincoln, Neb., as VP, marketing.



Bond

Joe Bond, director, film to tape transfer, VC Teletronics, Leonia, N.J., joins Gordon Enterprises' Post Perfect production facility, New York, as VP and director, film to tape transfer.

Richard A. Antonio, national sales manager, magnetic tape division, Ampex Corp., Redwood City, Calif., named director, sales and customer services.

C. Robert Paulson, owner and operator, AVP Communications, technical consultancy, Westborough, Mass., joins Artel Communi-

cations Corp., Worcester, Mass.-based equipment manufacturer, as director, product management.

Alan Burgess, sales manager, Cabletime Systems, London-based equipment manufacturer, joins IVS Enterprises, satellite service and cable operator, London, as manager, broadband cable projects.

Appointments at United Video, Tulsa, Okla.-based satellite carrier of cable television services: **Ira Apt**, manager, market research and development, to manager, marketing operations; **Sandy Neuzil**, sales coordinator, to sales manager, video sales.

Steve Dunning, director, Aries Productions, video production facility, Arlington, Tex., named manager, production-postproduction services.

Appointments at Catspaw Productions, audio-video production facility, Atlanta: **Brad Jones**, president and owner, JBS Recording Studio, Atlanta, to studio manager; **Jennifer Gill**, receptionist, to production assistant.

Barbara C. Grimm, account executive, KXOK(AM) St. Louis, Mo.-KLTH(FM) Florissant, Mo., joins VideoNine, noncommercial KETC(TV)'s for-profit production subsidiary there, in same capacity.

Promotion and PR

Don (Jake) Jacobson, director, promotion, Multimedia Entertainment New York, joins LBS Communications Inc. there as director, creative services.

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Borrowed brain. Investigative reporter Jim Bunn (r) of Group W's KPX(TV) San Francisco has been granted a 12-month leave of absence to join the World Health Organization (WHO), United Nations authority on international health, as public information officer, Special Program on AIDS (SPA), Group W President Tom Goodgame announced last Tuesday. Joining WHO at its Geneva headquarters, Bunn will draw from his knowledge of the disease, gained through four years of reporting nearly 500 AIDS news stories, to produce educational videos and documentaries and devise overall educational strategies for the program. "We see him as an important contributor in the WHO effort to educate people around the world," said SPA Director Dr. Jonathan Mann (l), "that AIDS can be prevented and that the epidemic can be stopped."

Paula Bruce, writer-producer, promotion department, WTV(TV) Milwaukee, named promotion manager.

Ted Faraone, director, press relations, WBBM-TV Chicago, resigns to form Faraone Communications Inc., New York-based public relations firm.

Nancy Tillman, former on-air graphics designer, CNN News, Atlanta, joins KMBC-TV Kansas City, Mo., as art director.

Deborah M. Little, creative service manager, KOKH-TV Oklahoma City, joins WCAY-TV Nashville as promotion manager.

Vicki DeLuca, director, public relations, Greater Hartford Convention and Visitors Bureau, Hartford, Conn., joins WKSS(FM) Hartford-Meriden, Conn., as promotion manager.

Linda Dukes Campbell, public affairs director, WEWS(TV) Cleveland, named assistant to general manager, administration and public affairs.

Allied Fields



Taylor

Sherril W. Taylor, president, Taylor Co., New York-based management consultancy, and former VP, CBS/Radio Division, New York named chairman, Broadcast Advisory Board, AT&E Corp., equipment manufacturer there; board will assist AT&E in establishing nationwide FM subcarrier network as part of RECEPTOR message-reception-display, wireless commu-

nications system.

Thomas A. Crowley, president, Thomas A. Crowley Enterprises, New York-based management consultancy, joins Acquisition Funding Corp., subsidiary of General Electric Credit Corp., New York, as VP, media and communications group.

Deborah Miller, VP, TV variety department, William Morris Agency, Los Angeles, named VP, TV talent, new department created by merging of TV variety and TV casting departments.

Reed Irvine, chairman, Accuracy in Media, Washington-based media monitoring organization, receives Washington-based World Media Association's 1987 Ethics in Journalism Award.

J. Jefferson Eden, general manager, Davis (Calif.) cable system, Cable Systems Management Group, subsidiary of Malarkey-Taylor Associates, Washington, named assistant VP, investment-management services, parent company.

Arthur J. Singer, general manager, New Hampshire Public Television, named chairman, Organization of State Broadcasting Executives, Columbia, S.C. **Paul Norton**, executive director, Wisconsin Public Television Network, named vice chairman; both two-year terms.

John B. Richards, senior associate, Washington law firm, Keller & Heckman, and former legal assistant to FCC Commissioner Mimi Dawson, named chairman, Land-Mobile Communications Council, Washington.

Scott Hamilton, ice skating analyst, CBS Sports, and former Olympic champion skater, named recipient of Olympic Spirit award, chosen by members of National Sportswriters and Sportscasters Association, pre-1968 Olympians and United States Olympic Committee, Washington.

Deaths



Moore

George W. Moore, 75, chairman of George Moore & Associates Inc., Dallas-based media broker, died Aug. 26 at Presbyterian hospital there of respiratory complications following May 5 surgery for abdominal aneurysm. After 20-year advertising career in Kansas and Texas, he joined since disbanded Hamilton-Landis & Associates, brokerage firm, in Houston office, in 1966, becoming executive vice president within two years. He established George Moore & Associates, specializing in Southwest radio and television properties, in 1973. He served on boards of KDBC(TV) El Paso, KOAA-TV Pueblo, Colo., and KIVI(TV) Nampa, Idaho. He is survived by wife, Thadene, son, Jim, president of Moore company-daughter and four grandchildren.

Edward C. Obrist, 78, broadcaster and broadcasting educator, died Sept. 3 at Birches nursing home, Syracuse, N. Y., of pneumonia and other complications following surgery for broken hip. He had suffered from Parkinson's disease. Part-time announcer in 1930 for WSYR(AM) Syracuse, N. Y., upon graduation from Syracuse University, he became sports announcer for WBEN(AM) Buffalo, N. Y., program director for WFIL(AM) Philadelphia and, during World War II, assistant manager at WPEN(AM) Philadelphia. In early 1950's he moved to New Haven, Conn., where he served as general manager of WNHC-AM-FM-TV. Leaving commercial broadcasting to earn communications master of science from Boston University, he served there as assistant professor and director, broadcasting—experience he used in 1966 and 1967 as project manager of four-station TV network established in Vietnam by NBC International. After retiring from public relations position with Sears, Roebuck & Co. in 1976, he continued broadcasting career, reading to blind listeners at noncommercial WCNY-FM Syracuse. He is survived by wife, Eunice, daughter, son and four grandchildren.

Davidson M. Vorhes, 75, retired CBS Radio VP of technical operations, died Sept. 22 at Fernwood House retirement home, Bethesda, Md. He had Alzheimer's disease. After studying radio in New Orleans, he joined Columbia Broadcasting System as technician in 1933. He became VP technical operations in 1950's and supervised radio network's technical work, including preparations for national political conventions. He became consultant to Voice of America after retiring from CBS in 1968. He is survived by his wife, Judith, one son and two grandchildren.

Charles Blohm, 58, associate director and chief engineer of Instructional Resource Center at State University College at Fredonia (New York), died Sept. 21 of heart attack. He was transmitter engineer at WJTN(AM) Jamestown, N. Y., in 1950-53 and was chief engineer at WDOE(AM) Dunkirk, N. Y., from 1957 to 1965 and again from 1978 until his death. He is survived by his wife, Joan, and two children.

Hill veteran sets sights on Fifth Estate

Daniel Ken Inouye is no stranger to the media. As Hawaii's senior Democratic senator, he has gained national prominence not for flamboyance or rhetorical flair, but for his televised service on the Senate Watergate Committee in 1973-74, and for his leadership of the Senate select committee investigating the Iran-contra affair.

Now with the bulk of that assignment behind him, Inouye, as chairman of the Communications Subcommittee, is apt to turn more attention to the medium responsible for propelling him into the public's eye. And to this Senate veteran of nearly 25 years, the medium is the message.

Television, Inouye says, can "literally make or break" a nation. He believes Johnny Carson has a "greater influence on the lifestyle and attitudes" of Americans than the editorial pages of the *New York Times* and *Washington Post*. Even the Vatican, says Inouye, has television specialists. "It takes much more than the success of Peter to get the word across."

For starters, Inouye's views on communications issues should not stray far from those of Ernest Hollings (D-S.C.), chairman of the parent Commerce Committee. He and Hollings are sponsoring a broadcast license renewal reform bill aimed at restoring some of the industry's programming and administrative obligations removed under Reagan deregulatory policies.

Inouye's soft-spoken demeanor and disarming smile bely the power Washington insiders say he wields. When Inouye speaks, members listen, and although he keeps a low profile (he works behind the scenes and shuns the limelight) the senior statesman is said to be one of the most "effective" members in the Senate. Despite Hollings's more forceful personality, most observers say Inouye will call the shots.

Inouye took the helm last January after Senate Democrats gained control of the upper chamber. Recognizing what he calls the "awesome power" of television, Inouye says he would have been a "fool" not to exercise his seniority to claim the subcommittee. Elected to the Senate in 1962, he became secretary of the Democratic Conference in 1978, making him the third-ranking leader among Senate Democrats. He has had a prodigious political career.

After graduating from George Washington University law school in 1952, Inouye returned to Honolulu to become deputy public prosecutor for the city and county of Honolulu. In 1954 he won a seat in Hawaii's territorial House of Representatives and later served as majority leader, a post he kept until entering the territory's Senate in 1958. When Hawaii gained statehood in 1959, Inouye ran for Congress and became the state's first congressman; he was reelected to a full



DANIEL KEN INOUE—chairman, Senate Communications Subcommittee; b. Sept. 7, 1924, Honolulu; Captain, U.S. Army, 442d Infantry regimental combat team, 1943-45 (awarded Distinguished Service Cross, Bronze Star, Purple Heart with cluster, plus 12 other medals and citations); BA, University of Hawaii, Honolulu, 1950; JD, George Washington University Law School, Washington, 1952; deputy public prosecutor, city and county of Honolulu, 1953-54; served in Hawaii's territorial House of Representatives, 1954-58; elected to territorial Senate, 1958; served in U.S. House of Representatives, 1959-62; member of U.S. Senate since 1962; m. Margaret S. Awamura, June 12, 1949; children—Daniel K. Inouye Jr., 23.

House term in 1960.

It is Inouye's humble background and combat record in World War II, however, that have the makings of a television drama. It was not uncommon, according to a biographical sketch of the senator, for Inouye's family, residing in Honolulu's Japanese ghetto, to divide an egg six ways for breakfast.

His Japanese ancestry kept him, as it did others of Japanese descent, out of the war until 1943 when the Army established a special combat unit of Japanese-Americans living in Hawaii. The 18-year-old Inouye enlisted. The 442d regiment won more decorations than any other unit of comparable size in World War II. By the time Inouye came home, he had received, among other medals and citations, a Distinguished Service Cross, the nation's second highest combat decoration, a Bronze Star, and a Purple Heart with cluster.

But Inouye also came home missing a right arm, lost in Italy to a German rifle grenade. The young lieutenant had already taken a bullet in the abdomen when his arm was lost. And it would take a bullet in his right leg to put him out of action, but not until he had managed to throw one more grenade which, according to his book "Jour-

ney to Washington," was "still clenched in a fist that suddenly didn't belong to me any more."

In many ways, Inouye says, the war "was a matter of honor." Such was the message imparted by his father: "Whatever you do, do not dishonor your family or your country. Keep in mind that your country has been good to you, and you owe a debt to your country, and if the repayment of such debt means giving your life, so be it."

Inouye is fiercely loyal. He alone stood by former New Jersey Senator Harrison Williams, who in 1981 was threatened with censure for taking bribes in the Abscam scandal. Broadcasters can expect the subcommittee chairman to be a tough opponent in their fight to keep the fairness doctrine from becoming law. "I am certain the broadcasters I know won't need the fairness doctrine. They would on their own provide time for opposing views," he says. But "it's like anything else—there are others who wouldn't [feel] compelled" to comply.

And Inouye sees the fairness doctrine as a necessity. "You can have the most eloquent members of Congress crying out to the people of the United States that [something] is wrong. But if the media doesn't cover you, that message never gets across."

"I learned a long time ago that although journalism is supposed to be objective, as long as journalists are people, the reporting is bound to have some reflection of the individual. That's to be expected and understood. That is why we are so keen about the fairness doctrine."

How does Inouye view other electronic media, such as cable television? "I think it's good, it's given us an alternative." Inouye thinks "maybe it [cable] has done too well." At least, he said, from the standpoint of the broadcasters.

Inouye does not hold with the monopoly charge leveled at cable. "I don't see how the movie industry can point a finger of monopoly at cable. You have more small businesses among cable than you do in Hollywood. Jack Valenti [president of the Motion Picture Association of America] and I are old friends. I suppose he has to use certain words."

Inouye characterizes the debate over development of the backyard satellite dish industry as a populist issue. He hopes to see a compromise between the cable and dish industries so that the "legitimate valid rights of cable people will not be placed in undue jeopardy while at the same time recognizing the political realities of the day."

The rigors of politics often have a downside. To Inouye, it is the loss of privacy. "We don't just live in a fish bowl. It's a fish bowl with magnified glass. So you can see everything, each individual scale on your body."

But Capitol Hill also has its powerful vantage. When asked what broadcasters could expect from his chairmanship, Inouye's reply: "I'll be watching."

Broadcasters continue to worry about various revenue-raising options Senate Commerce Committee Chairman Ernest Hollings (D-S.C.) is said to be eyeing. Among proposals: permitting FCC to auction nonbroadcast spectrum, a spectrum fee or license transfer fee and across-board increase in FCC's cost-of-regulation fees (BROADCASTING, Sept. 7). Committee has been instructed to find additional \$600 million in savings for fiscal 1988-89. Hollings has not indicated which direction he'll take and there is still some question whether committee will act on request. NAB, however, fears Hollings may insist on auction of broadcast spectrum or spectrum fees unless broadcasters change stand on fairness doctrine.

Word on street last week was that **consortium** of major MSO's was forming **to make bid for Storer cable properties.** Tele-Communications Inc., American Television & Communications and Comcast, all parties in Group W consortium purchase, were said to be involved along with possibility that Bass Brothers would be involved. Other companies mentioned as interested in Storer were Cooke Cablevision and Cox.

Florida legislature now in third week of special session **appears headed for decision on fate of controversial 5% tax on advertising** and other services. Senate on Wednesday voted 22-16 to repeal tax and make up for revenue loss by increasing sales tax from 5% to 6%. But House on Thursday voted, 72-45, to retain tax, and to have voters make final decision by putting question on ballot in March in binding referendum. As result, conference committee of two houses will meet this week to resolve differences and write compromise bill. Indications are that committee will propose modifying, not repealing, service tax, with advertising and some other services exempted. Sentiment for that kind of compromise is said to be evident in Senate. And broadcasters in state are optimistic that kind of compromise will emerge from conference committee. However, House Speaker John Mills, Gainesville Democrat, favors retention of restricted form of ad tax, one that would apply to in-state production of ads and commercials but not to media buys. Governor Bob Martinez, who had originally backed service tax then went through various permutations on issue as voters' oppo-

CBS offer. Talks have ended between the technical union, the International Brotherhood of Electrical Workers, and CBS. Negotiations continued past midnight Wednesday night when the contract between them expired. At about 3 a.m. Thursday, CBS made a final offer to the union. The offer will now be considered by the union membership, with a decision to follow whether to accept it, seek to renew negotiations or give union officials strike authority. The proposal affects about 1,500 IBEW members at CBS-owned stations in seven cities.

CBS released a statement Thursday morning saying it felt the "offer is a fair one" and that that company was "hopeful it will be accepted by the union and its membership. We have always had a good working relationship with our union employes and expect to continue that relationship."

According to IBEW, the CBS proposal is for a three-year contract providing for a 3% cash bonus upon ratification and 3% increases in wages in second and third years. This compares to increases of about 7%, 6.5% and 6.2% in three years of the old contract. The offer also allowed for some layoffs of union members with seniority, unlimited use of daily hires and expanded use of temporary and freelance workers.

Before negotiations began at the Point hotel in Phoenix on Aug. 31, IBEW sent a memo to its membership describing CBS's first offer as "monstrous proposals," and that the offer of GE to NABET which resulted in the present NBC strike "can't compare in its devastations to these proposals."

Meanwhile, at NBC, where 2,800 technicians and other workers have been on strike since June 29, federal mediators ordered the parties back to the table in Washington this Wednesday, Oct. 7, at 1:30 p.m.

Rep opportunity. What may be the last major piece of business open in the television rep world could pass before the eyes of a number of hungry rep-firms.

Meetings are scheduled this week at CBS to decide the future of the national spot representation of its four television stations. According to a source, one scenario now has CBS likely to keep sales for its stations with CBS Spot Sales instead of assigning the business to an outside rep firm. National spot billings at the stations are worth approximately \$125 million.

Eric Ober, president of the division, said that general sales managers at the stations are in favor of keeping the business in-house. Ober said that the decision will be based on input from executives at the stations and in the division, however.

There are at least three options available to the stations: to keep the business in-house, to contract it out, or to partner with a group that represents itself in-house (such as Group W or Storer). Such a scenario would allow CBS to expand its coverage of the country for sales with additional offices. Leading candidates among the outside rep firms have been HRP, MMT and Blair.

sition was made clear in number of polls, now backs repeal. But he would call for only half-cent increase in sales tax. If service tax were repealed at end of year, as called for in Senate bill, and no new revenue source was provided, state would lose estimated \$500 million by next June 30. Martinez has said that half-cent sales tax increase would require cut of \$250 million in budget. Broadcasters are saying tax is costing them money. Robert Sutton, president of WXFL(TV) Tampa-St. Petersburg, says radio and television stations in that market, now largest in state, stand to lose \$20 million to \$25 million in advertising revenue under present service tax.

Cable Americal began overbuild in Sacramento county, Calif., last week, breaking ground in several-hundred-home area in North Highland where Scripps Howard has also laid cable. Section of county is contiguous to Americal's cable system serving McClellan Air Force Base. Cable Americal and Pac West have both applied for five-year license agreements under city and county ordinance that was outgrowth of major First Amendment court case. Under terms of that license, operators have to meet most of original franchise requirements that Scripps Howard is operating under except for community access grant and universal service requirements. Companies applying for five-year license have to completely wire only those sections of city and county for which they apply. Americal has applied for only North Highland; Pac-West for approximately 10% of entire area. Sacramento cable official said. To date, only Americal has received final approval to begin construction.

Apollo Partners, company put together by former Viacom executives Terrence Elkes, George Castell and Kenneth Gorman, has signed agreement to buy IDC Services for \$62.4 million. Apollo will buy 3.9 million shares of IDC for \$16 per share, with Equitable Capital joining Apollo in financing deal. IDC provides payroll, financial and administration services along with market research services to advertising and entertainment industries. Elkes said Apollo is "looking very hard at companies related to our businesses that can really grow" and don't carry high multiples. He said Apollo is looking at transactions in \$25-million-to-\$300-million range. Elkes, when asked what was better buy today, radio, TV or cable system, said "all things being equal, radio."

Despite FCC's repeal of fairness doctrine in case involving airing of public-affairs spot by Meredith's WTVH(TV) Syracuse, N.Y., last August, **FCC Chairman Dennis Patrick** said in Sept. 22 letter to **House Energy and Commerce Committee Chairman John Dingell,** FCC will "continue to accept, investigate and act upon complaints on matters that do not clearly fall within the scope of the Meredith

Appeal for liberty. Key media organizations united last week to defend repeal of the fairness doctrine. In a letter sent to all members of the Senate and House, the National Association of Broadcasters and 10 others representing both print and broadcast media urged Congress to resist efforts to codify the doctrine. Joining NAB: American Newspaper Publishers Association; American Society of Newspaper Editors; American Women in Radio and Television; Freedom of Expression Foundation; Magazine Publishers Association; Sigma Delta Chi; Women in Communications; National Broadcast Editorial Association; Radio-Television News Directors Association and Reporters Committee for Freedom of the Press. NAB originally sought the support of at least 14 media groups ("Closed Circuit," Aug. 31). Among those not signing the letter was the Association of Independent Television Stations, which has preferred to stay out of the fairness fight. The Broadcast Education Association, whose membership is divided on the issue, also opted not to sign. The National Association of Public Television Stations said public television, "is not taking a position that the fairness doctrine needs to be eliminated." The National Newspaper Association was not available for comment.

"Print and broadcast journalists strive for fairness every day," said the letter. "But for almost 40 years broadcasters, unlike their print colleagues, were forced to undertake this responsibility with the federal government looking over their shoulders." The letter stressed that abolishing the doctrine does not "affect statutory requirements for equal time, 'lowest unit charge' for all qualified candidates or 'reasonable access' for federal candidates."

decision, including personal attack, political editorializing, Zapple and ballot issues cases." However, if broadcasters cite Meredith in defending themselves from such complaints, Patrick said, FCC would have "to decide the precedential applicability of the Meredith decision...." In addition, he said, FCC is reviewing impact of Meredith on personal attack and political editorializing rules in response to petition from several broadcasting and journalism organizations.

Broadcasters are asking FCC for clarification of its must-carry rules as they apply to cable programming packages offered by cable systems to hotel, motel or other multiunit subscribers. NAB, INTV and National Association of Public Television Stations want to insure local must-carry signals are included in those packages. In letter to Mass Media Bureau Chief Alex Felker, broadcasters complain that local independents and public stations (which qualify for must-carry status) are often not part of service offered in hotels.

Action for Children's Television is seizing on latest court decision on children's programming (see page 36) as vehicle for attempting to outlaw what it considers "program-length" commercials. ACT President Peggy Charren says organization will petition FCC to declare such programs broadcast to children violation of public interest. She said ACT will cite decision of U.S. Court of Appeals in Washington upholding sponsorship-identification complaint that National Association for Better Broadcasting had filed against KCOP-TV Los Angeles in connection with its broadcast of *He-Man and the Masters of the Universe* series. It was based on fantasy figures created and manufactured by Mattel Inc., and was produced by Mattel and Group W Productions. Charren also said ACT would cite court decision in June remanding to commission case involving elimination of commercial time limits in children's programming (BROADCASTING, June 29).

NAB executive committee, meeting in Ottawa last week, approved plan to establish Broadcast Technology Center. Primary purpose of center, which was announced last month by NAB President Eddie Fritts during Association of Maximum Service Telecasters confer-

ence, is to develop high-definition television technology (BROADCASTING, Sept. 28). Executive committee also decided that NAB would file request for proceeding at FCC for adoption of 10 khz bandwidth limit and maximum preemphasis aspects of NRSC AM radio standards as commission rules.

FCC reauthorization bill (H.R.2961) for fiscal 1988-89 could come up for vote on House floor this week. However, action on measure could be stymied due to controversy over draft of committee report on bill said to contain harsh criticism of FCC's repeal of fairness doctrine. Some Commerce members want language struck from report or dissenting views included.

Quake coverage. When an earthquake measuring 6.1 shook up Los Angeles and much of California and Nevada at 7:42 a.m. Pacific Daylight Time last Thursday (Oct. 1), ABC, NBC, CBS, CNN, along with local television and radio stations, aired extensive live coverage. Three Los Angeles network affiliates went to wall-to-wall coverage within two to three minutes, and stayed with it for several hours, later switching to regular updates and expanded afternoon news coverage. The market's four VHF independents opted for lengthy updates. And independent KTLA-TV fed live footage to independent stations via Independent Network News's INDX and Tribnet cooperative news services. All the TV stations had to switch to alternate sources of power about 90 minutes after the first shock because of power outages at transmitter sites.

Most networks and local TV stations showed on-air talent caught in the aftershocks, including KNBC-TV reporter Kent Shocknek, and weatherman Christopher Nance, who ducked for cover under the news set while in the midst of a live report. A KCOP(TV) news crew was taping an interview when the initial shock hit, with its camera capturing the rattling of windows, fire trucks rushing to a damaged school and the responses of startled interview subjects. The market's two all-news radio stations, Westinghouse's KFWB(AM) and CBS's KNX(AM), immediately switched to live coverage, with KFWB dropping all commercials at 7:41 a.m.-3 p.m. KNX stayed on the story continuously until 10 a.m., when it switched to a regularly scheduled hour cooking show, punctuated by lengthy quake updates. It returned to quake news at 11 a.m.

On the national level, CNN provided the first word of the quake one minute after it hit. At 7:55 a.m., CNN went live to its Los Angeles bureau, and by 7:57 a.m. it had the first video of damaged areas. In New York, NBC's Garrick Utley, substituting for Nightly News anchor Tom Brokaw on assignment in China, first appeared at 7:56 a.m. Pacific time with news of the quake. On the West Coast, NBC News pre-empted the Today Show at 8 a.m. Pacific Time with a KNBC feed. The first pictures of damage appeared at 9 a.m., and the network continued with updates throughout the day. CBS anchor Dan Rather first made a short announcement out of New York at 7:57, then broke in again about half an hour later to interview Los Angeles correspondent David Dow. The network's first pictures appeared about an hour later, said Jennifer Siebens, CBS's West Coast bureau chief. Rather continued with occasional updates. ABC's Jed DuVall in Washington interviewed Good Morning America West Coast stand-by correspondent Fred Anderson of KABC-TV at 8:01 a.m. ABC World News Tonight anchor Peter Jennings appeared about 25 minutes later, speaking with GMA's West Coast correspondent Judd Rose. ABC News stationed a coordinator at KABC-TV to avoid duplicated coverage, said David Glodt, chief of Western bureaus.

Los Angeles-based Broadcast News Services also provided taped and live satellite feeds to INN, the MacNeil/Lehrer News-Hour, Group W stations and WRGB(TV) Schenectady, N.Y.

Editorials

Sauce for the goose

FCC Chairman Dennis Patrick, who set the stage for the decline and fall of the fairness doctrine two months ago, went an extra mile last week to elucidate that policy and its consequences. Addressing the International Radio and Television Society in New York, he endeared himself still further to lovers of the First Amendment by declaring (a) that the message, not the medium, is the message, and (b) that the message must be free.

Our agreement with his text will be no surprise, so we will not dwell on it. But the chairman sounded another chord last week that's worthy of attention by our colleagues in the Fourth Estate. As the technologies continue to merge, the jeopardy that historically has haunted the electronic media casts a longer and longer shadow over the print media as well. As Patrick put it:

"Who can question that ours has become an information-based economy? What we do, more and more, is produce, process and transmit information—and, increasingly, we perform these tasks through electronic means. Already a wide variety of different types of information are produced, stored and retrieved electronically. Often they are never printed on paper, or they're printed almost as an afterthought or a convenience. . . . When newspapers are no longer printed on paper, will they be any less newspapers?"

There can be no more important consideration for the proprietors of the printed press. The First Amendment to which they have grown accustomed is at risk everywhere these days. If, ultimately, the fairness doctrine becomes the law of the land for radio and television, it would be only a matter of time before it was extended to the electronic press. That might be fair, but first it would be tragic.

The media, ultimately, are all in the same boat—and you can't keep just one end afloat.

Try, try again

The D.C. circuit of the U.S. Court of Appeals has won few popularity contests in these parts lately. But the responsibility for a decision of a panel of that court last week to reverse the FCC's dismissal of a complaint against Los Angeles independent KCOP-TV can be laid squarely at the feet of the commission, whose order missed the mark and left the court with ample opportunity to throw it back with instructions for the FCC to tell 'em what it should have told 'em.

The original complaint to the FCC, by a group calling itself the National Association for Better Broadcasting (better for whom?), was prompted by KCOP-TV's airing of the cartoon, *He-Man and the Masters of the Universe*, based on a line of toys manufactured by Mattel. The NABB claimed that the acquisition of the program from co-producers Mattel and Group W through a straight barter arrangement—each episode provided in exchange for two minutes of commercial time on the station—violated Section 317 of the Communications Act because it represented only a "token payment" given the "significant expense" incurred by Mattel and Group W in producing the show, and accordingly should bear a sponsorship identification, as it did not.

Had the FCC chosen to address the "token payment" contention specifically in dismissing the complaint, it could have pointed out in defense of that decision, as the station asserted in defending the absence of the ID, that barter is a widespread and increasingly popular form of compensation for producers, and that those two minutes of commercial time were far from token compensation—in fact, KCOP-TV reported that the aggregate annual value of those two minutes had increased from \$300,000 to

\$400,000 between the time the agreement was signed and the NABB complaint filed. The commission might have further explained that programs not based on products, and thus whose producers' motives are not constantly scrutinized, are also bartered, with two minutes a standard compensation (Are those producers likewise giving their programming away? Highly unlikely.) The commission might even have noted that while compensation from one station did not offset the entire \$14-million production cost, similar amounts multiplied by the 135-station initial sales of the series would more than cover the production cost, with enough left over to please the most assiduous bottom-line tender (and that in only its first of probably many syndication cycles).

Had the FCC cited those facts in its dismissal, and refuted the "token" payment claim on solid ground, the court would have had trouble reaching its decision.

Instead, the FCC lumped KCOP-TV's complaint with several complaints by Action for Children's Television against various licensees for shows it considered program-length commercials. The commission then dismissed them all by saying that it didn't want to restrict programs "merely because products are depicted therein." Nothing wrong with that sentiment, except that the KCOP-TV case was based on a specific complaint about what triggers sponsorship ID requirements and thus suffered by the FCC's failure to address the specific complaint in its ruling. Because the applicable Section 317 applies to "all matter broadcast," the degree to which a program was or was not associated with a product was effectively irrelevant.

Realizing its mistake, the FCC tried to correct it before the Appeals Court, but it was too little, too late. The *ex post facto* effort was, as the court put it, "doomed because these reasons were not elements of the commission's decision." Conceding that the FCC had produced—at the 11th hour—alternate grounds for its action in the KCOP-TV case, the court—almost reluctantly—pointed out: "As the Supreme Court has instructed, when a policy decision yet unmade is necessary to support an agency's disposition, 'a judicial judgment cannot be made to do service for an administrative judgment.'" The court was saying it was not empowered to do the FCC's work for it.

That said, the court gave the FCC a chance to play catch-up. "Given the prevalence of barter arrangements for children's programs," the court said, it remanded the decision with instructions "to devise a workable and legally supportable standard by which it may be ascertained whether such arrangements are so balanced in benefits to program producers and broadcasters, respectively, as to involve exchanges immunized from the requirement of sponsorship identification."

Perhaps the FCC will tidy up its legal work after this trip to the woodshed.



Drawn for BROADCASTING by Jack Schmidt
 "How does Al Swift expect us to get credit for 'meritorious programming' if we have to broadcast political campaigns?"

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United Press International also thanks the distinguished panel of judges from the broadcast industry who made the national selections.

Reporting Individual Achievement

WCBS-TV New York, NY, Division I WTKI-FM, Milwaukee, WI, Division I
KCCI-TV, Des Moines, IA, Division II WLAP-AM FM, Lexington, KY, Division II

Spot News Reporting

KOIN-TV, Portland, OR, Division I WGSJ-AM, Atlanta, GA, Division I
WTVH-TV, Syracuse, NY, Division II WING-AM, Dayton, OH, Division II

Newscast

WDIV-TV, Detroit, MI, Division I KFYI-AM, Phoenix, AZ, Division I
KVUE-TV, Austin, TX, Division II WOMC-FM, Detroit, MI, Division II

Investigative Documentary

KIRO-TV Seattle, WA, Division I KFYI-AM, Phoenix, AZ, Division I
WBRZ-TV, Baton Rouge, LA, Division II WLAP-AM FM, Lexington, KY, Division II

Sports Reporting

WCVB-TV, Boston, MA, Division I KIAH-AM, Phoenix, AZ, Division I
WIS-TV, Columbia, SC, Division II WRFC-AM, Athens, GA, Division II

Feature

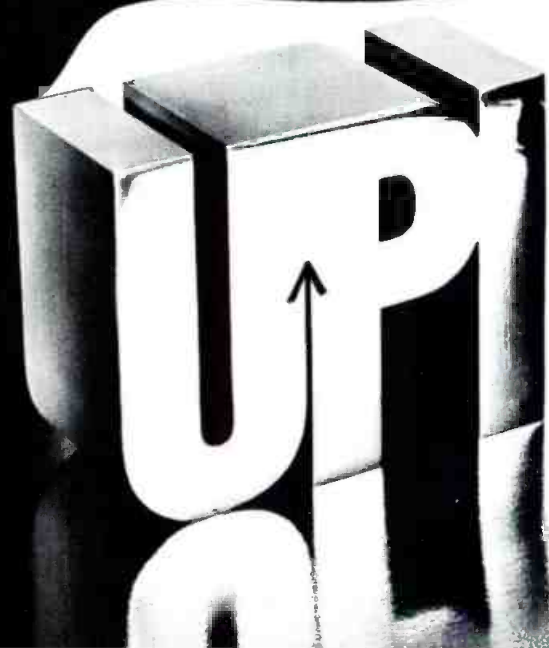
KRON-TV, San Francisco, CA, Division I KCBS-AM, San Francisco, CA, Division I
WIBW-TV, Topeka, KS, Division II WBAI-FM, New York, NY, Division II

Spot News Videography

WCVB-TV, Boston, MA, Division I WIVH-TV, Syracuse, NY, Division II

Sports Videography

KARE-TV, Minneapolis, MN, Division I KARK-TV, Little Rock, AR, Division II



IN BOSTON, OCTOBER 1987.

The Unanimous Declaration of Independents
of the New England States



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We hold these truths to be self evident. That all viewers are not created equal. That they are endowed with the unalienable right to pursue, at liberty, the happiness of alternative programming.

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WSBK... and made us BOSTON'S #1*
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The Boston Bruins



Diane Chambers

Sam Malone

Barney Miller

Hawkeye Pierce

George Jefferson

Alex P. Keaton

Scrooge McDuck

Dick Van Dyke

Alfred Hitchcock

The Boston Red Sox