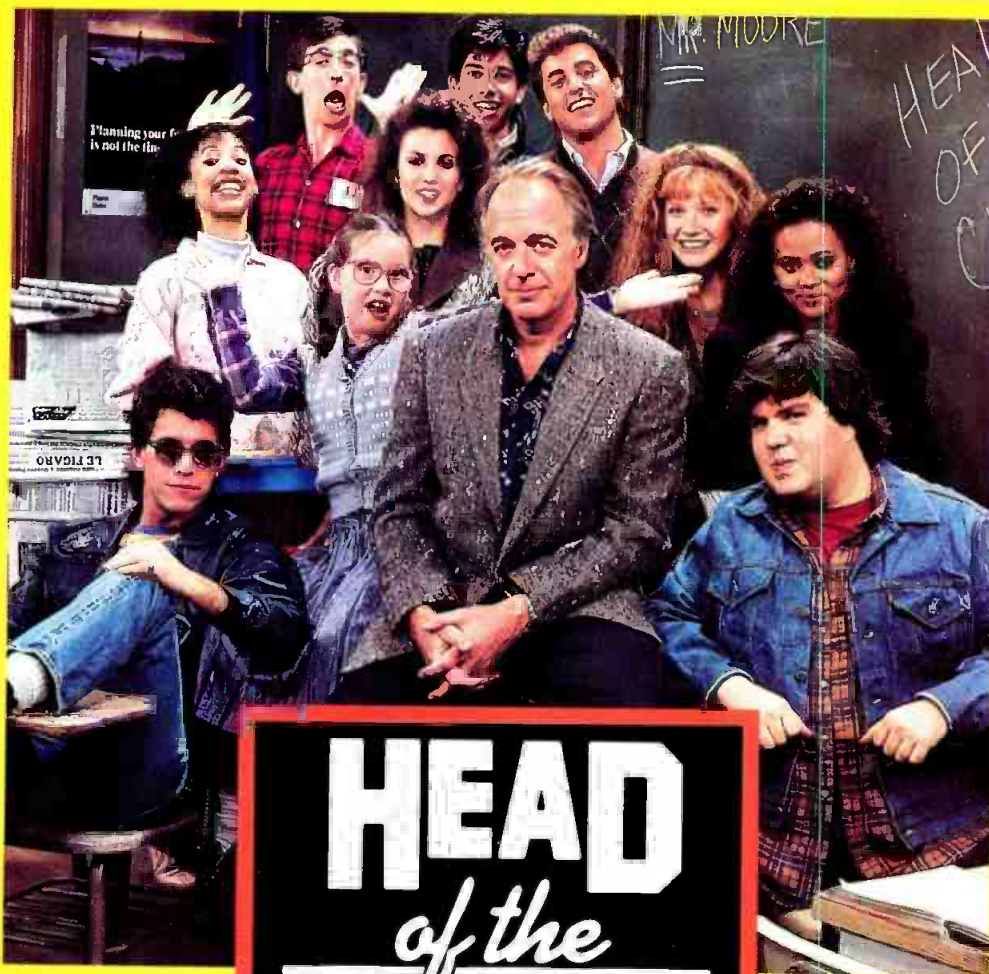


The Fifth Estate

RADIO TELEVISION CABLE SATELLITE

# Broadcasting Mar 7



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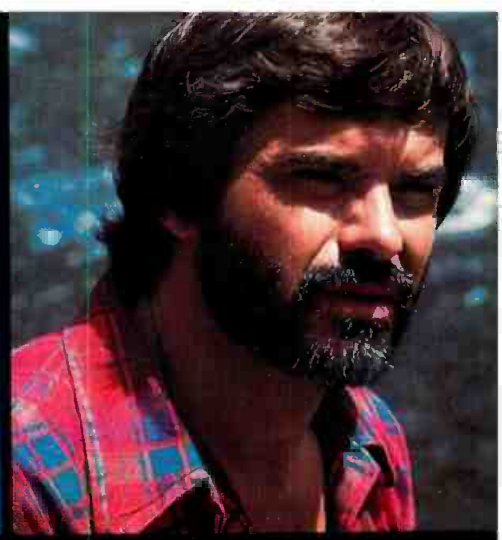


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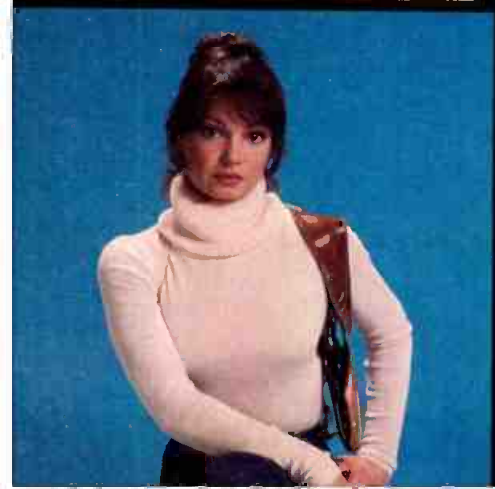
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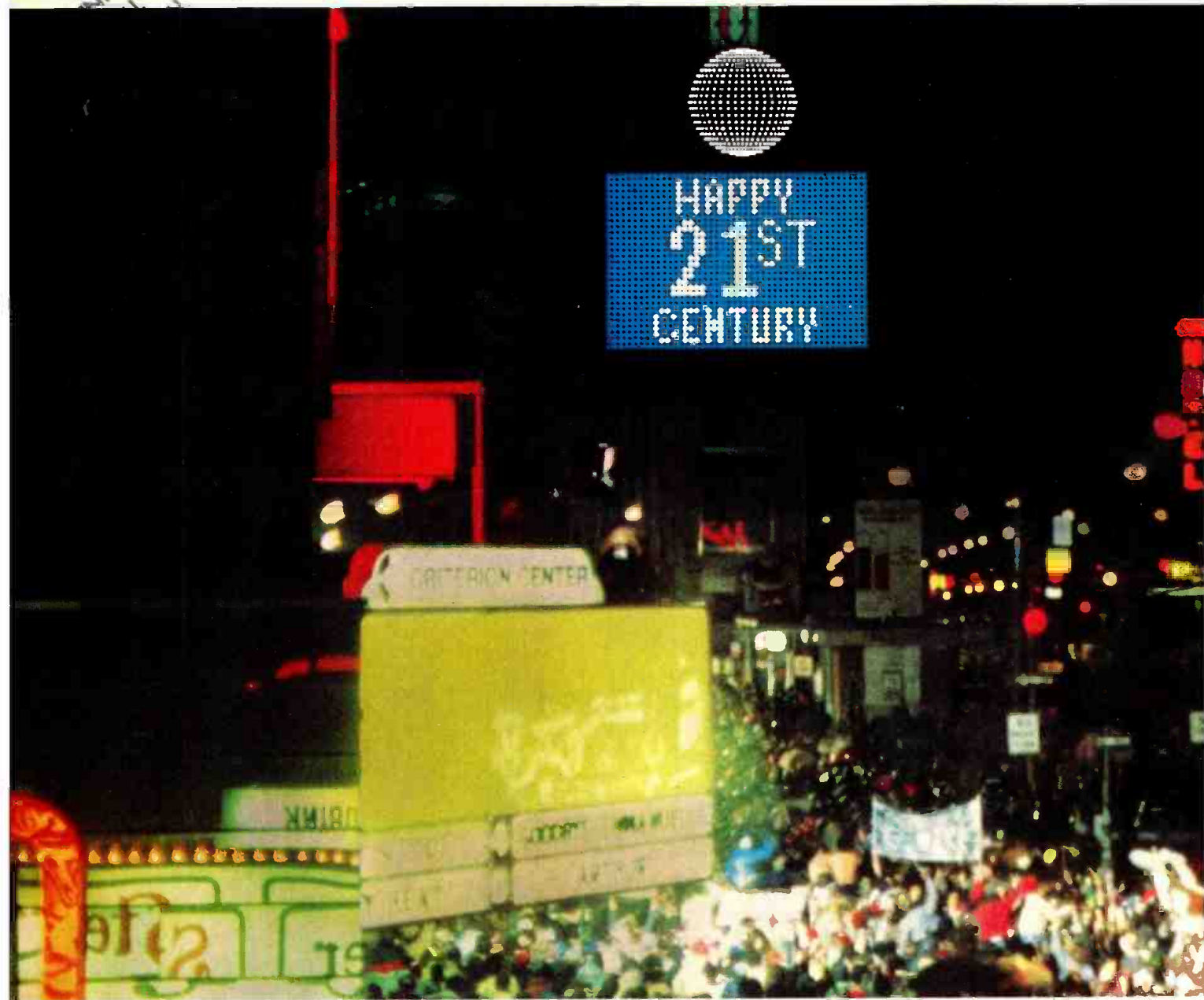
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Americom currently has four cable birds in the sky. The flagships of our fleet, Satcom III-R and IV, are now fully booked. (No wonder. They reach about 40 million subscribers.) But as programmers move to our new Ku-band birds, transponders on III-R may become available. And customers on our other C-band satellites will be at the top of the waiting list.

Space is also available on our C-band Satcoms I-R and II-R. (But maybe not for long: Both are half sold out.) They round out a delivery system that includes the industry's best-watched birds. This year over 15,000 cable headend dishes will be aimed at our satellites.

The satellites we have in the sky are only half the story. We can also build new satellites to satisfy your transponder requirements.

We've made a bigger investment in the future of the cable business than any other satellite company. And we're taking steps to help reduce the investment you have to make. New programmers can take advantage of our "grow-with" rates that



allow them to pay less now and more later. And we're offering discounts on satellite "end-of-life" contracts for programmers who want to control their own destinies.

And now that we're a part of GE there's even more reason to believe we'll continue as a strong contender in the cable business.

Now that you know our plans, you might be wondering what other satellite carriers have up their sleeves. So far, they're not committing much. And there's probably a good reason why.

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starts to play, this old acquaintance *won't* be forgot.

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*GE American Communications*



# Broadcasting **Mar 7**

**Olympics bring ABC February sweeps win...page 29.**

**ABC-E, Mutual on top in fall RADAR report...page 32.**

**Baseball rights hit \$366 million...page 54.**

**UP IN THE AIR** □ With expiration of TV rights contracts in 1990, Major League Baseball rights will be available to any and all. Whatever deal prevails will determine well into next decade where fans tune for America's national pastime. **PAGE 27.**

**SOUTHERN EXPOSURE** □ CBS and NBC cut back planned coverage of Super Tuesday; ABC still sees potential for super story. **PAGE 30.**

**TNT** □ Turner Broadcasting Chairman Ted Turner says "substantial progress" has been made on gaining support for launch of proposed Turner Network Television. **PAGE 31.**

**DINGELL REPORT** □ View from House Commerce Committee Chairman John Dingell indicates broadcast industry faces uphill climb in Congress. **PAGE 33.**

**SLOW SHOW** □ Although there was plenty to be had, neither large- nor small-market stations reported needing much in way of new product at this season's NATPE. Review of marketplace by syndicators proved mixed. Wrapup of convention activity begins on **PAGE 40.**

**DIAMOND PRICES** □ Estimated local and national television, radio and cable rights figures for upcoming baseball season approach \$370 million.

BROADCASTING's network and team-by-team breakdown begins on **PAGE 54.**

**RENEWAL REFORM** □ FCC Chairman Dennis Patrick says it may be time to revamp license renewal process. **PAGE 75.**

**FCC AND THE COURTS** □ Fowler/Patrick commission is not first to have suffered string of setbacks in court. However, over past two-and-half years, FCC has gone through rough patch on litigation front. **PAGE 78.**

**LARGEST GETTING LARGER** □ Cable MSO, Tele-Communications Inc., has revenue of \$1.7 billion in 1987, reporting nearly 8.4 million basis subscribers for total operations. **PAGE 81.**

**MUSIC ENSEMBLE** □ "Music of Your Life" creator, producer and distributor, Al Ham Productions, joins with radio program consultancy, Fairwest, to form "programming consortium." New full-time music format to be offered. **PAGE 72.**

**THE MII MOUSETRAP** □ Stan Basara, Panasonic Broadcast Systems' president and CEO, has held jobs in engineering, manufacturing and management. Now his goal is to sell the industry on MII half-inch videotape format. **PAGE 111.**

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## Not child's play

Broadcasters are trying to figure way to head off Congress on children's television legislation. Industry lobbyists held two strategy sessions last week at National Association of Broadcasters headquarters in Washington. And NAB President Eddie Fritts met with House Telecommunications Subcommittee Chairman Ed Markey (D-Mass.), who is key sponsor of bill that would reimpose limits on commercials during children's shows and require broadcasters to carry at least seven hours per week of "educational and informational" programming.

Broadcasters are not anxious to have major battle with Congress and are exploring possibility of settling matter without legislation. Industry leaders may even ask FCC to head off Congress by restoring commission's advertising guidelines abolished in 1984. Other help may be on way from Representative Tom Tauke (R-Iowa) who may offer bill to eliminate antitrust restrictions and let industry arrive at code to govern children's advertising.

## Short rations

Reception that will replace traditional gourmet dinner Broadcast Music Inc. has given for quarter-century during National Association of Broadcasters' conventions ("Closed Circuit," Jan. 25) has now been scheduled at Caesar's Palace in Las Vegas from 6 to 8 p.m. April 11. Aprons that are hallmark of that event—bearing name of each guest and number of years he or she had attended—will still be used.

## HDTV report on track

Members of planning subcommittee of FCC's Advanced Television Systems (ATS) Advisory Committee contacted by BROADCASTING last week predicted limited report on broadcaster spectrum needs for high-definition television can be prepared by May 17 deadline set by commission. Richard Wiley, chairman of ATS committee, said decision on whether to ask FCC for extension of deadline should be made before meetings this week of planning subcommittee (Wednesday) and ATS steering committee (Thursday).

Dale Hatfield, chairman of planning subcommittee's key working group on spectrum utilization and alternatives, said that some issues, such as how much interference between advanced TV stations would be tolerable, are too controversial to be resolved now. Goal of his group for first report is to present set of parametric curves to show how many stations could be allocated under different

high-definition technologies, Hatfield said. Only present obstacle to that goal, he said, is lack of access to FCC computer due to security concerns raised by commission. Group will use other facilities for computer tests.

## Clements ascendant

Jack Clements, president of Mutual Broadcasting, will shortly become executive vice president of network operations for Westwood One, overseeing day-to-day operations of Mutual and NBC Radio Networks, both Westwood subsidiaries. All division heads for NBC networks will report to Clements, said Norm Pattiz, Westwood One chairman. Until now, general managers and division heads at NBC networks reported to Bill Battison, Westwood president and chief financial officer.

## Status quo

Contrary to speculation, Preston Tisch is not expected to be recommended for CBS board seat at board meeting this Wednesday, March 9, according to high-level CBS source. Tisch is brother of CBS Chief Executive Larry Tisch, and together through Loews Corp. they own 24.9% of CBS. But CBS board nominating committee, expected to make recommendations this week in preparation for May annual stockholders meeting, is apparently seeking measure of "stability" on body by keeping current board lineup intact.

## Bigger take

Copyright payments cable operators will pay in post-Cablevision copyright case era may be higher than previously estimated. Copyright Office official said that with over 90% of second-half 1987 payments recorded (they were due Feb. 29), cable industry paid \$76.7 million in copyright fees. That would put full-year figure close to \$160 million. In addition, office has collected about half of what it says cable industry owes for three six-month accounting periods, running from Jan. 1, 1986, to June 30, 1987. Operators had option of calculating gross receipts using Copyright Office's or their own method while Cablevision case was in litigation. About half took that course and paid, in aggregate, \$30 million, \$28.8 million and \$32 million for those respective periods.

Now that appeals court has ruled in case (BROADCASTING, Jan. 11), Copyright Office will begin informing cable operators, in letters staggered over next three months, of any further liabilities for those three accounting periods. Payments would be

due 90 days after operator receives letter, which will mean, for some, successive copyright payments for three months running into mid-to-late summer, in addition to payments for first half of 1988, due at end of August. When deregulation took effect Jan. 1, 1987, industry raised basic rates and combined tiers, which served to create higher base on which to figure copyright payments. Based on second-half 1987 figures, payments for first half of year will likely double from \$32 million already paid.

## Airborne money raiser

Senator Al Gore's campaign for Democratic presidential nomination is getting boost from home satellite dish (TVRO) industry. Gore is TVRO champion in Senate and has been pushing legislation that would regulate home satellite business. Coalition of TVRO industry leaders including Brown & Finn, law firm representing K-SAT Army (organization of dish owners and dealers), executives of Satellite Broadcasting Communication Association, and top dish dealers and distributors are sponsoring April 10 fund raiser for Gore. Senator will appear on satellite uplink and participating dish owners will be asked to "pass the hat."

## Sports sprouting

Three more Rainbow Programming Enterprises regional cable sports services will be operational next year, according to Roy Liemer, director of business development, Floral Park, N.Y.-based Rainbow Network Communications. Success with five existing regional services—Prism in Philadelphia and SportsChannels in New York, Chicago and New England and, most recently, Florida—in gaining rights to regional National Basketball Association, National Hockey League and Major League Baseball games apparently warrants expansion of network—possibly into eight of 26 baseball markets not carried on cable this coming season.

## Last act

Richard Beard, who is National Telecommunications and Information Administration's associate administrator for international affairs, is moving over to State Department. He is to be deputy assistant secretary of state for international communications and information policy, replacing Tom Ramsey, who has left for private law practice. Beard was chosen by Ambassador Diana Lady Dougan, who next week will leave her post as assistant secretary for international communications and information policy.



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# Where Things Stand

## A weekly status report on major issues in the Fifth Estate

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

■ **AM-FM allocations.** FCC initiated inquiry on extension of domestic AM band by 10 channels from 1605 khz to 1705 khz with target for implementation July 1, 1990. Commission proposed that some new channels could be reserved for national AM radio services.

Commission released rulemaking authorizing FM stations to use directional antennas to permit allocation of stations in what would currently be short-spaced positions. In response to inquiry last August, NAB opposed proposal, saying 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. However, in releasing rulemaking, commission said it had no plans to change table of FM allotments.

FCC amended its rules last November to allow approximately 800 AM stations on regional channels and 940 khz and 1540 khz to

operate at night with 500 watts. Earlier, commission had authorized 21 of 41 AM's on foreign clear channel 1540 khz to operate at night. Actions are part of series of steps commission is taking to allow nighttime service near lowest post-sunset power for 1,600-1,800 of country's 1,900 daytime-only AM stations. According to commission, further actions will be taken to clear several hundred more AM's to operate at night.

In July, National Association of Broadcasters filed comments at FCC supporting authorizations, but saying FCC should authorize new nighttime service on interim basis until comprehensive review of AM interference standards in separate proceeding is completed. Others said FCC should defer action until review is completed and new interference standards are adopted. Plan has been submitted to FCC by New Jersey Class A FM Broadcasters that would allow class A FM stations to double their power limit from 3 kw to 6 kw. NAB board of directors adopted plan to allow about 60% of class As to double power. However, NAB decided not to submit its plan to FCC immediately. It instead created committee to study alternative proposals, in-

cluding New Jersey group's. NAB board has called for freeze on additional AM allocations, except for cases where relief from interference from foreign stations, especially Cuban, is necessary.

□

■ **AM Stereo.** On Jan. 14, FCC rejected recommendation of National Telecommunications and Information Administration that Motorola's C-Quam AM stereo system's pilot tone be protected from possible interference. At same time, petitions to adopt single AM stereo system and to mandate multisystem radios were also rejected. As part of explanation for their positions, Chairman Dennis Patrick and Commissioner James Quello said that C-Quam is already close to being de facto standard because 100% of receivers in market can receive it and most AM stereo stations transmit it.

Multisystem radios receive signals generated by two incompatible systems battling to be de facto standard—C-Quam and Kahn Communications' single-sideband. NTIA 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 C-Quam system in international marketplace.

In filing with FCC in December, Kahn Communications charged that, in 1985, Motorola improperly blocked Sony from selling multisystem radios by asserting two AM stereo patents. Kahn further alleged that patents in question were improperly obtained by Motorola.

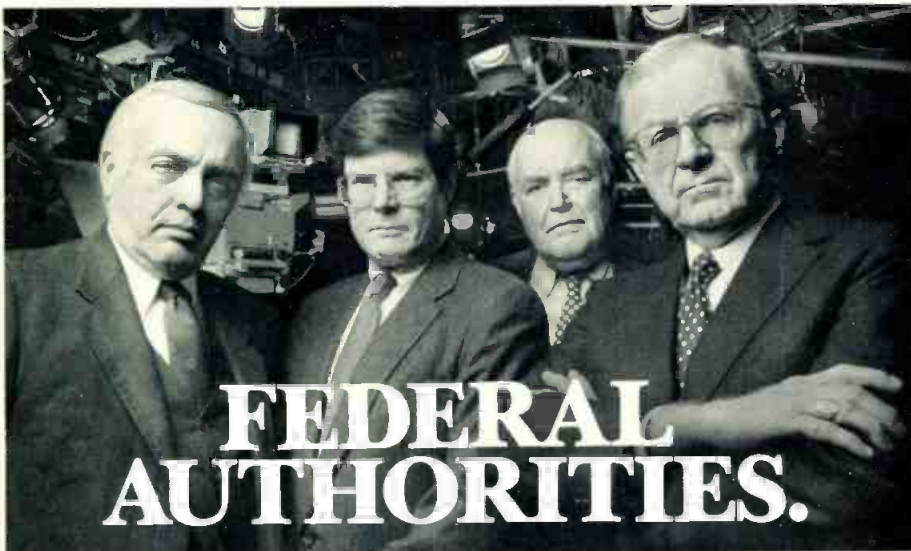
Motorola dismissed Kahn's charges and asserted that standards battle is over and that new integrated circuits in radios to be released this year will solidify C-Quam and stereo in general in AM marketplace.

□

■ **Antitrafficking.** Broadcasters last year succeeded in beating back congressional efforts to crack down on perceived trafficking in broadcast licenses. Industry gained enough support to sink Senate Commerce Committee Chairman Ernest Hollings's (D-S.C.) proposal to impose 4% transfer fee on broadcast licenses transferred within three years of last sale (BROADCASTING, Dec. 14, 1987). Congressional interest in reinstating FCC's antitrafficking rule has been building, with other legislation offered earlier last year in House and Senate that would resurrect rules requiring broadcast stations to be owned three years before sale.

□

■ **Cable regulation.** National Cable Television Association is trying to maintain status quo in cable regulation, much of which is based on



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**OTARI**

Cable Communications Policy Act of 1984 and Copyright Act of 1976.

But motion picture industry and independent broadcasters, concerned that cable industry has become too big too fast, have been agitating for stricter regulation of cable until there is more competition, within or without cable industry, in delivering cable programming to homes.

Opposing efforts of industries has generated much heated rhetoric in Washington, especially between cable and motion picture industry. Top cable and Hollywood executives got together in New York several weeks ago to try to resolve differences. On Capitol Hill, hearings on cable are expected in House and Senate.

Senator Howard Metzenbaum (D-Ohio), chairman of Senate antitrust subcommittee (BROADCASTING, Feb. 1), said he would hold two hearings on cable, but canceled first that had been scheduled for this week in Cincinnati. Other hearing is tentatively set for March 17 in Washington.

In House, Telecommunications Subcommittee has pushed back hearing tentatively scheduled for March 16 until March 30. Subcommittee plans series of oversight hearings on status of cable industry three years after passage of Cable Act. Subcommittee postponed earlier hearing scheduled for Oct. 29, 1987, as result of Wall Street slide and to take time for private briefings on matter. Also on Hill, Child Protection and Obscenity Enforcement Act of 1988 has been introduced (BROADCASTING, Feb 15) on behalf of White House that would implement recommendations of attorney general's commission on pornography. Bill is identical to legislation Reagan administration submitted to Congress last year (BROADCASTING, Nov. 16, 1987) and would make utterance of obscene language or distribution of obscene matter by cable television or subscription services on television criminal offense punishable by up to two years in prison and fine of up to \$250,000.

As for cable's standing in courts, two federal judges in northern district of California, in decisions issued one week apart in September 1987, ruled that cities' cable franchise provisions requiring cable operators to provide access channels and universal service and to build and maintain state-of-art cable systems are unconstitutional violation of First Amendment rights of cable operators. Supreme Court has refused to review case involving Palo Alto, Calif., letting district court decision stand. FCC has received comments in rulemaking to define more narrowly those television markets where, in accordance with Cable Act, rates of cable systems cannot be regulated because systems are subject to effective competition. FCC opened rulemaking in response to U.S. Court of Appeals, which upheld FCC's basic ruling that effective competition exists where three broadcast signals are available, but it said that definition of available was too broad.

□

■ **Children's television.** Capitol Hill is turning congressional spotlight on children's television. House Telecommunications Subcommittee Chairman Ed Markey (D-Mass.) has put children's bill on fast track (BROADCASTING, Feb. 22). Markey is co-sponsor of measure

that would mandate minimum of seven hours of educational and informational programming per week and limit advertising during children's programs. Hearing had been scheduled March 3 by subcommittee but was rescheduled for March 17. Companion legislation is pending in Senate but no action appears imminent.

In response to U.S. Court of Appeals in Washington and petitions from Action for Children's Television, FCC launched broad inquiry into children's advertising. In its comments, filed last week (Feb. 29), ACT asked FCC to set 9.5-minute-per-hour advertising limit in children's programs and to require two-year period before simultaneous promotion of program-based products. NAB offered 267-station survey showing that advertising time on children's television was currently under proposed 9.5-minute limit. Association of Independent Television Stations said there was no evidence of harm to children from product-related programming and CapCities/ABC said broadcasters should be allowed to make their own decisions about what to broadcast. ACT was supported by National PTA, National Education Association and American Academy of Pediatricians.

INTV is exploring possibility of seeking anti-trust exemption to permit broadcasters to establish voluntary standards for amount of commercial material in children's programs (BROADCASTING, Jan. 11).

U.S. Court of Appeals in Washington set stage for inquiry when it remanded to FCC its 1984 elimination of time limits on children's advertising on ground that FCC had failed to justify action with either facts or analysis.

□

■ **Compulsory license.** FCC is conducting inquiry into cable compulsory license; if views of FCC Chairman Dennis Patrick on subject are any guide, inquiry could lead to recommendation that Congress abolish license. At Association of Independent Television Stations convention in Los Angeles in January, he said world in which cable can refuse to carry independent's signal while at same time enjoying right to carry any signal it pleases is intolerable. Reexamination of license on Capitol Hill could occur in context of broadcasters' efforts to resurrect must-carry requirements there ("Closed Circuit," Dec. 21, 1987). House Telecommunications Subcommittee member John Bryant (D-Tex.) is preparing legislation that would condition compulsory license on whether cable operator is carrying local broadcast signals. At National Association of Broadcasters joint board of directors meeting last month, television board directed staff to investigate all aspects of compulsory license as part of its consideration of issues related to must carry. In comments on license inquiry, cable generally supported retention of license, while program producers opposed it. NAB softened its long-standing opposition, arguing that license should be left alone for time being.

□

■ **Crossownership.** Broadcast-newspaper crossownership—Rupert Murdoch has agreed to sell financially troubled *New York Post* for \$37 million to real estate developer Peter Kalikow to comply with FCC rules banning newspaper-broadcast crossownership

(Murdoch also owns WNYW-TV New York). But Murdoch is continuing to press suit in U.S. Court of Appeals in Washington, challenging constitutionality of congressional measure preventing FCC from repealing, modifying or granting any waiver to television-newspaper ban. Senator Edward M. Kennedy (D-Mass.) and Senate Commerce Committee Chairman Ernest Hollings (D-S.C.) had attached measure to catch-all spending bill just before its Christmas recess to block Murdoch from getting extension of waivers that allowed him to maintain temporarily crossownerships in New York and Boston. Although New York problem has been resolved by sale, Murdoch would still like extension of waiver so he can hang on to *Boston Herald* and WFTX-TV Boston. Court, which heard oral arguments on Feb. 11, has granted stay of Kennedy-Hollings measure until 45 days after it issues decision. Meanwhile, FCC received comments on Freedom of Expression Foundation petition calling on FCC to repeal crossownership rules. News America stopped short of asking for repeal, saying FCC should consider applications of ban on case-by-case basis. In light of Hollings-Kennedy, which applies to television-newspaper only, American Newspaper Publishers Association urged FCC to lift ban on radio-newspaper crossownership to develop record for re-evaluating television-newspaper ban when it becomes possible. Telco-cable—Should telephone companies be allowed to offer cable service within their telephone service areas? That's central question in FCC proceeding that could lead to dropping of FCC rules barring such crossownership and recommendation to Congress that it eliminate redundant prohibition in Cable Communications Policy Act of 1984. Not waiting for FCC, Representative Howard Nielson (R-Utah) is preparing to introduce bill to eliminate statutory ban. Prohibitions have been in place for nearly two decades. FCC's telco-cable crossownership rules were adopted in 1970 and codified by Congress in 1984. In initial round of comments at FCC, telcos said competition between telcos and cable would spur technological developments and reduce cable subscriber fees. Cable groups, opposed to letting telcos into their markets, said that telcos would be unfair competitors because of their control of poles and underground conduits and their ability to cross-subsidize. Even if FCC and Congress drop prohibitions, seven Bell operating companies would still be prevented from entering cable business by Judge Harold Greene's modified final judgment in consent decree that led to breakup of AT&T and creation of seven operating companies. National Telecommunications and Information Administration has petitioned FCC to preempt Greene's regulation of BOC's, arguing that Greene is hampering BOC's entry into information services, which include cable. And President's Cabinet-level Economic Policy Council is considering legislation that would deregulate BOC's.

□

■ **Direct broadcast satellites.** Start-up European DBS bird, West Germany's TV-Sat-1, has been pronounced dead (BROADCASTING, Feb. 22). Series of attempts by satellite's operators, German postal and telecommunications agency, to improve TV-Sat1's worsening diag-

**The pieces  
all came together  
at NATPE...**

osis—since failure to deploy array shortly after TV Sat1's Nov. 20, 1987, Arianespace launch (BROADCASTING, Nov. 30, 1987)—culminated in final failed attempt on Feb. 24 to shake loose frozen solar array.

TV-Sat1 technical failure leaves two state-owned programers and two commercial programers booked on TV-Sat1 without home. Setback also necessitates wait-and-see stance of U.S. operators on high-power DBS, which would use Ku-band spectrum set aside for it. Death of TV-Sat1 is also setback for other European DBS birds with similar, if not identical, design: TV-Sat2, which Germans say will still launch in 1988 or 1989, and France's TDF-1. Two months ago French government postponed launch of TDF-1, developed in tandem with TV-Sat, from May 1988 until September 1988. Also GE Astro-Space, co-bidders with TV-Sat manufacturers MBB-ERNO and Aerospatiale to build Intelsat VII and Aussat-B satellites, expressed confidence in partners' product. Although team of manufacturers has reduced possible sources of TV-Sat1 solar array error from 30 to 13, cause of failure is still uncertain, according to German Information Office.

Low-power variety of satellite broadcasting resulting from scrambling of cable programming on C-band satellites has emerged from home satellite market. It got start 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 programers have scrambled feeds and begun selling subscriptions directly or through cable operators and other third parties. HBO now wants other major cable programers to join it in stepping up from C-band to medium-power Ku-band satellites that can beam signals to one-meter dishes. Despite costly failure of Comsat's high-power DBS plans, Hubbard Broadcasting's United States Satellite Broadcasting and Hughes Communications are still trying to launch systems in U.S. Hughes is trying to rally support of cable programers for concept.

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

**Federal Trade Commission.** Results of antitrust investigation of National Football League television rights contracts for 1987-88 season may be made public sometime in March, according to sources in Washington. Investiga-

tion included testimony last fall from top network executives, including ABC President Daniel Burke, CBS Sports President Neil Piloner, NBC Sports President Arthur Watson and Fox President Jamie Kellner, as well as NFL Commissioner Pete Rozelle. Contradictory claims about negotiation process for Monday night games from Kellner and Val Pinchbeck, NFL broadcasting director, are among central issues. League's contract with ESPN for package of Sunday-night games was also subject of hearing in Senate and Senate request that Justice Department examine impact of NFL's antitrust exemption as it applies to cable and to look at ABC's ownership of ESPN and possible antitrust implications (BROADCASTING, Dec. 7, 1987).

**High-definition television.** FCC's Advanced Television Systems (ATS) Advisory Committee, concentrating on first set of recommendations for commission—involving spectrum needs—will decide this week whether to ask for extension of May 17 deadline for recommendation report. Those recommendations are to be written by planning subcommittee and then approved by ATS blue ribbon committee before being sent to commission. Concern has been raised that May 17 deadline may be unrealistic. Decision on whether to ask for extension will be made following meetings of ATS planning subcommittee on Wednesday (March 9) and steering committee (March 10).

Advanced Television Test Center will be organized by seven partners—National Association of Broadcasters, ABC, NBC, CBS, Public Broadcasting Service, Association of Maximum Service Telecasters and Association of Independent Television Stations—to provide place to test HDTV and ATV systems for use by Advanced Television Systems Committee and FCC's Advanced Television Services (ATS) Advisory Committee. Funding for center's first two years will come from \$700,000 donations from NAB, NBC, CBS and ABC and from fund-raising drives from other partners.

ATSC's mail-return voting ended with formal document outlining standard devised by working group of Society of Motion Picture and Television Engineers on high-definition electronic production approved by vote of 26 for, 11 against and eight abstained. Standard sets parameters for HDTV production at 1,125 scanning lines, 60 hertz field and 16:9 aspect ratio. Proposal was sent to full ATSC membership following vote of approval by its T3 subcommittee on Sept. 30, 1987. Same standard, with some editorial differences from ATSC version, is nearing end of standardization process at SMPTE. It will then be sent to American National Standards Institute for approval as American national voluntary standard. However, NBC is believed to be considering asking for new vote on standard by ATSC at next T3 meeting in mid-March.

**Indecency.** Media Central has sent letter to FCC urging agency not to impose sanctions on Media Central or its KZKC-TV Kansas City, Mo., for latter's broadcast last year of "Private Lessons," which contained seduction scenes in which woman's bare breast and buttocks

were shown. Letter came in reply to FCC's Jan. 12 letter asking for explanation of broadcast, which FCC said may have violated its broadcast indecency standard. Arguing against sanctions, Media Central said that standard was "vague and overbroad," that broadcast was in violation of station's own standards and that steps to guard against repeat have been taken.

FCC decided last April to crack down on broadcast indecency, adopting standard based on broader definition of indecency than seven dirty words of 1978 Pacifica Supreme Court decision. At same time, FCC sent warning letters to three radio stations. At open meeting last November, FCC reaffirmed indecency policy, but, in doing so, created midnight-6 a.m. safe harbor during which indecent programming can be broadcast because of perceived minimal risk of children in audience. Group of broadcasters joined Action for Children's Television and People for the American Way in petitioning U.S. Court of Appeals in Washington to review in light of First Amendment FCC enforcement of tougher broadcast indecency standard. Child Protection and Obscenity Enforcement Act of 1988 has been introduced on behalf of White House that would implement recommendations of attorney general's commission on pornography (see "Cable regulation," above). Act would clear way for states or cities to regulate distribution of indecent programming via cable or STV.

**Mergers.** Talks have broken off between Kohlberg Kravis Roberts & Co. and a consortium of cable operators—ATC, Comcast and Taft Cable (Tele-Communications Inc. and Bass Group joint venture)—over sale of Storer's 1.4 million-subscriber cable systems owned by KKR. Companies could not reach agreement on various complex problems associated with deal. Continental Cablevision closed last week on its \$481.7-million acquisition of American Cablesystems. March 1 closing is expected for Adams Communications purchase of Forward Communications' five TV stations for \$126.5 million from Wesray Capital Corp. March closing is also tentatively set for closing of Essex Communications Corp. acquisition by U.S. Cable Television Group, limited partnership headed by ML Media principals Martin Pompadur and Elton Rule. U.S. Cable will pay \$225 million, subject to change, for 135,000-subscriber cable systems of Essex, with systems to be run by MultiVision Cable TV Corp., new umbrella company for cable operations of U.S. Cable and ML Media.

**Must carry.** Capitol Hill has stepped up its role in working toward re-establishment of FCC must-carry rules. In speech before broadcasters last week, House Energy and Commerce Committee Chairman John Dingell (D-Mich.) restated his strong support for rules (see "Top of the Week"). Two weeks ago (BROADCASTING, Feb. 29) Dingell and others asked FCC to collect data on cable carriage of broadcast signals to create record that could justify resurrection of rules. Also good news for broadcasters last week was decision by FCC to ask Solicitor General to join industry

# The Jeffersons



**A Cornerstone.**

appeal of court ruling on must carry. U.S. Court of Appeals struck down latest incarnation of FCC's must-carry rules, holding that they are unconstitutional—violation of First Amendment rights of cable operators. Ruling on Dec. 11, 1987, was replay of court decision two years ago when it eliminated FCC's original must-carry rules on same ground. Four members of House Telecommunications Subcommittee and FCC Commissioner James Quello had called for congressional hearings to establish record for must carry, but this is first time since rules were thrown out last December that Senate Commerce Committee Chairman Ernest Hollings (D-S.C.) and House Energy and Commerce Committee Chairman John Dingell (D-Mich.) have restated support for concept and indicated interest in legislative solution. Other must-carry interest on Capitol Hill includes proposal by Representative Matthew Rinaldo (R-N.J.), ranking minority member on the subcommittee that would tie cable deregulation to must carry (BROADCASTING, Feb. 15). Rinaldo is seeking industry support for proposal in which cable systems would be granted deregulation (of rates and service) under Cable Act of 1984 if they met carriage requirements contained in cable-broadcast industry compromise agreed to in 1986. But idea has not received a strong endorsement from cable, which is leery of reopening act. Broadcasters who have fought hard to preserve some form of must-carry rules were upset and disappointed at ruling. They are now planning legal and legislative strategy for bringing back rules through appeals or act of Congress. National Association of Broadcasters television board last month directed NAB staff to seek all avenues to restore must carry. Association will also record and catalog all "cable abuses" that occur following demise of must carry. TV directors wanted to keep statements on must carry to minimum in effort to leave room for NAB President Eddie Fritts to negotiate with cable on matter. Fritts and National Cable Television Association President James P. Mooney are expected to explore possible resolution of must-carry issue. While court overturned substance of rules, it did not, it said in clarifying order issued on Jan. 29, outlaw A/B switch rules as well. Those rules require cable operators to educate subscribers about switches and to offer to install them or supply them to do-it-yourselfers. Cost of switches and installation would be borne by subscribers.

□

■ **Public Broadcasting.** Stephen Salyer, senior vice president, marketing and communications, WNET(TV) New York, vowing to "support the renaissance in radio," will become new American Public Radio president, effective April 1. APR, without full-time president since July 1987, announced choice Feb. 18.

Reauthorization hearings in House Telecommunications and Senate Communications Subcommittees have been tentatively set for March 11 and 15, respectively. Office of Management and Budget has recommended appropriations of \$214 million for 1989, 1990 and 1991, which would require rescissions in first two years. Figure falls \$381 million short of CPB request for third year, which included \$200 million for replacement of satellite interconnection system. (AT&T, Comsat General,

GE Americom, GTE Spacenet, Hughes Communications and Western Union all submitted satellite interconnection proposals to PBS Jan. 25; NPR also will need new bird in 1991.)

David J. Brugger, senior vice president at CPB, Jan. 1 became president of National Association of Public Television Stations. National Public Radio board this month set 1989 member station dues level at \$18.4 million (figure includes one-time overhead and interest adjustment and assessment to offset predicted loss of stations from system, as well as 4.5% operating budget increase). Board will phase in over two years program unbundling plan that will offer for separate purchase morning news, evening news and performance program packages. Final 1989 budget will be approved at Public Radio Conference next May.

Eddie Fritts, president of National Association of Broadcasters, whose lobbying efforts are credited with defeating legislation that would have funded public broadcasting via transfer tax on commercial stations, met in February with presidents of CPB, PBS, and NAPTS, lobbying arm of public TV system. Fritts reportedly promised to work with them for permanent funding by some other means and to keep them abreast of must-carry discussions between broadcasters and cable operators.

□

■ **Syndex.** In comments to FCC, cable operators opposed, and broadcasters and program producers supported, FCC proposal to reimpose rules requiring cable systems to black out syndicated programing on distant signals if it appears on local stations. Action is expected within next few months. Cable industry argued that FCC lacks jurisdiction to reimpose syndex, that absence of rules over past seven years has not harmed broadcasters and producers and that rules would violate cable operators' First Amendment rights. Most broadcasters and producers contended that rules are needed to protect sanctity of their exclusive programing contracts. And, contrary to cable's claim, they say they have been hurt by cable's importation of duplicative distant signals into their markets. Last month National Association of Broadcasters during its joint board of directors meeting made restoration of syndex high priority, as well as obtaining same-day network nonduplication regulations.

□

■ **TV stereo.** CBS-TV announced that in fall 1988 it will transmit all programing in stereo. It is dramatic departure for network, which has been averaging about two hours per month of stereo programing. About one-third of CBS-TV's 200 affiliates are equipped to transmit in stereo. NBC-TV, with 139, has most affiliates capable of stereo delivery. This season, NBC's prime time schedule except for Night Court, half-hour sitcom, have been broadcast in stereo. Along with late-night programing and some sports telecasts, NBC averages 29 hours per week in stereo. ABC-TV, with 42 stereo affiliates, has 10 prime time stereo shows with average of 7 hours per week.

## The Fifth Estate Broadcasting

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**Who's The Boss?**



**A must buy.**

# Datebook

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## This week

**March 6**—Ninth annual *Academy of Television Arts and Sciences* college awards presentation. Registry hotel, Los Angeles. Information: (818) 763-2975.

**March 7**—*Television Bureau of Advertising* regional sales conference. Red Lion hotel, Seattle.

**March 8**—*International Radio and Television Society* Second Tuesday seminar. Viacom Conference Center, New York. Information: (212) 867-6650.

**March 8**—Pay-per-view seminar sponsored by *Scientific Atlanta*. Atlanta. Information: Paul Harr, (404) 925-5778.

**March 8**—*Southern California Cable Association* monthly meeting. Speaker: Ted Turner, Turner Broadcasting System, on pay programming/basic cable. Information: Bill Cullen, (818) 997-0100.

**March 9**—"Issues Before the FCC: An Evening with Diane Killory," general counsel, FCC, sponsored by *American Women in Radio and Television, Washington chapter*. National Association of Broadcasters, Washington. Information: (202) 659-3494.

**March 9**—*Television Bureau of Advertising* regional sales conference. Meridian, San Francisco.

**March 9-10**—*Association of National Advertisers* television advertising workshop. Speakers include ABC's Frank Gifford, NBC's Bryant Gumbel and CBS's Dan Rather. Plaza hotel, New York. Information: (212) 697-5950.

**March 9-31**—*Museum of Broadcasting's* 5th annual Television Festival. Los Angeles County Museum of Art, Bing Theater, Los Angeles. Information: (213) 857-6110.

**March 10-11**—"Cable Television Law: Three Years after the Cable Act," seminar sponsored by *Practising law Institute*. New York Hilton, New York. Information: Ann Tracy, (212) 765-5700.

**March 11**—*Academy of Television Arts and Sciences* forum luncheon. Speaker: Michael Checkland, director-general, BBC, "The New Direction of the BBC." Beverly Wilshire hotel, Los Angeles. Information: (818) 953-7575.

**March 11**—*Television Bureau of Advertising* regional sales conference. Marriott City Center, Denver.

**March 11-13**—"The United States and Mexico," conference for journalists, co-sponsored by *Foundation for American Communications and Gannett Foundation*. San Diego Princess, San Diego. Information: (213) 851-7372.

## Also in March

**March 13-15**—First Amendment Congress, organized in 1979 by *Jean Otto, Society of Professional Journalists*, who is now with *Rocky Mountain News*. Marriott City Center hotel, Denver. Information: (303) 492-6480.

**March 13-15**—*West Virginia Broadcasters Association* spring meeting. Marriott hotel, Charleston, W. Va.

■ **March 14**—*Business of Entertainment Network* March meeting. Colonnade, Boston.

**March 14-15**—*National Association of Broadcasters* group fly-in for radio group heads. Hyatt Regency hotel, Dallas. Information: (202) 429-5420.

**March 14-17**—Third annual Missouri/Campbell Workshop for Health and Nutrition Journalists, sponsored by *University of Missouri-Columbus*. UM campus, Columbia. Information: (314) 882-2880.

**March 14-18**—*Gannett Center for Media Studies* technology studies seminar. Gannett Center, Columbia University, New York. Information: (212) 280-8392.

**March 15**—*International Radio and Television Society* newsmaker luncheon. Speaker: Thomas Murphy, chairman, CapCities/ABC. Waldorf-Astoria, New York. Information: (212) 867-6650.

**March 15**—"The Economics of TV News," seminar

sponsored by *Center for Communication*. Center, 30 Rockefeller Plaza, floor 53, New York. Information: (212) 265-9130.

■ **March 15**—*International Broadcasting Awards* presentation, sponsored by *Hollywood Radio and Television Society*. Century Plaza, Los Angeles.

■ **March 15**—*Television Bureau of Advertising* regional sales conference. Marriott at Dallas-Fort Worth Airport, Dallas. Information: (212) 486-1111.

**March 15-16**—*American Advertising Federation* spring government affairs conference. Willard hotel, Washington.

**March 15-16**—*New York State Broadcasters Association* seventh annual "call on Congress." Capitol Hill, Washington.

■ **March 17**—*Television Bureau of Advertising* regional sales conference. Hilton hotel, Atlanta. Information: (212) 486-1111.

**March 17-19**—Native American Press Association conference, co-sponsored by *Native American Public Broadcasting Consortium*. Regency hotel, Denver.

**March 17-20**—*Alpha Epsilon Rho, National Broadcasting Society*, national convention. Sheraton Center, New York.

**March 20-24**—*National Computer Graphics Association* conference and exposition. Anaheim Convention Center, Anaheim, Calif.

**March 21-23**—*Satellite Broadcasting and Communication Association* trade show. Bally's, Las Vegas. Information: (800) 654-9276.

**March 22**—13th annual Commendation Awards ceremony, sponsored by *American Women in Radio and Television*. Waldorf-Astoria, New York. Information: (202) 429-5102.

**March 22**—"Ethics in Broadcast Journalism," seminar sponsored by *Center for Communication*. Center, 30 Rockefeller Plaza, floor 53, New York. Information:

**March 21-23**—*Satellite Broadcasting and Communication Association* trade show. Bally's, Las Vegas. Information: (800) 654-9276.

**April 9-12**—*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**—*Cabletelevision Advertising Bureau* seventh annual conference. Waldorf-Astoria, New York.

**April 10-13**—Public television annual membership meeting of *Public Broadcasting Service* and *National Association of Public Television Stations*. Marriott Crystal Gateway, Arlington, Va.

**April 17-20**—*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**—*National Cable Television Association* annual convention. Los Angeles Convention Center.

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

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

**May 18-22**—Public Radio Conference, annual meeting of *National Public Radio* and *American Public Radio*, coordinated by *National Public Radio*. Adam's Mark hotel, St. Louis. Information: (202) 822-2000.

## Major Meetings

**June 6-9**—*ABC-TV* annual affiliates meeting. Century Plaza, Los Angeles.

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

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

**June 12-15**—*CBS-TV* annual affiliates meeting. Century Plaza, Los Angeles.

**June 16-18**—*NBC-TV* annual affiliates meeting. Hyatt Regency, Maui, Hawaii.

**June 18-21**—*American Advertising Federation* annual convention. Century Plaza, Los Angeles.

**July 31-Aug. 3**—*Cable Television Administration and Marketing Society* annual conference. Westin Copley Place, Boston.

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

**Sept. 14-17**—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**—*International Broadcasting Convention*. Metropole conference and exhibition center, Grand hotel and Brighton Center, Brighton, England. Information: (01) 240-1871 (London).

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

**Oct. 14-19**—*Society of Motion Picture and Television Engineers* 130th technical conference and equipment exhibit. Jacob K. Javits Convention Center, New York. Future conference: Oct. 22-27, 1989, Los Angeles Convention Center.

**Oct. 17-19**—*Television Bureau of Advertising* annual meeting. Bally's, Las Vegas.

**Oct. 23-25**—*Association of National Advertisers* 79th annual convention. Waldorf-Astoria, New York.

**Nov. 30-Dec. 3**—*Radio-Television News Directors Association* annual international conference and exhibition. Convention Center, Las Vegas. Information: (202) 659-6510.

**Dec. 7-9**—Western Cable Show, sponsored by *California Cable TV Association*. Anaheim Convention Center, Anaheim, Calif.

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

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

**Feb. 3-4, 1989**—*Society of Motion Picture and Television Engineers* 23d annual television conference. St. Francis hotel, San Francisco.

■ **Feb. 24-26, 1989**—*NATPE International* 26th annual convention. George Brown Convention Center, Houston.

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

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**Just around the corner.**

(212) 265-9130.

■ **March 22**—Broadcast business affairs seminar, sponsored by *American Association of Advertising Agencies*. Drake hotel, Chicago.

**March 22-24**—"Women in America Today" and "Minorities in American Society—Economic, Social and Political Issues," two conferences for journalists sponsored by *Washington Journalism Center*. Watergate hotel, Washington. Information: (202) 331-7977.

**March 23**—"People Meters: What Are the Effects?" seminar sponsored by *Center for Communication*. Speakers: John Dimling, Nielsen; Barry Kaplan, AGB; David Pollack, CBS, and Paul Sankin, Capcities/ABC. Center, 30 Rockefeller Plaza, floor 53, New York. Information: (212) 265-9130.

**March 23-24**—*Illinois Broadcasters Association* spring convention and Silver Dome awards presentation. Ramada, Springfield, Ill.

**March 23-25**—"Reporting on the Courts and the Law," workshop for journalists from "Chicago commuting area," sponsored by *American Jurisprudence Society*. Chicago. Information: (312) 558-6900.

**March 24**—"Cable in the City: Turning the Corner," third annual Video Metro New York conference, "forum for television industry," sponsored by *Borough of Manhattan Community College*. BMCC, New York. Information: (212) 618-1832.

■ **March 24**—Broadcast business affairs seminar, sponsored by *American Association of Advertising Agencies*. Sheraton Premiere, Los Angeles.

**March 24-27**—*National Association of Black Owned Broadcasters* 12th annual spring broadcast management conference. Hyatt Regency hotel, Hilton Head, S.C. Information: (202) 463-8970.

**March 25**—"Writing for Broadcast News," seminar sponsored by *Center for Communication*. Center, 30 Rockefeller Plaza, floor 53, New York. Information: (212) 265-9130.

**March 25-26**—*Oklahoma Associated Press Broadcasters Association* annual convention. Marriott, Oklahoma City.

**March 27-29**—*Virginia Cable Television Association* 22d annual convention. Williamsburg Lodge, Williamsburg, Va.

■ **March 28-30**—*Central Educational Network* annual conference. Hyatt Regency-Princeton, Princeton, N.J. Information: (609) 987-1234.

**March 28-30**—"Sponsorship Now," fifth annual national conference on event sponsorship. Chicago Hilton and Towers. Information: (312) 944-1727.

■ **March 29**—Broadcast business affairs seminar, sponsored by *American Association of Advertising Agencies*. Plaza hotel, New York.

■ **March 29**—*Broadcast Pioneers Foundation* Mike Award dinner. Plaza hotel, New York. Information: (212) 586-2000.

■ **March 29**—*Television Bureau of Advertising* regional sales conference. Hyatt Regency, Cincinnati.

**March 31**—Deadline for applications for *Academy of Television Arts and Sciences*' summer '88 student internship program in Los Angeles. Information: ATAS, (818) 953-7575.

**March 31**—Deadline for entries in *International Radio Festival of New York*. Information: (914) 238-4481.

**March 31**—Deadline for entries in Morgan O'Leary Award for Excellence in Political Reporting, administered by *University of Michigan Department of Communication*. Information: Department of Communication, 2020 Frieze Building, University of Michigan, Ann Arbor, Mich. 48109.

■ **March 31**—*Television Bureau of Advertising* regional sales conference. Hyatt Regency O'Hare, Chicago.

## April

**April 1-2**—10th annual Black College Radio convention, sponsored by *Collegiate Broadcasting Group*. Paschal's hotel, Atlanta. Information: Lo Jelks, (404) 523-6136.

■ **April 6**—"Cable/Broadcast Peace," sponsored by *Women in Cable, Rocky Mountain Chapter*. Speaker: Jim Cownie, chairman, National Cable Television Association. Hyatt Regency Tech Center, Greenwood Vil-

## Errata

Feb. 29 report that **No Sleep Productions**, which is producing *Later with Bob Costas* in association with NBC, was formed by Dick Ebersol and Vince McMahon is incorrect. **Ebersol is sole principal in the company.**

lage, Colo. Information: (303) 740-6432.

**April 6-9**—National Hispanic Media Conference, organized by *National Association of Hispanic Journalists*, *Hispanic Academy of Media Arts and Sciences* and *National Association of Hispanic Publications*. Hyatt Regency hotel, Dallas. Information: (202) 783-6228.

**April 7**—*Caucus for Producers, Writers and Directors* general membership meeting. Chasen's, Los Angeles. Information: (213) 652-0222.

**April 7-9**—*Broadcast Education Association* convention. Las Vegas. Information: (202) 429-5355.

**April 8-10**—*Alabama AP Broadcasters Association* annual meeting and awards banquet. Embassy Suite hotel, Birmingham, Ala.

■ **April 9**—*Association of Maximum Service Telecasters* membership meeting. Las Vegas Convention Center, Las Vegas.

**April 9-12**—*National Association of Broadcasters* 66th annual convention, international exposition and 42d annual broadcast engineering conference. Las Vegas Convention Center, Las Vegas.

**April 10-12**—Public television annual membership meeting of *Public Broadcasting Service* and *National Association of Public Television Stations*. Marriott Crystal Gateway, Arlington, Va. Information: (202) 739-5082.

**April 10-13**—Business to business marketing communications conference, "The Making of Marketing Communications Leaders," sponsored by *Association of National Advertisers*. Opryland hotel, Nashville. Information: (212) 697-5950.

■ **April 11**—*Association of Maximum Service Telecasters* engineering breakfast. Las Vegas Hilton, Las Vegas.

**April 11-12**—*Cabletelevision Advertising Bureau* seventh annual conference. Theme: "America is Cable Ready." Waldorf-Astoria, New York.

**April 12**—*Broadcast Pioneers* annual breakfast, during National Association of Broadcasters convention (see above). Las Vegas Hilton.

**April 13**—"Calling the Shots: Producing and Directing in Washington," session sponsored by *American Women in Radio and Television*. Washington chapter, National Association of Broadcasters, Washington. Information: (202) 659-3494.

The logo for "Open Mike" features the words "Open Mike" in a stylized, rounded font. The letter "M" in "Mike" is uniquely designed with a lightning bolt shape integrated into its vertical stroke. The entire logo is enclosed within a horizontal oval border.

## Test notes

EDITOR: Your Feb. 22 coverage of the Advanced Television Test Center was welcome.

There was, however, one error—rather than less, the contributions from local stations will assuredly be at least as great as those from the three networks and the National Association of Broadcasters.

HDTV is so clearly the major parity issue broadcasters will be facing in the immediate future that contributions to a dedicated test center have not been hard to obtain. Tom Cookerly is chairing this effort for the Association of Maximum Service Telecasters and has done a superb job of communicating the need to local television broadcasters who have, in turn, been very quick to respond. I think you will discover that scores of local stations will have given their financial support before this effort ends.

One other note—the partnership is almost entirely due to the efforts made by Eddie Fritts of the NAB to enlarge the base for what was originally a very necessary, but highly visionary, effort to establish a research and testing organization for the industry at large which would provide all interested parties with first-class technical research, working hand-in-hand with both Bill Henry at ATSC and Dick Wiley's extraordinary FCC Advisory Group.

That we're already this far along is a tribute to Eddie, Dick, Bill and the three networks for their willingness to reach out for new forms and new solutions which would involve every kind of local station, whether affiliated or independent, public or commercial. The joint efforts of the Association of Independent Television Stations, PBS, NAB and AMST have been the key. Like no issue in the past, HDTV has brought

us together, and we're hoping the National Cable Television Association will join us.—*Joel Chaseman, president, Post-Newsweek Stations Inc., Washington.*

## Active in Iowa

EDITOR: After reading BROADCASTING'S Jan. 18 and Feb. 8 stories about media coverage of political campaigns and Iowa's precinct contests, I felt it was important to point out that many of the cameras and microphones that lined the campaign trail in Iowa belonged to Iowa Public Television.

Between August 1987 and January 1988, this statewide network, headquartered north of Des Moines, produced and televised in their entirety 10 Iowa debates among Democrats and Republicans competing in the state. All of these events were distributed by IPTV or PBS to public television stations across the country, a number were televised by cable services like C-SPAN or CNN, and, because IPTV pooled its coverage on site and offered excerpts of it via satellite, segments from most of the debates were used for news purposes by domestic and foreign broadcasters.

The coverage culminated Feb. 8 with the telecast of *Iowa Caucus Night with Mark Russell: Let's Party*, a two-and-a-half-hour special that featured performances from Iowa Public Television's studio/auditorium by political humorist Mark Russell along with reports on caucus activity and results that were anchored at the Democratic and Republican party tabulation centers.

Iowa Public Television was proud to offer these programs to its audience throughout the state.—*Daniel K. Miller, director of programming and production, Iowa Public Television, Johnston, Iowa.*

# Designing Women



**Not available yet.**

A commentary on broadcast station ownership from Joe Waz, Wexler, Reynolds, Harrison & Schule, Washington

## Are the FCC's foreign ownership rules passé?

In a nation that purports to set a global standard for freedom of expression, why do we deny the opportunity to own or control a radio or television station to those who are not citizens of the United States? The perpetuation of these rules inhibits First Amendment freedoms and denies Americans many of the benefits of the growing internationalization of broadcasting.

Section 310 of the Communications Act of 1934 flatly prohibits the grant of a broadcast license to any foreign government or alien or the representative of either, any foreign-based corporation or any corporation with an alien as officer or director. The act restricts foreign ownership of the stock of a corporate licensee to 20%, and permits the FCC to deny ownership to "any corporation directly or indirectly controlled by any other corporation of which any officer or more than one-fourth of the directors are aliens" or where more than one-fourth of the capital stock is owned or voted by any foreign interest.

We do not place similar restrictions on ownership or control of any other medium of public expression, for such limits would be repugnant to the First Amendment.

Some of our leading journals of public opinion are in foreign hands. Until 1986, New York City's third-largest circulation newspaper (the *Post*) and Boston's second largest circulation newspaper (the *Herald*) were owned by an Australian concern. Until last year, the *Houston Post* was owned by a Canadian concern. Dozens of newspapers in communities of all sizes are foreign-owned. We accord no less First Amendment freedom to any of these papers than we do to any American-owned paper. Do they serve the public any less well than the *Washington Post*, *Newsday* or the *Chicago Sun-Times*?

We do not restrict foreign ownership of our book publishing houses. Bertelsmann, the largest German publishing company, owns Bantam Books, Doubleday and Dell, making it the largest trade publisher in the United States. Penguin, a British-based concern, also owns New American Library, Dutton and Viking, making it the fourth largest publisher in the nation. These and all other foreign-owned publishers are equal in the eyes of the Constitution to every domestically owned publisher. Is there any evidence that foreign ownership of these concerns adversely affects the public interest in the free flow of information?

We permit ownership of local cable television systems by foreign interests. Maclean-Hunter (Canada's most powerful media corporation) is among the top 40 multiple system operators in the U.S., and Rogers



Joe Waz is general counsel of Wexler, Reynolds, Harrison & Schule Inc., a government relations and public affairs firm in Washington. He has represented clients in the motion picture, cable, broadcast, satellite and telecommunications industries before the Congress and federal agencies. He has also advised political candidates and initiative campaigns on media issues.

Cablevision is among the top 20. Both companies have First Amendment rights neither greater nor lesser than any domestically owned operators. Are these foreign cable companies any more or less responsive to community needs than the U.S.-based TCI, ATC or Viacom?

Accepting the now-hackneyed phrase, "Freedom of the press belongs to those who own one," our nation grants press freedom to foreign nationals to publish books and newspapers and to operate cable. Why should the same principle not be extended to broadcast stations?

Concerns about foreign ownership may have had some rationale (however xenophobic) 50 years ago when there were comparatively few radio stations and no television stations, when the power and pervasiveness of the broadcast medium were at their historical peak, and when some may have considered the free flow of information to be a dangerous thing. But today, with about 1,000 commercial TV stations and more than 9,400 commercial radio stations in operation domestically, and with countless competing media outlets, what basis can there be to deny a station license to an otherwise qualified broadcaster?

The argument may be made that because broadcasting is different from other media, in that it uses scarce, government-licensed spectrum space, restrictions unique to radio and television can be justified. But the restriction must advance some clearly defined government interest paramount to or in furtherance of the First Amendment. It is difficult to identify any such rationale here.

Our system of licensing inherently pro-

vides ample protections to insure that the public interest would not be compromised by foreign ownership. Each broadcast license is subject to periodic review and renewal. Each license must demonstrate every five to seven years that its continued operation of the broadcast station will serve the public interest. Every licensee is subject to revocation or forfeiture for malfeasance at any time. And in the event of national emergency, the government could as readily commandeer the airwaves of a foreign-owned station as an American-owned one.

If the arguments in principle for revisiting the foreign ownership rules are not sufficiently compelling, perhaps there is a more self-interested motivation: the prospect of reciprocity. Foreign media markets are growing much faster than our own. There is no reason American companies should not have more opportunities to operate in them.

Foreign companies have already been offered expanded opportunities to invest in cable television and DBS ventures throughout Europe. As state communications monopolies break down, so are barriers to foreign entry crumbling. A Brazilian company owns the powerful TV station in the Principality of Monte Carlo, serving large sections of France and Italy. Silvio Berlusconi, an Italian broadcaster, was granted a commercial TV channel in France, and he is seeking a license in Spain.

As these opportunities expand, why shouldn't Americans be poised to take advantage of them? Why shouldn't we—through example—encourage even more nations to open their airwaves to U.S. companies.

The internationalization of communications is an unstoppable force, and it is all to the good. Just as "free trade" in commodities maximizes the interests of all participants, so could free trade in broadcasting benefit all participating nations by improving service to consumers and enhancing trade flows. The international demand for American programs indicates that we would be a potent competitive force in broadcast operations as well.

At the very least, we should reexamine how the current law requires contortionist legal maneuvers to achieve any degree of foreign involvement in station ownership. But it would be better still to reaffirm that freedom of expression coincides with freedom of ownership, and peel back our statutory restrictions that stifle competition and diversity in broadcasting without a countervailing public interest.

Broadcasting in America will never be truly free if it is unnaturally protected from foreign entry. If the broadcast media are ready to sail into the harbor of freedom of expression, that harbor should be an international port of call.



**And it all comes from one place.**



**Columbia Pictures Television**  
A unit of Columbia Pictures Entertainment, Inc.

# “WHEN OUR TRANSMITTER STOPPED...EXCEPT THE



Chattanooga. January 26, 1987. WTVG's transmitter — from a Harris competitor — exploded. Doors blew away. Quarter-inch-thick sheet steel melted. And Channel 9 went off the air.

Working through the night in subzero weather, Director of Engineering and Broadcast Operations Manager Dennis Brown and his staff would bring the station to half power in 18 hours. But less power



# BLEW UP, EVERYTHING EXPENSES”

F. Lewis Robertson  
Vice President/General Manager,  
WTVC



still meant less revenue. They needed a replacement fast . . . in 30 days rather than 30 weeks. Says Brown with a smile, "We knew if anyone could, Harris could."

The day after the accident, a Harris rep was on site. Assessing damage. Identifying needs. Rolling up the shirtsleeves to pitch in. And once Lewis Robertson gave the go-ahead, a new Harris transmitter was in place and operating just 30

days after the order. Channel 9 was back on the air at full power . . . with a picture viewers felt was better than ever!

At Harris, we understand the special pace and requirements of the broadcast industry. We've responded fast and effectively to our customers' needs for over 65 years. Supplying a full line of transmitters, antennas, control systems, and other high-quality communications products.

So when your signal goes up in smoke, depend on Harris to put you back on the air. For the full story, and your free *On The Air* poster, call us today TOLL FREE:

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"Instead of reaching for the aspirin, I reach for the phone: **1-800-922-NEWS**. That's the toll-free number for The NEWSFEED Network. They'll get my important story. Now I can start to relax. As a member of The NEWSFEED Network, I'm part of one of the top television news gathering organizations in the world.

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"So even if every day isn't a picnic in my newsroom, I've got peace of mind knowing that I'll get what I want -- when I need it. I just call The NEWSFEED Network at **1-800-922-NEWS**. You should call them too!"

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# Broadcasting Mar 7

Vol. 114 No. 10

TOP OF THE WEEK

## It's a whole new ball game

**Television rights for Major League Baseball are up for grabs in 1990, and with new broadcast and cable network players in lineup, who will end up with games is now anyone's sporting guess**

"It's going to be a very crowded poker table and [Major League Baseball Commissioner Peter] Ueberroth is going to have to be a deft dealer."

That metaphor from one of those who expects to be at the "table" accurately conveys the widespread interest and anticipated complexity and intensity of the upcoming negotiations for national big-league television rights for 1990 and beyond. Whatever deal is finally cut will determine well into the next decade where fans will tune for baseball and whether and how much they will have to pay for the privilege.

"You'll see a total reshaping of how we do baseball on television," said Bryan Burns, MLB's director of broadcasting. The national rights contract affects deals individual teams make with television stations and regional sports networks, he said. "We will determine what is best for the industry and design a package, and then the local clubs will fill in the holes behind our national operation."

The three major broadcast networks are expected to be at the table. That is not new. What is new this time around is the expected presence of several other broadcast and cable networks, who were either not around or lacked the financial muscle to play in the big leagues when the last national rights contract was signed in April 1983. Among those already expressing an interest: ESPN, Turner Broadcasting System, USA Network, Fox Broadcasting and HBO.

With the first pitch of the 1988 season, ABC-TV and NBC-TV begin the final two years of six-year, national rights deals with MLB that have been satisfactory for NBC, but, by most accounts, a disaster for ABC. NBC is committed to paying \$550 million over the life of the contract; ABC, \$575 million.

When negotiations start up for 1990 and beyond next winter, NBC will be in the middle of them and ABC is expected to be there too, although the network refused to confirm its interest last week. ABC and NBC have options to renew their contracts, but the disappointing performance of their current packages makes renewal unlikely.

CBS, which thought about acquiring a national package the last time around, is thinking about it again. Neal Pilson, CBS

Sports president, said it would be inaccurate "to portray CBS as a desperate suitor" for baseball rights. "I'm just sitting on the bench, waiting for my number to be called," Pilson said. But CBS would like a package including some post-season play if it can be fit into CBS's sports schedule and if the deal makes sense financially, he said.

ESPN, which proved the viability of a major sports package on basic cable with its eight National Football League games last

year, said it would be inaccurate "to portray CBS as a desperate suitor" for baseball rights. "I'm just sitting on the bench, waiting for my number to be called," Pilson said. But CBS would like a package including some post-season play if it can be fit into CBS's sports schedule and if the deal makes sense financially, he said.

USA Network, which carried MLB games on Thursday nights from 1979 though the 1983 season, has also talked with MLB about a rights package, said USA President Kay Koplovitz. "The important issues are exclusivity for the window of the product," she said, and access to post-season play. "I think it's important for any valuable package to have some playoffs," she said. On what the likely outcome of this round of negotiations will be, Koplovitz said: "There are a number of different ways of dividing the package."

HBO wants a unique package of 25 or 26 Thursday-night games that would set it apart from other purveyors of baseball. "The thing we covet, which I think at best is a long shot, would be interleague play," said Seth Abraham, HBO senior vice president, programming operations and sports. HBO is interested in "something new, something flashy," said Abraham, "something...you can't get on the conventional networks for free."

Fox Broadcasting Co., which lost out to ESPN for an NFL package last year, may be back to bid for baseball. "We've proved with the Emmy awards that Fox is a serious bidder for event programming, and our negotiations with the NFL on a *Monday Night Football* contract were equally aggressive," said a Fox spokesman. "Thus we will take a very strong look at the possibilities of Major League Baseball on Fox." Because many of Fox's affiliates broadcast baseball under local rights deals, the spokesman said, "we will consult with our affiliates to see how aggressively they'd like us to pursue this."

Another factor in the negotiations will be MLB's interest in distributing baseball nationally via some kind of satellite broadcasting system. MLB is scrambling the transmission backhauls of all baseball games as a first step toward entering the "direct-to-home business" (see page 63), Burns said. Once the backhauls are scrambled and the number of games that can be pulled down from the satellites for free is reduced, he said, MLB or some authorized third party will be able to put two or three games a night on a satellite and sell them to owners of backyard earth stations. Such a service could commence this season, he said.

MLB's current contracts with ABC and NBC will have brought baseball more than



season, is keenly interested in baseball. Said ESPN President Bill Grimes: "Major League Baseball is our number-one acquisition priority."

TBS Chairman Ted Turner said TBS will definitely be in the bidding, but only if Turner Network Television, TBS's prospective new cable service, is around to serve as the vehicle for the games. Supported by advertising and affiliate fees, TNT would,

\$1.1 billion when they expire with the last pitch of the 1989 World Series. Because of the disappointing performance of the networks' packages under the contract, the speculation is that MLB will have to look beyond the broadcast networks if it is to strike a deal that meets or exceeds the revenue of the current pacts.

"There will be a basic cable package because baseball is definitely not working on ABC in prime time," said Turner. "Cable would like to have a national baseball package, and baseball would like to have a basic cable package," he said.

Philadelphia Phillies owner William Giles, who along with Chicago White Sox owner Eddie Einhorn will represent the owners at the bargaining table, told BROADCASTING last week he feels "confident cable will be a part of the package."

In trying to get the most out of its national rights, baseball's biggest problem is the proliferation of televised games. According to Burns, around 1,800 of the 2,106 regular-season games played this season will be televised by the networks, regional cable networks or television stations.

Aggravating the situation are the distribution of a growing number of baseball-laden television stations via satellite or microwave and cable into millions of homes outside their markets. With the addition of KTLA(TV) Los Angeles, which carries the California Angels, and WSBK-TV Boston, which carries the Red Sox, there are seven so-called superstations providing cable viewers with hundreds of games.

If baseball has its way, it would make the superstations and their negative effect on the

value of national rights disappear. If TBS comes to the negotiating table looking for a national baseball package, MLB could insist on TBS reducing the number of Braves games on superstation WTBS Atlanta. Would TBS be willing to give up some Braves games on the superstation? "We're willing to have total and complete discussions with baseball on all aspects," said Bob Wussler, TBS senior executive vice president.

MLB can also boost the value of national rights by guaranteeing some kind of exclu-

sivity. Arthur Watson, president, NBC Sports, said NBC has had an easier time of it than ABC because of the Saturday-afternoon exclusivity that NBC insisted on in its contract. The exclusivity prohibits local television broadcast of games during the *Game of the Week*. Without the exclusivity, Watson said, "your audience would be diluted by the local telecasts."

What level of exclusivity is at the heart of the balancing of national and local rights that Burns talks about? "Whatever we have to do nationally has to balance with the needs of the clubs—the needs for their own local operations in terms of financial gain and in terms of how they market their club."

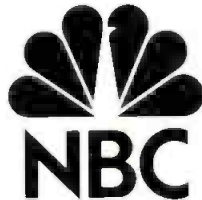
Other variables in the negotiations are the possible changes in the game that would enhance or at least affect television packages. In addition to interleague play, Burns mentioned an increase in the number of teams (MLB is under constant pressure to expand), reduction in the number of games and the addition of another playoff round.

If the last negotiating round for national rights is any guide, Burns said, "you would assume we will have serious negotiations next winter culminating in an agreement prior to the 1989 season, the last year of our contract." But to predict when the final deal will be done is difficult, he said, "when we are still trying to evaluate what we are going to sell."

Regardless of when negotiations begin or end, baseball should be heartened going in by a fact that Burns expressed in what might be called an understatement: "Unlike a couple of years ago," he said, "there is an awful lot of interest in baseball these days." □

### Going After Baseball

The likely bidders and four spokesmen therefrom



CBS's Pilson



HBO's Abraham



NBC's Watson



TBS's Wussler

# ABC rides Olympics to sweeps victory

**Strong showing for network bolsters its number-two position in prime time race; Olympics-based victory will not affect advertising buys, say agencies**

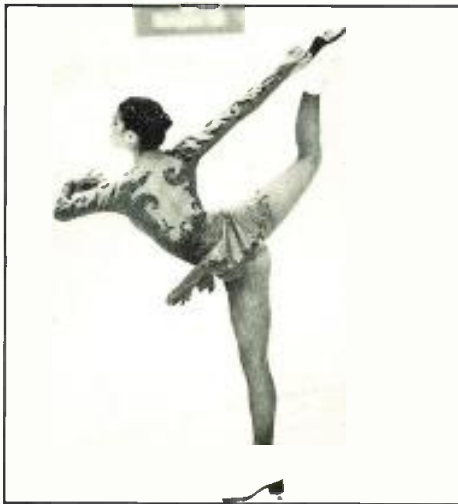
ABC won the February sweeps. It registered its first sweeps victory in four years on the strength of its 52 hours of prime time Olympics coverage (accounting for 59% of prime time during the sweeps). Executives at NBC and CBS, which placed second and third, respectively, were quick to suggest that ABC's was something of a hollow victory because agency buyers will discount the Olympics, numbers (or discard them altogether, considering just the non-Olympics sweeps numbers) in determining future buys.

Nevertheless, the strong Olympics showing solidified ABC's season-to-date hold on second place in the prime time network ratings. If CBS is to catch up and retake second place for the season, it will have to outperform ABC by an average of between 1.4 and 1.6 rating points for the last seven weeks of the season, according to David Poltrack, vice president, marketing, CBS. If it does not, CBS will find itself in third place for the first time ever in the regular-season prime time race.

According to the Nielsen peplemeter numbers, ABC won the Nielsen sweep period (Feb. 4-March 2) with an average 17.3/27. NBC was second with a 15.9/25 and CBS third with 14.1/22. According to AGB, ABC was first with a 16.9/26, followed by NBC, 15.6/24, and CBS, 14/22. For the Arbitron sweep period (Feb. 3-March 1), Nielsen put ABC on top with a 17.3/27, NBC second, 15.9/25, and CBS third, 13.8/21. (Arbitron provides market-by-market figures that won't be available until next month. The Nielsen and AGB figures reported here are national.) AGB reported ABC with a 16.9/26, NBC, 15.6/24, and CBS, 13.7/21. Poltrack said CBS scored lower in the Arbitron period because the network's strong performance for coverage of the Grammy awards on March 2 fell just outside that period and inside Nielsen.

ABC's Olympics average in prime time was 19.3/30. NBC averaged a 15.4/24 against the games and CBS averaged a 13.8/21. When the winter games were held in Sarajevo, Yugoslavia, in 1984, ABC averaged an 18.4/20 for its prime time coverage.

ABC executives readily acknowledged that its sweeps win was due to the Olympics coverage, but they were elated by the fact that for the 12 non-Olympics nights of programming in the sweeps, ABC beat CBS by an average half of a rating point. For regularly scheduled programs, ABC beat CBS by almost a full rating point, as it did with regular series programs (taking movies out of the equation). In all three cases, NBC was first, by at least an average 1.5 rating advantage. "But you have to remember," said CBS's Poltrack, "they [ABC] were only programming two weeks of sweeps [entertainment programming]. They concentrated all



their firepower in a shorter period of time."

"There is no question we were helped by the Olympics," said Alan Wurtzel, senior vice president, marketing research services at ABC, which is "a very special event that comes with a large audience." And Wurtzel's counterparts at the other two networks concurred with his assertion that the games also brought the network "value-added benefits that are not Nielsen measurable."

The games, noted Wurtzel, gave ABC a highly rated platform from which to promote new midseason programs, whose performance in the next seven weeks will determine whether the network hangs on to second place through the season.

"The story for us coming out of the sweeps," he said, "is when you take out the Olympics we were [still] in second place. And we were first with women 18-34." Local stations benefited, said Wurtzel, from strong lead-ins provided by the games, as well as from the opportunities they had to promote themselves and their programs. The games have also kept *World News Tonight with Peter Jennings* in first place in the news race for three consecutive weeks.

"No media buyer is going to buy [future spots based on] an Olympics number," acknowledged Wurtzel. Media buyers agreed, and in fact indicated that the sweeps system, as a tool for selling or purchasing time, is for all practical purposes obsolete. "I'd have to agree with that," said Pete Stacy, director of spot buying for BBDO's New York office. Sweeps ratings themselves have little, if any, impact on future buying, he said. "We have dailies in the top 15 markets," said Stacy, covering about 40% of the country.

For the nonmetered markets, CBS and

NBC are urging their affiliates to order special sweeps analyses looking at just the 12 non-Olympics days to use as a sales tool.

On the national level, the sweeps are of little importance. "Basically, the entire [season-long] race is of passing interest," said Richard Kostyra, executive vice president, J. Walter Thompson, USA. "We are primarily concerned with what we bought and how it did. It's analogous to the stock market. It's great if the market goes up 25 points, but how are my stocks doing?"

The question now is how long ABC can sustain the momentum provided by the Olympics. In an attempt to slow down that momentum, CBS packed its schedule with specials last week, including the mini-series *Bluegrass*, the *Miss U.S.A. Beauty Pageant* and the *1988 Grammy Awards*, and was expected to beat ABC by more than two rating points. Both networks have announced new program additions (CBS, four new half-hours; ABC, two half-hours and an hour) and scheduling changes affecting five nights of the prime time schedule.

If ABC does place second for the season, it is virtually certain it will not do so on the basis of regularly scheduled entertainment programming. Season to date, ABC is averaging a 13.1 rating in that category, third behind CBS's 13.7. ABC would have to beat CBS by about two full rating points each week to beat it in regularly scheduled shows, according to CBS's Poltrack. "The one thing I can safely predict is that we will be number two in regularly scheduled programs," he said.

Nielsen said the top five regularly scheduled shows in the sweeps were *The Cosby Show* (27.7/41); its lead-out, *A Different World* (24.1/36); *ABC Sunday Night Movie* (23.9/35); *Who's The Boss* (22.4/34), and *Cheers* (22.4/33). NBC had 16 of the top 30 shows, ABC had eight and CBS, six.

By CBS's count, the highest-rated movie in the sweeps was ABC's two-part *Elvis and Me*, which averaged a 24.5/36. The nearest contender was CBS's *Hostage*, which averaged a 19.4/29. NBC considered *Elvis and Me* to be a mini-series, where it also rated highest. That was followed in the same category by CBS's *Windmill of the Gods* (18.2/28); CBS's *Bluegrass* (18/28), and NBC's *Noble House* (16.3/25). The way CBS defines mini-series, there was only one in the sweeps—*Noble House*. The other three programs put in the category by NBC are classified as movies by CBS because they were schedule in regularly scheduled movie time periods. □

**Fall coming early.** CBS said last week that it would start next fall's prime time season two weeks earlier than usual to strengthen its new programs, particularly in light of the strong competition they will face during NBC's coverage of the 1988 summer Olympics from Sept. 17 to Oct. 2. Gene Jankowski, president, CBS Broadcast Group, said the network would also launch subsequent seasons right after the Labor Day weekend. NBC officials say the network will launch its new schedule in bursts, with some shows premiering before the Olympics (which will consume all of prime time from Sept. 15 to Oct. 2), some between the Olympics and the World Series (which starts Oct. 15), and some after the World Series. NBC's first full week of new-season programming is Oct. 24, a spokesman said. ABC has not announced its premiere date.

# Super Tuesday: Television swings south

**Latest installment in Election '88 finds CBS and NBC cutting back coverage; ABC will expand 'Nightline'; stations forming alliances to cover 20 states**

Networks and stations, not to mention the candidates and their handlers, have been preparing for it for weeks, even before the Iowa caucuses and the New Hampshire primaries. Now, Super Tuesday (March 8) is a day away. Republican and Democratic voters in 20 states—most of them Southern and border—and Guam will participate in primaries and caucuses to elect 2,110 delegates, about one-third of the total that will attend the two national conventions. But the fascination with which the networks had initially viewed this latest creation of the American political mind has faded, at least at CBS and NBC. They have cut back on the extent of their planned coverage. But ABC still sees the potential of a super story. Whoever is right, it could be the biggest political story at least until the conventions in Atlanta and New Orleans.

There will be cut-ins throughout the evening, beginning as soon as the polls close—at 8 p.m. NYT, in most cases—bringing results. Cameras are positioned at candidates' headquarters in anticipation of the interviews by anchors in New York. Analysts and consultants are getting ready for their few minutes of celebrity in the camera's eye. All the trappings of a major election are ready. But how much of a difference will it all make?

CBS, which had planned to devote three hours to the story, instead will broadcast a two-hour special, beginning at 8 p.m., to be anchored by Dan Rather. And NBC, which had been considering two hours, will do an hour, beginning at 10 p.m., anchored by Tom Brokaw. Conventional wisdom had it that the poor ratings the network news specials achieved after the Iowa caucuses and the New Hampshire primaries dictated the cutbacks—conventional wisdom that CBS

and NBC news executives rejected.

Officials at both networks said, in effect, that it no longer seemed, as it once did, that Super Tuesday would mark a watershed in the 1988 presidential campaign. "After New Hampshire, we talked to the political brains and decided we wouldn't get what we expected out of Super Tuesday," said Lane Venardos, executive producer of CBS News's special events. It appeared that the picture would be more "muddled" than clarified, he added. "It was hard to tell the network we needed three hours." Joseph Angotti, the executive producer in charge of election coverage at NBC, offered a similar comment. He said it seems that, in the wake of Iowa and New Hampshire, the uncertainty will continue until the California primaries in June. Besides, he said: "We feel we can tell the story in an hour."

For his part, NBC News President Lawrence Grossman acknowledged that ratings "are not totally irrelevant." But, he added, "ratings are not a total indication." He noted that the specials following the New Hampshire primaries were competing against the pairs figure skating in the Olympics. But he also indicated that after the intense scrutiny given the political process thus far, there is a burn-out factor to consider. "This will be a long race. There is a danger people resent more attention being paid to politics than they want to give it." And to make the point that the cutback decision was driven by journalistic considerations, not financial, he said the second hour had been sold out to advertisers. As a result, the network will actually lose money unless it can find advertisers to buy the hour that has been turned back. "We just take the time to do what we need," said Grossman.

For ABC News, that means two hours, if not three. No sign of fatigue there. Its special will air at 9 p.m., with Peter Jennings and David Brinkley co-anchoring. Then the news division will resume its examination of Super Tuesday in a *Nightline* beginning at 11:30 p.m., as usual, but expanded to an

hour. "It sort of looks like a big story," said ABC News political director, Hal Bruno. He feels Vice President George Bush could achieve a possibly "decisive" victory. And although Super Tuesday was created by Southern Democrats determined to influence the nomination of a conservative or moderate candidate, Bruno noted that liberals such as Jesse Jackson and Governor Michael Dukakis of Massachusetts are the likely big winners. Said Bruno, "the politics of unintended consequences" seem to be at work.

The networks, which plan exit polling in many of the states, got welcome news last week in two states where laws ban that practice. U.S. courts in Atlanta and Miami granted the networks the preliminary injunctions they had sought barring the enforcement of Georgia and Florida laws that would have prohibited exit polling. Both courts said the laws, defended as aimed at preserving order and decorum at the polling places, violated the First Amendment in being unduly broad and not the least restrictive means available for achieving the stated purpose. In the Georgia case, Judge Robert Hall said the law could be enforced only within 25 feet of a polling place, not the 250 feet specified in the law. In the Florida case, Judge Stanley Marcus simply enjoined enforcement of the law, which bars exit polling within 150 feet of a polling place.

CNN, with its 24-hour news window, had no problem assigning a substantial portion of its schedule to Super Tuesday coverage. It will run an expanded—one-hour as opposed to 30-minute—*Inside Politics*, beginning at 6 p.m. NYT. Then, at 8 p.m., it will begin three and a half hours of continuous coverage, featuring returns, interviews and analysis. Bernard Shaw and Mary Alice Williams will anchor Super Tuesday programing from CNN headquarters in Atlanta. For those not yet sated, CNN will recap developments with an updated *Inside Politics* at 1 a.m. and will continue to report through the rest of the night, as events dictate.

But presidential election campaigns are not just for networks any more. TV stations across Super Tuesday states are preparing extensive coverage of their own. And their resources are considerable. For instance, three Gillett Broadcasting Co. stations—WSMV-TV Nashville, WAGA-TV Atlanta and WTVT(TV) Tampa, Fla.—have, along with WWL-TV New Orleans, established an ad hoc network that will enable them to cover not only candidates in their home areas but elsewhere in the region. WSMV-TV, which has been covering Senator Albert Gore (D-Tenn.), will provide the network with coverage of Gore in Nashville and, through WAGA-TV and WWL-TV Ku-band trucks in Houston, will obtain live coverage of, respectively, Jackson and Bush. Conus, Newsfeed and the network cooperatives will also help stations offer coverage of far-flung events.

But the main emphasis of stations' coverage is local, with many of them reporting on polling in their areas. KPRC-TV Houston, for



**Going for the gold.** CBS's *60 Minutes* received the Gold Medal Award from the International Radio and Television Society last week on the eve the news magazine's 20th anniversary on the air. Pictured (l to r): correspondents Ed Bradley, Morley Safer and Mike Wallace, executive producer Don Hewitt and correspondent Harry Reasoner. Not shown is correspondent Diane Sawyer, who was on assignment in Ghana.

instance, has been reporting Mason-Dixon polling showing Jackson leading the Democrats and Bush the Republicans in the area and in the state. "On the Democratic side," said KPRC-TV news director, Paul Paolicelli, Jackson "is the big story."

And it is probably made bigger when viewed against his budget for commercials.

Bush is believed to be spending close to \$2 million in 14 states and his chief rival, Senator Bob Dole, more than \$1 million, in 10. Gore headquarters said a substantial portion of a war chest of at least \$2.5 million would be spent on advertising. Dukakis and Representative Richard Gephardt (D-Mo.) are also flooding the Super Tuesday area

with polished commercials. But as for Jackson, a spokesman said he had a budget of \$100,000 to buy time for 13 different spots on stations in eight Southern states, over the five-day period ending on Super Tuesday.

All of which suggests that, whether or not Super Tuesday is decisive, it will not be boring. □

## Turner network gets MSO boost

**After meeting with TBS, cable operators are optimistic over chances of proposed basic service**

Turner Broadcasting System officials showcased the proposed Turner Network Television to top cable operators in the industry last week and came away with tentative approval to launch the service, TBS said.

"We made substantial progress," said Chairman Ted Turner, in getting support for the network, which TBS hopes to launch on Oct. 3. TNT will be a basic cable service with a mix of high-profile original productions, mini-series, sports, movies and documentaries (BROADCASTING, Feb. 29).

The momentum behind TNT has been building for several weeks, with a number of prominent operators on Turner's board going public with their support of the service. John Malone, president of Tele-Communications Inc., said his company would give TNT its "total support," and American Television & Communications Chairman Trygve Myhren said a broadly based, basic channel "is very appealing to us."

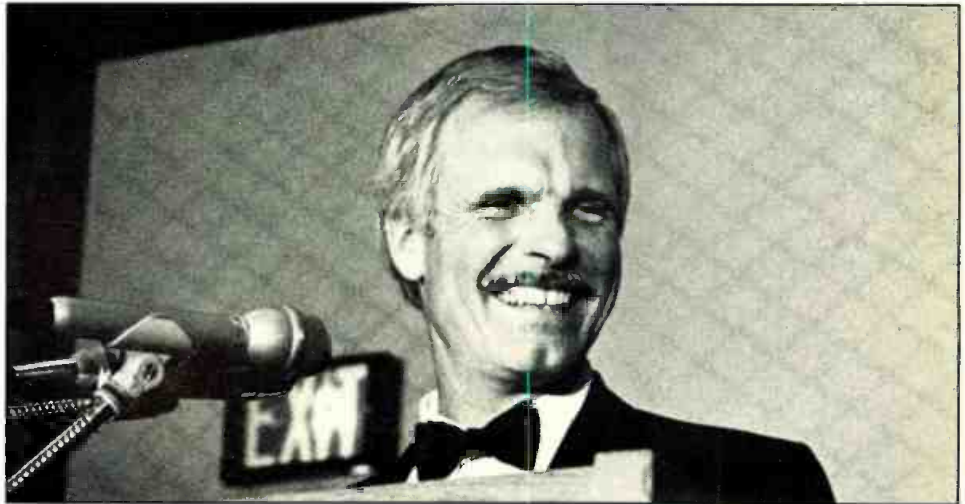
When Turner first announced the idea of TNT last year he met skepticism in the industry. Operators, unsure of the proposed network's programming and faced with tight channel capacity, were slow to endorse the project, and the board postponed action on the concept. TBS officials continued fine tuning the service and briefed board members on the latest plans several weeks ago.

Comcast Cable President Robert Clasen, an early skeptic, said after the meeting last week that "there was a general endorsement by most of the participants for the concept and for Turner to continue" developing it. Clasen said he got "a much better handle" on TNT's on-air look and its planned programming after listening to Turner discuss several programming ventures at last week's meeting. "I think there's a product there that can create a niche," said Clasen, and could serve "as a vehicle for the industry to look for other new kinds of programming."

A Storer spokesman said the company also reacted positively to Turner's plans and would begin looking for channel openings on its systems.

NewChannels President Robert Miron said "his [Turner's] ideas are there and that's what's exciting about it...He's got terrific thoughts and ideas, and he's a great programmer. He's demonstrated [with CNN] that he can take a concept and make it real."

At one point, July 1 had been mentioned as a possible launch date, which would have allowed cable operators to drop a distant signal and add TNT without incurring copy-



Turner to take TNT to board soon.

right liabilities for that signal for the rest of the year. But that date would have presented several problems, including getting channel clearances, promoting a new service in the dead of summer and assembling a program schedule. A Storer spokesman said the company had no immediate plans to make room on its systems for TNT, but said it "may make some decisions by year's end" on adding the service. "Summertime is not the best time to do promotions," said Clasen, who, like other operators, said he would examine, on a system-by-system basis, where TNT could be added. Clasen indicated that to launch the service, the company would need to have well over half the subscribers receiving the service.

Turner will ask the board for official approval of TNT within the next few weeks. Any substantial spending by TBS, as would be the case with TNT, must be approved by 12 of the 15 directors. Turner estimated TNT would cost \$40 million for its first two years of operation (BROADCASTING, Feb.

29). A positive response from the industry is key to getting TNT launched, since the cable operators on the board do not want to be the only operators supporting the concept.

Among those at the meeting were Malone; Myhren; Clasen; Miron; Nick Nicholas, Time Inc. president and chief operating officer; Tim Neher, Continental Cablevision president; James Robbins, Cox Cable president; James Gray, Warner Cable president, and Kenneth Bagwell, SCI Holdings president. Turner representatives included Turner: Bob Wussler, senior executive vice president; Gerald Hogan, TBS Entertainment president, and Terry McGuirk, vice president, special projects.

TBS also announced last week it has an agreement in principle with Think Entertainment to develop and produce programming for TBS or TNT. Think is a partnership of actress Shelley Duvall's Armadillo Productions and TCI, Newhouse, United Artists and United Cable. □

## Sorting through rubble of SCI deal

**Series of problems involving tax liability penalties, debt structure and changes in cash flow projections cause deal to unravel**

Participants in the failed, \$2.8-billion sale of Storer Cable are unlikely to come together again soon, according to sources familiar with what was to have been the largest cable deal ever. The complex transaction was ended by mutual consent Feb. 26 (BROADCASTING, Feb. 29).

The initial agreement, reached last Dec. 24, would have transferred the 1.4-million-

subscriber Storer systems from investment firm Kohlberg Kravis Roberts to a consortium of system operators comprising American Television & Communications, Comcast and Taft Cable Partners (a Tele-Communications Inc.-Bass Group joint venture). The companies agreed to pay \$1.7 billion for Storer's stock and to put up another \$1.1 billion in assets to free the equivalent in the property's restricted cash for KKR.

Derailing the deal, however, sources said, was a combination of disputes over liability for potential tax penalties on the sale,

Storer's debt structure and adjustments to cash flow projections.

A decisive factor in ending the discussions, according to sources, was the question of liability for any unexpected tax complications in the sale. The parties had agreed to protect against potential tax penalties totalling hundreds of millions of dollars by waiting some five years before dividing the properties among consortium members (similar tax penalties also prevent KKR from breaking up and selling parts of Storer Cable).

But no agreement could be reached on whether there might be other substantial tax penalties resulting from certain tax positions taken by KKR, and whether KKR should have protected the buyers against that risk.

A second critical roadblock was whether KKR's Storer holding company, SCI Holdings, could assume additional debt. The buyers believed bond covenants precluded SCI Holdings from taking more on, but KKR disagreed and was reportedly preparing to go to its bondholders for clarification of the point before talks broke down. A source close to the talks said resolution of the issue might have gone a long way toward keeping the parties together.

Another disagreement arose over a price adjustment of as much as \$70 million-\$80 million requested by the buyers in the wake of last January's U.S. Court of Appeals decision on copyright fee payments, which will substantially increase the amount of money cable operators pay the Copyright Office.

Storer, unlike many cable operators, had not accounted for the additional copyright fees and as a result had to adjust downward its projected 1988 cash flow by as much as \$6 million. A source at the company said Storer is now looking for ways to minimize the effects of the copyright ruling, including passing the increase on to subscribers or reinstating a modified form of tiering.

Some industry observers last week suggested that the the last chapter in the saga may still get written by the present set of players. They argue the companies in the cable consortium remain the most—perhaps the only—viable buyers of the Storer systems.

But sources closer to the talks, some of whom admitted surprise that months of negotiations and due diligence had ended without a deal, said bringing the parties back to the table and recovering momentum on the deal would be difficult because of the transaction's size and complexity as well as the apparent bitterness arising from the talks' disintegration.

Of the deal's future, David O'Hayre, ATC's senior vice president, investments, told BROADCASTING: "I really don't have a clue, [but] nobody's said 'We're definitely not going to talk any more....' We may, some day, make up, rise above the differences and go back at it."

O'Hayre added: "I'd like to see it [the deal] happen.... They're a good group of properties; they're well run, and they have potential. Right now, we're just kind of letting the dust settle." □

## Fall RADAR finds ABC Entertainment, Mutual on top

**Radio network rankings place ABC-E first in 12-plus category, while Mutual is number one in new 'All Broadcasts' designation**

Mutual Broadcasting holds on to first place among radio networks reaching persons 12 and older, according to Statistical Research Inc.'s (SRI) new "All Broadcasts" category in the fall 1987 RADAR 36 (vol. 2) report.

Mutual, which is owned by Westwood One, averaged 1,613,000 listeners per commercial, down 5.6% from the spring RADAR 35 book, followed by ABC-Entertainment (ABC-E) at 1,579,000. Rounding out the top five positions were ABC-Information (ABC-I), 1,528,000; ABC-Contemporary (ABC-C), 1,359,000, and NBC Radio's young-adult Source network, 1,126,000.

For the All Broadcasts category, networks

don't have to report at least one broadcast in each of the four major weekday dayparts: 6-10 a.m., 10 a.m.-3 p.m., 3-7 p.m., and 7 p.m.-midnight. Those networks that do report their broadcasts in all major dayparts are also ranked in the Monday-Sunday, 6 a.m.-midnight category. Not included in the last category is Mutual, Satellite Music Network One and Two and NBC Talknet.

In the traditional 12-plus Monday-Sunday, 6 a.m.-midnight ratings, ABC-E is on top with its 1,579,000 audience estimate.

Posting the largest overall percentage gain in 12-plus listenership was the United Stations Radio Network Two, which is primarily targeted at the 25-54 demographic. The network rose 32.7% in listeners from the previous RADAR report to 901,000.

In the ratings race between the two 24-hour format network services, Satellite Mu-

### D-2 format making progress

Broadcast videotape equipment users can expect to see several companies begin making plans to produce equipment in the D-2 format. Documents outlining the technical specifications of the composite digital system have been approved by the Society of Motion Picture and Television Engineers committee on television recording and reproduction technology (TRRT). Going into the meeting last week there were, "as always, technical questions here and there," according to David Fibush, Ampex senior product manager and chairman of the TRRT committee. But there were no "substantial" objections, he said.

Ampex designed the new digital standard and jointly submitted it with Sony Corp. to the TRRT in December 1986. Throughout 1987 the standard was studied and documented by a special SMPTE working group. By last January's SMPTE television conference in Nashville, the working group, chaired by Robert Herman, 3M professional video product manager, Minneapolis, had almost completed the documents, with "minor issues" to be worked out, and was ready to send them to the parent TRRT committee.

Most of the D-2 documents submitted by the Herman group were approved by TRRT during the meeting that was held last Thursday (March 3) near Ampex headquarters in Redwood City, Calif. At the next TRRT meeting, comments and objections on D-2 will be considered by the committee and its findings will be sent to the SMPTE standards committee. After approval there, the documents will be published in the society's magazine, the *SMPTE Journal*, and will be open to a three-month comment period for the general membership. After final adjustments based on those comments, the findings become an SMPTE standard. Fibush estimated that the documents could reach the publishing stage by late summer or early fall.

But he pointed out that manufacturers generally do not wait for the entire standardization process to be completed. "In most instances, manufacturers are taking the documents once they finally get out of my [TRRT] committee and going ahead and designing products," Fibush said. Some already have begun. Ampex introduced a D-2 studio videotape machine during the 1987 National Association of Broadcasters convention, and both Ampex and Sony are planning D-2 product introductions for this year's NAB. "We understand a third manufacturer may have a product there as well," Fibush said.

D-2 was developed as an alternative digital videotape format to the component color D-1, which is mainly used in postproduction studios. D-1 was standardized by SMPTE and the European Broadcasting Union (EBU) and later adopted as a world standard by the International Radio Consultative Committee (CCIR) in 1986. SMPTE and EBU received an Emmy award last year for their D-1 efforts. However, Ampex and Sony entered the second standard because broadcast TV studios and production facilities are equipped with analog composite equipment rather than component. A composite format would, therefore, be a less expensive and an easier way to convert to digital technology. D-1 and D-2 are both designed to be dubbed over several generations without degradation.



sic Network and Transtar Radio Network, SMN One was tied for eighth place with the traditional CBS Radio Network in All Broadcasts at 978,000, while SMN Two pulled 289,000 listeners. SMN's main competitor, the Transtar Radio Network, was next at 971,000 while the newly established Transtar Radio Network Two (TRN Two) came in with 443,000 listeners. (SMN Two encompasses commercial broadcasts for the Monday-Saturday, 7 p.m.-midnight daypart and all day Sunday. TRN Two is the measurement of the second commercial position for Transtar formats from 6:40 p.m. to 11:40 p.m., Monday-Sunday.)

In the highly sought-after 25-54 demographic, ABC-E was first with 953,000 listeners, followed by Mutual, 792,000; ABC-I, 763,000; ABC-C, 665,000; The Source,

646,000; Transtar Radio Network, 639,000; ABC Rock Radio, 587,000; United Stations Radio Network One, 559,000; SMN One, 552,000, and United Stations Radio Network Two, 483,000. (Daypart averages for Mutual and SMN One are based upon audience estimates for Monday-Saturday, 6 a.m.-7 p.m. only. All others are based upon audience data for Monday-Sunday, 6 a.m.-midnight.)

On the individual program side (RADAR 36, vol. 3), Paul Harvey's news and commentaries over ABC claimed the top five slots among persons 12-plus, with *Paul Harvey News*, 8:30 a.m., Monday-Friday, leading the way at 5,761,000 listeners (to commercials within programs). Next was *Paul Harvey News*, Saturday, 8:30 a.m., with 4,016,000 listeners, followed by Har-

vey's 15-minute 12:06 p.m. news program at 3,943,000 and his 15-minute Saturday morning (11:10 a.m.) broadcast with 2,864,000. Harvey's *The Rest of the Story*, fed at 3:06 p.m., Monday-Friday, was fifth with 2,814,000 listeners. (All of Harvey's programs are distributed over the ABC Entertainment network.)

Remaining top 10 finishes in network programs (in descending order) were CBS Radio Network's 7 a.m. weekday newscast, CBS's 6 a.m. newscast, ABC Information's 8 a.m. weekday newscast, ABC-I's 7 a.m. newscast and CBS's 9 a.m. Saturday news report. (All feed times are EST.)

RADAR is a 12-month rolling average of audience estimates distributed twice yearly by SRI. RADAR 36 data was supplied to BROADCASTING by ABC. □

## Dingell lays out his cards before broadcasters

**While House Commerce Committee chairman has kind words for NAB's Fritts, he leaves no doubt that he will push hard for must carry, fairness; he is sympathetic, however, to abuses of petitions to deny**

The broadcast industry's legislative ambitions may have to be reevaluated given the political options laid out by the influential John Dingell of Michigan, Democratic chairman of the House Energy and Commerce Committee. He spoke to broadcasters last week about the prospects for congressional action, and the outlook was not particularly bright.

To begin with, he said, the industry's resistance to the fairness doctrine was "short-sighted" and could lead to a "disastrous" future (one that might include spectrum fees or auctions). And although he backs must carry, Hill action on that item is contingent on the industry's willingness to accept the doctrine. "Broadcasters face a choice: You can be unregulated, or you can be special. But you can't be both," said Dingell.

He is also sympathetic to broadcaster concerns about "the scandalous abuse of the FCC's petition to deny process by hold-up artists seeking only to enrich themselves or to fund their causes." If the FCC doesn't tackle the problem, Dingell said, Congress would.

In addition, the chairman said, support for regulating children's television is growing. "The policy embodied in this bill has enormous appeal," he said, referring to legislation that would limit the commercialism in children's television programming and require commercial television stations to broadcast at least seven hours a week of children's educational or informational programming. He added that the "opportunity to correct this problem" is in broadcasters' hands.

Dingell plays a major role in determining the political fortunes of the industry as chairman of the Commerce Committee. He appeared last week before the National As-



Dingell

sociation of Broadcasters State Leadership Conference (see page 75) as a last-minute substitute for Representative Tony Coelho (D-Calif.), the House majority whip, who was busy elsewhere. Dingell's remarks emphasized his "friendship" with the industry. "I am a friend of broadcasting, and always have been. But the disagreement we have today about one particular issue threatens to poison the relationship between the broadcasting industry and Congress."

But Dingell had a kind word for NAB President Eddie Fritts. "Ed and I do not always agree. One thing you can be assured of: He will serve you well and wisely. He is a credit to you and a credit to the industry." He was equally complimentary of FCC Commissioners James Quello and Patricia Diaz-Dennis. He praised Quello for his relentless support of must carry. There was no mention of FCC Chairman Dennis Patrick.

He also commended some broadcasters such as Westinghouse and Fisher Broadcasting for supporting the fairness doctrine. He said ABC "maintained philosophical opposition" to the doctrine, and the Association of Independent Television Stations had "recently voted to treat the fairness doctrine as a low-priority item." Said the chairman: "I commend this wise course of action to the

entire industry."

Dingell made an impassioned defense of the scarcity rationale for fairness. It is still impossible to provide broadcast facilities to all who want to broadcast, he said, thus requiring the public trustee concept of broadcasting. Without that "public trustee status," the medium will suffer, he predicted. Although the industry might welcome a diminution of its public interest responsibilities, even those regulations viewed as beneficial to some broadcasters—such as the FCC's rules on financial interest and syndication, prime time access and sports blackouts—would fall by the wayside, said Dingell.

"Some of you might think that's good news.... Think again." Without a responsibility to serve the local community there would be no justification for the must-carry rules, he argued. "Why should we infringe upon the First Amendment rights of cable operators by forcing them to carry programming which they might otherwise freely choose not to carry, if there is no difference in the required content of the programing [on cable or on the air]?" Dingell asked.

Broadcasters would suffer on yet another front, according to the congressman. The need for additional spectrum to develop high-definition television would be hard to justify, he said. "But should cable subscribers or VCR owners be deprived of the full benefits of the new technology, until it can be fitted into the existing broadcast spectrum, if nothing special distinguishes broadcasters from cable operators or video stores?" Moreover, he questioned the logic of allowing broadcasters to use the spectrum for free if they no longer have any public interest commitments. "Cable operators pay up to 5% of their revenues to local authorities as franchise fees. Why shouldn't broadcasters make a similar contribution for their use of spectrum?"

Still, Dingell would prefer not to see such a regulatory scheme enacted. He is a staunch advocate of must carry and told broadcasters he intends to see "that some day a new set of must-carry rules will be in

force, either through the FCC or through congressional action." Fairness must be reinstated too and if the courts declare it unconstitutional, the chairman said he'll investigate a spectrum fee or auction approach toward regulating broadcasting. "I don't think auctions and spectrum fees are the best way to insure that broadcasters provide public service. But we may have no other choice." □

## House criticizes FCC on abolition of fairness

**Appropriations subcommittee, during budget hearing, also raps commission stand on TVRO and telephone matters**

The FCC's actions on home satellite and telephone issues drew some heat on Capitol Hill last week. Members of a House appropriations subcommittee, with jurisdiction over the FCC, voiced concern about the commission's direction in those areas. The commission was also admonished for its repeal of the fairness doctrine.

Abolition of the doctrine, Subcommittee Chairman Neal Smith (D-Iowa) told FCC Chairman Dennis Patrick, has "hurt your relationship with Congress." Smith said the Hill is "suspicious" of the FCC and that "there is a feeling that the FCC can't be trusted."

There were other questions too, such as what the agency proposes to do on must carry. Patrick told the lawmakers the FCC was collecting data to assess the impact that the loss of the mandatory cable carriage rules has had on the broadcast industry.

He went before the House panel to discuss the agency's funding request of \$104.7 million for fiscal 1989. The commission is seeking an increase of \$5.1 million over last year's budget. He told the lawmakers that much of the increase was for "fixed cost increases and to restore our base budget."

The administration's proposal to impose a fee on the use of nonmass media spectrum (BROADCASTING, Feb. 22) also cropped up during the hearing. According to the Office of Management and Budget, the fees would generate revenue of \$250 million beginning in 1990. However, when asked about that projection, Patrick said he was not sure how OMB arrived at the figure. The FCC and OMB, according to a commission source, have not been able to reach an agreement on the specific amount of money that might be raised. Patrick told the subcommittee he would look into the matter.

The FCC previously endorsed the idea of auctions for nonbroadcast spectrum, and Patrick again emphasized the advantages of holding auctions as opposed to the current licensing process.

Members were particularly interested in the FCC's role in regulating the home satellite dish (TVRO) industry. "I get more mail on this than Social Security," commented

Representative Hal Rogers of Kentucky, the ranking Republican on the subcommittee. It was Rogers's impression, he said, that the "FCC has washed its hands of this problem." But Patrick told the congressman that the commission had launched a major investigation into the status of the TVRO industry and concluded that progress was being made on many fronts. Programming, he said, is being made available "close to, and in some cases below, the prices offered to cable customers." Problems associated with shortages in scrambling decoders and the establishment of a de facto decoder standard appear to have been resolved, Patrick said. "Then we'll look at it again," he added.

Both Representatives Bill Alexander (D-Ark.) and Jim Koble (R-Ariz.) wanted to know more about the issue. Alexander, especially, was not satisfied with Patrick's response. He wanted the agency to do something about the pricing of the program

packages offered to home dish owners. But Patrick said it was "unclear" whether the agency has the authority to regulate in this area. "It would be clear if the FCC took that initiative to determine whether you have that authority," replied Alexander.

In addition, the FCC official listed the agency's top seven policy objectives for fiscal 1989. Besides action on telephone issues, the commission hopes to complete its syndicated exclusivity rulemaking and implement measures "to accommodate new technologies, such as HDTV." Patrick also mentioned "promoting competition in international telecommunications markets and continued emphasis on speed of service in licensing."

And he reported that the commission had collected \$19 million in fees for processing applications since April 1, 1987. He thought it would collect \$32.5 million from those fees in FY 1989. □

## Ku-band DBS still doubtful

Hughes Communications President Stephen Petrucci called direct broadcast satellites (DBS) "a business whose time has come" at last week's Satellite VII conference in Washington, saying the technological, financial and market elements are now "all in line."

In contrast to Petrucci, GE Americom President Kevin Sharer and Viacom International science and technology vice president, Matthew Miller, expressed qualified optimism. Miller described DBS as a "very profitable niche" market that will not draw advertising or sustain new programming of its own. And according to Sharer, technology—high power in particular—is not the central issue it is made out to be. Launching costs, the "pretty big leap" from C-band to Ku-band in-orbit and terrestrial systems and billing difficulties add up, he said, to a set of "system economics" that are the real issue. Hughes, he said, must spend \$700 million to launch two high-powered Ku-band birds.

In answer to questions concerning cable

operator industry resistance to direct-to-home broadcasting, Miller said that, as a programmer, Viacom theoretically "does not care how subscribers get the signal as long as we can bill them." Cable operators concede that 10 million to 15 million U.S. homes will never be wired, he said. Two million noncable homes currently receive direct-to-home signals with C-band dishes. "As far as how cable operators can participate in DBS," he said, "they do." Within franchised areas, he said, operators are authorized to retail to TVRO, while outside the franchised areas, "Viacom does very well selling directly to C-band dish owners. We see no Ku-band business in our future."

Acknowledging he could not speak for top MSO Tele-Communications President John Malone, Sharer, quoting an unnamed source, said: "We thought DBS meant direct broadcast satellite until Malone told us it means 'Don't be stupid.'" The line, when he heard it, "got a laugh," said Sharer. □

## Chief contenders

National Association of Broadcasters President Eddie Fritts is expected to announce this week (NAB may hold a news conference on Friday) his choice to head the association's government relations department. The post of executive vice president for government relations has been vacant since John Summers retired late last year. By last week Fritts had narrowed the list of candidates to four and he and a special review committee (composed of members of NAB's executive committee) conducted a final round of interviews. At deadline last Friday, Fritts said he had not reached a decision.

Among the contenders is James May, a former vice president for corporate development for Coca-Cola Bottling of New York. Based in West Redding, Conn., May is consulting for Susan Davis Companies, a Washington-based public relations-lobbying firm. May is also a former director of government relations for Pepsi Co., and a vice president of public affairs for the Grocery Manufacturers of America.

Yet another candidate is Paul Smith, the Republican staff director and chief counsel for the House Energy and Commerce Committee. Paul Myer, vice president and director of government relations for Capcities/ABC in Washington is also in the running. Myer has been with ABC for 11 years and was previously with the Ford White House. Washington communications attorney Mary Jo Manning of Wilkes Artis Hedrick & Lane was interviewed as well. Manning is a former staffer for Senator Ernest Hollings (D-S.C.), now chairman of the Commerce Committee.

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A Current Affair has carved out a prime access niche on WNYW New York, posting strong gains in household and key demo shares year-to-year!

In November, A Current Affair premiered on three network affiliates and immediately improved prime access performances: KSTP



Minneapolis showed a +38% HH share improvement over October '87 and both WSLs Roanoke and WDIO Duluth posted impressive HH share uptrends from the first week of the Sweep to the last.<sup>2</sup>

A Current Affair's success is due to its young, affluent and involved audience.

Furthermore, its audience duplicates both early news *and* network prime time better than its access competition, making it the *perfect* transition from news to prime time.



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Davenport/WHBF  
Duluth/WDIO  
Ft. Myers/WEVU  
Grand Rapids/WOTV  
Harrisburg/WHTM  
Honolulu/KITV  
Houston/KRIV  
Jacksonville/WJKS  
Las Vegas/KLAS  
Los Angeles/KTTV  
Milwaukee/WISN  
Minneapolis/KSTP  
New York/WNYW  
Norfolk/WTKR  
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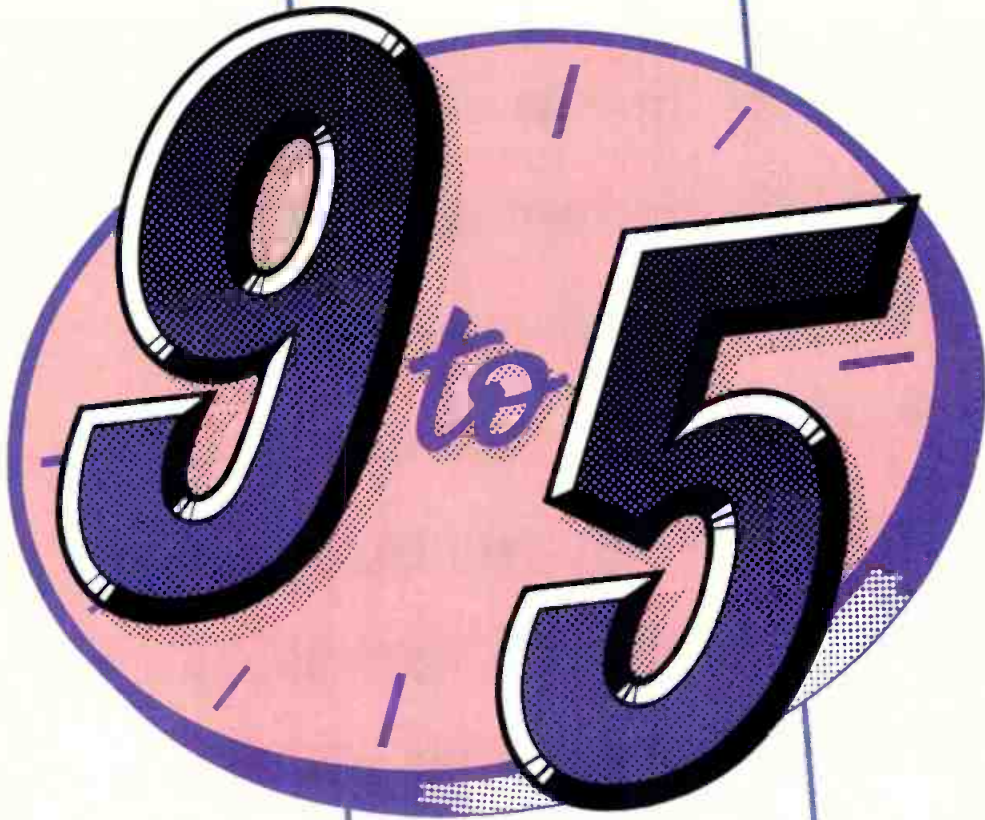
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The show of NATPE's show-and-tell exhibit floor is captured by the Gorgeous Ladies of Wrestling, whose ring was among the more eye-catching exhibits.

## NATPE: Under the big top in Houston

**Annual program executive gathering finds most station lineups already filled; marketplace for syndicators proves a mixed bag**

Coming as late as it did in the selling season, this year's NATPE International programing marketplace apparently did not sell a lot of new programing. For the most part, stations had already picked up whatever programs they needed for next season in November or December of last year, or in January. As a result, NATPE officials are re-evaluating their original plan to hold next year's convention in late February again (see box, page 46).

Neither large-market stations nor those in smaller markets reported needing much in the way of new product. "We did renew *Wheel* and *Oprah* so the convention wasn't a total waste of our time," said Fernando Granado, program director at KFSN-TV Fresno, Calif. "As for new acquisitions, we

really don't have a need." Granado indicated he would not return to the NATPE show next year. "It would be a waste of my time and the company's money," he said.

Other station executives agreed that program acquisitions were not the name of this season's NATPE game, given the oft-reported lack of time periods to clear new shows, and added that it would be much more useful if the show were moved back to January. Some of the same executives, however, felt the convention served several useful purposes. "I had two or three serious negotiating sessions," said John Duvall, program director at WLEX-TV Lexington, Ky. Although he added that "they could have just as easily come two or three weeks before or after the show."

For Duvall, whose station is an NBC affiliate, "it's not just a trade show." His network had a day-long affiliate meeting with NBC executives (BROADCASTING, Feb. 29). The show gave him an opportunity to

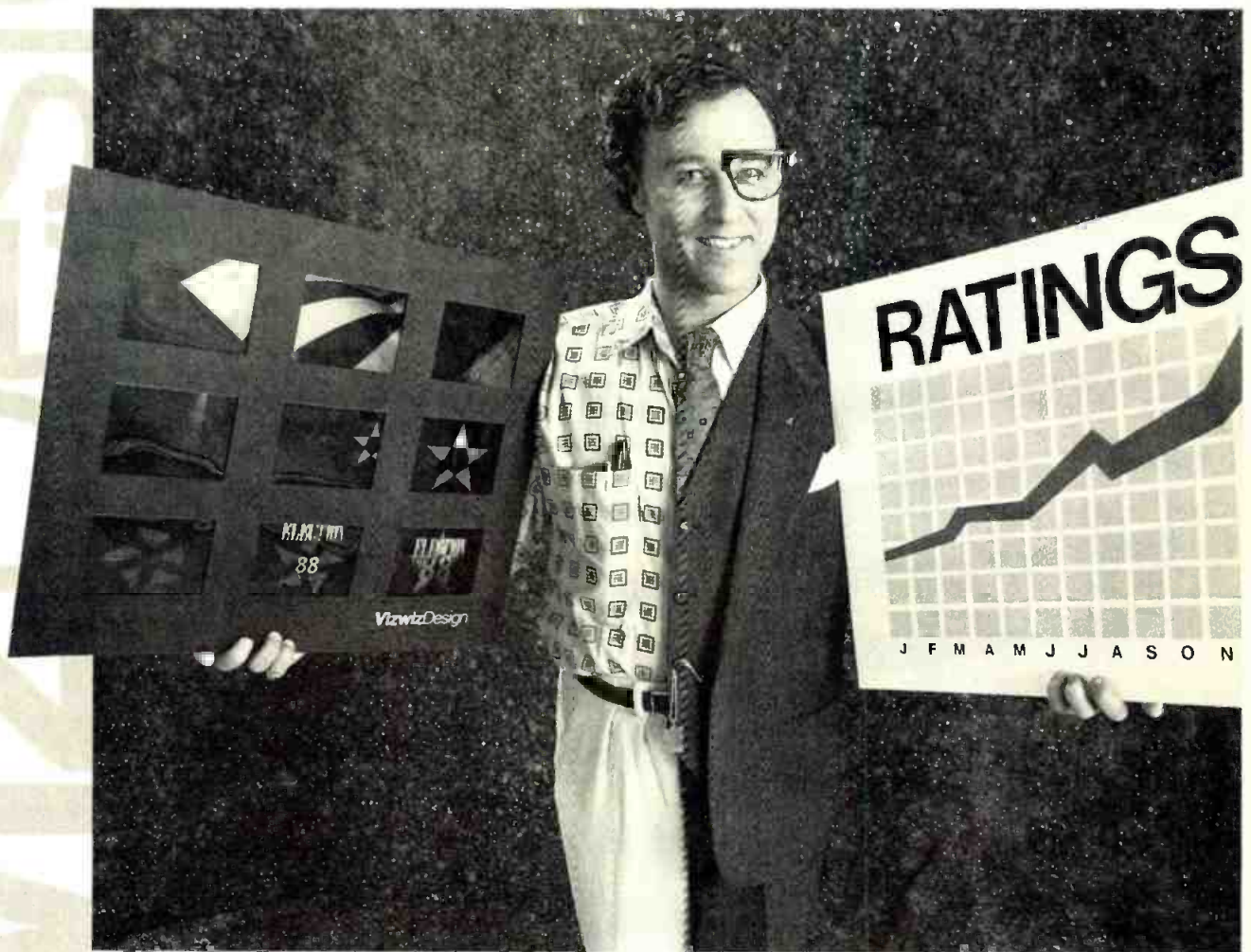
meet with counterparts in similar sized markets to exchange ideas.

Both Duvall and Granado were critical of the environment on the convention floor, which they said was not the best in which to conduct serious program negotiations. "It's just a big carnival with interruption after interruption," said Granado. Added Duvall: "I've seen a trend in the last couple of years where the sales people seem to be under far greater pressure from their superiors—they're almost frantic—than when they call on me at the station. And there is a negative net result for the syndicator...[because] I don't respond well to those kinds of circumstances."

A review of the marketplace by syndicators proved a mixed bag, with the larger players attracting a lot more traffic than the smaller ones. "We're having a great show, a lot better than last year," said Michael Lambert, president, domestic syndication, 20th Century Fox. By contrast, Silverbach-Laza-



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Paramount's 'Wipeout'

rus. which is syndicating Showtime's *Faerie Tale Theatre*, and some older off-network product and specials. reported spotty traffic. A survey of some of the activity at the show follows:

■ Fox's Lambert reported the company did about \$11 million in business for its new film package. Century 14, one of the hottest new packages in syndication (see story, page 71). Lambert also reported that *A Current Affair*, the WNYW-TV New York-produced show now in syndication, will be satellite-fed to stations at 4 p.m. NYT, to accommodate some stations for early fringe—the program was initially pegged for access. Lambert reported 44 affiliated stations (50% national coverage) had cleared the show (sold for cash) for access so far.

■ High on Paramount's selling priorities, particularly following the withdrawal of its Joan Lunden morning talk vehicle, was its first-run game show. *Wipeout*. According to Greg Meidel, senior vice president, Paramount has sold the show to four of the top five markets, including CBS-owned stations in New York, Chicago, and Philadelphia, as well as to 46 markets covering 45% of the country. The daytime, daily half-hour show is being sold on a cash-plus-barter basis.

Riding the success of its first-run hour *Star Trek: The Next Generation*, renewed now for a second season, Paramount has also sold its *War of the Worlds* science fiction series to more than 125 markets covering 85% of the country (three-quarters of the stations also carry *Star Trek*). Budgeted at \$800,000 per episode and sold on a barter basis, the program will launch next September with a two-hour premiere, followed by 22 hour-long episodes.

Paramount's other offerings include *Friday the 13th*, a weekly hour-long thriller it's upgrading from late fringe to weekend 6 p.m.-8 p.m., now renewed in 110 markets, with 80% coverage. The company's daily half-hour *Entertainment Tonight* is also



Group W's 'Bugzbug'

continuing into its eighth season, airing in access in the top five markets and with renewals in 101 markets.

■ Lorimar's *Family Medical Center* has been cleared in 52% of the country, but the company is still negotiating to get the program cleared in the top three markets. A company official said a final decision on whether to proceed is perhaps three weeks to a month away. *Fun House*, a new children's game show, is a go with 82% clearance, while *Freddy's Nightmares* is also a definite for next season, with 100 stations picking up the late night half-hour so far. Current first-run shows returning include *Mama's Family*, *Love Connection*, *It's a Living*, *She's The Sheriff*, *Silverhawks* and *Thundercats*. *Alvin and the Chipmunks* and *Gumby* are also set to return.

■ At MGM/UA, Richard Cignarelli, executive vice president of domestic TV distribution, said the company's *Group One Medical*, a medical information show using real doctors and patients, has now been sold in 40 markets covering 40% of the country, including six of the NBC-owned stations (the exception is Los Angeles). The cash-and-barter half-hour is being produced by former CBS News President Van Gordon Sauter and Michael Piller, former co-producer of *Miami Vice*.



Blair's 'Candid Camera'

■ MCA made news early in the show with the announcement that it was taking WWOR-TV New York's *Morton Downey Show* into syndication (BROADCASTING, Feb. 29). It also said it was offering its weekly *Puttin' on the Kids* as a strip.

■ King World reported long-term renewals for its popular *Wheel of Fortune* and *Jeopardy!* (through the 1991-92 season) for 25 of the top 50 markets.

■ LBS reported that 70 stations had cleared *Family Feud* (60%) for \$13 million in cash sales and that Bristol-Myers had agreed to buy one of the five minutes LBS is keeping weekly in the cash-plus-barter vehicle. Company president Henry Siegel said LBS expects to generate \$20 million in barter sales from the show. LBS also announced it had acquired the distribution rights to the animated *Real Ghostbusters* from Coca-Cola (it had been selling the barter time in the show), and that it would offer *Police Academy* as an animated strip for the 1989-90 season.

MGM/UA's *Twilight Zone*, with 30 new half-hours and 64 off the CBS network run, has been sold on a barter basis in 20 markets, said Cignarelli.

■ Group W Productions' new daily daytime talk show, *Good Company*, which has



Viacom's 'Finders Keepers'

led the 3 p.m. slot on KSTP-TV Minneapolis since 1982, may benefit from its similarities to the distributor's *Hour Magazine*. The hour-long *Good Company*, hosted by a husband-and-wife team, had signed 27 stations by NATPE's end, according to Kevin Tannehill, vice president of sales and marketing. It may need only 40-50 markets to launch because it can be sold to advertisers in combination with *Hour Magazine*. The show launches next fall.

Meanwhile, *Hour Magazine* is heading into its ninth season with more than the 136 markets it had last year. Among the renewals for the cash-barter daytime show are Fox TV stations in New York and Los Angeles, while Fox's WFLD-TV Chicago and KRIV-TV Houston will begin carrying the show in September.

Also from Group W, the weekly half-hour *Life's Most Embarrassing Moments*, has been sold in 32 markets on a barter basis: it debuts next September. Group W's half-hour animated strip, *Bugzbug*, has also been sold to independents in 41 markets for a fall 1989 launch.

Group W's Tannehill said the company's *The Wil Shriner Show*, after "disappointing" ratings in last November's sweeps, will have to show improvement in the February sweeps to be renewed for next season. Agreeing to carry the show for the remainder of this season are NBC-owned stations in New York, Chicago and Cleveland, and independent KHJ-TV Los Angeles.

■ Tribune's hour-long daily talk show, *Geraldo*, distributed by Paramount, has been renewed in 95 markets covering 78% of the country, including 28 of the top 30 markets. NBC's WNBC-TV New York carries it, as will CBS's Los Angeles-owned station in early fringe starting this month.

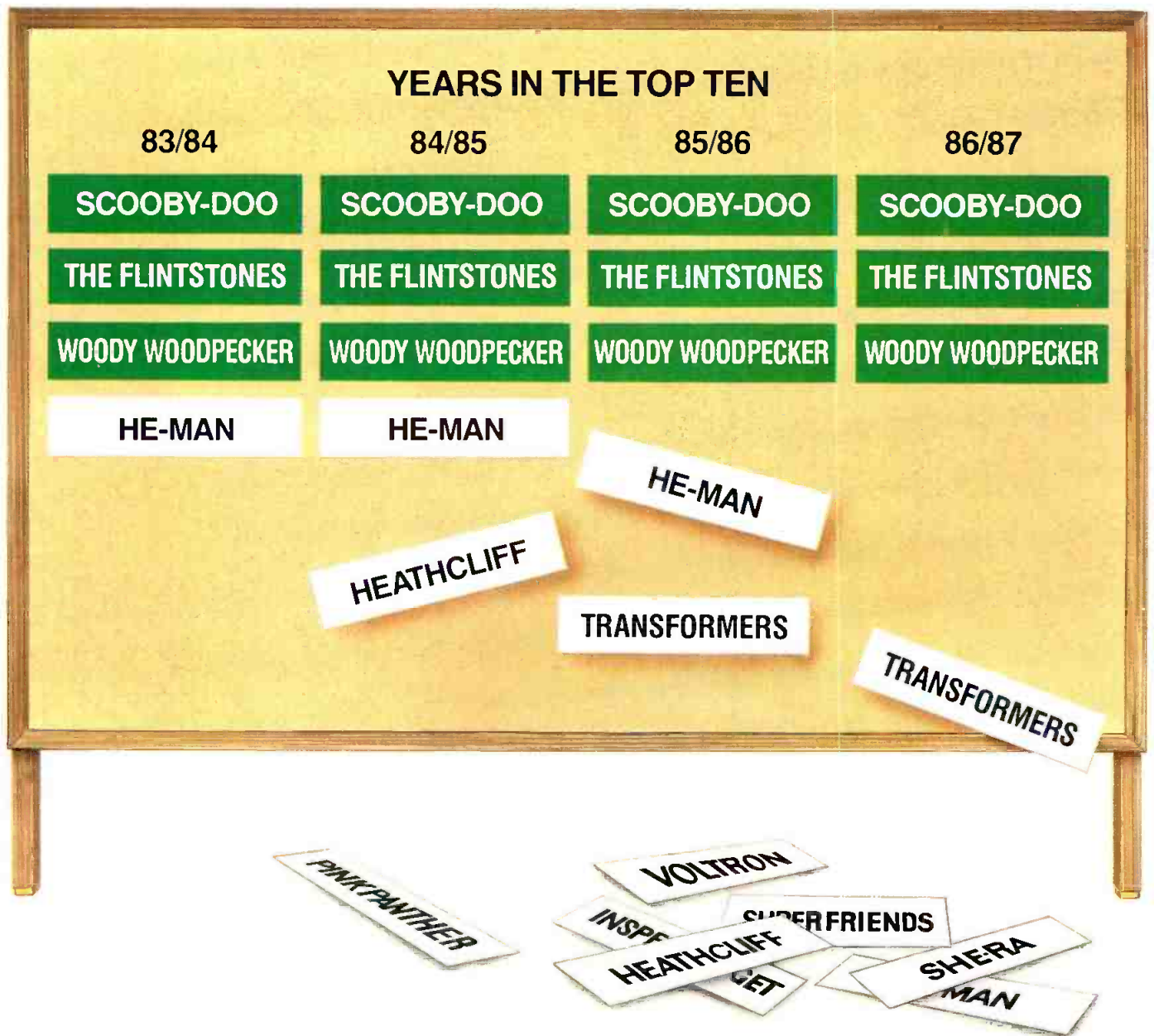
■ Among syndicated news offering, Viacom's *Business This Morning* launched last Monday, Feb. 29, on 78 stations covering 73% of U.S. TV households. The barter show was cleared by the four CBS O&Os



Peregrine's 'Improv Tonight'

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and in 15 of the top 20 markets. Viacom also reported strong clearances for the off-Nickelodeon game show, *Double Dare*, and interest in another, *Finders Keepers* (see children's programming story, page 52).

■ GTG Entertainment's video version of *USA Today* was a firm go going into NATPE; Bob Jacobs, vice president, sales, for GTG, reported sales to 111 stations clearing 82% as of Feb. 27.

■ Blair Entertainment signed nearly 25 network-affiliated stations for its first-run half-hour, *Candid Camera*, according to the company's Alan Bennett. The show, sold on a barter basis and targeted for weekend, early fringe or access, features as co-hosts executive producer and *Candid Camera* originator Allen Funt and comic John Mulrooney.

(Mulrooney was also signed to begin a two-night-a-week guest host slot March 14 on Fox Television's *Late Night* after Fox's Rupert Murdoch and Barry Diller saw his headline comedy act at a convention promotion for Peregrine's *Improv Tonite*.)

■ Select Media's offerings included the celebrity game-show strip, *Relatively Speaking*, sold on a straight barter basis and already cleared for fall 1988 on NBC-owned stations in New York and Los Angeles. The company's weekly sports anthology, *World Class Women*, offered for a fall 1988 run of 13 half-hours, has also been cleared on NBC's New York and Cleveland stations, as well as CapCities/ABC's in Los Angeles. A half-hour special based on the show will air this spring on at least 16 of the top 30 markets, the company said.

■ Genesis Entertainment's weekly travel series, *Great Escape*, has cleared in more than 30 markets, including NBC-owned stations in Chicago and Cleveland.

■ New World's *Zorro*, a prime access weekly series for fall 1988, and its *Highway to Heaven* have sold in over 30 markets for a September 1989 launch. New World has pulled the proposed Helen Gurly Brown talk show from the market, but company Vice President Tony Brown said it may be offered as a midseason replacement in syndication.

■ The return of Barris Industries' *Gong Show*, with new host Don Bleu, was well received, clearing 54% of the country, including CBS O&O's in Los Angeles, Chicago and Philadelphia and on WPIX(TV) New York. The show is being sold for cash plus barter. The majority of stations will be carrying the show in access or early fringe.

■ Turner Program Services' 24-half-hour nature series *Secret World*, seven-hour miniseries, *Portrait of the Soviet Union* and new *Tom & Jerry & Friends* cartoon package were on display, but no clearance totals were available.

■ Harmony Gold would not discuss clearances for mini-series *The Man Who Lived at the Ritz* and *King of the Olympics*.

■ Televentures President Patrick Kenney reported that its proposed weekday magazine strip, *Scandals*, would not go forward in syndication, but that talks were being held discussing "alternatives to the station syndication market."

■ Buena Vista reported clearing, through NATPE, 70% of the country for the new animated *Chip 'n' Dale's Rescue Rangers*,

**Elusive convention.** Another twist in the debate over when NATPE should be held occurred last week. At the convention, NATPE executives announced the show would be moved to January in 1989 because many feel holding the show in February is too late in the selling season. Now, however, NATPE has decided to let the membership vote on the issue.

According to a NATPE official, ballots were sent out last week to voting members, primarily local broadcast stations, offering a choice of two sets of dates to vote on—one covering the last week of January and the other the third week in February. The ballots also offer a choice of scheduling the convention over a weekend or during midweek. Ballots are due back at NATPE no later than March 21. Associate members, mostly syndicators, will also receive ballots for survey purposes. Those members do not have voting privileges however.

A number of syndicators have suggested the marketplace would be more active if the convention were moved to January. Some stations agree, but others, on both sides, say it really doesn't matter. "It's been some time since we used NATPE for acquiring programs," said Roger Colloff, vice president and general manager, WCBS-TV New York.

scheduled for debut in fall 1989. The company's hit game show of last year, *Win, Lose or Draw*, is set for year two, with the company projecting 100 access station clearances by the fall. The animated *Duck Tales* has been renewed for the second two-year cycle on stations covering 70% of the country, the company reported. *Regis and Cathy Lee*, the long-running local talk show from WABC-TV New York, has now cleared 90 markets (60% U.S. coverage).

■ The Silverbach-Lazarus Group reported clearing Showtime's *Faerie Tale Theatre* (26 one-hour episodes targeted for the weekend) in 15 markets, including Boston, Dallas, Cleveland, Houston and San Diego.

■ Action Media, based in New York, reported strong sales for a new comedy launched at NATPE called *Learning the Ropes*, starring former NFL player Lyle Alzado as a school teacher who moonlights as a professional wrestler. The program will regularly feature professional wrestlers from The Wrestling Network and is being positioned as a companion to The Wrestling Network's professional wrestling programs, on a lineup of 192 stations. A spokesman said Action Media had "commitments" from stations covering 49% of the country, but said not all of those commitments were in the form of signed contracts. Also on hand from the wrestling arena, whose programming has enjoyed growing success, was *GLOW*, (*Gorgeous Ladies of Wrestling*), in its second season on the air, and the World Wrestling Federation, whose programs include *WWF Wrestling Challenge*, *WWF Superstars of Wrestling* and *WWF Wrestling*

#### Spotlight.

■ According to George Back, president of All American Television, *Liddy*, the one-hour, "talk/confrontation" show hosted by G. Gordon Liddy, has been his toughest sell to date. "Because of the Liddy persona, preconceived notions of people about Liddy have stunted sales," said Back. As of Saturday, Feb. 29, *Liddy* had cleared 15 markets, excluding New York, Los Angeles and Chicago, with 40 offers in negotiations. *Liddy* is being sold on an all-cash basis and is slated for late night scheduling.

■ "We've made 10-12 times as many deals this year at NATPE compared to last year; the sales pace is much better than expected," said John Ranck, executive vice president of station sales. Orbis Communications Inc. *Love Court*, the half-hour, first-run series starring Pearl Bailey, has cleared 38 markets, 20 of those coming at NATPE. New York, Los Angeles and Chicago are among the cleared markets. Originally selling on a cash-plus-barter basis, it is now an all-barter product. *Public People, Private Lives* is a one-hour, interview show hosted by Sarah Purcell. *PPPL* is selling on a barter basis and has cleared 55 markets, 26 of those coming during NATPE. New York, Los Angeles, Boston and Washington are among those markets. The show is scheduled to air the first week of November. Both *Love Court* and *Public People, Private Lives* are slated for early fringe slots.

■ "*Sweethearts* is a firm go," said Peter Lund, president of Multimedia Entertainment. Approximately 40 markets have been cleared, including New York and Detroit. Hosted by Charles Nelson Reilly, the half-hour comedy game show will air mostly in early fringe with some stations running it in the morning. The show airs in the fall and is sold on a cash-plus-barter basis.

Multimedia's new hour version of the *Sally Jessy Raphael* show has cleared approximately 25 markets. Bruce Johansen, vice president, international and West Coast sales, felt that the "strength" of the half-hour show had made the selling of the longer version much easier. So far, Los Angeles and Detroit are among the top 10 markets that have cleared the show.

■ "We've gotten our biggest boost this year [at NATPE] from the sales of *Starting From Scratch*," said John Ryan, president, Worldvision Enterprises Inc. The first-run, half-hour comedy has been cleared on Tribune stations in New York, Los Angeles, Chicago and New Orleans, and on the Cox-owned station in San Francisco. Sold on a



Lyle Alzado 'Learning the Ropes'

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Worldvision is also redistributing *The Streets of San Francisco*. The show has been cleared in 30 markets, and was bought by France's TF1, which purchased all 119 hours. Ryan said that Michael Douglas's current popularity has helped sales dramatically. Streets is being sold on a cash basis.

*Throb*, a half-hour sitcom launched by Worldvision two years ago, has an uncertain future, according to Ryan. "No firm decision has been made at this point," said Ryan. The show is currently aired in 82% of the country.

■ Fries Entertainment's *Queen For a Day*, a one hour feature launched at NATPE, has cleared 24 markets, including eight of the top 11. *Queen* will air in the fall with most stations scheduling it in early fringe while others air it in the morning. Monty Hall will host.

sive time period.

Of late night formats, Gerber said talk shows, because they are "purely host-driven," often mean "exorbitant fees" for well-known talent to insure viewer interest. Late night soaps, on the other hand, are "financially undoable" because of difficulty in repeating the material and stations' unwillingness to give the long-term commitment necessary to develop an audience relationship with the show's characters, Gerber said.

Drama formats, Gerber argued, are often "too heavy" as viewers' last show of the evening, while he said traditional game shows also do not work well and comedy game shows "have not shown legs."

A more general problem with the daypart, Gerber explained, is that syndicated offerings during late night are generally barter only, leaving little cash to help develop stronger shows.

And higher-budget, "high visibility product" is probably just what is needed for late night competition to Carson, Blair Entertainment's Alan Bennett told BROADCASTING. Although how much stations will pay to create better shows is questionable, Bennett said there is a vacuum for quality because independents had their expectations raised but not fulfilled by Fox Television's unsuccessful *Late Night* offering.

Hoping to provide such a higher-quality late night product and still manage to make a profit is MCA, which is looking to counter-program comedy and variety formats with the new drama, *The Street*. The strip, considered big-budget for late night, is produced by former MTV Networks head Robert Pittman through his half-MCA-owned production company, Quantum Media.

*The Street* is a cinema-verite style street drama about Newark policemen that premieres March 28 on MCA's WWOR-TV New York and independent KCOP(TV) Los Angeles, and has also cleared in Detroit, Boston and Hartford, Conn. MCA TV's Lin Oliver defended the more expensive show as part of a necessary push to rebuild late night audiences, which she argued were being eroded largely by cable viewing.

In a similar counter programming move, MCA and Pittman are also rolling out in national syndication *The Morton Downey Jr. Show*, a controversial, issue-oriented talk show now airing on WWOR-TV York in prime time. The show, sold on a cash-plus-barter basis, has cleared Boston, Pittsburgh, Baltimore and Columbus, Ohio.

Republic's *On Trial*, a half-hour strip showing real courtroom trials, is also expected to get late fringe airing from independents beginning next September (affiliates are running the program in early fringe or prime access). The show has already cleared 37 markets, or 46% of the U.S., airing on independents KCOP(TV) Los Angeles, KSTW(TV) Seattle and KPHO-TV Phoenix.

The late night audience for comedy is the target of Peregrine Film Strip, *Improv Tonite*, featuring stand-up comedy routines based on the Improv in Los Angeles. The show will be shot before a live audience at the club by executive producer and Improv founder Bud Friedman and has already been picked up in Los Angeles, Chicago and

## Looking at late night

### Late night and how to make it successful occupies programers and distributors at NATPE

"Can it compete with Johnny?"

That query, long familiar to those programming against NBC's late night leader, *The Tonight Show Starring Johnny Carson*, was on the minds of programers and distributors at a NATPE panel on late night programming last Sunday, Feb. 28, as well as of concern to others on the conference's selling floor.

"Carson has dominated this time period for so long," noted panelist Larry O'Daly of TeleAmerica, "it boggles the mind to think what will happen when he retires." Despite celebrating his 25th year as the show's host this season, however, his departure seems as distant as ever: last spring, Carson signed a new multiyear contract with the network.

Nevertheless, programers are doing their best to offer alternatives. Among the late night syndicated offerings available at the NATPE conference were comedy-based shows like the first-run *Improv Tonite* from Peregrine and a news commentary strip from former TV network correspondent Linda Ellerbee, as well as dramas like MCA's *The Street*.

NBC's network rivals, as well, continue searching for competitive shows. CBS, for instance, has decided to give up its most recent late night checkerboard of network repeats because of what late night programming executive Michael Brockman told a CBS

workshop Feb. 28 was continuing difficulty in promoting and developing an identity for the time period.

CBS will instead compete head-to-head with Carson using *Wheel of Fortune*'s Pat Sajak to host a 90-minute talk show format beginning Jan. 9, 1989 (BROADCASTING, Feb. 29).

ABC, which has built its late night strength on Ted Koppel's *Nightline*, has been frustrated for years in keeping viewers for post-*Nightline* programs and has had trouble getting affiliate clearances for that time period.

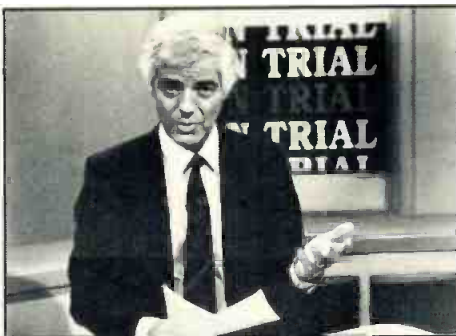
Now making ABC's effort to develop post-*Nightline* shows even more problematic may be Linda Ellerbee's new offering. The late night strip, with a working title *And so it Goes*, hosted by Ellerbee and making use of her reputation as a humorist, will blend news footage, features and interviews.

Because the show is being developed in a joint programming venture between King Features Entertainment and Hearst Broadcasting, Hearst's five major-market ABC affiliated stations (as well as a sixth CBS affiliate) will carry the show beginning with its launch in January 1989.

Late night remains the "most difficult daypart for anybody to get a hit on," agreed NATPE panelist O'Daly of TeleAmerica, which is marketing *Improv Tonite*, and Chuck Gerber of distributor Casablanca IV, who argued "there has never been a successful, long-running strip hit" during that elu-



MCA TV's 'The Street'



Republic's 'On Trial'



Boston, as well as other markets.

The half-hour show already has something of a track record, according to Pergrine's Hal Brown, having appeared on some 130 broadcast stations earlier this decade before falling victim to changes in Canadian tax laws that ended its financing arrangements. The show has aired since in altered form on the Arts and Entertainment cable network, drawing some of that service's highest ratings.

Other new late night offerings include the weekly one-hour variety series *Don King's Only in America*, to launch next fall. The pilot special for the show has already cleared in 68 markets—including the top three—covering 70% of the country.

MGM/UA's Richard Cignarelli argued that among the best late night program formats to deliver desired audience demographics (primarily sought after are men 18-49 years old) are science fiction and wrestling shows (Of the latter, the World Wrestling Federation's *Saturday Night's Main Event* specials on NBC have been consistent high scorers, with one telecast earning the highest late night ratings ever for a special, according to the network).

Despite difficulties in making most formats work during the daypart, Cignarelli argued the effort is worth it because "late night is the only time period that has the potential to improve HUT levels significantly." O'Daly agreed: "We're a 24-hour nation. You can increase the HUT levels if you give them the programs to watch."

#### Cable steps up its programming expenditures on original shows and material from variety of other sources

Cable will spend about \$2 billion on programming in 1988, with more than \$1 billion of that going to the acquisition of theatrical product and most of the rest, perhaps \$750 million, going to the production of original programs. The balance will be spent on acquiring shows that were televised first in a different medium.

"That's a mind boggling number," said Fred Schneider, executive vice president, programming, Showtime/The Movie Channel Inc., who made those estimates at the NATPE convention. There was disagreement over when cable would become a major player in big-budget program development. But there appears to be no argument that cable is a key factor—one that cannot be ignored—in the development of programming, not just for it, but for all windows in the program distribution chain.

Schneider, for example, reported that Showtime/TMC would step up its development of made-for-cable movies, at up to \$6 million per movie. And the company will recoup and perhaps make money on those projects in a chain of aftermarkets. He noted that a movie recently shot and completely financed by Showtime/TMC, *Gotham*, will, after its pay-cable run, go to home video, foreign theatrical and then worldwide syndication. "It will go through every window with the exception of domestic theatrical," said Schneider.



**Foreign affairs.** Station and syndication programming experts, after viewing several selections of overseas programming at a NATPE panel, were asked: "Will it play in Peoria?" Their answer, for the most part, was no. The panelists (l-r), Phil Arnone of KGMB-TV Honolulu, Jerry McGrath of WTMJ-TV Milwaukee, Dolores Danska of WCBS-TV New York, Chuck Larsen of Republic Pictures, Gette Alofsin of GTG and moderator Bruce Gordon of Paramount, watched clips from Australian sitcoms and mini-series, West German prime time soaps, Japanese action-adventures and internationally co-produced reality-based mini-series. They stopped short of making snap judgments from the brief viewings but repeatedly raised concerns about airing dubbed fare on U.S. TV. Problem accents, lack of stars recognizable to U.S. viewers and formats too close to those already on the air in the U.S. were some of the complaints. The best chance of reaching moderate audience success in the U.S. was given to an Australian mini-series, *Timeless Land*, which recounts Australia's 200-year history. Other programs, the panelists suggested, might have a better chance if they were reshot with American talent.

Cable executives at NATPE said that cable, in the viewers' minds, is more television, and that they see their mission as providing alternatives to what viewers receive from broadcast networks and stations.

"We're not a cheap substitute," said Schneider. "To compete, we have to pay the creative community what they get from any other source."

Executives from basic cable networks said this year's NATPE was a watershed event for their industry, both as suppliers and buyers of programming.

"The real message coming out of NATPE for our industry was that there were plenty of cable players there and they were sought-after customers," said Lifetime President Thomas Burchill. Burchill said he and the company's newly named senior vice president for program and production, Pat Fili, held discussions with a number of producers about developing first-run programs for Lifetime. Some of the talks, he said, focused on "recasting shows initially set for stations to go to [Lifetime]."

Burchill said he looked at a number of shows at NATPE that he thought would fit in the Lifetime schedule, including magazine, reality and game shows. While the cable industry used to be perceived as a place where syndicators could unload some old off-network product, said Burchill, "the emphasis is now on first-run and not old reruns."

Geraldine Laybourne, executive vice president and general manager, Nickelodeon/Nick-at-Nite, said the successful launch of *Double Dare* in syndication two weeks ago (see page 70) gave Nickelodeon unprecedented credibility as both a buyer and supplier of programs at NATPE. "It's really catapulted us into the limelight," said Laybourne of *Double Dare's* ratings. "We beat *Oprah* in New York on one day and that really staggered me."

Based on the initial success of *Double Dare* in syndication, the company decided to launch another game show currently on the network, *Finders Keepers*.

The company had been debating whether to launch that program into syndication or another game show, *Zap Trap*, which would have gone directly to syndication without playing on cable. *Finders Keepers* will come off Nickelodeon when it goes into syndication.

That program will be replaced on the cable channel by either *Zap Trap* or another game show currently in development called *Power Play*. Two other shows that will come on the channel by next fall, and be potential syndication candidates, are a children's court show tentatively titled *Jenny's Court* and a talk show with four rotating hosts.

Laybourne said the talk show would contain a good deal of activity "and won't be limited to a bunch of talking heads." One segment in the pilot has a plumber (for national plumber's week) who challenges Liquid Plumr in a drain opening contest.

"We are not tied to the syndication marketplace," said Laybourne. And there is no guarantee that any of the shows currently in development will make it to syndication. "They may have a life and they may not," she said. Some programs currently on the channel will never go to syndication, she suggested, such as *You Can't Do That on Television*, described as a "skitcom."

But some producers currently producing for cable, see their programs very much tied to the syndication marketplace. Greg Meidel, senior vice president, Paramount Domestic Television, said he sees the syndication of *Brothers*, which Paramount has produced for Showtime for five seasons, as a "litmus test" for the future production of such programs.

"If we can't generate enough revenue to encourage us to develop programs for other

media then we'll just be in the hits business," said Meidel. So far, *Brothers* has been cleared in 25 markets. Schneier of Showtime responded that he did not believe that was "a widely held point of view." He added that "we need to pay only some attention to where in syndication it will fall. We need to pay attention to what the show can do for us."

### Hour-long off-network programs facing softer market; promotion key to success of syndication of theatrical movies and mini-series

Much has been made of the soft syndication market for one-hour off-network programs. However, a case was made last week at a NATPE panel session by MTM Distribution Group President Joe Indelli that rumors of that form's death are exaggerated.

According to the November sweeps, Indelli reported, in the top 100 markets, off-network hours averaged a 20 share in early fringe among women 25-54. That performance, he said, was better than the average for three other popular early-fringe program forms, including court shows (19 share), off-network half-hours (18 share) and game shows (17 share).

Indelli has an interest in making such a case. Much of his company's business is the syndication of off-network hours, such as *Hill Street Blues*. A while ago, the company sold *Remington Steele* to the CBN cable network when it became apparent there was little demand for the program by local broadcast stations.

MTM is currently struggling to sell *St. Elsewhere* in syndication. In an attempt to make that program more attractive to stations, MTM has offered *St. Elsewhere* in a one-year, 160-episode (1.5 runs) package. Usually, the full term of an off-network hour package is five years and six runs. As of Feb. 27, the program had been sold in 19 markets, with about a third of those taking the limited one-year offer.

Indelli was not the only member of the panel to defend the scheduling of hours. "To say that hours don't work is inaccurate," said Farrell Meisel, vice president and program director, WWOR-TV New York. The station is owned by MCA Inc., a major distributor of one-hour shows in the off-network marketplace.

WWOR-TV has had success programming *Magnum P.I.* in early fringe. Last November, it averaged a 7/13 at 6 p.m., third among all stations in the market, according to a station spokeswoman. Meisel also said the station has had success programming a block of off-network hours once a week on Saturdays. The shows—*A Team*, *Knight Rider* and *Hawaii Five-O*—generally did not do well as strips in syndication. But as a weekend block, said Meisel, they brought the station "from a poor sixth to number one."

According to Jay Isabella, director of programming for TeleRep, the off-network hour market continues to be a concern for many stations. "Hours have softened because of the King brothers," he said, referring to the continuing dominance of *Oprah*

*Winfrey*, *Wheel of Fortune* and *Jeopardy!* "The USA Network is really determining the marketplace for hours," he added. MCA has recently sold USA Network (the former owns 50% of the latter) two relatively popular network hours—*Miami Vice* and *Murder, She Wrote*—because of the lack of interest for those shows by local stations.

Also, said Isabella, if a station buys an off-network hour for early fringe and it does not work, "the options to play it off are very difficult."

On the subject of syndicated theatrical movies and mini-series playing on local stations, there was general agreement that promotion is the name of the game. "For movies and minis, promotion is almost as important as the movie itself," said Michael Firman, with TAPE Consultants, New York.

Leslie Tobin, vice president, motion picture sales and acquisitions, Columbia Pictures Television, agreed. "Scheduling and promotion make it work," she said. Indeed, she acknowledged that good station promotion of a film "gives us a second chance to sell it" even if the picture bombed at the box office.

Tobin cited "Sheena" as an example. "Sheena" did less than \$1 million at the box office, but nationally last November it averaged a respectable 11 rating.

She said that of the top 20 barter films in syndication last November, many had box-office tallies of less than \$10 million. "And you'd be hard-pressed to name 10 stars in those top 20 films." She said the film genre that appears to work best in syndication is the "action type."

### Rep recommendations raise ruckus

Several rep companies caused some controversy at NATPE when they urged stations to be very cautious in making long-term renewal commitments to King World's *Wheel of Fortune* and *Jeopardy!* The reps—Katz, Blair and HRP—suggested that the shows were "growing older," meaning there was evidence of some erosion in the 18-49 and 24-54 demographics of their audience and that it could get worse. Responding to the

caution, King World President Michael King said: "They might feel that way but their clients don't. Twenty-five of the top 50 have renewed both *Wheel* and *Jeopardy!* [through the 1991-92 season]." At least one rep executive, Petry's Dick Kurlander, was urging stations to proceed with long-term renewal commitments to the programs. He said that "there is no question the programs have plateaued." But, he added, they will probably remain flat for another season and even if they decline 5% after that, "they'll still be way out in front of anything else." *Wheel* averaged a 19 rating last November in access, followed by *Jeopardy!*'s 16. Their closest competitor was *Win, Lose or Draw*, which got a 12.

In a Katz tape on programming at NATPE, John Von Soosten, vice president and director of programming, mentioned that while *Wheel* has continued its share growth November to November through the 1987 sweeps, that growth this year occurred "by default due to the *Truth or Consequences* disaster and the anticipated erosion of *Newlywed* and *Squares*. *Wheel* is beginning to show some signs of demographic erosion of its own."

The Katz presentation said that "after every survey, it seems that King World seeks another two-year renewal. We caution against the automatic decision to renew *Wheel* through September 1992." The presentation added that "the Katz programming department is not bullish on *Wheel* for the fall '90 and '91 seasons."

Last week, Von Soosten defended the Katz programming advice. "We're not against 1991-92 renewals; in many cases we're even recommending."

But he said that Katz had raised a "cautionary flag based on the November book." Of most concern, he said, is the fall-off in *Wheel*'s delivery of young adults.

As for its picks for next year, Katz said that among off-network shows it likes *Head of the Class* and *ALF*; for access it likes *USA Today*; among games, *Family Feud*, *Sweethearts*, *Wipeout* and *The Gong Show*; *Body by Jake* and *Business This Morning* for early morning; *Live with Regis and Kathie Lee* for mornings; *The Munsters To-*



Dr. Fad

*The Dr. Fad Show* and create new ones on the air. Designed for weekend play, *Dr. Fad* pulled in some heavyweight clearances at the show, reported David Fox, chief executive officer, Fox/Lorber. All four CBS-owned stations have picked up the program, as well as KDKA-TV Pittsburgh, WDIV-TV Detroit, and WHO(TV) Des Moines.

**The Doctor is in.** Ken Hakuta attracted a good deal of attention at NATPE. Of course, anyone wearing a sweatshirt with a couple of hundred multicolored plastic octopuses clinging to it is bound to attract the curious—even at NATPE where there seems no end to attention-getting gimmicks. Hakuta is also known as Dr. Fad, host of a new, once-a-week children's game show that was launched at the convention. Hakuta, who has an MBA from Harvard, gained his nickname and earned about \$20 million from his design of the plastic octopuses, known commercially as Wallwalkers. The show is being produced by wCBS-TV New York, in association with Joanne Roberts (*3-2-1 Contact*) Productions, and is being distributed by Fox/Lorber Associates, New York. Children from around the country will showcase their inventions on

day among first-run sitcoms, and *War of the Worlds* and *Freddy's Nightmares* among dramatic hours. Katz strongly advised against live action children's game shows. *Chip 'n' Dale* and *Yogi Bear* were preferred among animated shows.

### Tinker, Dann and Scherick assess TV programing 25 years later

Three men who were panelists for the first NATPE conference 25 years ago were reunited in Houston to reappraise the state of their art. The three: Grant Tinker, president of GTG Entertainment (and former chairman of NBC); Michael Dann, consultant to ABC Video operations (and former program chief at CBS), and Edgar Scherick, theatrical and television producer (and former program chief at ABC).

Their fondness appeared to be more for the present than the past. Tinker did, however, note that the TV schedules of 1963 offered a greater variety than those of today. But Dann said that he would have preferred to compete against the old schedules than today's. Programing of the 60's held up as well as it did, he said, because television was still a novelty and there was a greater forgiveness factor among its audience.

Both Tinker and Scherick expressed confidence in the viability of the three existing TV networks. Dann added that while they would obviously prefer to have 90% of the audience, as once was the case, even at 60% theirs is an excellent business, and no major advertiser will launch a campaign without them. Scherick commented that the fact that advertisers are paying far higher costs-per-thousand now than in past years just means that TV was an even greater bargain then.

Scherick was critical of the "triviality" of the programing being offered by the syndicators at NATPE. The public, he said, must still look to the networks for important TV offerings. "Things that are trivial don't last," he said, remarking that the networks have been at center stage of the industry since 1950.

Asked about the changes in ownership and management of the three major networks, Tinker expressed concern only that—with the exception of Capcities/ABC's Tom Murphy—none are headed by "broadcasters born and bred." Moreover,

"one thing the jury's still out on is whether [those now in charge] will put anything back in," Tinker said.

Dann noted he had worked for 22 presidents during his broadcast career, and that "we had some really bad ones." Even David Sarnoff, the founder of RCA, was "not interested in programing at all," Dann said. The real question, he said, is whether programers will be able to come up with exciting forms. "They're not going to take away the budgets," he said.

A question about the crisis in program costs elicited Tinker's opinion that something—presumably repeal or amendment of the financial interest and syndication rules—needs to be done to put the networks back in program participation, an action he felt would help alleviate the upfront and aftermarket financial situations. Scherick said he is participating in one deal that could be a precursor of the new order, in which he would be virtually an employe of the network.

Tinker said he had not yet fallen into the trap of thinking that everything done yesterday was done better than today. "In truth, I am a Pollyanna," he said. "I just think we should just do every day what we're supposed to be doing—which is serving the audience—and the rest of it takes care of itself. I have a very optimistic feeling about the future."

### Station groups band together to produce first-run programs

Two program consortiums were announced at NATPE. One involves King World, Gillett, Midwest Communication, Post-Newsweek and Scripps Howard as equal partners in the "R&D Partnership." The partnership is designed to develop new first-run programs of every kind to be tested on stations owned by the participating groups for varying lengths of time.

The partners have agreed to put up \$6 million in seed money for the project, which will be managed by King World. King World President Michael King said that the company was close to appointing an executive from within the company to manage the project, subject to the approval of the partners. King said that a first project had not

been determined but that the company expects to successfully develop programs from the partnership to take to NATPE next year. King World and Post-Newsweek experimented with the "R&D" concept last year with *The Orlando Show* on WDIV(TV) Detroit, which was canceled after an eight-week run.

Four other broadcasting companies formed a consortium covering 35% of the country. It will develop special event programs such as the successful syndicated mini-series, *Shaka Zulu*, from Harmony Gold and *Titanic...Live* from LBS. The companies are Chris-Craft/United Television, Westinghouse Broadcasting, Gaylord and MCA Broadcasting. United Television President Evan Thompson said the consortium grew out of the four companies' separate interest in two mini-series distributed in syndication this year by Harmony Gold (*King of the Olympics* and *The Man who Lived at the Ritz*). "We want to encourage the production of event programing," said Thompson.

The degree to which the companies participate in the consortium's projects will vary. Group W Television President Tom Goodgame, for example, acknowledged that his group (all affiliates) must be more sensitive to the concerns of the broadcast networks which are waging a war against one-time-only preemptions of network prime time schedules because of the fiscal damage it causes the networks. "Our participation will be limited," he said. In fact, he added, in all likelihood it will not go beyond the two Harmony Gold mini-series for 1988. "We feel very strongly we have to represent the networks, but at the same time this is a great opportunity to be involved with some very good broadcasting companies seeking some very special programing."

### Gillett predicts change in network ownership and relations with affiliates by 1993

The next five years may see one or more of the nation's television networks sold to a group of network affiliates and run cooperatively with the network's parent company.

That was the prediction of group TV station owner George Gillett, speaking before several hundred television program and station executives at a NATPE luncheon.

Gillett, who centered his largely extemporaneous remarks on ways to fight a shrinking network business and enhance network-affiliate ties, later told BROADCASTING the present network-affiliate relationship may have "history, but it doesn't necessarily fit in the current environment."

One way to change that, he suggested, would be if the network companies continued to operate the networks, but as minority partners, offering a piece of the company to broadcasters. The arrangement would serve as a "mutual inducement," he argued, encouraging stations to clear network programs, in turn strengthening the network, resulting ultimately in benefits to all its affiliates.

Such a fundamental shift in industry relationships would help the two sides of the industry "get on the same side of the table



L-r: Scherick, Dann and Tinker

[and find a] common sense of goal and purpose," he added.

Gillett, owner of a 12-station group of affiliates with the seventh largest household coverage in the country, offered several criticisms of network policies during the luncheon. He argued, for instance, that network executives appear to have accepted as fact, and may not be doing enough to slow, the erosion of broadcast viewership in the face of cable and home video competition.

Broadcasters must "start to get out of the syndrome that HUT levels have to go down, that network viewing has to go down, that network news viewing has to go down," Gillett said. "I don't know that that has to happen. There are ways and techniques we can use to stabilize or reverse that trend."

He urged the TV executives to understand how viewers watch TV and use it differently in different dayparts. "If we do, [that] there's no reason why we can't reverse the cycle" of declining viewership.

"If you're in a changing industry, you cannot deal with the same set of facts. Competitors, suppliers, viewers and advertisers are changing. We have to change," he added.

Gillett also challenged network programming decisions that he said relied more on peoplometer ratings and network-owned station results than on the needs of network affiliates that reach most U.S. television households.

There will be continuing pressures on the bond between networks and their affiliates, he said, because "two of the three networks are owned by people without a long history in the business [and there is] not the same appreciation of the affiliate relationship."

In his half-hour talk, Gillett said of the rapidly rising cost of syndicated programming: "I bear resentment to the process syndicators use, not to the syndicators. As long as we're fools willing to be used, so be it."

On the cost of buying a television station, Gillett said exceptional prices at 14-15 times the station's cash flow are only justified in markets undergoing dramatic growth, or where a turnaround is possible for a second-place or third-place station.

### Children's television has become political issue, panelists agree

It was standing room only as broadcasters gathered to hear one NATPE panel discuss the latest trends in children's television. Appearing on the panel were CBS's Judith Price, John Claster of Claster TV and Steve Binder of Binder Entertainment. Marc Summers, host of the hit children's game show on Nickelodeon, *Double Dare*, moderated the session.

It was evident from comments expressed by NATPE attendees that there is a growing concern that children's television could become a political football. Legislation is pending in both the House and Senate that would place limits on the amount of commercials aired during children's programs and mandate that broadcasters air a minimum of seven hours per week of "educational and informational" programming. It appears to be on a fast track, particularly in the House where it enjoys the backing of key

**CBS strategy.** The CBS TV network, which turned in a third-place performance in the just-ended February sweeps, must be far bolder in building its prime time ratings performance and in ending its reliance on long-form, older demographic programs. That was the message CBS programming executive Peter Tortorici brought more than 100 CBS affiliate executives at a network workshop in Houston.

"We're going to take some gambles," said Tortorici. "Staying on a conservative path is not going to get us where we want to be, which is number one." Among the more aggressive strategies Tortorici outlined in the network's "fairly drastic scheduling overhaul" in prime time were the addition of three new comedies on Tuesday night, *Trial and Error*, *The Dictator* and *Coming of Age*, to counter ABC's new *Wonder Years*.

CBS late night, daytime and children's programming executive Michael Brockman also described the network's move to replace its late night checkerboard schedule with a new talk show vehicle for *Wheel of Fortune* host Pat Sajak (BROADCASTING Feb. 29).

members.

"We have to be smarter than the regulators. We have to head them off," said one NATPE attendee, who said the public and government are "PO'd" over children's television. He feels the best way to tackle the problem would be for the broadcast industry to subsidize public television. "Let them function as educators and get the government off our back," he said.

But Claster does not think Capitol Hill has declared war on the issue. "I don't think the legislators are on our back. I think Congress is upset right now and we need to respond to them. I just think they want a dialogue," he said.

But Price of CBS said she thinks it is a "very political issue." The momentum behind the bill, she fears, might intensify as the upcoming election draws near. Price felt the bill would create problems for broadcasters. "Are we going to say animation is not educational?" she asked. "When are we going to program? Do we put it on before school or after school?" She questioned where the money would come from to cover those shows that do not make money. "Who's going to cover the freight?" she asked.

As for complaints about program-length commercials, Price thinks lawmakers might be overlooking some aspects of the issue. For example, she pointed out that both Sesame Street and Walt Disney have merchandise associated with their programming. The decision to do a children's show, she emphasized, is based on the program itself, not on whether there is a product to market.

The CBS executive also questioned whether lawmakers are familiar with the current children's programming fare. "These people [lawmakers] don't watch" children's programs, she said, referring to an Action for Children's Television conference where she heard House Telecommunications Subcommittee Chairman Ed Markey (D-Mass.) speak. Price said she arrived at that conclusion after discussing the issue with the chairman.

As for what makes a successful children's program, Price argued that "good programs always rise to the surface." She also felt shows should have "broad appeal." CBS, she added, does not "intentionally program to one sex and one age group." Also, Price has stopped using research. "The year I stopped doing research, I had my first hit," said Price, referring to CBS's *Muppet Babies*.

Claster also is not high on research. He will go with a program based on "gut

feelings."

Binder thinks many "good programs" get "lost in the shuffle." Sometimes, he noted, the best programs are not well received. "It takes a real commitment behind the scenes," Binder said. He also advised broadcasters not to approach children's programming any differently than prime time programming.

### International collaboration on program production has creative and financial benefits, says NATPE seminar, attended by 300

International TV co-production, made increasingly imperative for producers seeking to offset rising costs, should not center only on fiscal cooperation, agreed TV executives and panelists at a NATPE seminar on global financing. Emphasis should be as great or greater on joining creative forces for big-budget international co-ventures.

Panelist Riccardo Tozzi, executive in charge of television fiction production for Italian media baron Silvio Berlusconi's Reteitalia, told the audience of more than 300: "The financing is something which comes after you've found the right subject and the way to present it."

Dennis Plowright, chairman of Britain's Granada TV, told BROADCASTING that although international collaboration is "very urgently needed" between European nations and the U.S., both to refresh the program-making process, as well as to make new concepts financially viable, "finance is there to serve ideas and not the other way" around.

Several speakers also argued that certain obstacles to such creative cooperation are slowly vanishing, among them language barriers (English is now accepted as a universal language for many international co-productions to maximize their international marketability) and cultural differences.

Tozzi argued that because of increasing pressure toward integration between Europe's nations, it is in some ways going to become like one country.

Not all agreed, however. Former BBC head programmer Michael Grade, now chief executive of Britain's Channel Four, argued, "There's no such thing as a European culture. There are such huge differences; it's a complete fantasy, an accountant's fantasy."

Grade added: "Little by little, the cultural imperative of each nation is going to be eroded by accountants."

Managing director for West Germany's

NATPE coverage continues on page 66

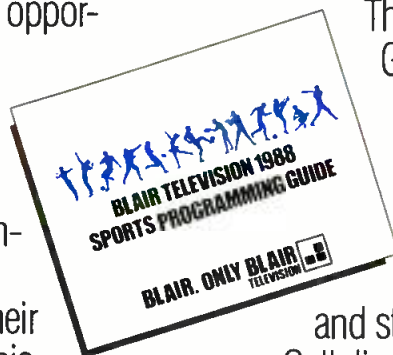
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# Special Report



## Baseball bags almost \$370 million in rights

The business of broadcasting Major League Baseball in 1988 remains lucrative, with estimated local and national TV, radio and cable rights figures for the upcoming season at \$366 million.

ABC-TV and NBC-TV are in the fifth year of a six-year, \$1.2-billion contract with MLB that will reportedly cost the networks \$200 million this year. The contract, which runs through the 1989 season, contains an escalating fees clause that has increased rights figures yearly. CBS Radio Network is entering the fourth year of a five-year contract worth \$32 million (see radio box).

The networks' contract sends the World Series to NBC (with all games airing in prime time) this year and with it knowledge that advertising revenue from a six- or seven-game series alone will

likely make up for the \$100 million reportedly paid to MLB by NBC. "Baseball continues to flourish as a spectator sport and as a programing commodity," said Kenneth Schanzer, executive vice president, NBC sports. ABC airs the American and National League Championships in '88 as well as the All-Star game.

For its Saturday afternoon *Game of the Week*, NBC will offer 30 single games and four doubleheaders. The 30 *Game of the Week* telecasts will feature two games, each shown in different regions. Vin Scully and Joe Garagiola will return as the announcers for the showcase *Game of the Week*, and Bob Costas and Tony Kubek will call the second game of the Saturday telecast. Marv Albert will host NBC's Saturday pre-game show. NBC coverage of the World Series

begins on Saturday, Oct. 15. Scully and Garagiola will announce the Series with Costas and Albert hosting the pre-game show. NBC kicks off its coverage on Mar. 20, with an exhibition game between the Los Angeles Dodgers and the New York Mets.

NBC's ratings have fluctuated very little in the past four years. Last year *Game of the Week* averaged a 6.1 rating, 20 share, down from the 6.4/21 during the 1984 and 1985 seasons. In 1986, NBC averaged a 6.3/20.

NBC will reportedly charge advertisers \$40,000-\$45,000 for a 30-second spot during the regular season games. According to an NBC spokesman, the inventory is 80% sold. "The marketplace is strong," said the spokesman, "we would probably be sold out but many agencies are waiting for clients to release budgets after the Olympics. Miller Brewing Co. remains a major advertiser of MLB on NBC, with Prudential increasing its participation and General Motors a new client for NBC baseball.

ABC is currently in the process of setting its schedule for the 1988 season. It's tentative line-up is eight Monday night games with the possible addition of some Sunday games. Last year, ABC carried eight Monday night games and one Sunday afternoon game. ABC begins its coverage on Monday night, May 30. An ABC spokesman-

said that ABC waits "a week or so [before announcing the scheduled game] in order to present the game with the most interest." ABC will air the All Star game on July 12 and the League Championship Series games beginning Tuesday, Oct. 4, for the American League and Wednesday, Oct. 5, for the National League. The LCS's will provide ABC with between eight and 14 games. It is expected that Al Michaels, Tim McCarver and Jim Palmer will return as ABC's primary announcing team.

Because *Monday Night Baseball* has never achieved the numbers comparable to *Monday Night Football*, ABC has decreased its number of telecasts, from a high of 18 in 1982, to the eight it will present this season. *Monday Night Baseball* averaged an 8.7 rating and a 16 share in 1987, down from a 9.4/17 in 1986 and a 9.5/17 in 1985.

Local rights fees for 1988 total \$158 million representing an increase over 1987 of 3.2%. The American League East division garners the largest local rights fees among the four divisions—\$51 million. The National League East, the A.L. West and the N.L. West divisions follow with \$49.3 million, \$34 million and \$24.5 million, respectively.

A team by team breakdown follows:

## ◆ California Angels ◆

New radio and TV contracts take effect in this 1988 season for the California Angels. The team has a new five-year contract with KTLA(TV) and a three-year deal with KMPC(AM). KTLA has the rights to 60 regular season games, and KMPC has the rights to all pre-season and regular season games, as well as spring train-



ing reports. KMPC will broadcast to a network of 22 stations.

According to Angels' packaging agent, Spectacor, 35 games will be carried by local cable systems, although Spectacor did not have a total number of systems last week.

On television, Angels games will be called by Bob Starr and Joe Torre, and on radio Al Conin and Ken Brett will be behind the mikes.

Spanish radio coverage of the Angels will be over XPRS(AM) Tijuana, Mexico.

## ◆ Chicago White Sox ◆

Television broadcast rights to the Chicago White Sox are held by WFLD(TV), whose 70-game schedule includes three pre-season games. Major sponsors are McDonald's, Miller Beer, Taco Bell and Dodge. An anticipated network of 25 to 30 stations in Illinois, Iowa, Indiana, and Oregon is still being set up.



WMAO(AM) Chicago, holder of the radio rights, was recently purchased by Westinghouse's Group W. The change to an all-news format will limit pre- and post-game shows to "probably 10 minutes on either side," according to general manager David Pearlman. Pearlman also reported that sales are running slightly behind last year's, with Miller Beer, Amoco, Chicagoland Chevrolet Dealers and True Value Hardware included among the major sponsors. Commentators for WMAO will be Lorne Brown and former major league manager and player, Del Crandall. WMAO is in the second year of a five-year contract.

Cable rights for the White Sox are held by regional cable network, SportsVision, which is in the middle of a 10-year contract with an option to renew. SportsVision will air 79 regular season and two exhibition games to approximately one million homes. Sales are running about 20% ahead of last year, according to Bob Fennimore, president of Rainbow Advertising, which handles advertising sales for Sportsvision. Sponsors so far include Anheuser-Busch, Chrysler Plymouth and True Value Hardware stores.

## ◆ Kansas City Royals ◆

Fans of the Kansas City Royals will be able to keep up with the details of the team's progress during 12 half-hour specials "recapping how



the team stands to date," according to WDAF-TV's Buddy Turner. WDAF-TV in the first year of a new five-year contract, will air 50 Royals games plus two in preseason. Former Royals pitcher, Paul Splitteroff, will be new to WDAF-TV telecasts, joining play-by-play announcer

Denny Trease. Sponsors include Miller, Ford and All-State Insurance.

The Royals on radio return to WIBW(AM) Topeka, Kan., after signing a new rights contract that will run through 1991. All regular season games and 16 preseason will be broadcast over a 120-station network, covering 10 states. Denny Matthews, voice of the Royals since the franchise was formed in the 1960's, will have play-by-play duties with 15-year announcer, Fred White. Major sponsors are Anheuser-Busch, Guy's Foods Inc., John Deere, Farmer's Insurance, Amaco and Western Auto.

## ◆ Minnesota Twins ◆

After a World Series victory, Minnesota Twins stations are finding it easier to sell time for the broadcasts. "There's been a large increase in



interest this year versus any previous year," said Stuart Swartz, vice president and general manager, KMSP-TV Minneapolis. Because of the increased interest, KMSP-TV will add nine specials during the season to its schedule, featuring coaches' analysis and highlights. Two more affiliates to its Twins network raise the total to nine. They will air 68 games during the regular season and seven preseason games compared to last year's five. Major advertisers are Miller, Midwest Federal Savings and Loan, Burger King and Subaru.

According to WCCO(AM)'s local sales manager, Marybeth Wuench, most of the major sponsors for its Twins schedule—Anheuser-Busch, Red Owl, Dodge, Amaco, Midwest Federal, Hardware Hank—are return advertisers from last year. But "we've added a lot of people buying a minute or so," due to the

## AMERICAN LEAGUE EAST

Team	1988 rights (000,000)	1987 rights (000,000)	TV originator and affiliates	Radio originator and affiliates	Cable originator	Rights holders
Baltimore Orioles	\$6.30	\$6.30	WMAR-TV 10	WBAL(AM) 40	Home Team Sports	WMAR-TV holds TV rights; WBAL holds radio rights; Home Team Sports holds cable rights.
Boston Red Sox	6.60	6.50	WSBK-TV 6	WPLM-AM-FM 81	New England Sports Network	WSBK-TV holds TV rights; WPLM holds radio rights; New England Sports Network (48% owned by Red Sox) holds pay-cable rights
Cleveland Indians	3.00	3.00	WUAB(TV) 4	WWWE(AM) 28	none	WUAB(TV) holds TV rights; WWWE(AM) holds radio rights.
Detroit Tigers	6.00	5.00	WDIV(TV) 4	WJR(AM) 37	Pro Am Sports System	WDIV(TV) holds TV rights; WJR holds radio rights; Pro Am Sports Systems holds pay cable rights.
Milwaukee Brewers	3.60	3.60	WVTV(TV) 11	WTMJ(AM) 60	none	Brewers retain radio rights; WVTV(TV) holds TV rights
New York Yankees	16.5	17.5	WPIX(TV) 10	WABC(AM) 39	Sports Channel	WPIX holds TV rights; WABC holds radio rights; SportsChannel holds pay cable rights
Toronto Blue Jays	7.75	7.75	CTV-TV 21	CJCL(AM) 65	The Sports Network	Labatts Breweries of Canada (45% owner of team) holds TV rights; Telemedia Broadcast systems holds radio rights; The Sports Network holds cable rights.

## AMERICAN LEAGUE WEST

California Angels	4.40	4.20	KTLA(TV) 15	KMPC(AM) 22	Spectacor	KTLA(TV) holds TV rights; KMPC(AM) holds English radio rights; XPRS Rose-Rita (Tijuana) Mexico holds Spanish radio rights. Spectacor sold rights to local cable outlets.
Chicago White Sox	9.30	9.30	WFLD-TV 5	WMAQ(AM) 25	Sportsvision	WFLD-TV retains TV rights. WMAQ(AM) retains radio rights. WTAQ(AM) holds Spanish radio rights and team retains cable rights.
Kansas City Royals	3.10	3.10	WDAF-TV 16	WIBW(AM) 120	none	WDAF-TV holds TV rights. WIBW holds radio rights.
Minnesota Twins	4.20	4.00	KMSP-TV 9	WCCO(AM) 65	Midwest Communications	KMSP-TV holds TV rights; Midwest Communications radio and cable rights.
Oakland As	3.20	3.00	KPIX(TV) 8 KICU-TV	KSFO(AM) 16	none	KPIX retains TV rights; Team retains the radio rights.
Seattle Mariners	3.70	3.50	KIRO-TV 5	KIRO(AM) 30	none	KIRO holds radio and TV rights.
Texas Rangers	6.10	6.00	KTVT(TV) 15	WBAP(AM) 18	Home Sports Entertainment	KTVT holds TV rights; WBAP holds radio rights; Home Sports Entertainment holds pay cable rights.
<b>AL total:</b>	<b>1988—\$85.00 million</b>	<b>1987—\$81.45 million</b>				

## NATIONAL LEAGUE EAST

Chicago Cubs	4.30	4.30	WGN-TV 30	WGN(AM) 74	WGN-TV as superstation	Stations hold rights under agreement with commonly owned Cubs.
Montreal Expos	7.00	7.00	CBC-TV 20 CFCF-TV	CFCF(AM) 9 CKAC(AM) 30	The Sports Network	Labatt Breweries holds TV and cable rights; The English Radio Network holds English radio rights; Telemedia French radio rights.
New York Mets	17.0	16.50	WWOR(TV) 14	WFAN(AM) 110	Sports Channel	Mets have partnership arrangement with broadcast originators; SportsChannel holds pay cable rights.
Philadelphia Phillies	10.0	9.50	WTAJ-TV 2	WCAU(AM) 29	Prism	Phillies sell radio, TV and cable rights, but retain cable ad time.
Pittsburgh Pirates	5.00	4.00	KDKA-TV 5	KDKA(AM) 40	KBL Entertainment Network	Team retains radio rights and sells TV and cable rights.
St. Louis Cardinals	6.00	5.10	KPLR-TV 27	KMOX(AM) 115	CenCom Cable	KPLR holds TV rights. KMOX has radio rights. Cencom Cable holds cable rights.

## NATIONAL LEAGUE WEST

Atlanta Braves	4.00	4.00	WTBS	WSB(AM)	WTBS as superstation	WTBS is TV rights holder under agreement with commonly owned Braves; team retains radio rights.
Cincinnati Reds	4.20	4.00	WLWT 22	WLW 72	none	WLWT holds TV rights; Reds retain radio rights.
Houston Astros	4.00	3.60	KTXH(TV) 17	KTRH 40-45	Home Sports Entertainment	KTXH has TV rights. Astros retain radio rights. Home Sports Entertainment holds cable rights.
Los Angeles Dodgers	5.00	5.70	KTTV(TV)	KABC(AM) 30 KWKW(AM) Spanish	Z-Channel	KTTV holds TV rights. KABC holds English radio rights. KWKW holds Spanish radio rights. Z-Channel holds cable rights.
San Diego Padres	4.30	4.20	KUSI-TV 7	KFMB(AM) 12 XEXX(AM) 20	Cox Cable	Padres retain radio and TV rights; Padres and Cox jointly hold pay TV rights.
San Francisco Giants	3.00	2.90	KTVU 5	KNBR 10 KIQI(AM) 32	Giantsvision	Broadcast originators hold rights.
<b>NL total:</b>	<b>1988—\$73.50 million</b>	<b>1987—\$71.90 million</b>				Not included in the table are network payments for nationally broadcast games that total about \$200 million. \$100 million for NBC-TV, \$100 million for ABC-TV and \$6.5 million for CBS Radio.



Twin's success last season, she said.

Along with the 162 regular season games, the station will also air 14 preseason games. A pregame show that premiered last year will be continued, she said, and is almost sold out. The post-game show is sold out.

Kmsp-TV and wcco share color announcers Jim Kaat and John Gordon. Television play-by-play is handled by Ted Robinson, and Herb Carneal fulfills that role on radio.

Midwest Communications, co-owned with wcco, has the Twins' cable rights and is committed to televising 25 home games with an option to pick up eight more after Sept. 1. They will be distributed to an estimated 300,000 subscribers on a pay-per-view basis in and around the Twin Cities. TV stations in four cities outside the metropolitan area—Duluth, Minn., Fargo, N.D., Sioux Falls, S.D., and Mason City, Iowa—will pick up the Midwest feed for distribution over the air. "Those games that are not carried by the broadcasters are then carried on basic cable in those same markets," said Midwest General Manager Bill Craig. Midwest experimented with this system for 12 games last season with one of them reaching an estimated audience of 1.5 million homes. Depending upon the number of cable systems and TV stations picking them up, the games should attract 500,000 to 1.5 million homes this year. Advertisers signed up so far include Budweiser and Pizza Hut.

## ◆ Oakland A's ◆

With a new broadcast deal in place this year, the A's will again be seen on KPIX(TV) and heard on KSFO(AM) Oakland. Joining KPIX will be KICU-TV San Jose.

According to a station executive who asked not to be named, under the new deal the A's now handle "all aspects" of the broadcasts.

Under the new deal, KPIX and KICU-TV will broadcast a total of 49 games. KSFO will broadcast all pre- and regular season games.

The A's retain the radio rights while the television stations hold the TV rights.

Spanish language radio coverage is through KNTA(FM) San Jose.

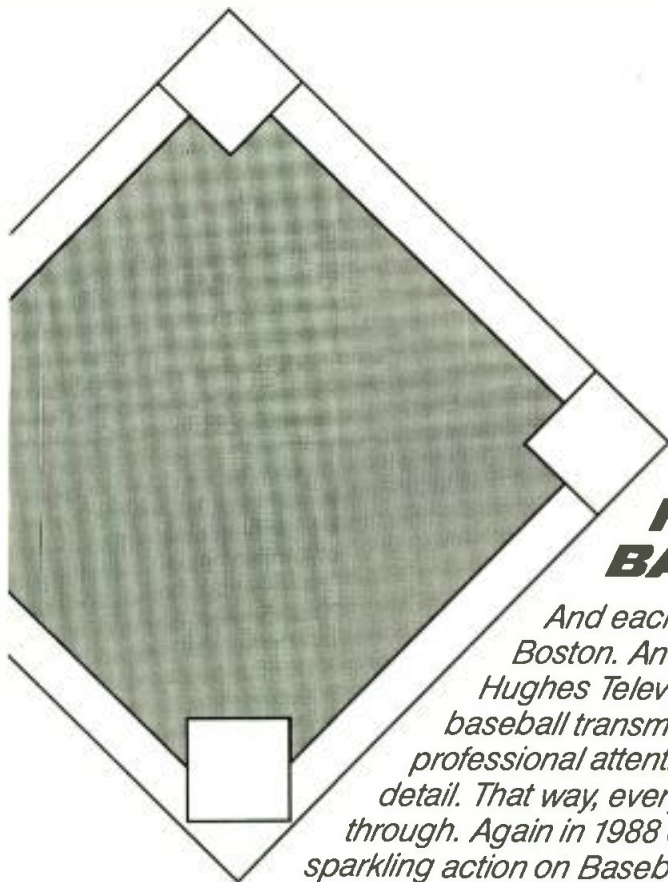
There is no cable coverage of the team. Calling the games for KPIX(TV) will be Monte Moore and Ray Fosse, while the radio team consists of Fosse, Bill King and Lon Simmons.



## ◆ Seattle Mariners ◆

The Seattle Mariners will be seen on both KIRO-TV and KTZZ(TV) this year, as they were last, in an arrangement that both stations said worked well. Because of network pre-emptions, CBS affiliate KIRO-TV, which has the rights to 35 games, sublicenses the rights to 41 other games to independent KTZZ. KIRO-TV has lined up a five-station network and is working on other agreements with stations in Idaho and Montana. John Norden, vice president and general manager, said sales are going "fairly well," with Budweiser, True Value Hardware, Toyota, Pacific Northwest Bell, GTE and Union Oil signed to date.

KIRO(AM) has lined up about 30 stations for its coverage of 20 preseason and all 162 regular season games. Sales Manager Bill Aanenson said the station was "in good shape," with advertising demand "well ahead of last year." Signings include Budweiser,



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## ◆ Texas Rangers ◆

Gaylord Broadcasting's KTVT(TV) Fort Worth is entering the fourth year of a five-year deal as television rights holder for the Texas Rangers. Gaylord purchased 35% of the club four years ago. (Long-time Rangers owner Eddie Chiles controls the remaining shares.)

KTVT, which is a "passive" superstation, will air 65 away games—up from 60 last season—and one preseason contest. The station, said Charles Edwards, executive vice president for Gaylord and general manager of the KTVT, transmits the games to a five-state regional network of 15 stations.

Among the advertisers for 1988 are Budweiser, True Value hardware stores, Nissan, Chief auto parts, Goody's headache powder, Texaco and Dr Pepper—the latter is a new addition to Texas Rangers television broadcasts this season. Edwards said sales are 21% up over last year's pace.

On the radio side, WBAP(AM) Fort Worth will be airing the Rangers for the 15th consecutive year as it begins the last year of a four-year rights package. WBAP, which also serves as the originating station for a regional network of 18 stations, will air 20 preseason and all regular season games.

Advertisers include Budweiser, Delta,



Coca-Cola, GTE, True Value, Ford and Gulf Oil. Baseball sales are currently running 15% ahead of the same time a year ago, said John Hare, WBAP president and general manager.

Home Sports Entertainment (HSE), a division of the Houston Sports Association, will be going into the second year of a two-year pact (which has a two-year option) for the Rangers pay cable rights. HSE will air 60 Ranger home games over 177 systems across a five-state area—mostly Texas—to a subscriber universe of 700,000. Those system and subscriber totals are up substantially from a year ago, when HSE carried the games over 121 systems to 225,000 subscribers. There will also be 25 games carried on HSE's Florida network, known as the Sunshine Network, according to Ed Frazier, HSE president.

The advertising roster for HSE's carriage of the Rangers includes Budweiser, Mazda, Whataburger (Texas fast food chain) and Chrysler.

## ◆ Baltimore Orioles ◆

Chuck Thompson, a play-by-play announcer for almost 40 years, is retiring this year as Baltimore Orioles announcer for WMAR-TV. Along with Oriole telecasts, Thompson served as the radio voice of the Orioles and former area teams, baseball's Washington Senators (now the Texas Rangers) and football's Baltimore (now Indianapolis) Colts, during his career. He joined WMAR-TV in 1979 when that station first acquired television rights to the Orioles. Thompson's successor, who will join former Oriole third baseman Brooks Robinson



in the WMAR-TV booth, has not been found, the station said.

According to Howard Zeiden, WMAR-TV vice president of sales, the station will broadcast 42 regular season games and four preseason. Major advertisers are Anheuser-Busch, C&P Yellow Pages, Nissan, Preferred Health Network, Jiffy Lube, Valvoline, McDonald's, Bob Davidson Ford and Giant Foods.

About 740,000 subscribers on 115 cable systems in the Baltimore-Washington area will see the Orioles on Home Team Sports, a Washington-based regional pay sports channel. Also, HTS will start the season on April 6 with a nine-day "HTS Free-View Marathon" period for all basic cable subscribers. There will be a 30-minute post-game show with interviews and league highlights for the first time on HTS this year.

For 65 of the cablecasts at Baltimore's Memorial Stadium (out of the 90 games HTS will present), a left field camera angle that got favorable viewer response when initiated last year, will be lowered 30 feet, resulting in "a more dramatic look down the foul line, right over the third baseman's shoulder," according to HTS producer Bill Brown. (For those familiar with Memorial Stadium, the camera will be placed just above the tomato patch that is planted yearly in the left field bull pen.) Mel Proctor and John Lowenstein return to announce Oriole games for HTS. Advertisers signed so far include Giant Foods and Subaru.

WBAL(AM) begins a three-year contract for radio rights to the Orioles this season. The station broadcast the games for 18 years before losing the rights nine years ago to WFBR(AM). WBAL won the bid for rights this year after the Orioles withdrew them from last year's rights holder, WCBM(AM), for allegedly defaulting on their contract. WBAL is promoting the Oriole's return to the station "very aggressively" under the slogan "The Orioles are Loud and Clear on WBAL," according to station manager, Jeff Beauchamp. "One of the complaints among Baltimoreans [since the Orioles left WBAL] has been that they couldn't

hear it because the stations they were on had great signal limitations," Beauchamp said. The 162 regular season and 16 spring training games will be announced this season by Jon Miller and Joe Angel. Sponsors include Budweiser, Bryant Heating and Air, Jeep-Eagle-AMC and Amoco.

## ◆ Boston Red Sox ◆

WSBK-TV Boston is entering the third year of its five-year contract to carry Red Sox games. Broadcasting to a network of six stations, it is covering 75 regular season and three preseason games, said Steve Tauber, assistant general manager, and those stations rebroadcast a varying number of games, between 25 and 45. The station has not sold out advertising spots yet. Major sponsors include Anheuser-Busch, New England Ford Dealers, MacDonald's, Delta and Midas Muffler.

Cable coverage for the Red Sox will be handled by New England Sports Network, which is partially owned by the team, the Boston Bruins, and Gillett Broadcasting (which also owns WSBK-TV). NESN is "strictly a pay service," said vice president and general manager, John Claiborne, and reaches 217,884 subscribers on 168 systems in 650 New England towns, up from last year's 172,258 subscribers. The service carries 83



regular season and 11 preseason games. A new announcing crew of Ned Martin and former Sox second baseman, Jerry Remy, are on board and will also handle the half-hour pre- and post-game shows. Major sponsors include Anheuser-Busch, Polaroid, Nissan, Chevrolet and Texaco. Claiborne reports that advertising avails are almost sold out.

WPLM-AM-FM Plymouth, Mass., will continue to originate games to a network that now has 81 stations, six more than last year, in New England and Florida, said station president and general manager, John Campbell. The station has two years left on its contract and will broadcast 162 regular season games and 22 preseason contests. Major advertisers include Budweiser, American Motors and Chrysler. Covering the games will be Ken Coleman and Joe Castiglione.

## ◆ Cleveland Indians ◆

Both the radio and television rights holders remain the same for Cleveland Indians baseball this season. WWWW(AM) returns with a new multiyear contract, while WUAB(TV) is in the last of a three-year contract. Anheuser-Busch is a major sponsor for both rights holders. The



radio station will broadcast the full slate of Indians games, and Harvey Simms, wwww's station manager, reports sales are pacing well compared to last year. WUAB(TV) will broadcast four preseason games, 15 home games and 45 road contests. Ron St. Charles, assistant general manager and program director at WUAB, said the Indians games are a "harder sell this year" given the team's last-place finish a year ago. "Last year the Indians were picked as a dark horse contender," said St. Charles. "They were a much easier sell. The sales pace is down." But both executives said the Indians broadcasts were important to the image the stations have in the community. Both stations also carry Cleveland Cavaliers basketball games and wwww carries Cleveland Browns football games as well. Simms said the Indians remain an important profit center for the radio station. On the television side, however, the same cannot be said. "They are certainly a major part of our image," said St. Charles. "But they aren't a critical profit center. It's getting tougher and tougher to make money on a major sports franchise, because the rights fees continue to rise." Still, St. Charles predicted the station would make a small profit on the Indians telecasts this year.

### ◆ Detroit Tigers ◆

Increasing its coverage from 45 regular season games last year to 52 plus five preseason games, WDIV(TV) Detroit feeds the games to a network of four stations. Major sponsors include Miller, Ford, Kroger, Taco Bell, Good-year, Pepsi, Michigan Bell, Kentucky Fried Chicken, Blue Cross and Burger King. Chris Rohrs, the station's general sales manager, said the station is having a "very strong year, with sales up about 10% over last year." WDIV(TV) has a pregame show hosted by Bernie Smilovitz. Play-by-play will again be handled by hall-of-famers Al Kaline and George Kell.

WJR(AM) Detroit, which originates the team's radio broadcasts, is almost sold out, said national sales manager Tom Wagner. The station will broadcast 162 regular season and 20 pre-season games. Handling the broadcasts



will be veteran sportscasters Ernie Halwell and Paul Kary. The largest sponsors are Ford Motor Co., Marathon Oil, Anheuser-Busch, Maxicare and Comerica.

Pro Am Sports Systems cable service will carry 80 Detroit Tiger games in 1988, with 55 home and 25 road games. Returning as announcers are Larry Osterman, who will handle play-by-play, and Jim Northrup, in his second season doing color commentary. Osterman also hosts a feature show, *The Pennant Chase*.

### ◆ Milwaukee Brewers ◆

Radio broadcasts of the Brewers games will go out over WTMJ(AM), which feeds to a 67-station network in 50 markets. One hundred and sixty two games will be aired along with 18 preseason and one exhibition. WTMJ's contract runs until 1993, however, radio rights are retained by the Brewers. Promotions include the Miller Home Run Sweepstakes, in which contestants whose names are announced at the beginning of an inning will win an accumulated jackpot if a home run is hit during that



inning. Besides Miller, major sponsors are Pepsi, Century Insurance, Amoco, Midwest Express Air, Wisconsin Division of Tourism and Farmers Insurance.

Ad sales for the Milwaukee Brewers are "brisk...partly as a result of a terrific '87 Brewers season," according to WTV(TV)'s director of operations and engineering, Lyle Schulze. Rates have increased and been accepted accordingly. WTV, holder of the television rights, will broadcast a 60-game schedule to an 11 station network throughout Wisconsin, Iowa, Illinois, Florida and upper Michigan. Major sponsors this year include Miller Beer, True Value Hardware, Car-X mufflers and Century food stores.

### ◆ New York Yankees ◆

WPix(TV) will be entering the 38th consecutive year of New York Yankees telecasts through the second year of a four-year rights package. However, as of this writing, the station had not yet settled on the number of telecasts it will feature during the upcoming season versus the number of cablecasts over SportsChannel, which is embarking on the seventh year of a 15-year pay-cable deal. Discussions concerning the number of televised games over WPix are still going on with the Yankees, said Marty Appel, vice president of public relations and sports for WPix. It is anticipated, however, that WPix will either broadcast the same number of regular season games as last year—53—or "slightly less." It is also expected that SportsChannel will again air 100 games.

(Last year when BROADCASTING went to



press with its annual Baseball special, it reported that WPix was planning to air 75 regular-season games in 1987 [BROADCASTING, March 2, 1987]. That number was subsequently reduced to 53.)

What is known to date for WPix is that it will air three preseason contests. The station will also originate Yankees telecasts over a regional network of 10 stations. Among the major sponsors are Anheuser-Busch (Budweiser), Chrysler Plymouth, Canon Cameras and the *New York Daily News*.

For SportsChannel, major advertisers include Anheuser-Busch, Toyota, Nynex, Dodge and The Wiz. The cable channel reaches 1.1 million households over 98 systems within a three-state area.

On the radio front, talk-formatted WABC(AM) will be entering the second year of a five-year rights pact. The station, according to its president and general manager, Fred Weinhaus, will air 13 preseason games and all regular season games over a regional network of 39 stations. That network will include three Florida stations: WSB(AM) Boca Raton; WIOD(AM) Miami, and WRBQ(AM) St. Petersburg.

Key radio sponsors for the Yankees in 1988 include Anheuser-Busch, Marine Midland, and Nissan. "We are pacing substantially ahead of last year [in advertising sales]," said Weinhaus.

### ◆ Toronto Blue Jays ◆

Labatts Breweries, through its subsidiary TV Labatts, owns the television rights to the Toronto Blue Jays, American League East pennant contenders last year. (Labatts also owns TV rights for the National League East's Montreal Expo's.)

Toronto-based CTV Television Network, with 21 affiliates in Canada, will air 39 Blue Jays games this season, as well as 10 preseason games. The broadcasts' top five sponsors are Labatts, Imperial Oil, Xerox, Coca-Cola and Toyota. CTV announcers again this year are Don Chevrier, Fergie Olver and NBC's baseball sportscaster Tony Kubek.

Canadian cable channel, The Sports Network (TSN), will also telecast 40 or more regular season games, in addition to three presea-

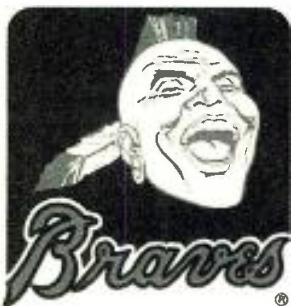


son contests. Major sponsors are Labatts, Petro-Canada and GM. Announcing the games will be Oliver, with former Blue Jay Buck Martinez providing color.

Telemidia Broadcast Services of Toronto, owner of the team's radio rights, will broadcast all 162 regular season games and 10 preseason games. The broadcasts originate from CJCL(AM), its owned station in Toronto, and reach 65 radio affiliates in Canada. Sponsors include Labatts, McDonald's, Coca-Cola, Petro-Canada, Black's Cameras, CIBC, Ontario Lottery, IDA Drug Stores, Zenith, Miracle Food Mart, General Motors (exclusive within show) and Nissan (post-game show sponsor). IDA, Miracle, Zenith and Canadian Airlines all sponsor special promotions during the season. Radio announcers are Tom Cheek, Jerry Howarth and, for pregame and post-game shows, Scott Ferguson.

### ◆ Atlanta Braves ◆

WTBS(TV) will carry Ted Turner's Atlanta Braves. The superstation has decreased its coverage to 135 games (131 regular season and four preseason) from last year's total of 150. The



drop is due to a scheduling conflict with Turner's NBA Atlanta Hawks. Ernie Johnson, Pete Wieren, Skip Carey and Billy Sample will alternate announcing chores for WTBS and WSB(AM).

WSB(AM) Atlanta, is the originating station for a 115-station network that will air all 162 regular season games and 15 preseason games. WSB has been the radio carrier for Braves baseball for 21 of the past 22 seasons. The radio station is in the last year of a three-year deal.

The Atlanta Braves' promotional theme for 1988 is "One Crazy Summer." Fans can expect giveaways and concerts, with one concert featuring the Beach Boys. Major sponsors for Braves baseball include Coca-Cola, Delta Airlines, Anheuser-Busch, Toyota, Goody's headache powders and Amoco.

### ◆ Cincinnati Reds ◆

WLWT(TV) Cincinnati, which has carried the Reds since 1956, will originate 47 games for a 22-station network reaching nine states this year. In the announcing booth, former Reds catcher Johnny Bench will be joined by Jay Randolph, who did play-by-play for the St. Louis Cardinals last year. Last year's television and part-time radio announcers, Marty Brennaman and Joe Nuxhall, will concentrate on radio this year, on WLW(AM).



WLWT Sales Director Ned Paddock said the Reds are 85% sold out on the network, with Anheuser-Busch, Toyota, Delta Airlines, Long John Silver, Blue Cross, Lenscrafter and General Tire. Paddock said local sales are 80% sold out, with advertisers including Ford dealers, Hardee's, Taco Bell and Pepsi.

On the radio side, the Reds retain the broadcast rights and sell the avails in each game, roughly 30 minutes. WLW carries a pre- and post-game show and has the rights to sell advertising in those segments, roughly 16 minutes per game. A portion of that revenue is handed back over to the Reds. The station's general sales manager, Tom Horan, said WLW is almost 90% sold out, with advertisers including Anheuser-Busch, Auto Manage (a local auto dealer), Sears, Bob Evans, White Castle and Sherwin Williams. In-game advertisers include Anheuser-Busch, Marathon Oil, First National Bank, Maxwell House, Ohio Lottery and Big Boy. The station took in an estimated \$1 million in advertising revenue last year, a figure, it is estimated, that the Reds at least matched in-game. In-game advertising minutes are almost twice the amount of the combined pre- and post-game shows. The station will air all regular season games and 20-24 preseason contests. WLW has lined up a 72-station network for the Reds.

### ◆ Houston Astros ◆

Originating broadcasts of the Astros is KTXH(TV) Houston, which will cover 83 games including seven preseason contests. The station feeds a network of "around 17 stations," said general manager Vince Barresi, who reports that sales are "terrific, much ahead of last year." Major sponsors include Anheuser-Busch, Southwestern Bell and Kroger. The station is in the third year of a revised 10-year contract that was renegotiated this year.

KTRH(AM) has a package of 162 regular sea-



son games and 20 preseason games that it sends to a network of about 40 stations, said Michael Packer, the station's general manager. The Astros hold the radio rights, but Packer reports that sales are going well for the sta-

tion's pre- and post-game shows: *Astros Countdown* and *Astros Wrap*.

Radio rights are retained by the Astros, and Jamie Hildreath, director of broadcasting for the Astros, reports that sales are "way ahead of last year." Major sponsors include Budweiser, Gulf, Kroger, Subaru and Coca-Cola.

Home Sports Entertainment's subscriber count grew almost 300% from last year when it reached 235,000 subscribers. According to HSE spokesman Jim Manning, the cable network currently reaches about 650,000 subscribers in Texas and contiguous states, but he said they expected to reach a million subs by the end of the year. In addition, HSE is the managing partner in a new venture, The Sunshine Network (BROADCASTING, Feb. 22), which is principally owned by 11 cable MSOs. It is available to about 1.5 million subscribers in Florida. HSE will carry 75 regular season and six preseason games this year and The Sunshine Network will carry 25 regular season and six preseason contests. Manning said sales were going very well; major advertisers include Coca-Cola, Anheuser-Busch, Mazda, Texaco and Eastern Airlines.

### ◆ Los Angeles Dodgers ◆

Nineteen-eighty-eight will mark the first year the Los Angeles Dodgers have released the broadcast rights to their games. KABC(AM) Los Angeles will be picking up the Dodgers for the 14th year in a row, while television broadcasts



will be handled by KTTV(TV). Both stations have signed a five-year contract. Spanish rights are held by KWKW(AM) Los Angeles, which will broadcast a full schedule.

KABC's Ken Miller says sales are going "great," with major play-by-play sponsors being Unocal Oil Co., Anheuser-Busch, Nissan Motor Corp., Coca-Cola bottling and Farmer John meats. Approximately 190 games will be fed to a 30-station network in California, Arizona and Nevada.

KTTV will broadcast 50 away games this year with Vin Scully, Don Drysdale and Ross Porter providing color commentary. Former Dodgers player Rick Mondy will host *Dodgers Central* while Vin Scully will do an interview show. Sales are strong, with spots already sold to Anheuser-Busch, Nissan and Coca-Cola.

American Cablesystems Corp.'s Z Channel will carry 35 home Dodgers games this year to a subscribership of approximately 100,000. No announcers have yet been signed. Advertising sales have also not yet been initiated. According to Executive Producer Charlie Stark, Z Channel is primarily a motion picture

service and the possibility of advertising is still under discussion.

## ◆ San Diego Padres ◆

The Padres have taken the course of purchasing time on television and radio, retaining the rights and keeping all the advertising. Jim Winters, director of broadcasting for the team, said the arrangement, done for the first time last year, "worked out just fine." A chief advantage is that it creates a one-stop shopping



center for promoters and/or advertisers, as there can be in stadium and media tie-in promotions.

Winters would not disclose advertising revenue, but said television advertising sales were ahead of last year and radio sales were "far ahead" of last year's pace. The Padres, after a slow start, finished strong in their division, and that has helped fuel sales. Winters said.

The Padres buy time on KUSI-TV and KFMB(AM). The independent television station (ch. 51) will carry 51 games on a seven-station network. The station is in the second year of an eight-year deal that has two three-year renewal clauses. Winters reports advertising sales ahead of last year, with Anheuser-Busch, Jack in the Box and Mitsubishi Motors signed. The team pays the station a fee per game and gets a certain amount of promotion time for KUSI-TV within the telecasts.

KFMB(AM) will carry 192 games, including 30 preseason games. Advertisers signed include Anheuser-Busch, Jack in the Box, Chevron, Coca-Cola, Home Federal Savings, Goodyear, Foodbasket and Farmers Insurance. XEXX(AM) Tijuana will originate the games in Spanish.

The Padres and Cox Cable will again be offering some Padres games on a pay package and pay-per-view basis. The 41-game package costs \$140; on a per-game basis \$5.95, Winters said although last year's figures were off from previous highs, the team "made money."

## ◆ San Francisco Giants ◆

KTVU(TV) Oakland is in the last year of a five-year rights agreement with the Giants, in which it will air 40 regular season and one preseason game, the Giants versus cross-town rival, Oakland, on March 19.

The station plans to carry the Giants opener live, an afternoon game in Los Angeles on April 4, then repeat it that evening in prime time, for the benefit of fans who missed it earlier. The station will also air three half-hour specials on the Giants throughout the year.

Bill McGowan, general sales manager, said the games are about 75% sold out with the upfront season "running ahead of last year."



Advertisers signed to date include Miller beer, Chevron, Safeway and Toyota. The announcing team this year will include station sports anchor Steve Physioc and former major leaguers Duane Kuiper and Ron Fairly. Kuiper handles the Giants cable pay-per-view games, while Fairly also handles radio.

KNBR(AM) is in the last year of a five-year contract for all regular season and 12 preseason games. Jay Barrington, the station's sales coordinator for sports, said sales are "as well sold as anticipated." He said advertisers include Pontiac and Nissan dealers, Anheuser-Busch, Chevron, Farmers Insurance, Goodyear, Grossman's Hardware, Delta Dental Plan and AAA. In addition to Fairly, Wayne Hagin will return to do the play-by-play. KIQI(AM) will handle the Spanish-language broadcasts.

The Giants will also offer a pay-per-view package of 36 games this year, including the home opener. The number of systems offering Giantsvision has risen from 42 to 57, with a corresponding subscriber jump from 1 million to 1.4 million.

## ◆ Chicago Cubs ◆

WGN will have both the television and radio rights to the Chicago Cubs games again this year. Jake Fendley, director of sports for WGN-TV Chicago, reports that sales are "pacing about 25% ahead of last year." Major spon-

sors include Anheuser-Busch, True Value hardware, *The Chicago Tribune*, Unocal Oil Co. and Chicagoland Buick dealers. The play-by-play will be handled by Harry Carey with color provided by Steve Stone. WGN-TV will broadcast 154 games, including four preseason. They will feed to a network of approximately 30 stations in Illinois, Indiana and Iowa set up by Tribune Entertainment.

WGN(AM) will broadcast 163 of the Cubs games to a network of 74 stations in Illinois, Iowa, North Carolina, Colorado, Nevada and Florida. The station owns the rights to the



games, which will include *Scouting Report*, a 35-minute pregame magazine format and *Scoreboard*, a 15-20-minute wrapup. WGN(AM) reports that sales are running about the same as last year, partly because "the Cubs are a legend and attendance doesn't seem to have much to do with what's happening on the field." Sponsors this year will be G. Heilman Brewing, Cotter & Co., Chevrolet, Marathon Petroleum, Bob Evans and Talman Home.

## ◆ Montreal Expos ◆

In the second year of a five-year, near \$30-million contract, Labatts beer holds the TV and cable rights for Montreal Expos baseball. In bilingual Canada, coverage is split into net-

## CBS Radio's baseball lineup

The CBS Radio Network is entering the fourth year of a five-year, \$32-million deal for Major League Baseball's radio rights encompassing 26 *Game of the Week* broadcasts, the annual All Star game, the league championships and the World Series. The weekly broadcast schedule contains two games (one day and one night) every Saturday beginning with Toronto Blue Jays at Minnesota Twins and Pittsburgh Pirates at St. Louis Cardinals on April 9. CBS will also air at least four "pennant race" weekday games toward the end of the season.

According to Steve Youlios, vice president of sales for the CBS Radio Networks, CBS basically offers two sales packages: the summer series, which is the full 26-week slate plus the All Star game, and the fall series, which comprises the league championships and the World Series. "Most summer series advertisers in 1987 have already renewed for the upcoming season," said Youlios, adding that the summer sponsorships account for a 60%-65% sell-out rate. (Another 15% to 25% of CBS's baseball inventory is sold on a scatter basis.)

Major advertisers already signed to sponsorships for 1988 are Anheuser-Busch, True Value hardware stores (Cotter & Co.); Gates Rubber Co., Tinactin—all summer and fall series advertisers—Honda and Buick.

Announcers for CBS Radio's baseball coverage include Brent Musburger, Johnny Bench, Bill White, Jerry Coleman, John Rooney, Dick Stockton, Howard David, Jim Hunter and Gene Elston. Local team announcers will join the CBS crew during the fifth inning of each game, known as the "home town" inning, which will be exclusively sponsored by True Value. Youlios expects CBS's lineup of baseball affiliates to be virtually the same as last year's total of 265.



works of French and English broadcasts and the French-language TV rights have been resold to Radio Canada, which will carry the games over a network of 20 stations. Play-by-play will be done by Raymond LeBrun and color commentary will be handled by Claude Raymond. The English television broadcasts are done by TV Labatts Network, which broadcasts some of the games on the Canadian Broadcasting Corp., and some on independent stations. The originating station for the English broadcasts is CFCF-TV Montreal.

Cable coverage is over The Sports Network, which reaches 1.2 million subscribers on 950 cable systems across Canada. Those games will all be broadcast in English, and handling announcing duties will be Dave Van Horn and Ken Singleton.

Radio coverage is also split into two networks. Telemedia, the French network, will broadcast the games from CKAC(AM) Montreal to a network of about 30 stations. The English Radio Network will broadcast from CFCF(AM) Montreal, to nine stations. Handling play-by-play in English will again be Dave Van Horn, while Jim Fanning will provide color. For the French broadcasts, Jacques Doucet and Rober Broulette will handle announcing duties.

### ◆ New York Mets ◆

WWOR(TV) (formerly WOR(TV) New York and now licensed to Secaucus, N.J.) will begin its 27th consecutive year as the originator of New York Mets broadcasts, a rights partnership arrangement the station has had with the Mets since the team's inception. Wwor, which is entering the second year of a five-year deal, will air 75 home and away regular season games as well as eight preseason contests. Major "full sponsors" for wwor's coverage of the Mets include Anheuser-Busch, Manufacturers Hanover and Nissan, according to Tom Ryan, station vice president and general sales manager. Partial sponsors include Oldsmobile dealers and Bell Atlantic. "Sales are pacing



stronger than last year," Ryan said. The station will serve as the originating station for a regional network of 13 to 14 stations.

For radio, all-sports WFAN(AM) (formerly country WHN(AM)), plans to air not only all regular season games, but all 26 preseason games as well, said Scott Meier, WFAN vice president and general manager. (WFAN is the nation's first 24-hour all-sports radio station.) The station, which will be starting its third year of a five-year rights package, also has a revenue-sharing arrangement with the Mets. Among the major sponsors on radio are Chrysler-Plymouth, Budweiser, Dollar Dry Dock Savings Bank, New York State Lottery and New York Racing Association. "We're confident we'll meet our sales projections," Meier said. The station will feed a regional Mets network of 108 to 110 stations, which is up considerably from last year's roster of 42 stations.

SportsChannel is entering the seventh year of a 30-year deal as the pay cable rights holder for New York Mets baseball and plans to air 75 home and away games. Major advertisers include Anheuser-Busch, Toyota, Nynex, New York Telephone and Buick. SportsChannel is carried on 98 systems across a three-state area, reaching 1.1 million subscribing households.

### ◆ Philadelphia Phillies ◆

The Phillies broadcast-cable scenario for 1988 remains virtually unchanged from 1987. Its three facets: WTAF-TV Philadelphia, WCAU(AM) Philadelphia and PRISM, a regional cable sports and entertainment channel.

According to Phillies' Dennis Lehman, WTAF-TV will broadcast 85 regular season games and five preseason contests. PRISM is set to televise 39 regular-season games (33 home



and six away), he said. And WCAU plans to air every regular season game and 22 preseason games, although some of the preseason games may be preempted by Villanova and Temple basketball.

For the broadcast television rights, WTAF-TV, which is the lead station in a three-station network, pays the Phillies a rights fee plus a percentage of the advertising revenue under an 11-year agreement that runs through the 1992 season. WTAF-TV projects it will increase advertising revenues 20% this year, said general manager, Jim Boaz. WTAF-TV's principal Phillies advertisers will be Anheuser-Busch, Valvoline, Mellon Bank, First Pennsylvania Bank, Blue Cross of Pennsylvania, Bell of

Pennsylvania and Oldsmobile.

PRISM also pays a rights fee, but the Phillies retain and sell the advertising time. Neither the Phillies nor PRISM would reveal the dollars involved in their deal, but Phillies Executive Vice President David Montgomery said the Phillies expected advertising revenue to be up 20% to 30%. The PRISM advertisers will include Anheuser-Busch, Texaco, Foot Locker, Blue Cross of Philadelphia, Mid-Atlantic Milk and Mr. Good Buys.

WCAU, which has an 11-year contract that runs through 1993, has put together a 29-station network that includes two Florida stations, WTAN(AM) Clearwater, Fla., where the Phillies go for spring training, and WIOD(AM) Miami. Bill McCadden, sales manager, WCAU, said the major advertisers for the station's broadcasts will be Anheuser-Busch, Chevrolet, Amoco, AMB Paints, U.S. Air and Cumberland Farms.

Harry Kalas, Richie Ashburn, Andy Musser and Chris Wheeler will handle the play-by-play and color commentary for radio, television and cable. Gary Maddox will contribute color for cable.

### ◆ Pittsburgh Pirates ◆

KDKA(AM) Pittsburgh will again broadcast the Pirates this year over its clear-channel, 50,000-watt facilities, but, unlike years past, the pioneer Group W station will not hold the broadcast rights. Dean Jordan, the newly hired director of broadcasting for the Pirates, said the Bucs decided to retain the radio rights this year, create the radio network of 40 stations (up from around 30 full-time affiliates last year) and sell the advertising time. "We felt we could market the product better," he explained. According to Jordan, on the radio broadcasts, the Pirates hope to make \$1.6 million on revenue of between \$2.7 million and \$2.8 million. The "six-figure advertisers" already on board are Anheuser-Busch, Giant Eagle supermarkets, Mellon Bank and Donnelly.

The Pirates enthusiasm for the broadcasting business does not extend to television. Jordan said the franchise has sold the television broadcast rights to Group W's KDKA-TV Pittsburgh under a new, two-year agreement (with an option for a third year). The agreement, which would bring the Pirates an average of \$2.5 million over three years, Jordan said, calls for the broadcast of 46 regular season games (seven home, 39 away) and two preseason games this season, up from 43



games last season. KDKA-TV, which will be doing its own six-camera production, is the flagship for a television network that includes stations in five other markets. Sherry Sieving, sales manager, KDKA-TV, ran down the list of major advertisers: Anheuser-Busch, Chevrolet, Bell of Pennsylvania, Equibank, Giant Eagle Supermarket and Allstate.

The Pirates are also in the second year of a three-year agreement (with two-year option) with Tele-Communications's regional sports services, KBL Entertainment Network. KBL, which now reaches some 950,000 cable homes (including 213,000 in Buffalo where the Pirate games have to be blacked out when the Toronto Blue Jays are in town or on local TV), will televise regular season games (33 away and 22 home) and three preseason games.

The Pirates deal with TCI is a complex one, involving the team's on-field performance and such ancillary arrangements as a plan whereby TCI purchases large blocks of tickets. But the bottom line, according to Gil Lucas, sports/programming director for TCI in Pittsburgh, is that TCI will pay the Pirates \$923,000 this year.

Four announcers rotate on the radio, broadcast television and cable coverage: Lanny Fratare, John Sanders, Steve Blass and Jim Rooker.

## ◆ St. Louis Cardinals ◆

The St. Louis Cardinals are selling well for KPLR-TV according to its general manager, Barry Baker. "It is an insane baseball town, regardless of how the team finishes," he said. "And there's a bigger priority on baseball in this town now that the football Cardinals have



left" for Phoenix. The biggest sponsors signed up are Anheuser-Busch, Central Hardware, Goodyear, McDonald's, Taco Bell and Schnuck's Grocery. A network of 25 stations, one of the biggest in baseball, will reach an estimated 9.5 million homes, nearly twice the number reached by the KSDK(TV) network, last year's rights holder, Baker said. KPLR-TV will present a total of 58 games, including two preseason and the home opener.

KMOX(AM) plans to hold on to Cardinal rights "for many years to come," according to Robert Hyland, general manager. The station is going into the second year of its current contract. The full regular season schedule will be covered along with 10 preseason games. Most sponsors are the same as last year: Anheuser-Busch, Chevrolet, Amoco, Schnuck's, True Value hardware and MCI. Coverage includes the pre- and post-game *Bob Gibson Show*, hosted by the former Cardinal pitching ace, and games announced by Jack Buck and Mike Shannon.

No partner has been chosen yet to join former Cardinal pitcher Al Hrobosky in the booth for Cencom Cable Associates' 50 home cablecasts. Cencom plans to advertise heavily by TV, radio and newspaper to promote its 1988 coverage. It has also produced a show of last year's Cardinal highlights and is working on a deal to repeat some of last season's most exciting games. John Clark, vice president, programming and marketing, said five of the cable systems Cencom distributes to will deliver games by pay-per-view. Other cable systems will offer pay channel packages for all 50 games. Last year's games averaged about 11,000 homes per game. "This year on season sales, we appear to be running 25% to 30% ahead of last year," Clark said.

# Scrambling changes baseball's broadcast playing field

## Stations must make investment to pick up highlights from backhauls; RTNDA voices resistance despite availability of some clear feeds

Broadcasting Major League Baseball games and highlights will be a new ball game this 1988 season as the summer game follows the cable programming industry lead and, for the first time, requires scrambling of backhaul satellite transmissions—feeds sent from game sites to television stations, national and regional broadcast networks and cable program services. According to a number of sources, those end-users will have to adjust financially and logistically to a new set of rules that, at least for the coming season, may not be entirely clear.

Of most immediate concern to some broadcasters is the prospect of having to pay for something they now get for free: highlights of baseball games for newscasts.

Major League Baseball hoped last fall to have all the backhauls scrambled by opening day. But the scrambling plans were at least two months behind schedule last January when MLB chose Hughes Television Network to implement it (BROADCASTING, Jan. 11) and Hughes, a few weeks later, settled on General Instrument's Videocipher-IB (VC-IB) as its scrambling system. As of last week, plans were still two months slow. John Tagliaferro, president of Hughes, said last week that it is now hoped the system will be in place and ready to go sometime in June.

The system is a complex one, requiring scramblers at uplinks sites in 20 major-

league cities and addressable descramblers at the downlinks of all television stations and regional cable networks holding television rights to games. Hughes's contract requires it to buy, install and maintain the scramblers and descramblers and build and operate an authorization center to turn the addressable descramblers on and off.

"Things are moving," Jim Wright, vice president of operations at KPLR-TV St. Louis, told BROADCASTING last Wednesday. Hughes was busy that day, he said, installing computer equipment at that broadcast rightsholder for 1988 St. Louis Cardinals games.

MLB's central motive for scrambling, according to Bryan Burns, MLB director of broadcasting, is the same cited by cable programmers: to "get control" of transmissions and secure them against unauthorized use—by home dish owners and bars in particular. MLB took three Minneapolis area bars to court early this year and won an injunction against the defendants prohibiting further unauthorized reception of MLB video transmissions.

"At some point, I firmly believe Major League Baseball will be in the direct-to-home [satellite broadcasting] business," said Burns, citing last year's deal with Japan's state-owned broadcaster, NHK, by which NHK broadcast 100 MLB games via its direct broadcast satellite to subscribers throughout Japan. "We're negotiating to be in it again this year," he said.

A major consideration in the whole scrambling decision, Burns said, was the fact that backhaul encryption, by ending

free access, makes it possible for regional cable networks to begin selling baseball to dish owners. In addition, MLB or some third parties authorized by MLB could, "if we think it works," begin selling "something like" a three-games-per-day package to the home satellite market this season, he said.

Calling legislative and law enforcement activity in the U.S. related to copyright infringement "a failure," Burns said that MLB has to "take control of what is up there and belongs to [MLB]...If all the backhaul is going to stay up there clean, there is never going to be a business. Scrambling is as inevitable for us as it was for HBO or CNN or any of the others in the business."

Although the scrambling effort is aimed at preventing dish owners from receiving baseball games for free, many broadcasters will also be adversely affected. According to Tagliaferro, sportscasters who want to cull the backhaul feeds for sports highlights will have to buy descramblers (at \$3,500 a unit) and pay a \$250-a-month administration fee to cover the cost of continually authorizing and deauthorizing the descramblers. The MLB is not trying to make a profit off the sportscasters, Burns said. The money that comes in from the broadcasters will go into the operation of the scrambling system.

That Hughes is managing the scrambling does not mean baseball rightsholders have to award Hughes contracts to handle their satellite backhauls, said Burns. Rightsholders are free to deal with any transmission service they wish, he said. The contract with Hughes specifies that Hughes must allow

competitors access to its VC-IB system, he said. As it happens, Hughes now has the bulk of the backhaul business.

Despite the scrambling plans, there will be plenty of baseball in the clear this season and next season. That's because most of the regional cable networks have no immediate plans to scramble their distribution feeds. Burns said MLB has held off on requiring the scrambling of those signals this year because it would have engendered a "predictably emotional" response from the regional services.

For the time being, the availability of clear feeds means dish owners will still be able to pick up unscrambled feeds. It also means, as one station staffer pointed out, that any other party with a dish, including broadcasters, will be able to do the same. However, said that source, Hughes and Videocipher have encouraged broadcasters interested in tapping into the backhauls for highlights to act now to take advantage of the bulk discount on the descramblers and avoid possible descrambler shortages.

Provision of baseball highlights to television stations—whether they carry games themselves or not—may initially be the most hotly contested issue. Because of the availability of at least some clear feeds in 1988, and because game times are staggered, Tagliaferro took issue with reports that station news departments that tune their earth stations into multiple games and cull highlights will need up to 13 (the number of a full slate of games among 26 teams) descramblers to catch all the games worth covering on a given day. "They will need nowhere near that many," he said. Burns said no more than nine games are up on satellites on a single day. Television access to authorized newsfeed services, other off-air highlights and cable, he said, also add to the options for reception of games.

No news operation, said Tagliaferro, will face a charge for highlights. And although Burns said "the vast majority of stations [MLB] has talked to have said...no big deal," both small and large market news operations reached last week expressed concern about scrambling and money.

Radio-Television News Directors Association board member and sports committee chairman, Brian Olson, who is news director for Great Western Network, told BROADCASTING the issue boils down to a "broadcaster's right to cover sports as news versus MLB's view that we're a commercial operation." MLB's "Burns makes eloquent arguments. After all, we do sell 30-second spots" during his stations' newscasts. On the question of "whether the First Amendment applies to a commercial operation," he said, RTNDA membership has "no leg to stand on. It's their [MLB's] product. We've researched and discounted a lawsuit. Some have suggested a boycott...[That is] probably not feasible either."

Encryption, Olson said, "hits the local TV station in the pocket book. We are having to be more bottomline-conscious than ever. Regional news networks like ours will need a descrambler at each station." Great Western, he said, would need to spend not \$3,500 for one descrambler, but at least

\$14,000 for four. Those at MLB, he said, "don't understand what \$3,500 means to a small market station." The executives at Great Western, he said, "would laugh at me."

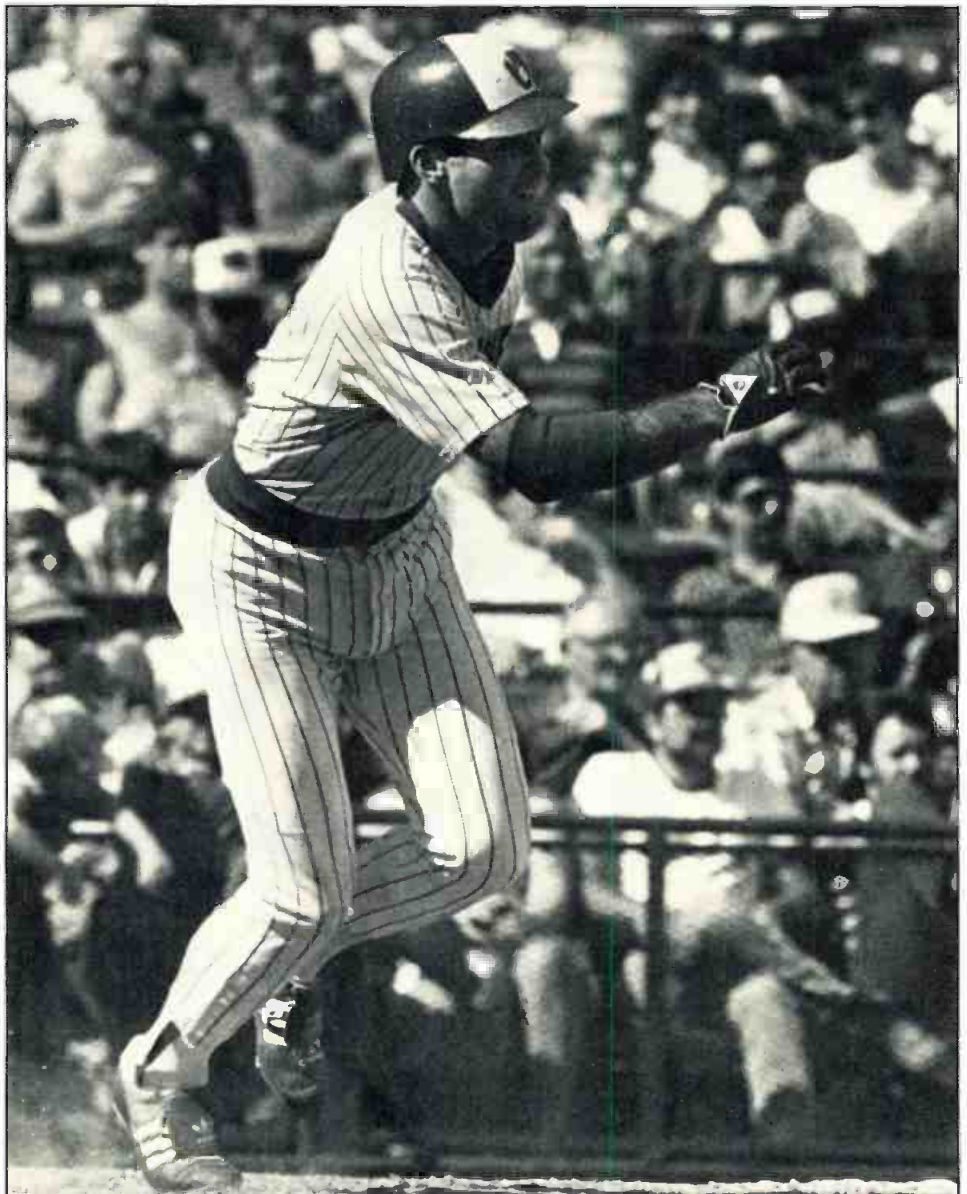
Although during the 1988 season, Great Western will likely still be able to pick up unscrambled CBS or CNN highlight packages, next year or the year after, to air or not to air MLB highlights may become "another line item decision: no new tires for news car number three; no baseball highlights because they are charging that extra scrambling fee."

Said RTNDA President Ernie Schultz, "It's going to be expensive and time-consuming," said RTNDA President Ernie Schultz. "Our members can't see how it improves our product." But Schultz was loath to "single out" Major League Baseball. "Broadcasters," he said, "have had a tough time with NCAA basketball for final four coverage, the Olympics. Sports is not just an open event. Because of exclusive contracts, it becomes a complex business, and all the legal precedents go their [the rightsholder's] way. You have a hard time getting them to hear broadcasters explain why they might not want to do something."

Said WUSA(TV) Washington associate sports producer, Michael Murphy, last week: "We get a letter [from MLB in late February], saying: 'Hey, we're scrambling'; boom. 'It will cost you \$3,500 plus \$250 per month [the fee to Hughes]'; boom. I don't understand what they stand to lose by staying unscrambled...they've moved too fast. It's like Big Brother, 1984; you have to go along."

WUSA is not an MLB rightsholder, but it does receive a select number of games—usually three a day during the season—for use in creating its own highlights. The station will probably have to buy two descramblers, he said, but "some of our engineers aren't even sure how the technology will work."

If stations are unhappy with how the highlight feed services edit, said Burns, it is a "creative control issue" that cannot be an MLB concern. Those feed services will also invest in descramblers this year. ESPN, for example, said that it is buying "a descrambler." Sports News Satellite, producer of *This Week in Baseball*, "has no plans to scramble" its highlight service, currently syndicated to some 140 stations, said SNS executive producer, Geoff Belinfante. **■**





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dominant program distributor Beta/Taurus, Jan Mojto, acknowledged that "Europe as a market doesn't exist yet." But he said he believed it would be closer by 1992, when European nations carry both summer and winter Olympics. Also on the panel moderated by Lorimar Telepictures' Michael Jay Solomon, were Pierre Lescure of France's pay channel Canal Plus and Peter Clark of Britain's Telso Communications.

### Value of exclusive programming to public TV is subject of debate

There were disagreement and a few sparks at a NATPE panel session last week as public broadcasters and program suppliers discussed the relative merits of program exclusivity and its importance to public broadcasting.

It is an issue that affects everyone, said moderator Pat Faust of noncommercial WTTW-TV Chicago. Network programming has long been the home of programming that went off-network to independents and syndication, she said. "Cable now finds itself in the same position with programs like *Faerie Tale Theatre* and *It's Garry Shandling's Show*, thus the term off-cable. Public television, she said, is likewise facing "off-public television," for example *Smithsonian World* and *Anne of Green Gables*.

Concern for "product migration" is growing she said, and the tolerance for prior, secondary, simultaneous or sequence distribution is diminishing." She asked the panel: Is exclusivity desirable, and under what terms should it be secured and what effects will it have on program availability?

Addressing that question were panelists, Marty Rubenstein, communications consultant and former president of the Corporation for Public Broadcasting and Mutual Broadcasting; Tom Howe, senior vice president and station manager, noncommercial KCTS-TV Seattle; Stan Moger, president, SFM Entertainment, Anne Harris, controller, International Production, Telso-TV/S. London; Jim Scalem, program director, KQED(TV) San Francisco, and Candace Carlisle, Lionheart Television. They represented a range of views that sometimes overlapped and occasionally collided.

Carlisle commented that the success of public television had created the competi-



**NATPE debate.** NATPE took on a national presence by hosting a debate among Democratic candidates Sunday, Feb. 28, that was carried live by over 180 stations. Produced by Sun Broadcast Association, the debate was broadcast from the George R. Brown convention center as part of the NATPE convention program. (Sun Broadcast is a syndicator and subsidiary of Southwest Multimedia.) At least half of the stations carrying the program were committed to repeat it. Hosted by Walter Cronkite (originally he was slated to moderate the debate but because of contractual problems his role was altered) and moderated by Linda Ellerbee, the debate featured all but two (Dick Gephardt and Michael Dukakis) of the Democratic contenders.

During the first half of the debate, the candidates were questioned by other Democratic politicians including former Virginia Governor Chuck Robb, San Antonio Mayor Henry Cisneros, and Louisiana Governor-elect Buddy Roemer. Pictured l to r: Gary Hart; Al Gore; Paul Simon; Jesse Jackson; Ellerbee, and Robb.

Following each commercial break, Cronkite offered his thoughts about the media and the role they play in the election process. The impact of television on elections has been "tremendous," he said, noting that the medium itself has changed substantially over the years. Cronkite is also a staunch advocate of granting television and radio the same First Amendment rights as are granted to the print media. And the veteran broadcaster expressed his desire to see the current political debate format revised. He felt the debates should run longer, possibly up to two hours, and that candidates should be forced to focus on one issue at a time.

Perhaps the most telling remark about television's role in the election process was given by Ellerbee, who concluded that "one day we will be able to vote through our TV sets."

tion and a marketplace that is driving the prices up. "You're paying for your success," she told the audience.

Howe said that exclusivity should continue to be the goal of public stations. "The stations in the PTV system are largely supported by individual subscribers or some form of tax-based support." That support

hinges, he said, on PBS providing a service that is otherwise unavailable, a service that is "unique, distinct, and whenever possible, exclusive." Two ways to do that, he said, are to increase original production and to pay the price necessary to obtain exclusive rights to programming. He was not ruling out some nonexclusive deals, he said, but instead suggesting that, in general, public broadcasters should be increasingly concerned about exclusivity. Scalem was a little more sanguine about nonexclusive deals. He said that "viewers pledge to us [to spend] for the best quality programs at prices we can live with. If that means that a series we really like has been seen on A&E, but therefore the price might be a bit lower, we think that's fine, because we have seen no erosion in terms of our membership dollars and audience levels."

Moger said he believed that in the changed marketplace of today, it was imperative that public stations create new alliances, which he characterized as "golden opportunities for all of us." He cited as an example his company's distribution of *Infi-*



L-r: Rubenstein, Howe, Moger, Faust, Harris, Scalem, Carlisle

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**Oracle of NATPE.** Linda Ejlerbee, veteran broadcast newswoman and currently head of her own Lucky Duck Productions, took a turn at prognosticating as moderator of a NATPE general session on "The Next 25 Years for Society and TV." The following are some glimpses from Ellerbee's crystal ball for the year 2013: "[T]here is no broadcasting these days. Not over the airwaves. Not in television. The whole country is hooked into the whole country by satellite or by cable. The networks no longer exist. One of them has become a programming service. One of them is a major multisystem cable operator. The other one budget cut itself out of existence. And PBS? After our government withdrew all its support, things looked bleak. But public television has been just fine since the BBC bought PBS, changed it to BBS and proved that reruns of *Dallas* are just as popular here as they are in Great Britain. Local stations have changed dramatically. While most of them are primarily conduits for local, national and international news, advertising and first-run programming...Some of them have become so good at it and so well-known that they are available (and successful) nationally, the way certain newspapers like the *New York Times* were back in the last quarter of the 20th century. Program directors? They're history. Now all program buying decisions and major scheduling decisions are made at the group level and all day-to-day program decisions are made by the general manager. Or the computer. Syndicators are huddled in New York and Los Angeles but the independent production companies which supply television are spread out all the way from the global villages of Nome, Alaska, to Great Barrington, Mass. Those of you [in 2013] who just renewed *Wheel of Fortune* and *Jeopardy!* be warned: King World will be coming back shortly, asking you to re-up for another four more years. However, this time the rates will be only doubled."

*nite Voyage*, which ran "on public broadcasting on a Wednesday" and on commercial stations in the same markets five days later. "It works beautifully," he said. But it must be choreographed carefully, he said, unlike the syndicated *National Geographic* specials which ran on commercial stations in direct competition to new *Geographic* specials on noncommercial stations.

Moger also said there are advertisers or underwriters (he saw the distinction as one primarily of semantics) who are waiting in the wings to take advantage of this opportunity. He said that commercial TV and public TV have lately grown together: commercial TV is now running 15-second ads, and PBS allows 15-second underwriting credits, he pointed out.

Harris commented that about seven years ago her company started dealing with cable services as "strategically narrowcast operations," that seemed receptive to British programming, Disney and Arts & Entertainment, for example. Her company arranged "double deals," with prior windows on cable for programs that were "topical or controversial or of high quality," she said, ones "that deserved to be seen by more than one type of audience." But that climate, she said, has changed. When she recently pre-sold a program to WNET-TV New York, the station refused to give her a prior window on A&E. Faced with an either/or, she said, she would go to the higher dollars on broadcast TV as a matter of economics. But she said that there were certain circumstances in which a "quick showing on a cable station" and a quick decision on taking the show were more desirable than to wait for "sometimes a considerable time" for a decision to come out of PBS.

Rubenstein, who worked with LBS on the distribution deal for the *Smithsonian World* series on WETA-TV Washington that included later commercial television syndication, told the audience: "You can't put a wall up around programming" because it is "getting successful." The whole idea of public broadcasting, he said, is to create innovative programming that can't be found anywhere

else. "And if by accident that programming turns out to be successful and can be commercially viable, then why not get some of those precious dollars that the system needs from the commercial world and use it to produce original programming?" he asked. The future of public broadcasting, in terms of "financial viability," is to "exploit their programming as much as possible." Rubenstein pointed out that the money that WETA-TV received enabled it to produce another season of the show. Joyce Campbell, program director for WETA-TV, rose from the audience to make clear that the station had not been enamored of the arrangement. When originally approached about *Smithsonian World* and the possibility of syndication afterward, the station said "no," concerned about losing the identity of a public broadcasting program, she said. She added that the arrangement was made only when it became clear that the only way the station could keep the show was by agreeing to future syndication.

An LBS programming vice president in the audience stood up and asserted that the public broadcasting system was a "dinosaur" of an organization "absolutely impossible to work with." He called it "the only media outlet—not cable, not international—unwilling to listen to modern realities." It was, he said, "absolutely frustrating."

That characterization did not go unchallenged. Howe countered that "some of the most creative marketing and funding strategies have been employed by public broadcasters. I think the people you are referring to are living in the 1990's, not in the 1950's" and that they are "ahead of the game" in knowing how to protect their service. Moger also went to public broadcasters' defense. He said that part of the blame must go to the distributor. Public broadcasters are living in the real world, he said. "They get more money from different sources than you and I. Yes, it's frustrating," he said, "in the search for the quick dollar. But by working with them and talking with them, it can happen. It's incumbent upon the distributor to find a way to make it happen."

## Peoplemeter needs fine tuning, agrees panel—cooperation and delays are problems for system

The effectiveness and reliability of the newly implemented peoplemeter system were discussed during a NATPE session moderated by Mel Goldberg, executive director, Electronic Media Rating Council.

John Dimling, senior vice president, director of marketing national services for A.C. Nielsen, opened the discussion saying the peoplemeter did not spring to life "all of a sudden in September." It had been tested by Nielsen for three years before last fall's launching and had provided program level data [peoplemeter versus the existing service] since January 1986. "When we talk about the present [peoplemeter system], you should realize there is a substantial past" said Dimling.

Presently, Nielsen has 2,750 households equipped with peoplemeters, with a goal of 4,000 by next July. Nielsen is adding households on a basis that reflects its national sample, said Dimling.

AGB's peoplemeter currently has 2,000 systems operating, with an additional 1,000 to be added this spring. Barry Kaplan, vice president of sales and marketing, AGB, said the rating company expects a total sample of 5,000 by September of this year.

"We are far from the measurement system of the future," said David Poltrack, vice president, marketing, CBS Television. Poltrack acknowledged that peoplemeter had solved some of the problems of the old diary method, but to accept the peoplemeter in its current form as the system of the future, he said, is a mistake.

Specifically, Poltrack said, "cooperation remains a major problem." About half of the sample participates as instructed. The measurement system assumes that the 50% that cooperates is reflective of the half that do not, said Poltrack. "Participation is not 50% across the key demographic groups or lifestyle groups; it varies dramatically depending on certain demographic characteristics—college education, income, age and size of household," said Poltrack. "When you see significant differentials demographically in cooperation rates," Poltrack said, "it is a sign that the people who cooperated are different from the noncooperators... Intuitively we believe that's true and we've done research that says that's true." Poltrack said CBS is concerned the industry is complacent about the peoplemeter system, while CBS wants to move forward. The network wants a marketing-related way (to determine an audience's marketing value, rather than an audience's age or sex) to evaluate network television audiences and television audiences in general. Peoplemeter is a step in that direction, according to Poltrack.

Steve Singer, vice president of media research services, BBDO, disagreed about complacency in the ratings industry and said the focus now seems to be on fine tuning the national system. "We support the peoplemeter system because we believe it to be a significant improvement over the diary system," said Tim Duncan, executive director, Advertiser Syndicated Television. According to Duncan, delays are the major prob-

fem," said Tim Duncan, executive director, Advertiser Syndicated Television. According to Duncan, delays are the major problem. "We knew going in [to the fourth quarter of 1987] that there were going to be delays. However, we were all unprepared for the extent of the delays," said Duncan. He said both services are catching up.

"The problems have been more varied" at Paramount, said Steve Goldman, executive vice president, sales and marketing for domestic television for Paramount. Besides the delay in getting numbers, Goldman said, days of the week were missed and Paramount had to spend time to verify that syndicated shows had run in the proper time slot and market. Goldman said Paramount advocates encoding syndicated properties so they can be measured separately. "Nielsen has told us it's [the encoding system] going to start within weeks," said Goldman.

"If you believe statistics are important in this business, if you believe that ratings and demographics are the key to knowing what to buy, how much money to spend in terms of performance, then I think the industry has to realize we have to put in place the system that will give us the best information, the fastest and the clearest," said Ave Butensky, executive vice president, Fries Distribution Co. Butensky said the industry needs to accept the system that most accurately measures audiences, regardless of how it affects their numbers at the outset. "If the ratings fall 10%, let's blame the audience, let's blame the lack of programming, let's blame the lack of everything, but don't blame the system if the system is accurate," said Butensky. □

## IRIS awards: Show of shows

The best efforts in local television programming were honored Sunday night, Feb. 29, at the Houston Music Hall, during NATPE's annual Iris awards presentation. The two-hour show was hosted by Wil Shriner with Suzanne Somers providing the entertainment with a number of song and dance routines.

William Hanna and Joseph Barbera received the Iris of the Year award for their "years of family programming." A complete list of award winners follows:

### Iris of the Year

**William Hanna and Joseph Barbera**

### Children's

**WCBS-TV New York** □ *Alyssa's World* (markets 1-20).

**WSMV-TV Nashville** □ *The Snow Bird Family Christmas Special* (markets 21-50).

**KGMB-TV Honolulu** □ *Hawaii's Superkids* (markets 51-213)

### Program segments

**KRON-TV San Francisco** □ *Toy Lady* (markets 1-20).

**WSMV-TV Nashville** □ *Arminda's Mountain* (markets 21-50).

**WMTV-TV Madison, Wis.** □ *PM Magazine: Wildlife Nurse* (markets 51-213).

### Sports

**KUSA(TV) Denver** □ *Waves of Speed* (markets 1-20)

**WAVE(TV) St. Louis** □ *Day at the Downs* (markets 21-50).

**WIS-TV Columbia, S.C.** □ *Blood, Sweat, and Gears* (markets 51-213)



Iris of the Year winners Barbera (R), Hanna and friends

### Magazine format

**WPVI-TV Philadelphia** □ *Prime Time* (markets 1-20)

**KSL-TV Salt Lake City** □ *Southern Exposure: Prime Time Access* (markets 21-50).

**WHA-TV Madison, Wis.** □ *Wisconsin Magazine* (markets 51-213).

### Entertainment

**KTLA-TV Los Angeles** □ *KTLA at 30* (markets 1-20).

**WTVF(TV) Nashville** □ *After Hours* (markets 21-50)

**WHA-TV Madison, Wis.** □ *Houdini* (51-213)

### Public affairs

**WTTW-TV Chicago** □ *Crisis on Federal Street* (markets 1-20)

**KUTV(TV) Salt Lake City** □ *A Cross to Burn* (markets 21-50)

**KLAS(TV) Las Vegas** □ *Mob on the Run* (markets 51-213)

### Special event

**KQED(TV) San Francisco** □ *Opera in the Park* (markets 1-20)

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KTSP-TV Phoenix □ *Pope John Paul II in Phoenix* (markets 21-50).

KUON(TV) Lincoln, Neb. □ *Seward Fourth of July Parade* (markets 51-213).

Information

WBBM-TV Chicago □ *Return to South Shore* (markets 1-20).

KSL-TV Salt Lake City □ *Earthquake: Not if...but when* (markets 21-50).

WFSU-TV Tallahassee, Fla. □ *Make a Joyful Noise* (markets 51-213).

International

CKVU-TV Vancouver, B.C. □ *When I Grow to Old to Dream*.

All other

WBBM-TV Chicago □ *The New Explorers* (markets 1-20)

KUTV(TV) Salt Lake City □ *One Day in Utah* (markets 21-50)

WBIR-TV Knoxville, Tenn. □ *The Heartland Series* (markets 51-213)

## 'Double Dare' fares well in debut

Children's program ratings may be positive signal for genre

As programers and syndicators assembled in Houston for the NATPE convention, children made their presence known before television sets in healthy numbers, giving the

new game show *Double Dare* an impressive ratings send-off. The strong early showing for the Viacom-distributed show, produced with the Fox Television Stations, was encouraging both for the stations covering 87% of the country that carry the show, and for those who have noted with distress the drop in ratings of programing targeted to children.

In overnight ratings averages from its Feb. 22 debut through March 2, in New York, during its first week on WNYW-TV, the show did an 8.1/18; in Los Angeles on KTTV(TV) it did a 7.1/15; and on WFLD-TV Chicago it did an 8.6/21.

"*Double Dare* is a major success" based on its first week of ratings, said Dick Kurlander, vice president of programing for Petry Television. Kurlander said that what should make the program a real bonanza will be its demographics.

*Double Dare* is based on the show of the same name that runs on Viacom-owned cable channel Nickelodeon. The Fox version that runs in syndication is made up of original episodes.

Not every member of the programing community was equally sanguine. John Von Soosten, vice president and director of programing at Katz Communications, said that the "numbers to date look impressive" in ratings only. In shares, which he said are more important to station programers, *Double Dare* rises above its lead-in in five of the 10 Nielsen overnight markets, falls in four and stays the same in one. In Arbitron, the show is up in four markets and down in five

(with one market not available). "You need to track it for a few more weeks, but it looks mixed, and it may have trouble," he said.

The lineup of independent stations taking *Double Dare* hope it will bridge the "gap" between afternoon blocks of animation (with a young audience, 2-11 in age) and off-network sitcoms in the early evenings (with audiences that begin where animated shows leave off and skew older). As a transitional vehicle, *Double Dare*, it is hoped, will cut into both of those audiences.

Even among Viacom's competitors, the early showing for *Double Dare* was being called encouraging last week. Keith Samples, senior vice president at Lorimar Syndication, said: "I believe it's too early to make [sweeping statements] about the kids business," based on the early ratings, "but *Double Dare* is a good show."

Samples said Lorimar has cleared its own game show for children, *Fun House*, on 83 stations covering over 75% of the country.

Whether or not live-action games breathe new life into the ailing children's programing business, one thing that is known, said Samples, is that very little room now exists in station schedules for any more children's programing in the fall of 1988. "I wouldn't think there's much room left with Viacom and us." Viacom recently announced a *Double Dare* companion piece, *Finders Keepers*, which will also be produced with the Fox Television Stations. That show is also based on a Nickelodeon offering, which will end its run on cable when it debuts in syndication next fall.

## Olympic victory for ABC

Week 23 (ended Feb. 28) went very well for ABC-TV, giving that network a 20.5 rating and a 32 share. This is, according to an ABC press release, the highest weekly rating for any network since Oct. 26, 1986, and the highest score for ABC since Oct. 27, 1985. Broadcasts of the Olympic games four of the top-10 programs for the week (see chart below).

NBC pulled into second place for week 23 with a 15.6/24. CBS had

a 13.5/21 for the prime time week.

This puts the season-to-date ratings (for Nielsen households) at NBC 16.3, ABC 14.1 and CBS 13.6.

ABC also took first place in the evening news race for week 23, closing out the week with an 11.7/21. CBS took second place with an 11.2/20, while NBC had a 9.9/18.

Nielsen	Net	Show	AGB	Nielsen	Net	Show	AGB
1. 26.4/43	A XV Winter Olympics (Sat.)	1. 25.6/41	28. 15.0/24	N Facts of Life	25. 15.1/24		
2. 24.8/37	N Cosby Show	2. 24.5/37	29. 15.0/22	N Noble House (Tue.)	32. 13.8/21		
3. 23.5/35	A XV Winter Olympics (Tue.)	3. 22.7/34	30. 14.5/25	A XV Winter Olympics (Fri.)	23. 15.3/26		
4. 21.3/31	A XV Winter Olympics (Mon.)	6. 20.6/32	31. 14.4/21	N My Two Dads	27. 14.6/20		
5. 21.3/31	N Different World	4. 21.2/31	32. 14.2/22	N Amen	28. 14.2/21		
6. 20.5/33	C 60 Minutes	10. 18.7/29	33. 14.0/21	N Highway to Heaven	31. 13.8/21		
7. 20.4/30	N Cheers	5. 20.9/31	34. 13.8/24	C Falcon Crest	29. 14.2/25		
8. 20.3/30	A XV Winter Olympics (Thu.)	7. 20.3/31	35. 13.7/20	C Designing Women	34. 13.4/20		
9. 19.7/29	C Murder, She Wrote	8. 20.2/29	36. 13.4/23	N Friday Night Surprise	26. 14.7/24		
10. 19.0/28	N Matlock	9. 19.1/28	37. 13.3/20	C Kate and Allie	36. 13.3/20		
11. 18.8/28	A XV Winter Olympics (Wed.)	12. 18.3/29	38. 13.1/22	C Beauty and the Beast	38. 13.2/22		
12. 18.8/27	N Night Court	11. 18.6/28	39. 12.9/19	C Tour of Duty	44. 10.6/16		
13. 18.2/27	N ALF	13. 18.1/27	40. 12.7/18	C Simon and Simon	47. 10.4/16		
14. 18.2/28	N Golden Girls	15. 17.7/27	41. 12.7/21	N Miami Vice	42. 11.8/19		
15. 17.6/27	C CBS Sunday Movie	17. 16.8/25	42. 12.4/18	C Jake and the Fatman	37. 13.3/20		
16. 17.4/26	N NBC Sunday Movie	24. 15.2/23	43. 12.4/20	N J.J. Starbuck	51. 8.5/14		
17. 17.2/27	A XV Winter Olympics (Sun.)	14. 17.7/27	44. 12.3/18	C Frank's Place	40. 12.0/18		
18. 16.7/25	N Family Ties	16. 17.2/25	45. 11.5/18	C Wiseguy	52. 8.4/14		
19. 16.6/27	C Dallas	18. 16.4/27	46. 11.3/18	C Cagney and Lacey	48. 10.4/17		
20. 16.3/26	N Noble House (Wed.)	22. 15.3/26	47. 11.2/20	N Sonny Spoon Detective	46. 10.5/19		
21. 16.0/23	N Valerie's Family	19. 16.4/24	48. 10.4/15	C Good Skate, C. Brown	43. 11.2/16		
22. 15.9/24	N Noble House (Mon.)	35. 13.4/21	49. 10.2/17	N Our House	41. 11.8/19		
23. 15.8/22	C Newhart	21. 15.8/23	50. 10.0/15	C Garfield in Paradise	45. 10.5/16		
24. 15.3/22	C CBS Special Movie (Wed.)	33. 13.7/21	51. 9.3/17	C Equalizer	49. 9.3/18		
25. 15.3/24	N 227	20. 15.9/24	52. 9.3/15	C High Mountain Rangers	50. 8.9/14		
26. 15.2/23	C Knots Landing	39. 12.6/20	53. 7.5/12	C Houston Knights	53. 8.0/12		
27. 15.2/23	N L.A. Law	30. 13.9/22	54. 5.5/9	C West 57th	54. 6.0/10		



syndication next fall.

At the time that Viacom and Lorimar began to move forward with their respective shows, there were as many as five other children's game shows with their eyes on a place on station schedules (BROADCASTING, Nov. 2), but none of those shows managed to get off the ground given the difficulties of the business this year.

Tying up a large part of stations' time for the next year to two years, said Samples, are contracts on animated shows written prior to the ratings drop-off for animation. If a station chooses to take such a show off its schedule, it still must run its barter spots in whatever replaces it. The carriage of spots without programming is something stations like to avoid, said Samples. □

## Movies on the move

**While many stations are reevaluating film package prices, new Fox group, Century 14, and proposed Columbia offering were attracting attention**

Film packages did not steal the limelight at NATPE, but there was no shortage of interest in such programming at the convention thanks mainly to 20th Century Fox's discussions with stations about its *Century 14* package. (Fox has yet to formally introduce the package.) That group of 20 titles includes "Aliens," "Cocoon," "Jewel of the Nile" and "Black Widow."

Fox is selling the 11 titles in the package with previous network exposure for cash, and those without, for barter. A source said that Fox hopes to bring in at least \$2 million per title for *Century 14*.

Along with the Fox package, reps and station programmers said they are also eagerly awaiting the first films to be marketed by Columbia Pictures Television since its reorganization under Tri-Star Pictures. Columbia has been dormant in marketing films for 18 months according to one rep executive.

Despite that interest in film product, station executives last week said that a second wave of reassessment of film prices is taking place, and syndicators concurred.

Tony Brown, senior vice president and general sales manager at New World Television said stations' and syndicators' first reevaluation of movie prices came in the wake of the bankruptcies that beset independent television not long ago. For independent stations, movies are a staple during prime time.

"We have to keep in mind that the frenzy" among independents in buying movies that existed during the "Milt Grant years" is over, Brown said.

As one programmer put it, what helped fuel

**Big jump for Big 10.** According to research by Rasmussen Communications Management Corp., viewership of the regionally syndicated Big 10 conference package of football games is growing—largely at the expense of the televised college football on the networks. The impetus for the shift, said a spokesman for RCM which syndicates Big 10 games in the Midwest over a region covering more than 19 million television homes, was the 1983 U.S. Supreme Court decision ruling the National Collegiate Athletic Association's televised football package unconstitutional. RCM's research, which the company said was based on data supplied by Nielsen and Arbitron, showed the Big 10 syndicated football package delivering about 912,700 homes each week, up almost 300,000 homes compared to a year earlier, when Turner Broadcasting handled the package. Within the 28-market universe that the package reached, the Big 10 syndication games placed second to ABC's network package of Big 10-Pacific 10 games and beat CBS's College Football Association package. "Our analysis confirms the growing realization that college football viewing is distinctly regional," said William Rasmussen, RCM chairman and chief executive officer, RCM.

the enthusiasm with which stations went after movie packages in the past was a desire for "incumbency," or the right of first refusal granted a station for an upcoming package after it purchased a company's current package.

"Stations have been foolish enough to get in line for these incumbencies," said the programmer, who added that he knew of cases where a "supposed" incumbency existed and was not honored by a syndicator.

"We're at another crossroads, the same as occurred for hours," he said in reference to his station's reexamination of the hour-long form in syndication.

Jim Curtain, associate director of programming for the Katz Television Group, said another reason stations are reevaluating movie prices is the vexing problem of previous exposure through network, pay television and videocassettes.

"People are buying big mainly for the

image during sweeps, but many independent programmers are saying an odd 'B' title" can bring in the same ratings at a lower price. Curtain said. "The process of reevaluation looks clear," he said, especially in light of the financial pressure on stations to perform.

"You can survive with or without movies. You don't have to be a genius, but you have to be bright enough not to overextend," Curtain said.

Russell Barry, president of Turner Program Sales, which distributes more than 4,000 films, said that changes in the film syndication business will not come as a major shock to distributors. A reevaluation of film prices has been going on for the last two years, he said.

Barry remained confident that whatever shakes out, "premium product will continue to attract premium prices for whatever reason." □

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## Cable news service teams with radio programming firm for business radio network

**FNN to produce news content; Starstream to handle distribution, station clearances and formats**

It's official. The Financial News Network (FNN), the New York-based cable news service, will soon enter radio programming through a co-venture with the Starstream Communications Group, a publicly held radio marketing, promotion and programming firm headquartered in Houston. The parties will create a weekday national business radio network called FNN Business Headline News ("Riding Gain," Feb. 22).

Under terms of the agreement, signed last week in New York, FNN will produce the business news content while Starstream will handle distribution and station clearances as well as overall programming formats. Infomedia, the FNN sales subsidiary, will also oversee advertising sales for the new satellite-delivered network, which is expected to be launched next summer.

"Radio is a natural outlet for timely business information, and creating a radio network is a logical extension for FNN," said Michael Wheeler, FNN executive vice president and general manager, who first unveiled the financial radio network project six months ago ("Riding Gain," Aug. 10, 1987). Both FNN and Starstream are anticipating some 70% coverage of the U.S. radio marketplace when the new venture makes its debut.

Programming for FNN Business Headline News, which is primarily designed for news/talk-formatted stations, will be composed of two-minute reports fed hourly between 6 a.m. and 7 p.m. across all time zones. (All programming, except for drive-time reports fed to stations in the Eastern time zone, will originate from FNN's new facilities in Los Angeles.) Other programming



Firth (l) and Wheeler

**FNN**  
FINANCIAL NEWS NETWORK

**Starstream**  
COMMUNICATIONS GROUP, INC.

elements that will be available to affiliates, according to Gary Firth, Starstream president, include a "worldwide" news cut actuality service that will be fed three times daily during morning and afternoon drive times. (FNN utilizes a worldwide network of newsgathering sources.) It will also in-

clude midday and stock market news "tailored" on a local and regional basis. "In a survey of radio stations, we found very strong support for an FNN radio network," Firth said.

Initially, the network will have a staff of 10 to 12 people. That number would also include already-established on-air FNN correspondents. "We will also incorporate the audio from FNN reports into our newscasts and news cuts," Firth said.

The new FNN/Starstream network will compete head-on with Dow Jones & Co.'s seven-year-old *Wall Street Journal Report*, targeted for AM stations, and, to a lesser degree, its relatively new *Dow Jones Report*, produced for FM music outlets. And beginning today (March 7), both networks are represented nationally to advertisers by the ABC Radio Network.

FNN currently provides four cable services to more than 28 million households. Its parent company, Infotech, owns a portion of The Learning Channel, which provides up to 20 hours of daily adult educational programming to about 11 million households.

Starstream, which maintains an office in New York, produces and delivers radio programming to stations including *The Car Show Coast-to-Coast* (80 stations) and *Super Mix Dance Party* (35 stations). The company also creates customized multimedia promotions for national advertisers such as Budweiser.

On yet another front, Starstream is in the process of forming limited partnerships under a new company subsidiary called Radio Partners LP, to acquire radio stations, said Firth. "We expect our first acquisition to be made by June 1," he said. □

## Ham joins with Fairwest

Al Ham Productions, creator, producer and distributor of the 10-year-old "Music of Your Life" (MOYL) MOR/big band format, has merged with Fairwest, a radio program consultancy based in San Diego, to form what is billed as a "programming consortium" that will offer new full-time music formats. Additionally, the yet untitled entity has entered into agreement with the Transtar Radio Network, Colorado Springs, to satellite-deliver as well as market MOYL to stations.

Beginning in the third quarter, MOYL will be transmitted to stations via Satcom I-R from Transtar's Los Angeles facility. It will contain air personalities, national celeb-

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Seated, l to r: Ham, Robinson, Yde. Standing (l), Joe Restifo, executive VP, Al Ham Productions, and Transtar President Gary Fries.

rities and "targeted" news and promotion, said Terry Robinson, Transtar chairman. "We plan to offer our stations major-market entertainment, plus the opportunity of dramatically reducing local operating costs," added Al Ham, president of Al Ham Productions. The format is currently distributed on tape, and, according to Ham, tape distribution will continue concurrent with the satellite transmission.

Principals in Fairwest are George Johns, best known for developing KVIL-AM-FM Dallas's adult contemporary sound, Reg Johns and Bill Yde. Ham said the new Al Ham/Fairwest consortium is also developing an MOYL country format, primarily composed

of country "classics," and a "Super Adult Contemporary" design for satellite distribution by Transtar.

MOYL will become the eighth 24-hour format service available from Transtar. The others are "AC II" (adult contemporary), country, "Format 41," "The Oldies Channel," "AM Only," "Niche 29" and the recently launched "Special Blend," a vocal-based, easy listening sound that premiered last month over WEAZ(FM) Philadelphia. Transtar also markets and distributes CNN Radio, the Atlanta-based 24-hour news service. Handling all of Transtar's advertising efforts, which will now include MOYL, is the United Stations Radio Networks. □

## Riding Gain

### Radio stories

The Radio Advertising Bureau is dropping its marketing slogan, "I Saw It On The Radio," for a new campaign that will, according to Danny Flamberg, RAB senior VP of communications, allow retailers who

have used the medium successfully to "tell their own stories." (In its current campaign, RAB stresses the benefits of radio advertising to retailers.) RAB's new slogan is "Radio Gets Results."

"This year's campaign will use testimonials from radio's satisfied

customers to develop the theme," said Flamberg. American Comedy Network, Bridgeport, Conn., will again serve as the writer and producer of RAB's new campaign, which will be launched in mid-April. Andy Goodman, ACN president, said he is looking for stations in markets of all sizes to contact ACN with "compelling" advertising stories.

Separately, the joint Radio Advertising Bureau/National Association of Broadcasters Radio Futures committee (formed last year to promote the radio industry), has named Warwick Advertising, New York, as the agency of record for a national campaign involving advertising, public relations, direct mail and promotion. The campaign is expected to be unveiled next September at NAB's Radio '88 convention in Washington.

### Steve says goodbye

*The National Steve Allen Radio Show*, the five-month-old comedy/variety show distributed over the NBC Radio Network, will leave the airwaves May 31. The three-hour program, fed each weekday at 2 p.m. NYT, is carried by some 30 stations.

The reason for the show's departure is two-fold, according to an NBC Radio spokesman. "We offered the broadcast as a programming opportunity for AM stations, but it didn't get the reaction [station clearances] we had hoped for. Also, Allen has an extremely busy schedule this year."

The program made its debut on Oct. 12 ("Riding Gain," Sep. 21, 1987.) Allen's last live show over the NBC Radio Network, which is owned by Westwood One, is Friday, March 18, with reruns continuing through May.

### On track

ProMedia, a Bronx, N.Y.-based radio program supplier, has rolled out its fourth comedy service, called *Laugh Attack*. The new service will provide song parodies and spoof commercials and celebrity call-ins. It is being targeted for urban contemporary stations, according to company officials.



**United again.** RKO General's talk-formatted WOR(AM) New York has renewed its affiliation with the United Stations Radio Networks through March 1991. The station is affiliated with United Stations Radio Network Two. Present at the signing were (l-r): Bill Hogan, executive vice president, general manager, United Stations Radio Networks; Lee Simonson, vice president and general manager, WOR, and Nick Verbitsky, president, United Stations.

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## Previewing prospects for legislative relief

### Head of state broadcast organizations gather to lobby, learn from Congress

Broadcasters were out in force on Capitol Hill last week as part of the National Association of Broadcasters State Leadership Conference. They came (about 230 of them) not only to lobby but to hear from key policy-makers just where Congress is headed.

In some ways the message from the Hill was encouraging. There is interest in reinstating some form of must-carry rules and maybe even reviewing the comparative license renewal process as expressed by House Energy and Commerce Committee Chairman John Dingell (D-Mich.) (see "Top of the Week"). But any congressional show of support would be incumbent upon the industry's willingness to accept reimposition of the fairness doctrine and children's advertising and programing standards. Moreover, an even stronger communication was delivered: Broadcasters' failure to re-embrace the public trustee concept of broadcast regulation could result in the enactment of spectrum fees or auctions.

But not all the news emanating from the three-day conference held at Washington's J. W. Marriott hotel was as foreboding. FCC Chairman Dennis Patrick indicated the commission was contemplating a proceeding to reform the license renewal process (see below).

And it was announced that President Reagan has tentatively accepted an invitation to

appear at the NAB's annual convention in Las Vegas on April 10. James McKinney, deputy assistant to the President and director, White House military office, broke the news during his luncheon speech at the conference. NAB officials said Sunday's convention agenda was being rearranged to accommodate the President, who would be returning from California and planned to stop over at the convention for an "hour or so." NAB expects he'll make an appearance between 10 a.m. and noon. The association is presenting the chief executive with a special award. More than 60 House and Senate members have been invited to attend the NAB convention. Thus far, 42 have accepted.

As for the directive from the Hill and Patrick's overture, NAB was instructing its staff to "do all it can" to encourage the FCC to examine the license renewal process. The association thinks it will fare better at the commission than it would on the Hill if it sought license renewal legislation.

It also looks as if NAB isn't budging on the fairness doctrine. Last week the association allocated \$6,000 to cover legal expenses for filing a "friend of the court brief" supporting the FCC's repeal of the fairness doctrine. "We think we should exhaust every legal remedy" on the fairness doctrine, Wallace Jorgenson of Jefferson Pilot Communications, NAB joint board chairman, told reporters at a press briefing following the NAB's executive committee meeting held during the conference. Jorgenson also

told BROADCASTING he did not think "any fairness legislation, as much as Dingell wants it, will get past the White House." Reagan has vowed to veto any fairness bill.

Said NAB radio director D. Mitchell Self of WLAY-AM-FM Sheffield, Ala., "Codification of the fairness doctrine would only be inviting trouble." It would lead, he fears "to codification of everything in the world."

In addition to visits on Capitol Hill, broadcasters listened to Representative Hal Rogers (R-Ky.) and Senator Howell Heflin (D-Ala.) share their views on successful lobbying tactics. They also heard from Senator George Mitchell (D-Me.), chairman of the Democratic Senatorial Campaign Committee.

While making the rounds, some of the broadcast delegations presented an "appreciation award" to Senate members considered instrumental in helping defeat a proposal that would have imposed a tax on the transfer of broadcast licenses. Among those honored: John Danforth (R-Mo.); Pete Domenici (R-N.M.); Bob Packwood (R-Ore.); Lloyd Bentsen (D-Tex.), and John Stennis (D-Miss.). NAB gave a plaque to state associations, recognizing their role in the transfer fee fight. The plaque read: "NAB Wins Big in Congress on Tax, Fairness Issue." Attending the conference were executive directors and presidents of state broadcasters associations as well as representatives of NAB's grass-roots lobbying committee and its Television and Radio Political Action Committee. □

## Patrick makes a case for cleaning up comparative renewal

### FCC chairman says it may be time for commission to examine and reform licensing process

Having received a cue from Congress, FCC Chairman Dennis Patrick told a group of broadcasters in Washington that the time may be ripe for the FCC to reform its "seriously flawed" comparative renewal process.

Speaking at the National Association of Broadcasters' State Leadership Conference, Patrick said he has been deferring to Congress on revamping the process, but that he had just received a letter from Congressmen Billy Tauzin (D-La.) and Tom Tauke (R-Iowa) saying that prospects for reform legislation during the current Congress were dim and urging the FCC to act.

Patrick reiterated his concerns about the comparative renewal process, which allows anyone to apply for a station's license when the license comes up for renewal and forces



Chairman Patrick

the FCC to decide which party—the incumbent or challenger—receives the license. Patrick said the current process is open to abuses and "takes longer than is necessary." What's more, he said, the criteria used to compare the competing applicants do not necessarily serve the public interest.

Given his concerns and the unlikelihood of action on the Hill, he said, the time for the FCC to take a look at renewal reform may be "upon us." He said he is now discussing the matter with his staff.

The congressmen's Feb. 26 letter to Patrick said the Broadcast License Reform Act (H.R. 1140) has "bogged down" and that disagreements over the legislation make "it unlikely that any renewal reform legislation will be enacted during this Congress."

"Congressional deadlock over changes to the Communications Act should not delay reforms that the FCC has the discretion to make," the congressmen said. "We urge you to begin a proceeding to address reforms of

the... process."

The congressmen said the FCC can do much. "Although the FCC cannot eliminate the comparative renewal process required by statute, it can take steps to substantively revise and streamline the process.

"For example, the FCC could revise its criteria for determining whether a licensee has met the issue-responsive programming obligation," they said. "The commission also could prohibit financial settlements in exchange for agreements to dismiss petitions to deny renewal applications." (As the congressmen noted, the FCC has already proposed and received comments on rules to stem abuses of the petition-to-deny process.

Replying to questions from House Energy and Commerce Chairman John Dingell last October, Patrick set the parameters of what the FCC could consider in a renewal reform proceeding. "Both the specific criteria taken into account in comparing incumbents and challengers and the weight accorded these factors are matters of commission discretion in applying the public interest standard under the Act..." he said.

In addition, he said, the FCC has some latitude in setting the criteria that a broadcaster must meet to win a "renewal expectancy." "There is nothing explicit in the... Act or the case law that indicates whether an examination of an incumbent's past record for the purpose of awarding a renewal expectancy must be limited to, or necessarily include, an incumbent's past programming, or whether other evidence of past performance... may also be considered or might even be considered exclusively."

Patrick said it would be "highly desirable to minimize, if not to eliminate altogether, the subjective examination of licensees' programming that is undertaken in the current comparative renewal process. I believe that the possibility of a process under which an incumbent's license would be renewed upon its demonstration of substantial compliance with the provisions of the Communications Act and commission rules, regulations and policies should be explored."

In his brief talk and in the following question-and-answer period, Patrick broached several other topics ranging from must carry to the prime time access rules.

Following the Dec. 11 federal appeals court decision striking down must-carry rules, Patrick said, there has been some "Monday-morning quarterbacking," apparently referring to FCC Commissioner James Quello's public criticism of the rationale the FCC used in adopting and arguing for the rules in court.

To support the rules, Patrick said, the FCC needs evidence that the absence of rules poses "a generic threat" to the broadcasting industry. He said the FCC plans to open a "formal docket" to collect such evidence. He encouraged broadcasters to provide the FCC with as much information as possible "about what's going on out there." The rules required cable systems to carry some number of local television signals.

(In a letter to Patrick two weeks ago, Senate Commerce Committee Chairman Ernest Hollings (D-S.C.) and House Energy and Commerce Committee Chairman John Dingell (D-Mich.) asked the FCC to gather

data that could "help demonstrate the consequences of failing to enforce [must-carry] requirements.")

Although key members of Congress such as Hollings and Dingell have shown an interest in bringing back must-carry requirements through legislation, Patrick cautioned broadcasters about supporting such an effort. Patrick said Congress's must-carry requirements could be coupled with new regulatory burdens. "You are going to get a lot more than you ask for," he said.

Patrick also expressed concern about legislation (H.R. 2848) that would create a compulsory copyright license to allow satellite carriers to distribute broadcast signals to owners of backyard earth stations. The bill, now pending in the House Copyright Subcommittee, is expected to go to markup some time this month.

A strong advocate of what he calls "intellectual property rights," Patrick said he does not believe broadcasters should be in favor of any legislation that would cause them to "lose control over that which you sell."

Patrick also expressed his disapproval of legislation to limit advertising in children's programming and require a minimum of seven hours of "educational and informational" programming for children each week (BROADCASTING, Feb. 22) and bills to require com-

petitive distribution of cable programming to owners of backyard earth stations.

Patrick said he was skeptical about government's ability to legislate "quality educational television. You can lead children to television, but you can't make them watch."

The FCC has acknowledged that there may be a problem with the "market power" of cable television, Patrick said, but, if there is, the pending home satellite legislation is not the solution to it. The legislation, he said, "gets at the symptom rather than the sources" of the market power.

In response to a question, Patrick indicated he was not particularly sympathetic to radio broadcasters' growing concerns about squeezing more and more stations into the AM and FM bands—a practice that broadcasters fear is degrading the technical quality of service and undermining the economics of the business. The FCC deregulation of broadcasting has been premised on "open entry," Patrick said. "You are going to have to accept more competition," he said.

Another questioner wanted to know whether the FCC planned to act on a petition to repeal the prime time access rule, which limits broadcast networks to supplying no more than three hours of prime time entertainment programming per night. "It has not been among my priorities," said Patrick. □

## FCC seeks high court review of must-carry

**Killory defends constitutionality of rules; says appeals court substituted its views of consumer attitudes for those of agency**

The FCC hopes to carry its defense of its must-carry rules to the Supreme Court. The commission's general counsel, Diane Killory, last week wrote the solicitor general, Charles Fried, with a request that he petition the high court for review of the decision of the U.S. Court of Appeals in Washington declaring the rules—the commission's second attempt—unconstitutional.

Killory said the decision by the unanimous three-judge panel in *Century Communications Corp.* imposed an impossibly heavy burden of proof on the commission to justify the rules. She also said the panel—contrary to the standards laid down by the Supreme Court—substituted its perceptions of consumer attitudes for those of the agency. The solicitor general's office, at the commission's request, asked the high court for a 60-day extension of the deadline for filing the petition, which would otherwise be due this week.

The commission's concern focuses on the panel's rejection of the commission's "sound predictive judgment" as to the need of the rules for five years. The court said it was "unclear" why it should take that long to inform consumers that "with the installation of a \$7.50 [A/B] switch and a television antenna they can view more local channels." The panel was also skeptical that any consumer education campaign would have "much impact so long as viewers can continue to rely on must carry to get their local

broadcasts." To the court, it was "entirely likely" that the commission's "admonitions" regarding the switches and antenna would not take hold until "the waning few months" of the five-year period.

The commission argues that the five years were an appropriate period for not only educating television viewers as to what switches and antennas will provide, but also for allowing time to acquire and install them. In her letter, Killory maintained that the commission's rules requiring cable systems to carry a limited number of signals met the constitutional requirements set forth by the Supreme Court. She said the rules requiring cable systems to carry a limited number of signals for a five-year period that the commission describes as "transitional" and to offer A/B switches for pay to their subscribers were designed to achieve a substantial government interest—diversity of programming. Furthermore, they did so in a manner both content-neutral and narrowly tailored to achieve that end.

The decision to seek Supreme Court review marks a departure from the commission's position following the decision of another panel of the same appeals court in 1985 that declared the original version of must carry a violation of the First Amendment. The FCC simply accepted that decision. Killory said the commission regards the new version as constitutional, even if it does "push the limit" of what the commission may do.

The FCC, Killory added, lacked the same conviction regarding the original rules. "There were questions as to whether they were constitutional and served the public interest." □

# Hill showdown: CPB vs. independents

**CPB will be accused of slighting on-their-own production houses despite congressional instructions; CPB digs in to fight back**

Sparks may fly in the House Telecommunications Subcommittee Thursday morning, March 10, when it holds hearings on reauthorization of the Corporation for Public Broadcasting. One witness outside the usual cast of public broadcasting figures will tell Chairman Ed Markey (D-Mass.) that CPB has not acted in good faith on Congress's orders to address the problems of independent producers.

"Three times a year [for four years], CPB has flown six of us [independent producers] into Washington for utterly meaningless discussions," Lawrence Daessa, whose San Francisco-based production company, California Newsreel, last year celebrated 20 years in business, told BROADCASTING last week. "Not a single suggestion has been accepted by [CPB]" since Congress suggested the parties attempt to resolve differences on their own.

The answer, Daessa will tell the subcommittee, is for Congress to mandate that CPB set aside \$30 million-\$50 million of its federal funding over a three-year period to establish a National Independent Program Service. The service, he said, would be a "mini-PBS," providing two or three hours of programming per week. Those years—if Congress were to heed the suggestion—Daessa hopes could begin with fiscal 1990.

CPB is preparing for the attack. In a statement released March 2, CPB said it has responded to suggestions: CPB, said the release, established a "recall" procedure, by which Program Fund panelists pick projects shaken out of one open solicitation round for automatic inclusion in the next round; CPB has, in writing, instructed administrators of PBS series to use independents' work; Program Fund associate directors, CPB claims, devote "nearly a quarter of their time" to independents, "individually critiquing as many as 75 independent production ideas per day" and "regularly" including independents in its "priority-setting process." And the meetings with independents cited by Daessa, said CPB, were voluntarily initiated by the corporation.

In any case, Representative Markey's subcommittee will likely run into the same wall between the two parties concerned: CPB defines an "independent producer" as one who is not on the permanent staff of a noncommercial station, but has content and budget control over a program even when the producer works under a station-affiliated executive producer.

Daessa disagrees with the CPB definition. "WGBH-TV and *Frontline* assigning stories is employing independent producers, not funding independent productions."

But, said CPB President Donald Ledwig last week: "I don't understand why he doesn't consider CPB funding of *Frontline* or *American Playhouse* programs produced by independents as CPB funding of independents. We've had outstanding and award-winning programs out of that process. And by funding independents through those forums, we also assure them an audience; people look to those series for that kind of production. I'm sorry he feels his suggestions haven't been heard. We think they've been seriously considered.

"Whatever we do," said Ledwig, "Mr. Daessa will always want more—and that means money." Besides Ledwig and Daessa, the subcommittee will hear from PBS's Bruce Christensen, Douglas Bennet of National Public Radio, National Association of Public Television Stations President David Brugger and Pamela Yates of Skylight Pictures.

CPB claims 47% of Program Fund dollars go to independents. But, according to Daessa, as both CPB's Program Fund and the Public Broadcasting System's Station Program Cooperative now operate, "not one dollar is insulated from the narrow financial interests of the station managers. We are asking for one tiny place where public broadcasting's form of the Niensens—pledge drive results—and so called 'enhanced corporate underwriting'—advertising—do not rule programming decisions.

"CPB is abrogating its mandate to spend federal money to get larger audiences for unconventional programming," Daessa said. According to the 1978 Public Broadcasting Act, 50% of national funding must go to independents. Not only has CPB fallen short of the 50%, he said, but when it has funded

work by producers outside those controlled by PBS stations, the Program Fund panel, dominated by "Nielsen-minded" station representatives, has failed to fund all but one or two truly independent productions. "We do get money [from CPB]," he said, "but not enough and not for what we want to do."

Daessa called Blackside Inc.'s *Eyes on the Prize* a "prime example of the problem." For six years, he said, Blackside "couldn't get any funding from the system until [it] got foundation money." Now, with CPB committing money to two more Blackside projects (an *Eyes on the Prize* sequel and a Great Depression era documentary), CPB will fund 20 programs by Blackside. That, he said, "does not demonstrate diversity and innovation. He [Blackside President Henry Hampton] is not very innovative, and as a single person, he can be only so diverse. Henry Hampton is a fine producer, but the fact that *Eyes on the Prize* should have been done 20 or more years ago does not make it innovative."

"We were probably slow in recognizing the merits of *Eyes on the Prize*," said Ledwig. "But at the same time, we were funding other important projects. Mr. Daessa can't have it both ways. We've funded a fine independent project and followed up by funding more projects by that talented and successful producer. If we had more substantial funding, we could get them all," Ledwig said. □

**Minority policies reaffirmed.** Complying with a congressional order attached to an appropriation bill last December, the FCC reaffirmed earlier decisions in the *Shurberg*, *Steele* and *Winter Park* cases that it was reviewing on remand from a federal appeals court. In doing so, the FCC reaffirmed its policies aimed at increasing minority ownership. In *Shurberg*, FCC approval of Faith Center's "distress sale" of WHCT-TV Hartford, Conn., to Astroline Communications was challenged by Alan Shurberg, who hoped to win the station in a comparative renewal hearing with Faith Center. Under the distress-sale policy, stations can escape a revocation hearing at the FCC by selling to a minority group at 75% of the full market value. In *Winter Park* and *Steele*, an FCC award of new stations to applicants in comparative hearings based in part on preferences given for minority and female ownership, was challenged by losing applicants. The court challenges turn on the constitutional validity of distress sale and minority and female preferences. Expressing reservations about policies, the FCC had asked the court to remand the cases to it so it could reevaluate the initial decision in light of the inquiry into the policies. In the appropriations bill, however, Congress told the FCC to shut down the inquiry and reaffirm its policies. It is now likely that one or all cases will start up where they left off when they were remanded to the FCC.



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# The uneasy relationship between the FCC and the courts

**Over past two and a half years, commission has run into increasing difficulty with judiciary over deregulatory tack it's taken**

FCC General Counsel Diane Killory's speech to the Federal Communications Bar Association luncheon a couple of weeks ago was not the kind her audience expected. A meaty, well-reasoned speech, touching on issues of interest to the lawyers in the audience? That seemed likely. But a speech that seemed almost a cry of pain and frustration at the way the commission was being treated in a couple of the federal courts? Hardly. And one that argued that the commission's problems in those courts grew out of a feeling of "generalized distrust or disdain toward the commission?" Never.

Yet, that was the thrust of the speech (BROADCASTING, Feb. 29). And there were those in the audience who felt that Killory had it about right. The court principally involved—the U.S. Court of Appeals in Washington—has indicated distrust of the commission. And, again, there are those who would argue that there are grounds for that distrust.

What's more, while Killory discussed the commission's litigation problems in terms of two cases, the problems, at least with respect to the appeals court, extend to a string of commission actions. And the distrust bred by those actions in turn may be causing the commission to lose cases it might otherwise have won. "The court," said Killory in an interview last week, "is not giving us the benefit of the doubt in close cases."

The commission, clearly, is going through a bad patch on the litigation front. More than 40 of its orders have been reversed, vacated or remanded in the the past two and a half years. That is not a large percentage of the cases appealed, more than 350. But they include some major ones—involving children's programming, the must-carry rules, women's preference in comparative hearings and the fairness doctrine. And the problem, outside lawyers who have opposed or sided with the commission in a number of cases say, is not the agency's lawyers. The litigation division, under Daniel M. Armstrong, is generally regarded as first rate.

Some of the commission's problems in the courts seem to stem simply from sloppy order writing. In the children's programming proceeding, for instance, the commission had eliminated the guidelines it had imposed on commercial time in such programming without explanation—despite the agency's earlier expressions of concern about children as viewers. "The commission has offered neither facts nor analysis to the effect that its earlier concerns over market failure were overemphasized, misguided, outdated or just downright incorrect," wrote Judge Kenneth W. Starr for a unanimous, three-judge panel that remanded the case to the commission last summer (BROADCASTING, July 6, 1987).

And a number of commentators have se-

verely criticized the commission's rationale for the new must-carry rules. Henry Geller, the former FCC general counsel under Democratic administrations, said it was "dumb"—as the three-judge panel of the appeals court did, implicitly, in rejecting the commission's argument that five years was needed to educate the public to the utility of the A/B switch and television antennas in viewing additional local channels. FCC Commissioner James Quello, who even before the court decision was released in December, accused the commission of taking "a dive," said that the commission should have justified the rules on the "localism policies" enunciated in the Communications Act. FCC Chairman Dennis Patrick maintains that the appeals court, in overturning the first version of the rules in 1985, had ruled out localism as an argument unless it was supported by evidence of harm. In any event, the commission hopes to have an opportunity to argue the case before the Supreme Court (see page 76).

But at bottom, and running through the commission decisions, whether sustained or overturned, is the ideological force that has animated the commission since Mark Fowler became chairman in 1981. The FCC has made no secret of its desire to deregulate any industry under its jurisdiction. "Political appointees," as one veteran commission staffer noted the other day, "do have an agenda, and will pursue it." But Killory notes that the commission is confronted with the difficulty of applying a Communications Act adopted in 1934 to a communications world the authors of the act never envisioned.

Still, one would not think the commission should have undue problems with an appeals court on which a majority of its 11 members were appointed by President Reagan. But, obviously, it has. In a common carrier case involving the basis for calculating costs that local exchange carriers charge long-distance carriers, then-Judge Robert H. Bork wrote: "In this case, the agency has done a remarkable job of rebutting the presumption of its own expertise."

Then there were some cases in which the commission sought, in vain, to forbear from categorizing some services as broadcasting—and from applying broadcast regulation to them. The teletext case, for instance, is best remembered for the language in the court's opinion declaring—to the commission's great astonishment—that the fairness doctrine was not statutorily mandated and, therefore, was subject to repeal by the commission. But the court also held that the technology that provides for the transmission of textual material and graphics over the air and their display on a screen falls within the definition of broadcasting. The equal-opportunities law, the panel added, in the opinion that was written by Bork, applies to the new technology (BROADCASTING, Sept. 22, 1986).

Complicating the commission's life and forcing the agency into positions the court has found awkward if not incomprehensible

and possibly even dishonest is the Congress. The agency on occasion has felt it necessary to deny full expression to its ideological passions out of concern for how Congress might react. That was painfully evident when Killory's predecessor as general counsel, Jack Smith, was in court attempting to defend the commission against two challenges to the fairness doctrine, one brought by the Radio-Television News Directors Association and a number of other media groups and the other by Meredith Corp., whose WTVH(TV) Syracuse, N.Y., had been found to have violated the doctrine. The oral argument was held in October 1986, more than a year after the commission concluded that the doctrine was probably unconstitutional and disserved the public interest. And Smith, responding to tough questioning of Judge Laurence Silberman as to that apparent inconsistency, said: "We're between the rock and the hard place," with the Constitution the rock and the Congress the hard place. Life, he said in effect, is real.

But Silberman indicated he felt the commission had been trying to have the court confront Congress for it. For he noted that if the commission were to decide on public interest grounds to repeal the doctrine—as, he noted, the Bork panel had said it could—"the constitutional issue doesn't come to us." The case was remanded to the commission. And last August, the commission finally declared the doctrine unconstitutional (BROADCASTING, Aug. 10, 1987). Now the issue is on its way back up to the court, with the original plaintiff in *Meredith*, Syracuse Peace Council, and others seeking reversal of the commission's decision.

But Silberman and other members of the court have not forgotten the colloquy with Smith. When Killory appeared before a panel that included Silberman to represent the commission in the *Murdoch* case—the commission was, oddly, defending Congress's action in barring it from extending the waiver it had granted media baron Rupert Murdoch of the crossownership rule—Silberman was particularly stiff in his questioning, suggesting that the commission would tailor its views to satisfy Congress. A previous general counsel, he remarked, had told the court the commission "acquiesces to political power" (BROADCASTING, Feb. 15).

It was the recollection of Silberman's interrogation that led Killory, in her remarks to the FCBA, to state: "Judge Silberman seemed to view the commission as weak willed, always ready to cave in on an issue at the slightest suggestion of congressional disapproval—in short, overly terrified of dipping our toes in political hot water." Some of the questioning, she said, in a nice understatement, was "disturbing."

Actually, there is evidence that the commission on occasion, far from demonstrating meekness in its relations with Congress, acts with what some regard as a kind of recklessness. When the court, in a decision that evidently pleased the commission, overturned its policy of granting preferences to women in comparative hearings, the

agency not only did not appeal. (The woman who had won the grant did.) It began a proceeding aimed at eliminating, on constitutional grounds, the preferences it had given to minorities as well as to women and the so-called distress sale policy under which broadcasters facing loss of license are permitted to sell their properties to minorities at less than market value. Whatever effect that abrupt about-face had on the court's view of the consistency of the commission's views, it outraged members of Congress who supported the policies. So Congress, in the catch-all spending bill passed in the final hours of the last session, ordered the commission to abandon the proceeding (BROADCASTING, Dec. 28, 1987).

Indeed, Killory, in her speech, noted that Greene does not regard the commission as a

"lapdog": presiding over the implementation of the Modified Final Judgment providing for the breakup of AT&T, and he will not, in Killory's view, place any confidence in the "safeguards" the agency points to in urging him to allow the new regional Bell Operating Companies to enter businesses—including information services—now barred to them. Some observers note that those "safeguards" remain to be given any final form.

Killory's effort to improve the commission's record in court is not limited to going public with her concern, novel as that approach is. Since moving into the general counsel's office in December 1986 she has been dispatching members of her staff to work with the various bureaus early in the development of a commission order. The

aim is to make it court proof. And if the general counsel's office and a bureau disagree on an item, Killory does not content herself with a memo for the files to back up an "I told you so" if disaster strikes: "I go to the chairman's office, and he gets the bureau to change the language."

The Fowler/Patrick commission is not the first to have suffered a string of setbacks in court. In the 1970's, during the chairmanship of Richard E. Wiley, for instance, the agency went through a similar period, though in many of the cases the commission was later affirmed by the Supreme Court. So perhaps the commission can take comfort in the Biblical injunction, "This too shall pass," provided, of course, the commission heeds the signals the courts have been sending. □

## Cablecastings

### **NCTC to oppose S. 889**

The National Cable Television Cooperative, a program buying co-op made up of small cable operators, has announced it will oppose S. 889, which would regulate the distribution of cable programming to the backyard earth station industry, joining other smaller cable associations that have come out against the measure.

Those operators, as represented by the Community Antenna Television Association and the independent operators board of the National Cable Television Association, are concerned about the large discounts MSO's can get—and smaller operators can't—from program suppliers. Senator Larry Pressler (R-S.D.) had thought about offering an amendment to S. 889 that would have prevented pricing discrimination that was not cost-justified, and many smaller operators were supporting that measure.

The position of the small operators began changing when CATA began meeting with several large MSO's to discuss volume discounts and cable's position on S. 889, which NCTA and the larger operators oppose. The larger cable operators felt the industry needed to present a united front on S. 889, and after discussing the volume discount problems, CATA came out against the bill, as did NCTA's IOB. Those decisions were made based on assurances that an interindustry solution to the volume discount problem would be pursued. The news caught NCTC officials by surprise at the Texas Cable Show (BROADCASTING, Feb. 22), but after discussions with several major players, they too decided to come on board.

"As a result of many conversations during the Texas show, we're convinced there is an industrywide commitment from the major players to solve this pricing issue once and for all," said NCTC executive director, Michael Pandzik. "Rather than push for a congressionally mandated solution, the board of the cooperative strongly supports a 180-day moratorium on

any grass-roots efforts aimed at Washington," he said.

NCTC represents systems serving three million subscribers, and has programming agreements with Turner Broadcasting System for its three services—CNN, Headline News and WTBS(TV) Atlanta; Financial News Network, and the Nostalgia Channel. But NCTC hasn't been able to make agreements with other large programmers, such as HBO, although it met with the leading pay service several weeks ago to discuss the issue. It is NCTC's position that it can do for a programmer what any major MSO needs to do to showcase a programmer's services on their systems. "We can make any of those requirements that make sense," said Pandzik, who said he has been encouraged by recent conversations with programmers.

NCTC also said it has endorsed the Vision Interfaith Satellite Network, a new mulifaith religious channel that hopes to launch later this year. "VISN presents the cable community with what may be our best opportunity since C-SPAN to use our medium for the good of the country," Pandzik said.

### **County cabling**

Telesat has been granted the right to negotiate a contract with Hillsborough county, Fla., to obtain a countywide cable franchise (BROADCASTING, Feb. 29). Already operating in that county, which surrounds Tampa, are Paragon Cable (77,000 subscribers) and Cablevision Industries (8,000 subscribers), according to the county cable office.

Frank Turano, the county's cable television administrator, said the county has set certain conditions for prospective operators to meet before they are granted a franchise. An operator must select a primary service area, begin building it in four months, and complete it in 20 months. Companies also need to establish a 5,000-

subscriber base before they are granted the right to build in areas where an existing operator already has plant, Turano said.

Where home density is 25 per mile beyond the primary service area, an operator must extend cable plant to those areas, unless another operator is already there. Operators must begin that extension within six months of finishing their build in the primary service area, Turano said.

Applicants are also required to indemnify the county for legal damages if any court cases arise. And the sale or transfer of the system cannot take place until the primary service area is built.

The conditions, said Turano, help the county insure that as many residents as possible have access to cable television, without running into conflict with the outcomes of recent cable court cases.

There are approximately 192,000 homes in the county.

### **Two via the bird**

United Video's backyard earth station marketing arm, Superstar Connection, has added KTLA(TV) Los Angeles and WSBK(TV) Boston to its programming package. The two stations, which carry the Major League Baseball Angels and Red Sox, have been put up on the satellite by Eastern Microwave. The stations are available to current customers for \$28 per year. New subscribers may take WGN-TV Chicago, WPXI(TV) New York, KTVT(TV) Dallas plus CBN Cable for \$36 per year, or WWOR-TV New York, KTLA, WSBK and CBN for the same price. All seven services are available for \$72 per year or \$150 for three years.

### **Word from Nashville**

"The message I want you to take back to the office today is that the cable television industry—and more specifically The Nashville Network—can sing with almost

anyone, too." With that C. Paul Corbin, director of programming for TNN, told the New York Academy of Television Arts and Sciences last week that the service is a vibrant part of the cable industry.

"We can hit the high notes. We're doing it every day. We paid our dues; we worked hard to develop our skills; we created an identity for ourselves; we nurtured our audience, and we've earned our moment in the spotlight," said Corbin.

He reviewed the new shows that will be added to TNN's schedule next month, to coincide with the service's fifth anniversary and National Cable Month. It will culminate with TNN's first Viewer's Choice Awards, a star-studded extravaganza that he said will cost the network \$1.8 million to program and market.

Corbin said the network is committed to original programming, producing 2,000 hours of original shows each year. And it's paying off with viewers, he said, as "27 million homes tune in to TNN" each month. "TNN enjoyed its first profitable year in 1987," Corbin said, "and the future looks very bright."

## MSG gets five Big East games

Madison Square Garden Network will produce all four quarter-final and one of the two semifinal games the weekend of the Big East basketball tournament. The Big East plans to use the MSG feed to send to its network of stations on the East Coast, plus additional markets in Florida and Hawaii. Local television stations and cable systems usually have the rights to pick up the games in their area. CBS will televise the other semifinal and the final games

## Cable Month support

First Data Resources said it will offer a number of free services to its customers in support of National Cable Month. Among them is a special free NCM insert stuffer in monthly cable bills, a free customized computer letter that operators can send to selected noncable households and other free NCM messages. FDR says its 250 operators/clients pass 4.5 million subscribers.

## 'Good sex' in April

Lifetime announced that *The All New Dr. Ruth Show* will debut April 29, and not March 18 as previously announced. The show featuring sex therapist Ruth Westheimer will run Friday and Saturday at midnight.

## Preview power

The Cable Association of Greater St. Louis said its cable preview over KDNL-TV St. Louis, independent ch. 30, on Jan. 30 brought in more than 1,049 subscribers, plus another 1,000 calls from potential subscribers in service areas of operators who are not in the association (BROADCASTING, Jan. 11). In addition to the

association, the station was pleased with the response: "Cablevision '88 was a very entertaining, informative and well-produced program of which we were proud to offer our viewers," said KDNL-TV general manager, Bill Viands. "I think it ought to be a semiannual event."

## New numbers

The Nostalgia Channel announced the addition of 279,000 subscribers since Jan. 1, bringing its total reach to 2,779,000. Among the systems added were some from Post Newsweek, McDonald Group, Comcast, American Television & Communications and the United Cable system in Baltimore.

Movietime signed 21 affiliates in January, adding 700,000 to its subscriber rolls, which now number 4.3 million. Among them were systems in San Diego, Indianapolis and Milwaukee.

## Athletic advice

Score, the sports programming service of the Financial News Network, will introduce *Easton Sports Arena*, a series devoted to amateur athletes, on March 9 at 9:30 p.m. It will be hosted by former NBC Sports announcer Byron Day, and provide amateur athletes with tips on such subjects as scholarships and recruiting. Among those scheduled to appear on the program are Cincinnati Reds manager, Pete Rose; Houston Astros pitcher, Mike Scott, and Denver Broncos quarterback, John Elway. The show is produced by Jas. D. Easton Inc., a sporting goods manufacturer.

## Mulling it over

HBO said Martin Mull has been signed to a Cinemax comedy special, *Martin Mull's Scenes from a White Marriage*. HBO said the special will reunite the original cast of previous Mull Cinemax specials and will play later this year over four consecutive weeks.

## Cops for hire

Viewer's Choice announced that "Beverly Hills Cop II" will appear on the pay-per-view service on March 11, the same day and date as the film's release on home video. The service also announced that "Robocop" will make its exclusive PPV premiere on Viewer's Choice throughout next week.

## Mousketeers, 80's style

Next fall the Disney Channel plans to show a new movie about the original *Mickey Mouse Club* that will include a national talent search to find new Mousketeers. The movie, "Why?...Because We Like You," will chronicle the development of the original series. Disney also plans to develop a new children's series next fall "in the tradition of the *Mickey Mouse Club*," which will be produced at Walt Disney

World in Orlando, Fla.

Disney also announced it will offer operators the choice of two marketing campaigns in which to participate this summer. "The Disney Channel Has the Cure for the Summertime (Rerun) Blues" is the theme of the campaigns. In one, the service is offered for three months for the price of one month, which Disney said operators have found successful in the past. The second offers free installation and a free picnic duffel kit for four. Affiliates that participate in either direct mail campaign qualify for a free magazine mailer for the channel's fall marketing program, which Disney says can save the operator 14 cents per mailer.

## HBO biography

HBO has signed actor Ben Kingsley to play Simon Wiesenthal in the upcoming HBO presentation, *Murderers Among Us: The Simon Wiesenthal Story*. Brian Gibson will direct the biographical drama which HBO says is the first time the famed Nazi hunter "has permitted anyone to film his life story." Co-produced by HBO Pictures, Robert Cooper Productions and TV South, shooting will begin this spring in Budapest, Hungary.

## Willie and the boys

The Nashville Network said that Willie Nelson will host the network's *Viewers' Choice Awards* special, to be shown live on Tuesday, April 26. Nelson will be joined by the Oak Ridge Boys and *Nashville Now* anchor Ralph Emery. The awards, in which viewers call in their votes, culminate the network's National Cable Month activities and its fifth-year anniversary activities.

The network also announced that a new golf show, *Tee It Up*, will premiere Saturday, April 2, at 12:30 p.m. The half-hour series will be hosted by R.C. Bannon, host of *Performance Plus*, and will be a magazine-style show devoted to golf.

## PPV videoconference

The Cable Television Administration & Marketing Society's pay-per-view committee has announced its second videoconference, on Tuesday, April 19, to discuss order entry and delivery systems. The videoconference will be fed over Satcom III-R, transponder 7, at 2 p.m. and will originate from Centel Cable TV studios in Wheaton, Ill. Among those slated to appear on the 90-minute program will be Nancy Anderson, PPV manager, Rogers Cablesystems; Marty Youngman, PPV manager, Cox Cable; David Katz, vice president, financial services, Gill Cable; David Archer, director of business development, Viacom Cable, and Terry Wolf, director, systems research and development software, United Cable.

Topics to be addressed include customer service representatives, automated response units, automatic number identification and two-way impulse hardware. Cable operators will have an opportunity to question the panelists.



## TCI revenue hits \$1.7 billion in 1987

**Company reports almost 8.4 million subscribers for total operations; Malone, Sie, Sparkman, Bracken, Thomson address securities analysts**

The nation's largest cable MSO, Tele-Communications Inc., ended 1987 with nearly 8.4 million basic subscribers, a figure that includes consolidated and unconsolidated systems.

On a consolidated basis, the company had 5,162,793 basic subscribers, with 3,933,906 pay units and a homes-passed figure of 8,863,767. When the total unconsolidated numbers are added—3,233,051 basic, 2,755,809 pay and 6,336,269 homes passed—the total figures are 8,395,844 basic subscribers, 6,689,715 pay units and 15,200,036 homes passed. Those figures include numbers for both United Artists and Heritage.

Those, plus TCI's fourth-quarter and full-year earnings statements (BROADCASTING, Feb. 29), were among the statistics company executives discussed at a half-day meeting with security analysts in New York on Feb. 24. The company covered a wide range of financial, programing and regulatory issues facing the cable industry.

In preliminary financial results, TCI said it had revenue of \$1.7 billion in 1987, with cash flow of \$650 million and operating income of \$354 million. United Artists, whose results are included in the above totals (TCI owns 65% of the company), had revenue of \$697.6 million, cash flow of \$179 million and operating income of \$98 million.

TCI President John Malone called the current private cable values of \$2,300-\$2,500 per subscriber "crazy," particularly since subscribers are valued by stock market prices at closer to \$1,100-\$1,200 per subscriber.

(Malone later said that TCI, which last year bought back more than \$100 million in its own stock, would have bought back the whole company if its stock price had stayed below \$20, and had lined up the financing to do so. The stock is now trading at around \$24.)

"The economics start to get difficult to justify on an operating basis" at such price levels, he said, adding that his company has "not succumbed to the Van Gogh mentality" which sees systems as rare commodities, thereby helping to drive up bidding.

Malone also warned against leveraging cable buys "to the hilt," then servicing debt by raising rates heavily. "When you try to get too much out too fast," he argued, it may encourage congressional scrutiny of the cable industry and leave such systems susceptible to competition from overbuilds.

Regarding telephone industry efforts to

extend ownership rights into the cable world, Malone said that phone companies "had better be careful on taking down the fence between our industries. I'm not sure we can't get into their pants a lot more quickly and efficiently than they can into ours."

Malone said the company is continuing to pursue a strategy of driving basic penetration while cutting rates on the pay side to boost company cash flow. The Heritage acquisition "turned out quite well," according to Malone, who said Heritage was ahead of its projections on cash flow, even through it was "disappointed" on its yield from liquidating its noncable assets.

The company's subscriber base grew by one million last year, according to Gary Bracken, vice president and controller, including 221,000 new subs in systems managed by TCI, 43,000 from UACI and 23,000 from its wholly owned Heritage subsidiary. The company added another 795,000 subs through acquisitions, and also sold systems with 109,000 basic subscribers.

The company has added 70,000 subscribers in its new builds in Chicago and Washington, and said accelerated growth in Chicago would allow it to finish its build half a year ahead of schedule—by June 1988.

The company experienced significant pay growth—more than 700,000—as a result of offering subscribers a second pay service for only \$2 for the remainder of 1987 (the plan took effect in the third quarter). The company experienced some deterioration in its full-price pay services (about \$8 million worth), but Bracken said it was more than offset by the new \$2 add-ons, many of which it hopes to convert to full pay customers this year.

The \$2 pay incentive also added \$10 million to the company's expenses last year because of the heavy overtime and bonuses paid to employees handling the burden of processing the add-ons. Bracken also said the company spent \$40 million more than anticipated on converters to connect the new pay subscribers.

John Sie, senior vice president, said in the last quarter of 1987, the company exper-

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enced a 35% increase in growth rate for its basic subscribers, while pay growth was up 25%. Malone said it was the best growth period the company has had yet, but could not say whether it was attributable to last year's addition of National Football League games on ESPN.

Sie said he believes that audience share for the three commercial broadcast networks will drop to 55% by 1995, based just on cable's increased penetration to 70% of U.S. homes, and not taking into consideration a positive change in cable's program quality.

Regarding Tempo, which TCI has agreed to buy, Sie said the company will continue Tempo's "niche approach" to reach the growing 40-plus population.

TCI rates, according to J.C. Sparkman, executive vice president, remain among the cable industry's lowest, with a \$21.09 average charge to households in 1987. Sparkman said that although the company still remains interested in pay per view and is studying the technology, it has decided it's "not going to push on this too hard. If it becomes a major revenue source [in the industry], TCI can get into it on an economical basis." He said if the company moved toward PPV, it

would look more to special events than to movies as the best audience draws.

Sparkman also said the company is confident that even in a recessionary environment it would perform well, and he cited company growth figures from the recessionary period in the early 1980's to support his argument: "When times are bad and people don't have money, they stay home and watch TV."

According to Barny Schotters, finance vice president, who had just returned from a three-week-long international road show to raise \$300 million in financing for the company, TCI has "tapped out" the ability of the U.S. banking community to finance its continued growth. He said the company should be able to raise about \$600 million from overseas investors.

Malone told the group that although the company has played a "relatively leveraged game," it will not undertake high-cost debt to get further financing.

On the political front, Bob Thomson, TCI vice president of government affairs, said of the current climate in Washington concerning cable: "We're satisfied that there might be much smoke, but there's not much fire."

Thomson said the cable industry is "not under attack by the phone companies.... They're being prudent businessmen pursuing their agenda and are not part of a coalition to undo cable's 'advantage.'"

The FCC's telephone-cable crossownership proceeding is "languishing somewhat," he said. Hearings to be called by Senator Howard Metzenbaum (D-Ohio) are not expected to target TCI's horizontal concentration, Thomson said.

Thomson said that the company is now analyzing proposals to tie the cable compulsory license to must-carry rules, but has not taken a position on it.

Thomson added that "not every issue raised by [noncable constituencies] is deserving of scorn and ridicule. In fact, we should be listening.... We need interindustry discussions," rather than regulatory forums to resolve issues under contention.

While giving an update on the progress of TCI's Washington system build, Malone announced (to much laughter) that it had hooked up the White House, which is paying \$250 a month (\$3,000 a year) for unlimited sets, but is renting converters.

## Showtime, MTV financial figures detailed

### Showtime/TMC cash flow drops in 1987; Nickelodeon top performer in basic cable division; Viewer's Choice losing \$7 million annually

The problems Viacom has had with Showtime/The Movie Channel and, to a lesser extent, with MTV, and the success it has achieved with Nickelodeon, came to light during a discussion of the company's 1987 results with securities analysts at a Goldman Sachs seminar on cable television in New York.

Strong performances by its cable and broadcast division, plus some of its programming operations, helped the company improve operating cash flow in 1987 over 1986. Overall financial results show Viacom posting net losses in the fourth quarter and full year 1987, relating to its buyout by National Amusements (BROADCASTING, Feb. 29). For 1987, the company reported a net loss of \$154 million on revenue of \$1.01 billion. But the company increased its operating cash flow (which does not include merger-related amortization) 32% in 1987, from \$199 million to \$263 million.

At Showtime/The Movie Channel, revenue was up 1% for the year, from \$354 million to \$358 million, while operating cash flow dropped 19%, from \$16 million to \$13 million. For the year, Showtime gained 600,000 subscribers, to finish at 5.9 million, while The Movie Channel lost 300,000 subscribers, to end with 2.5 million. Viacom said its TVRO business had 120,000 subscribers at year's end.

Frank Biondi, Viacom chief executive officer, said that with cable operators reducing the price of Showtime, the company's revenue per subscriber had dropped three or four cents, with Showtime's margin now at slightly above \$3.50. The key to improving

results for both services, Biondi told the analysts, was getting them into more subscribers' homes.

At the MTV Networks, revenue for MTV was down 3% for the year, from \$101 million to \$98 million, a drop that Biondi partially attributed to the unstable situation when the company had two presidents early last year. Revenue at Nickelodeon jumped 32% in 1987, from \$41 million to \$54 million, while revenue for VH-1 increased from \$3 million to \$5 million and for Nick at Nite from \$3 million to \$6 million. Biondi said the company believes revenue for MTV will be up 50% in 1988 and up 30% for Nickelodeon. He said Viacom also intended to program and sell VH-1 more aggressively this year. Including other miscellaneous revenue, the division's revenue increased 9%, from \$157 million to \$172 million.

Breaking down the revenue streams further, Viacom said MTV took in \$66 million in advertising, \$31 million from cable operators and \$1 million from other sources. For Nickelodeon, the bulk of its income came from operator fees (\$37 million), while \$17 million came from advertising.

In operating cash flow, MTV was down 18%, from \$39 million to \$32 million, while Nickelodeon was up 75%, from \$16 million to \$28 million. VH-1 lost \$5 million in 1986 and \$4 million in 1987. Nick at Nite reported its first cash flow numbers in 1987, in the black by \$1 million. Overall operating cash flow for the division was up 13%, from \$52 million to \$59 million.

The company said ratings for the four services have remained steady since 1985. It cited figures for MTV of 0.8, 0.7 and 0.6 for the three years; 0.3, 0.2, and 0.3 for VH-1; 0.9, 1.0 and 1.0 for Nickelodeon, and 0.4 for all three years for Nick at Nite.

The company, which owns a third of Life-time, said that service turned a profit for the

first time in 1987, with operating cash flow of \$7 million on revenue of \$55 million. Year-earlier figures were \$40 million in revenue and net losses of \$3 million.

Biondi said Viacom's PPV operation, Viewer's Choice, was losing \$7 million a year and talks were continuing about merging the operation or changing its configuration. Biondi said there was little money to be made as a middleman in PPV with Hollywood on one side and cable operators on the other. Once Viewer's Choice has been reconfigured, Biondi told the analysts, it should operate close to break-even.

Revenue in the cable division jumped 21%, from \$233 million to \$283 million, while operating cash flow jumped 26%, from \$86 million to \$108 million in 1987. Basic subscribers grew 10% in 1987, from 970,000 to 1,063,000, while pay units increased 9%, from 700,000 to 760,000. Viacom said operating cash flow, less capital expenses, hit \$65 million in 1987. That figure, Biondi said, should hit \$90 million this year.

The broadcast division also produced strong results, with revenue up 19% for the year, from \$111 million to \$132 million, while operating income jumped 30%, from \$45 million to \$58 million. At its five television stations, revenue increased 22%, from \$69 million to \$84 million, while operating cash flow increased 29%, from \$28 million to \$36 million. Revenue at the nine radio stations increased 14%, from \$42 million to \$48 million, while operating cash flow increased 21%, from \$19 million to \$23 million.

Revenue in the company's entertainment division increased 6%, from \$77 million to \$82 million, while operating income rose 32%, from \$22 million to \$29 million for the year.

Biondi said the syndication of *Cosby*



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brought in \$600 million from sales (\$535 million) and advertising revenue (\$65 million) and expected the show's pre-tax profit contribution to be \$200 million.

Among other companies that made presentations at the Goldman Sachs seminar were:

**American Television & Communications**—Trygve Myhren, chairman and chief executive officer, said ATC added 300,000 subscribers in 1987, to total 3.7 million, with 250,000 coming from internal growth alone. Pay units increased 200,000 last year, and Myhren said the company was looking to repeat that in 1988.

He said pay-per-view "is really gathering some momentum" and said 2.4 million of ATC's subscribers are in addressable systems and 800,000 have converters. ATC is one of the five cable operators behind Home Premiere Television. He said initial tests are "increasingly successful," and added that he has seen no cannibalization of other pay services.

Myhren said the company backed plans for Turner Broadcasting System to forgo a cash dividend in exchange for the cable operators on the board acquiring more class B stock (BROADCASTING, Feb. 29). Of reports on TBS's management situation, Myhren said there was "no need for greater management control" by the cable operators or a need to appoint a chief executive officer "at this point."

Myhren said ATC has made "significant progress" in research into fiber optics, but that installing fiber as the last mile into the

home is still years away. He speculated that telephone companies that wish to get into the cable business would have obstacles beyond the modified consent decree and Congress. They would have to get the approval of state public utility commissions to install fiber and he guessed they would get some resistance, since fiber installations could cause consumer phone rates to rise. Turning that issue around, he said cable could get into the voice and data business, and that possibility "will be significantly greater than you now believe." It would involve modifying existing plant, however, and would be many years away, he acknowledged.

**Cablevision Systems**—Marc Lustgarten, president of Rainbow Programming Enterprises, a subsidiary of Cablevision Systems, said RPE's mature businesses—Sportschannel services in New York, Chicago, New England and Philadelphia, Bravo and American Movie Classics—were funding the development of additional programming services, such as News 12 Long Island and Florida Sportschannel. Those existing operations, said Lustgarten, plus RPE's technical division, were in the black in 1987, with operational income of \$849,000, and he projects that figure to jump to \$17 million in 1988. That enables the company, he said, to handle the start-up of a pay-per-view business in Chicago, another basic channel in Philadelphia, a Long Island program guide, News 12 and Florida Sportschannel, which will show an estimated combined operating loss in 1988 of \$11.9

million.

Lustgarten said RPE's revenue reached \$116 million in 1987 and estimated it would hit \$156 million this year. Most of that revenue would come from the sports services, which posted revenue of \$84.3 million in 1987 with 1988's projection at \$109.9 million. AMC and Bravo will post revenue of \$22.1 million and \$33.6 million, respectively, in 1987 and 1988, he said.

Lustgarten said News 12, the 24-hour local cable news operation, will take in \$4 million to \$5 million in advertising revenue in 1988, and he said there is much room for expansion in that category, estimating it would fall somewhere between today's figure and the hundreds of millions of dollars *Newsday* receives. Lustgarten said News 12's operating budget totals \$7 million.

**Comcast**—Julian Brodsky, vice chairman and senior vice president, said the company, which has made a number of major acquisitions recently, is looking at making "significant cash investments" in situations that would produce no near-term cash flow. One such case, he said, would be if Comcast took a 20% stake in Heritage, which Brodsky estimated would total between \$75 million and \$100 million.

Brodsky reviewed Comcast's recent acquisitions, including the \$230-million purchase of a cellular radio company, Amcell, and the repurchase of most of the interest held by the limited partners in its Comcast Cable of Maryland subsidiary, which operates a system in Baltimore county (97% of the shares were tendered). Brodsky said the 130,000-subscriber system will generate \$46 million in revenue and \$20 million in cash flow this year.

In Philadelphia, the company has 48,000 subscribers and penetration of between 35% and 40% in its first marketing push. Brodsky said revenue per subscriber per month was \$33 and called those figures "slightly above expectations."

**Warner Communications**—Geoff Holmes, senior vice president, said the parent company expects strong cash flow growth for Warner Cable as its New York borough franchises are built and marketed. Using a cash flow definition that already accounts for interest and capital expense, Holmes said the cable division's "real" cash flow would jump from \$15 million in 1987 to \$165 million in 1990. Holmes said that cash would be used by the parent company to expand within existing businesses and buy assets of Hollywood competitors that the company expected would hit difficult financial straits.

Between Warner's Queens and Brooklyn systems, and its operation role in Inner Unity in Queens, Holmes expects Warner to have 265,000 subscribers by 1991. He said the company is averaging revenue of \$40 per subscriber per month in its New York systems, where penetration is now 36%. Companywide revenue per subscriber is \$25.30 per month, he said. Holmes said the results in New York were "significantly better than we ever dreamed," and added that Microband, the MMDS operator, had had no effect on its cable business.

Overall, Holmes said the cable division, which added 100,000 in 1987 (90% of that

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from internal growth), expects to add 100,000 subscribers each year for the next three.

**WestMarc Communications**—Chairman Jeffrey Marcus provided details of the recently completed merger of Western Tele-Communications and Marcus Communications, which will bring some 260,000 subscribers under the newly formed company's roof. Marcus reported last week that West-Marc had secured a \$500-million line of credit from a group of banks, which the company intends to use aggressively to acquire systems. Marcus said WestMarc is looking at companies with as many as 100,000 subscribers.

He said the company has an agreement to

purchase systems serving 25,000 subscribers in Minnesota from Tele-Communications Inc. a 50% owner of WestMarc. If the stock swap goes through, it would increase TCI's interest in WestMarc to 57%. The company also has a preliminary agreement to buy several systems serving 7,600 subscribers in Minnesota and North and South Dakota for \$9.5 million, or \$1,250 per subscriber.

Marcus also said WestMarc owns a 3% stake in TCA Cable and said the company "represents a very attractive investment," because of its lower revenue-per-subscriber and cash flow statistics in relation to the industry, and its current stock price, which is selling at only 64% of its breakup value. He

noted, however, that company management controls 55% of the stock.

Although Marcus is in an acquisition mode, he said the company has its Citrus county, Fla., system on the market. The system has 22,000 subscribers and is being overbuilt by Telesat. Marcus said his estimate was that Telesat had 300 subscribers in the area.

But the competition has forced the company to lower rates and market more aggressively, which he said has hurt cash flow. For that reason the company is looking at tax-free trade possibilities and hopes to get \$2,500 per subscriber. Looking at Citrus county, Marcus said the company's capital "could be better spent elsewhere." □

## Changing Hands

**KWLN(FM) Osceola, Ark. (Memphis)** □ Sold by Pollack Broadcasting Co. to WABB-FM Inc. for \$5.2 million. **Seller** is owned by William Pollack and family, who also own co-located KOSE(AM) and WDXR(AM) Paducah, Ky. **Buyer** is owned by Bernard Dittman, who also owns WABB-AM-FM Mobile, Ala., and WAPI-AM-FM Paducah, Ky. KWLN is on 98.1 mhz with 100 kw and antenna 710 feet above average terrain. **Broker: Americom Radio Brokers.**

**WJYY(FM) Concord, N.H.** □ Sold by Rumford Communications Inc. to The Sky Stations Inc. for \$3,750,000. **Seller** is owned by Lindsay Collins, Stuart Richter and Michael Colby, who have no other broadcast interests. **Buyer** is principally owned by Dennis R. Israel and also owns WGY(AM)-WGFN(FM) Schenectady and WIPS(AM)-WXTY(FM) Ticonderoga, both New York. WJYY is on 105.5 mhz with 1.72 kw and antenna 430 feet above average terrain. **Broker: Americom Radio Brokers.**

**WCDL(AM)-WLSP-FM Carbondale, Pa.** □ Sold by Lifestyle Production of Pennsylvania Inc. to Sage Broadcasting Corp. for approximately \$700,000. **Seller** is principally owned by Noble V. Blackwell, who has no other broadcast interests. **Buyer** is publicly owned, Stamford, Conn.-based group of nine AM's and eight FM's headed by Gerald Poch, president. WCDL(AM) is daytimer on 1440 khz with 5 kw. WLSP-FM is on 94.3 mhz with 330 w and antenna 770 feet above average terrain. **Broker: Barry Sherman & Associates.**

**WTAN(AM) Clearwater, Fla.** □ Sold by Brosig Broadcasting Corp. to Wagenvoord Advertising Group Inc. for \$650,000. **Seller** is owned by Rod Brosig, who has no other broadcast interests. **Buyer** is owned by David Wagenvoord, who also owns KLAS(AM) Las Vegas. WTAN is on 1340 khz full time with 1 kw. **Broker: Norman Fischer & Associates.**

**ton, Proctor, St. Charles, St. Peter, Silver Bay, Slayton, Springfield, Starbuck, Two Harbors, Tyler, Virginia and Wheaton, all Minnesota, Clear Lake, S.D., and Eagle River and Park Falls, both Wisconsin.** □ Sold by North American Communications Corp. to Star Cablevision for \$99,323,715. **Seller** is publicly owned, Hector, Minn.-based MSO headed by Hubertus Sarrazin. It has no other cable interests. **Buyer** is Fond du Lac, Wis.-based MSO with systems in four states serving 85,000 subscribers. It is owned by Donald G. Jones. Systems comprise 85 franchises

passing 85,000 homes serving 56,000 subscribers with 1,200 miles of plant. **Broker: Communications Equity Associates.**

**Systems serving Cooper City, Davia, Davie and Lauderdale Lakes, all Florida** □ Sold by Buford Television Inc. to Jones Intercable Inc. for approximately \$95 million. **Seller** is Tyler, Tex.-based MSO owned by brothers, Gerald, Geoffrey and Robert P. Buford. It also owns systems in Arkansas and Texas. **Buyer** is publicly owned, Denver-based MSO serving approximately 900,000 subscribers. It is headed by Glenn R. Jones, president. Systems pass

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69,000 homes with 28,500 subscribers and 645 miles of plant. *Broker: Communications Equity Associates.*

**Systems serving De Quincy, Kinder, Lake Arthur, Moss Bluff, Vinton, Welsh and Westlake, all Louisiana** □ Sold by CGF Louisiana Cablevision Inc. to James Cable Partners LP for approximately \$15 million-\$16 million. **Seller** is owned by Jack Hamilton and family and has no other cable interests. **Buyer** is principally owned by William R. James, who also owns James Communications, Bloomfield Hills, Mich.-based MSO with systems in six states serving over 92,000 subscribers. Systems comprise 12 franchises passing 18,200 homes with 8,500 subscribers and 380 miles of plant. *Broker: Communications Equity Associates.*

**Systems serving Burlington, Estes Park, Las Animas and Springfield, all Colorado; Ellinwood, Fowler, Greensburg, Holcomb, Kismet, Lakin, Meade, Minneola, Plains, Sa-**

**tanta, Scott City, Stafford, Sublette and Syracuse, all Kansas; Clayton, Mo., and Turpin, Okla.** □ Sold by Cable Systems Inc. to Fanch Acquisition Co. for approximately \$12-\$13 million. **Seller** is owned by Harold K. Greenleaf Jr. and Gene Smith, who have no other cable interests. **Buyer** is Denver-based MSO with systems in four states serving 42,000 subscribers. It is principally owned by Bob Fanch. Systems comprise 20 franchises passing 16,710 homes with 12,400 subscribers and 310 miles of plant. *Broker: Communications Equity Associates.*

**System serving Plaquemine, La.** □ Sold by Bayou Cable TV Inc. to Bachow & Elkins Communications Inc. for approximately \$9 million. **Seller** is owned by brothers, Joe, Jim and William DuPont, who have no other cable interests. **Buyer** is Philadelphia-based MSO serving 50,000 subscribers in three states. It is owned by Paul S. Bachow and David W. Elkin. System serves 6,000 subscribers. *Broker: Communications Equity Associates.*

## Technology

### Videotex revival in White Plains

**IBM-Sears partnership that once included CBS is introducing new videotex software that it asserts makes system more user friendly**

Trintex, a White Plains, N.Y., videotex service company, has announced a plan to revive the business of interactive information services using home personal computers and telephone lines. It announced that later this year it will release Prodigy Interactive Personal Service videotex software and a new modem that will make interaction easier. Trintex and the manufacturer of the modem, Hayes Microcomputer Products Inc., Atlanta, have formed a marketing partnership for the new system.

Trintex was formed three years ago as a co-venture of International Business Machines Corp. (IBM), Sears-Roebuck & Co. and CBS Inc. to provide videotex service to home personal computer owners. Videotex transmits information in the form of words and numbers (not pictures) over telephone lines in electronic "pages" to personal computers. Unlike the related technology of teletext, in which pages are transmitted over a television station's vertical blanking interval, videotex is interactive because its signal travels over telephone lines. Prodigy software will be interactive with the Trintex service which will include such capabilities as home shopping, banking and travel service reservations. The service will also deliver news, weather and sports information.

Videotex technology has not prospered since Knight-Ridder Newspapers Inc. started the first service, U.S. Viewdata Corp. of America, in October 1983. Both Knight Ridder and Times Mirror Inc., which started a videotex operation in October 1984, abandoned their projects in March 1986. Later

that year, CBS pulled out of Trintex by selling its one-third interest to IBM and Sears. In making its announcement on the marketing partnership with Hayes Microcomputer, Trintex hopes to revive videotex technology.

Its hopes rest on the anticipated popularity of Prodigy and the effectiveness of the new modem developed by Hayes. Modems are the attachments to computers that allow information to be transmitted via telephone lines. According to the companies, the new modem is of higher quality and easier to install than earlier products. Because many personal computer owners do not have modems, increased modem installation is considered key to the future of videotex.

The software and modem are expected to be released later this year. Trintex spokesman Brian Ek said that limited marketing will not begin until technical testing of the system is complete. That testing is now being performed in Hartford, Conn., and White Plains, N.Y. "We are working to make sure that the computer communications functions that we built into the service are working correctly and up to our specifications before we go ahead and make it publicly available," he said. When released, the Prodigy system will be available in Hartford, Atlanta and San Francisco. Other major markets will be added over a two-year period after that.

Fees for the system have not yet been worked out. The current plan is to offer the software, modem and several months of membership to the service in an introductory package. Thereafter, service membership will be \$10 to \$15 a month—"about what you would pay for a basic cable TV subscription without the movie channels," Ek said. □



## In Sync

### New York cable deal

General Instrument Corp., New York, announced deals with two cable system operators for up to \$60-million worth of cable TV equipment. General Instrument's Jerrold Division will provide equipment to Manhattan for Cable TV, a division of American Television & Communications Corp., and Paragon Communications, owned by ATC and Houston Industries. Between the two systems, about 700,000 homes on the island of Manhattan are passed. Included in the equipment will be impulse-capable converters as part of a 550 mhz upgrade now under way for both systems. The upgrade will allow both systems to nearly double the 36 channels they now offer and increase pay-per-view capabilities. According to General Instrument, the sale is one of the largest in

the history of cable television. Deliveries will begin this month.

In another recent cable equipment sale, C-COR Electronics Inc., State College, Pa., has announced a \$22-million contract with Rogers Cablesystems of Canada. The contract, which extends to 1991, is for electronic distribution equipment, mainly signal amplifiers. The purchase is for a 550 mhz upgrade of about 8,000 miles of line over 12 Rogers cable systems in Canada.

### Communications

Logica, British manufacturer of computer graphics equipment, is offering an interface on its Logica Gallery 2000 image library to communicate with Basys newsroom computer systems. Logica and Basys will make the interface available on equipment by mid-spring. The companies have not yet

set a price. Rank Cintel Inc., Valley Cottage, N.Y., is the exclusive U.S. distributor of the Gallery 2000.

The interface will consist mainly of software which will be retrofitable with both company's products already in the field. For new equipment, input and output ports will be included on new Logica and Basys machines. Hundreds of thousands of digitally stored photographs and graphics stored on the Gallery 2000 will now be accessible to news directors through the Basys system. Basys Inc., Mountain View, Calif., is one of the oldest firms dealing in newsroom computer systems. Systems provide interfaces to newswire services, prompters, and several other facets of broadcast news operation. Basys prompters and other hardware can be controlled with personal computers and Basys software.

## The Media

### Network newsmen look at future of TV news

#### Hewitt suggests separating network news operations from "entertainment conglomerates" and delivering news via cable or DBS

There is a new "golden age" of television news coming. But it has to be dissociated from the three "entertainment conglomerates"—ABC, CBS and NBC—and delivered directly to the home via either cable or direct broadcast satellite.

That assessment was put forth by Don Hewitt, creator and executive producer of CBS's *60 Minutes*, during a seminar last week on the "Future of TV News," sponsored by the New York-based Center for Communications. Hewitt said that Ted Turner's Cable News Network is one prototype for his vision of an electronic news delivery system to the consumer in the coming years. "We [news people] don't belong with the entertainment conglomerates. We belong in the journalism business," he said. "The [three major] networks are nothing but an outmoded delivery system [for news]," said Hewitt.

Hewitt's primary proposal was for news services to lease a cable channel and deliver what he called a "video newspaper" to the home three times each day (morning, late afternoon and evening), charging consumers 50 cents per day. "That's no more than the cost of a daily newspaper," he said. "If you sign up five million households, it comes to

\$900 million a year," said Hewitt, who, along with other CBS News executives, had

attempted to buy the CBS News division last year from CBS. "You can run a major news



L-r: Salant, Hewitt, Burke, Leiser, Hopkins

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division today on \$400 million to \$500 million nicely. And with this approach, you are no longer competing with entertainment," Hewitt said. "You give me any three big name correspondents and I'll attract viewers."

David Burke, executive vice president, ABC News, disagreed with Hewitt's forecast on the fate of network news. "The networks have recently gone through difficult times. They have all changed hands at the top...But I don't think things are that bad. We don't feel we are part of an entertainment conglomerate. We believe we are the leaders of the network," said Burke.

"At the moment, I don't sense that news will be leaving the networks because of the extraordinary access to the people who have TV sets in their homes," Burke said. "I can interrupt them [the viewers] and go right on the air and tell them what's going on," he said. "And the networks serve an enormous function to the economy and the advertiser. People want a basic national delivery system to deliver their message."

What about the future of local television news? "We all have the resources to produce a national newscast today. But when there is a network newscast each evening with experienced newscasters, the viewing public expects to see that," said Stan Hopkins, news director for WBZ-TV Boston, an NBC affiliate. The local stations and the networks have to co-exist, he said. "There is a tremendous cooperative [programming] effort between WBZ-TV and NBC," said Hopkins.

Panelists also noted that local affiliates rely heavily on daily "closed circuit" feeds from the network for both national and worldwide events. "The difference between a local station and the network is the three or four correspondents I have sitting in Tokyo. If there is no news that day, I can't take them out of Tokyo," said Burke.

Also on the panel was former CBS News executive Ernest Leiser. The seminar, which took place at the Gannett Center for Media Studies in New York, was moderated by Richard Salant, former president of CBS News and vice chairman of NBC. □

in its letter to the commission regarding the proposed consultation, said it "has several U.S. customers who have requested such receive-only services."

Still, the Trade and Industry secretary's statement indicates that those filing applications under the new policy cannot be certain of a grant. Young said that if "more than six acceptable proposals" are filed, he will ask the director general of telecommunications to advise him on choosing applicants to license.

PAS, which thus far is authorized to provide international service only between the U.S. and Peru, offers television broadcast, data transmission and interactive private network services among the countries of North America, Central America, the Caribbean and South America. And last week, PAS announced agreement with a coalition of television stations in Argentina that will use its satellite, PAS I, to establish that country's first satellite broadcast network. The privately owned stations will purchase a transponder for network broadcasts and program distribution and for the export of programming to other South American countries.

Landman said PAS's "planned link" of its services in the western hemisphere with Europe "has been frustrated by the policies of European countries that have refused landing rights to any satellite that was not part of the Intelsat and Eutelsat consortiums." But the new policy of the British government, he added, "makes connections with the United Kingdom possible."

PAS I contains 24 transponders, 18 of them C-band, to be used in Latin America. Five of them are to provide the Peru-U.S. service; the remaining 13, domestic service. PAS's request to the FCC to initiate a XIV(d) consultation with Intelsat involves the six Ku-band transponders PAS hopes to use in providing the "link" between the western hemisphere and Europe. The satellite is scheduled for launch in May aboard Ariane Flight Number V22.

The commission's authorization of the PAS proposal conditioned the Ku-band operation on the agreement of one or more foreign countries to receive the Ku-band signals. Lord Young's announcement allows PAS to fulfill that condition, PAS said in its letter to the commission. As for the consultation process itself, it added, the proposed service falls within "the technical and economic parameters of the information regarding PAS" that the U.S. submitted to Intelsat in connection with the earlier consultation. PAS noted that all 24 transponders were found to be technically compatible with Intelsat and that the director general had concluded that use of the satellite would not cause the global system "significant economic harm."

"We expect this [consultation] to be a smooth and straightforward process," said Landman.

PAS asked that the consultation it was seeking be framed broadly enough to include all of the service offerings between North America and Western Europe and North Africa. Those offerings would include private network services, data services and television broadcast. □

## PanAmSat hopes for foot in Britain's door

**It asks FCC to begin process needed to clear way for provision of satellite service in competition with Comsat**

Pan American Satellite Corp. sees the British government's liberalization of its policy governing specialized satellite services as offering the opportunity it has long sought to provide trans-Atlantic service. PAS, the first privately owned company to win FCC authorization to compete with Intelsat, has filed applications to provide both domestic and international satellite communications services in the United Kingdom. And it has requested the FCC to ask the State Department to initiate a consultation under Article XIV(d) of the Intelsat Agreement, a necessary first step to providing international service.

PAS reported its plans after Britain's Trade and Industry Secretary Lord Young last month announced that, following six weeks of consultation on the arrangements to be made, he would begin issuing licenses for up to another six operators to provide specialized satellite services within the UK.

The aim of the policy is to provide for the use of satellites to transmit various services from one point to many points within the country (BROADCASTING, Feb. 22.) An aide to Young said at the time the policy was not intended to apply to PAS, which had been seeking clearance for providing service to and from the UK.

However, the new policy provides for the licensing of receive-only terminals on users' premises, "whether national or international." And although the licensees will not be permitted to redistribute the signals beyond their premises, PAS sees it as providing the opening for "a foot in the door," as PAS counsel Henry Goldberg put it. PAS president Fred Landman described the policy as "an anxiously awaited milestone in the development of separate international satellite communications," and added: "It means that the British government will allow landing of signals of international satellite companies other than Intelsat. As a result, we will soon be able to offer satellite communications service in the United Kingdom at rates far lower than those allowed by Intelsat." PAS,

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# For the Record

As compiled by BROADCASTING Feb. 24 through March 2 and based on filings, authorizations and other FCC actions.

Abbreviations: AFC—Antenna For Communications; ALJ—Administrative Law Judge, alt.—alternate; ann.—announced; ant.—antenna; aur.—aural; aux.—auxiliary; ch.—channel; CH—critical hours.; chg.—change; CP—construction permit; D—day; DA—directional antenna; Doc.—Docket; ERP—effective radiated power; HAAT—high above average terrain; H&B—horizontal and vertical; khz—kilohertz; kw—kilowatts; lic.—license; m—meters; MEOC—maximum expected operation value; mhz—megahertz; mi.—miles; mod.—modification; N—night; pet. for recon.—petition for reconsideration; PSA—presunrise service authority; pwr.—power; RC—remote control; S-A—Scientific-Antilata; SH—specified hours; SL—studio location; TL—transmitter location; trans.—transmitter; TPO—transmitter power output; U or unl.—unlimited hours; vis.—visual; w—watts; \*—noncommercial. Six groups of numbers at end of facilities changes items refer to map coordinates. One meter equals 3.28 feet.

## New Stations

### AM

■ Peoria, AZ (880212AA)—Family Stations Inc. seeks 650 khz; 5 kw-D; 1 kw-N. Address: 290 Hegeberger Rd., Oakland, CA 94621. Principal is nonprofit stations group headed by Harold Camping. Filed Feb. 12.

### FM's

■ Eutaw, AL (BPH880210MK)—Grantell Broadcasting Co. seeks 104.3 mhz; 3 kw H&V; 100 m. Address: Rt 1, Box 400B, Eutaw, AL 36925. Principal is owned by William B. Grant who also owns WYLS(AM)-WSLY(FM) York, AL. Filed Feb. 10.

■ Centre, AL (BPH880209MF)—Radio Centre Inc. seeks 105.9 mhz; 3 kw H&V; 100 m. Address: P.O. Box 602, Centre, AL 35960. Principal is owned by John C. Kelsey and Freda Kelsey, who also own WAGC(AM) Centre, AL. Filed Feb. 9.

■ Centre, AL (BPH880204MJ)—Cherokee Broadcasting Corp. seeks 105.9 mhz; 3 kw H&V; 100 m. Address: 1016 Northwood Dr., Centre, AL 35960. Principal is owned by Wynette R. Hayes, Roy D. Hayes, John D. Faulk, Mary H. Faulk and Tracy L. Hallm who have no other broadcast interests. Filed Feb. 4.

■ Meridianville, AL (BPH880128MW)—KPI Communications Inc. seeks 94.1 mhz; 0.5 kw H&V; 240 m. Address: 3604 Williamsburg Dr., Huntsville, AL 35810. Principal is owned by Charles Burruss, who has no other broadcast interests. Filed Jan. 28.

■ Meridianville, AL (BPH880128MS)—Brendell Broadcasting Corp. seeks 94.1 mhz; 1 kw H&V; 162 m. Address: 2609 Elton Rd., Huntsville, AL 35810. Principal is owned by Terrell W. Newby and John Hathaway, who have no other broadcast interests. Filed Jan. 28.

■ Meridianville, AL (BPH880128ML)—Grisham Broadcasting Co. seeks 94.1 mhz; 2 kw H&V; 121 m. Address: 303 Williams Ave., Suite 134, Huntsville, AL 35801. Principal is owned by Charles F. Grisham and Michael C. Grisham, who have no other broadcast interests. Filed Jan. 28.

■ Meridianville, AL (BPH880128MM)—Meridian Broadcasting Partnership seeks 94.1 mhz; 0.59 kw H&V; 228 m. Address: 1419-C Ascent Trail, Huntsville, AL 35816. Principal is owned by Hallerin H. Hill, Frederick Bainbridge, R. Reppard Bennett, Joe Biddy, Charles K. Bradley, Counte Cooley, James S. Cornett, Emily P. Dunlap and Gayle P. Dunlap, who have no other broadcast interests. Filed Jan. 28.

■ Meridianville, AL (BPH880127MN)—Virginia Griffith seeks 94.1 mhz; 1.8 kw H&V; 122 m. Address: 416 McClung Ave. SE, Huntsville, AL 35801. Principal has no other broadcast interests. Filed Jan. 27.

■ Meridianville, AL (BPH880128MO)—Linda L. Alt seeks 94.1 mhz; 3 kw H&V; 100 m. Address: 702 Holmes Ave. NE, Huntsville, AL 35801. Principal has no other broadcast interests. Filed Jan. 28.

■ Meridianville, AL (BPH880127MQ)—Herbert Gray seeks 94.1 mhz; 2 kw H&V; 122 m. Address: 3025 Memorial Parkway NW, Huntsville, AL 35810. Principal has no other broadcast interests. Filed Jan. 27.

■ Meridianville, AL (BPH880128MR)—William L. Malone seeks 94.1 mhz; 3 kw H&V; 100 m. Address: 454 Butter and Egg Rd., Hazel Green, AL 35750. Principal has no other broadcast interests. Filed Jan. 28.

■ Tuskegee, AL (BPH880210MN)—Double H Broadcasting Inc. seeks 99.9 mhz; 0.85 kw H&V; 185 m. Address: Route 4, Box 12, Tallassee, AL 36078. Principal is owned by Fred Randall Hughey and L. Lynn Henley, who also own WACQ(AM) Tallassee, AL. Filed Feb. 10.

■ Douglas, AZ (BPH880210MI)—Howard N. Henderson seeks 96.5 mhz; 3 kw H&V; m. Address: 2550 15th St. Suite 102, Douglas, AZ 85607. Principal is president and 22% voting stockholder of KDAP(AM) Douglas, AZ. Filed Feb. 10.

■ Yuma, AZ (BPED880212MH)—Arizona Western College seeks 88.9 mhz; 3 kw H&V; m. Address: Araby Rd., Yuma, AZ 85364. Principal is educational institution headed by Roby Dick, Marjorie Peabody, Richard Tozer, Frances Morris and Brian Babiers. It has no other broadcast interests. Filed Feb. 12.

■ Big Bear City, CA (BPH880126NM)—Bear Valley Broadcasting seeks 93.3 mhz; 3 kw H&V; m. Address: P.O. Box 1607, Big Bear City, CA 92314. Principal is owned by Jacquelyn A. Cottingham, James W. Cottingham and George Perrin. It has no other broadcast interests. Filed Jan. 26.

■ Carmel, CA (BPH880211MK)—Highlands Broadcasting Co. seeks 95.5 mhz; 1.15 kw H&V; 161 m. Address: P.O. Box 22440, Carmel, CA 93922. Principal is owned by Gilbert F. Wisdom, who owns KRML(AM) Carmel, CA. Filed Feb. 11.

■ Carmel, CA (BPH880208MK)—Carmel Broadcasting

Ltd. Partnership seeks 95.5 mhz; 1.16 kw H&V; 162 m. Address: P.O. Box 221368, Carmel, CA 93922. Principal is owned by Richard Osborne, who has no other broadcast interests. Filed Feb. 8.

■ Carmel, CA (880211ML)—Paso Hondo Broadcasting seeks 95.5 mhz; 1 kw (H&V); 166 m. Address: 37 Paso Hondo, Carmel Valley, CA 93924. Principal is owned by Kenneth Hildebrandt, who has no other broadcast interests. Filed Feb. 11.

■ Carmel, CA (880211MM)—J&M Broadcasting seeks 95.5 mhz; 1 kw (H&V); 157 m. Address: P.O. Box 998, Carmel, CA 93921. Principal is owned by Stoddard Johnston and Sherric McCullough, who have no other broadcast interests. Filed Feb. 11.

■ Carmel, CA (880211MI)—George S. Flinn seeks 95.5 mhz; 1 kw (H&V); 164 m. Address: 25 Wychewood, Memphis 38117. Principal has no other broadcast interests. Filed Feb. 11.

■ Carmel, CA (880211MJ)—Coastal California Broadcast Association seeks 95.5 mhz; 1.5 kw (H&V); 164 m. Address: 1168 Hilby Ave., Seaside, CA 93955. Principal is owned by Booker T. McClanahan, Don Anderson, Brenda Brackett, William T. Brendle, Hubert Bryant, Woodson Byrd and Jack Culpepper, who have no other broadcast interests. Filed Feb. 11.

■ Carmel, CA (880210ML)—Cypress Broadcasting Inc. seeks 95.5 mhz; 900 w; 175 m. Address: P.O. Box 6242, Carmel, CA 93921. Principal is owned by Edward Johnson, Judith Oates and Olivia Alvarado. Johnson has interest in KPOA(FM) Lahaina, Maui, Hawaii. Filed Feb. 10.

■ Gonzales, CA (BPH880217NF)—Loma De Gavilan Broadcasting Group seeks 104.3 mhz; 0.84 kw H&V; 186 m. Address: P.O. Box 605, Salinas, CA 93902. Principal is owned by Jose L. Moncado Jr., Mariann G. Lewine, Edward F. Hogan, Richard S. Busbell, Cynthia A. Saucedo, Robert M. Perry, Richard W. Adler and Michael R. Blanken-

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have assisted in this transaction.

Subject to FCC approval.

bebe. Moncado has interest in KTGE(AM) Salinas, CA and KLOQ(AM) Merced, CA. Filed Feb. 17.

■ Gonzales, CA (BPH880217MY)—Jerry J. Collins seeks 104.3 mhz; 3 kw H&V; -60 m. Address: C/O WDCQ, 1227 Del Prado Blvd. #103, Cape Coral, FL 33904. Principal has no other broadcast interests. Filed Feb. 17.

■ Gonzales, CA (BPH880216MT)—Gonzales FM Radio seeks 104.3 mhz; 3 kw H&V; -103 m. Address: 1253 Los Olivos Drive, #32, Salinas, CA 93901. Principal is owned by Lorraine Betty Dick and Nicolas Avila Lozano, who have no other broadcast interests. Filed Feb. 16.

■ Morro Bay, CA (BPH880219MI)—Morro Bay Broadcasters seeks 99.7 mhz; 1.53 kw H&V; 140 m. Address: 520 Pacific St., Morro Bay, CA 93442. Principal is owned by Nancy Emiko Yanagibashi and Edward Krovitz, who have no other broadcast interests. Filed Feb. 19.

■ Morro Bay, CA (BPH880219MH)—Central Coast Partnership seeks 99.7 mhz; 2.915 kw H&V; 102 m. Address: 1025 Walnut St., San Luis Obispo, CA 93401. Principal is owned by Guy Rathbun, who also has interest in KCBX(FM) San Luis Obispo, CA. Filed Feb. 19.

■ Morro Bay, CA (BPH880219MB)—Dawn Corine Rangel seeks 99.7 mhz; 0.147 kw H&V; 454 m. Address: 764 Mill St., San Luis Obispo, CA 93401. Principal has no other broadcast interests. Filed Feb. 19.

■ Morro Bay, CA (BPH880219MR)—S&D Enterprises seeks 99.7 mhz; 1.3 kw H&V; 150 m. Address: 2527 Hargrave Drive, Los Angeles 90068. Principal is owned by William Decarolis and Frank St. Denis, who have no other broadcast interests. Filed Feb. 19.

■ Morro Bay, CA (BPH880219MS)—Morro Bay Broadcasting seeks 99.7 mhz; 1.53 kw H&V; 140 m. Address: 12550 Brookhurst St., Garden Grove, CA 92640. Principal is owned by Linda Warem who has no other broadcast interests. Filed Feb. 19.

■ Morro Bay, CA (BPH880219ME)—Morro Bay Investment Corp. seeks 99.7 mhz; 0.45 kw H&V; 259 m. Address: P.O. Box 1150, Morro Bay, CA 93442. Principal is owned by Larry Kelley and Dino Fulvio, who also have interest in KBAI(AM) Morro Bay, CA. Filed Feb. 19.

■ Shafter, CA (BPH880216MR)—Don Bevilacqua seeks 104.3 mhz; 3 kw H&V; 100 m. Address: 4840 Lincoln Rd., Blaine, WA 98230. Principal owns KERI(AM) Wasco-Green Acres, CA. Filed Feb. 16.

■ Shafter, CA (BPH880217MN)—Pioneer Broadcasting Co. seeks 104.3 mhz; 3 kw H&V. Address: 2884 Woodridge Circle, Carlsbad, CA 92008. Principal is owned by Cliff Gill, who has no other broadcast interests. Filed Feb. 17.

■ Santa Barbara, CA (BPED880202MM)—KCBX Inc. seeks 89.7 mhz; 0.245 kw H; 258 m. Address: 4100 Vachell Lane, San Luis Obispo, CA 93401. Principal is owned by Frank R. Lanzone Jr., who also has interest in KCBX(FM) San Luis Obispo, CA. Filed Feb. 8.

■ Rohnerville, CA (BPH880216NQ)—North Star Communications seeks 100.5 mhz; 0.16 kw H&V; 525 m. Address: P.O. Box 291, Fortuna, CA 95540. Principal is owned by Steve Hastings, Melvin Kadle, who have no other broadcast interests. Filed Jan. 26.

■ Colorado Springs (BPED880212ME)—Board of Regents, University of Colorado seeks 88.9 mhz; 0.1 kw H&V; HAAT: 220 m. Address: Regent Hall 201, Box 3, Boulder, CO 80309. Principal is educational institution headed by E. Gordon Gee, president. Filed Feb. 12.

■ Summerville, GA (BPED880212MG)—The Gospel Spotlight of North Georgia seeks 88.5 mhz; 62 kw H & 81KW V; 480 m. Address: P.O. Box 406, Summerville, GA. Principal is nonprofit corporation headed by Randy Thomas Smith. It has no other broadcast interests. Filed Feb. 12.

■ Dwight, IL (BPH870522MI)—Imagery Inc. seeks 98.9 mhz; 3 kw H&V; 100 m. Address: Two Dearborn Square, Kankakee, IL 60901. Principal is owned by Susanne S. Bergeron and Pamela K. Bengel, who also own WKAN(AM)-WLRT(FM) Kankakee, IL. Filed Feb. 4.

■ Henry, IL (BPH880125MT)—Henry Communications Inc. seeks 100.5 mhz; 3 kw H&V; 100 m. Address: P.O. Box 69, Princeton, IL 61356. Principal is owned by Stephen W. Samet and his wife, Bernadette, who also own WZOE-AM-FM Princeton, IL. Filed Jan. 25.

■ Henry, IL (BPH880125MN)—Tri-County Broadcasting Corp. seeks 100.5 mhz; 3 kw H&V; 100 m. Address: 611 Second St., Henry, IL 61537. Principal is owned by David A. Forbes, Bruce K. Bauter, John W. Hoscheidt, William J. Hoscheidt, Hoscheidts have interest in WRMJ(FM) Aledo, IL. Filed Jan. 25.

■ Benton, KY (BPED880216MM)—Heartland Ministries Inc. seeks 90.5 mhz; 4.5 kw; HAAT: 107 m. Address: 930 Pine St. Benton, KY 42025. Principal is nonprofit corpora-

tion headed by Randy Shelton, Darrell Gibson and Jerry Burkeen, who have no other broadcast interests. Filed Feb. 16.

■ Louisville, KY (BPH880126OU)—Brightness Ministries Inc. seeks 100.5 mhz; 50 kw H&V; 150 m. Address: P.O. Box 1462, Jeffersonville, IN 47131. Principal is nonprofit corporation headed by John W. Smith Jr., his father, John W. Smith Sr., Darlene Smith, Mary L. Smith and Carl Lord. It has no other broadcast interests. Filed Jan. 26.

■ Louisville, KY (BPH880121MR)—Evans Broadcasting seeks 100.5 mhz; 50 kw H&V; 150 m. Address: 111 Picardy Court, Elizabethtown, KY 42701. Principal is owned by Marilyn Evans, who has no other broadcast interests. Filed Jan. 21.

■ Louisville, KY (BPH880126NH)—Kentucky Urban Broadcasters Ltd. seeks 100.5 mhz; 50 kw H&V; 150 m. Address: 9908 Shelbyville Rd., Louisville, KY 40223. Principal is owned by Rodney A. Burbridge and Philip M. Greenberg, who have no other broadcast interests. Filed Jan. 26.

■ Louisville, KY (BPH880126OQ)—Thoroughbred Broadcasting L.P. seeks 100.5 mhz; 50 kw H&V; 150 m. Address: 1015 S. 29th St., Louisville, KY 40211. Principal is owned by Karl Price, who has no other broadcast interests. Filed Jan. 26.

■ Louisville, KY (BPH880125MV)—Enclave Communications Corp. seeks 100.5 mhz; 50 kw H&V; 150 m. Address: 4904 Chamberlain Lane, Louisville, KY 40241. Principal is owned by Pamela M. Simpson, William J. Calhoun, Willie F. Morton, Ray Oakes and Jim Williams, who have no other broadcast interests. Filed Jan. 25.

■ Louisville, KY (BPH880125MQ)—William E. Bennis seeks 100.5 mhz; 50 kw H&V; 150 m. Address: 1403 Hickman Rd., Virginia Beach, VA 23452. Principal has no other broadcast interests. Jan. 25.

■ Louisville, KY (BPH880126NK)—Amos Lee Stinson seeks 100.5 mhz; 50 kw H&V; 150 m. Address: 10 Bernsheba Drive, Louisville, KY 40223. Principal owns WTMT(AM) Louisville, KY. Filed Jan. 26.

■ Louisville, KY (BPH880126OK)—Commonwealth Partnership seeks 100.5 mhz; 50 kw (H&V); 150 m. Address: 8229 Maryland, St. Louis 63105. Principal is owned by Lorraine Golden, Ruth Sirko and Irvin Davis. Davis owns KTUF-FM Kirksville, MO. Filed Jan. 26.

■ Louisville, KY (BPH880126OJ)—Kentucky Towers seeks 100.5 mhz; 50 kw (H&V); 150 m. Address: Suite 1004, Louisville, KY 40202. Principal is owned by William E. Summers, who has no other broadcast interests. Filed Jan. 26.

■ Louisville, KY (880126OH)—Crosswinds Limited Partnership seeks 100.5 mhz; 46 kw (H&V); 150 m. Address: 2201 Edgemoor Rd., Louisville, KY 40205. Principal is owned by Orvell A. Maxwell, who has no other broadcast interests. Filed Jan. 26.

■ Louisville, KY (880126OB)—Midamerica Electronics Service Inc. seeks 100.5 mhz; 50 kw (H&V); 150 m. Address: 410 Mt. Tabor Rd., New Albany, IN 47150. Principal is owned by Peter L. Boyce and Larry Young. Boyce owns 50% of WNVF-FM and WINN(AM) North Vernon, IN. Filed Jan. 26.

■ Louisville, KY (BPH880126NI)—Krystal Communications L.P. seeks 100.5 mhz; 50 kw H&V; 150 m. Address: 1159 S. 41st St., Louisville, KY 40211. Principal is owned by Jesse L. Carter, who has no other broadcast interests. Filed Jan. 26.

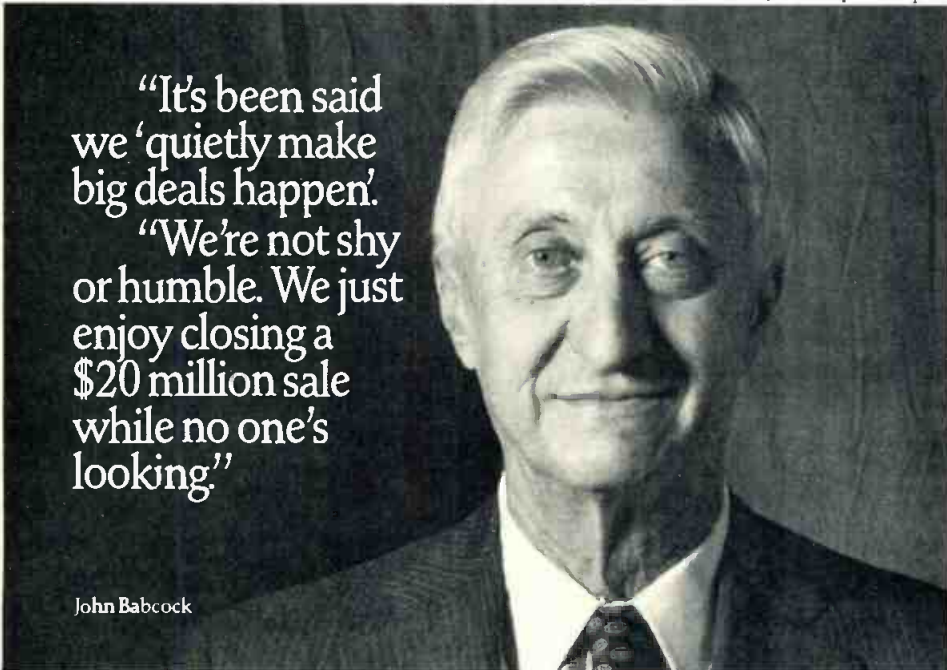
■ Louisville, KY (BPH880126NL)—Cochran-Forster Partnership seeks 100.5 mhz; 50 kw H&V; 150 m. Address: 300 E. 46th St. New York 10017. Principal is owned by Ronald W. Cochran and William D. Forster, who have no other broadcast interests. Filed Jan. 26.

■ Louisville, KY (BPH880126NS)—Gail Jakob-McIntosh seeks 100.5 mhz; 50 kw H&V; 150 m. Address: 5013 Bardstown Rd., Louisville, KY 40291. Principal has no other broadcast interests. Filed Jan. 26.

■ Louisville, KY (BPH880126OC)—Louisville Communications L.P. seeks 100.5 mhz; 50 kw H&V; 150 m. Address: 4706 Varble Ave., Louisville, KY 40211. Principal is owned by Paul C. Bather, who has interest in WJYL-FM Louisville, KY. Filed Jan. 26.

■ Louisville, KY (BPH880126OA)—GRC Broadcasting Co. Inc. seeks 100.5 mhz; 50 kw H&V; 150 m. Address: c/o 222 Saunders Ave., Louisville, KY 40206. Principal is owned by Mary L. Childers, Joseph E. Richardson, Gary W. Gillis, who have no other broadcast interests. Filed Jan. 26.

■ Thomaston, ME (BPH880208MN)—Donna Lee Knauer seeks 106.9 mhz; 50 kw H&V; 137 m. Address: 300 North Fig Tree Lane, Plantation, FL 33317. Principal has no



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Lincoln, NE: (402) 475-5285, Richard W. Chapin.  
Special Consultant: Ward L. Quaal Company, Chicago, IL (312) 644-6066 and Los Angeles, CA (213) 277-9399.

other broadcast interests. Filed Feb. 8.

■ Thomaston, ME (BPH880208MJ)—Central Radio Communications Inc. seeks 106.9 mhz; 50 kw H&V; 150 m. Address: 5433 Lescot Lane, Orlando, FL 32811. Principal is owned by Rayfield Crume and James D. Keck, who have no other broadcast interests. Filed Feb. 8.

■ Thomaston, ME (BPH880208MI)—Jonathan Lee Leveen seeks 106.9 mhz; 50 kw H&V; 150 m. Address: 59 Mechanic St., Camden, ME 04843. Principal has no other broadcast interests. Filed Feb. 8.

■ Thomaston, ME (BPH880208MO)—Monhegan Broadcasting Co. seeks 106.9 mhz; 50 kw H&V; 150 m. Address: 6139 Franklin Park Rd., McLean, VA 22101. Principal is owned by A. Wray Fitch, who has no other broadcast interests. Filed Feb. 8.

■ Mountain Lake Park, MD (BPH880203MN)—Roger Lee Ruff seeks 98.9 mhz; 0.49 kw H&V; 202 m. Address: P.O. Box 1002 Mountain Lake Park, MD 21550. Principal has no other broadcast interests. Filed Feb. 3.

■ Carrollton, MI (BPH880126NV)—Robert L. Friedle seeks 100.5 mhz; 3 kw H&V; 100 m. Address: 3526 Kawkawlin River Dr., Bay City, MI 48706. Principal has no other broadcast interests. Filed Jan. 26.

■ Walker, MI (BPH880126NE)—Walker Broadcasting Co. seeks 100.5 mhz; 3 kw; 100 m. Address: 2849 Three Mile Rd., Grand Rapids, MI 49504. Principal is owned by Betty Jean Goulooze and John R. McClure. McClure has interest in WMAX(AM) Kentwood/Grand Rapids, MI, KKKK(AM) Odessa, TX and WFAM(AM) Augusta, GA. Filed Jan. 26.

■ Kalispell, MT (BPH870527MD)—KOFI Inc. seeks 103.9 mhz; 3 kw H&V; m. Address: P.O. Box 608, Kalispell, MT 59901. Principal is owned by William H. Patterson, Lois S. Patterson and W. Bruce Patterson, who also own KOFI(AM) Kalispell, MT. Filed Feb. 8.

■ Lebanon, NH (880126NP)—Family Broadcasting Inc. seeks 100.5 mhz; 3 kw (H&V); m. Address: P.O. Box 150, Waterbury, VT 05676. Principal is owned by Alexander McEwing, Arthur McEwing and his wife, Jennie; Robert Peake and his wife, Pamela. It has no other broadcast interests. Filed Jan. 26.

■ Lebanon, NH (880126OF)—WKNE Corp. seeks 100.5 mhz; 3 kw (H&V). Address: Stanhope Ave. Keene, NH 03431. Principal is owned by E.H. Close, Margot P. Close, Louette C. Bourne, Amanda S. Close and Josephine P. Close. E.H. Close owns WPNH-AM-FM Plymouth, NH. Filed Jan. 26.

■ Lebanon, NH (880126OM)—Mary Ann Salvatorio seeks 100.5 mhz; 3 kw (H&V). Address: 38 East Wheelock St., Hanover, NH 03755. Principal has no other broadcast interests. Filed Jan. 26.

■ Lebanon, NH (880126NX)—Maxine W. Snow seeks 100.5 mhz; 3 kw (H&V); 100 m. Address: Edgell Rd. Newport, NH 03773. Principal has no other broadcast interests. Filed Jan. 26.

■ Warrensburg, NY (BPH880125MP)—Chartcom Inc. seeks 100.5 mhz; 3 kw H&V; 100 m. Address: Main Street Box 6A, Sharon, CT 06069. Principal is owned by Warren Gregory, Judith Gregory, Frank S. D'Alessandro, Richard A. Dwelliey, Karl J. Salter. It owns WKZE(AM) Sharon, CT; new FM in Salisbury, CT, and has interest in WPBB(FM) Romney, WV. Filed Jan. 25.

■ Warrensburg, NY (BPH880125MS)—Karamatt Broadcasting Inc. seeks 100.5 mhz; 0.185 kw; 400 m. Address: 19 Fox Hollow Lane, Glens Falls, NY 12801. Principal is owned by Katherine W. Desantis, who has no other broadcast interests. Filed Jan. 25.

■ Old Fort, NC (BPH880210MJ)—McDowell Communications Associates, L.P. seeks 104.3 mhz; 2.57 kw H&V; 106 m. Address: Route 2, Box 255, Old Fort, NC 28762. Principal is owned by Merrill Davis, who has no other broadcast interests. Filed Feb. 10.

■ Roanoke Rapids, NC (BPED880211MD)—Better Life Inc. seeks 88.5 mhz; 3 kw H&V; 50 m. Address: 232 Roanoke Ave., Roanoke Rapids, NC 27870. Principal is owned by George Campbell, Kenneth Harris, John Soden, Harold Dickerson, Danny Richardson, Reginald Pryor, Larry De Bruhl, Mary Richardson, and Sharrad Hedgepeth. It has no other broadcast interests. Filed Feb. 11.

■ Banks, OR (880126MX)—Spillane-McClanathan seeks 107.5 mhz; 2 kw (H&V); 106 m. Address: P.O. Box 750, Portland, OR 97207. Principal is owned by Lester Spillane and Robert A. McClanathan, who have no other broadcast interests. Filed Jan. 26.

■ Banks, OR (880127MB)—Parke-Reyes Co. seeks 107.5 mhz; 900 w; HAAT: 182 m. Address: 4218 S.W. Primrose St., Portland, OR 97219. Principal is owned by Roberto Reyes-Colon and Nelson Parke, who have no other broadcast interests. Filed Jan. 27.

■ Banks, OR (BPH880128MI)—Banks FM seeks 107.5 mhz; 0.152 kw H&V; 399 m. Address: 3416 I Street, #4, Sacramento, CA 95816. Principal is owned by Elizabeth Ann Marcellis and Richard E. Mason, who have no other broadcast interests. Filed Jan. 28.

■ Banks, OR (BPH880128MN)—Wayne Durfee seeks 107.5 mhz; 1.634 kw H&V; 136 m. Address: 51 Sunset Blvd., Narragansett, RI 02882. Principal has no other broadcast interests. Filed Jan. 28.

■ Banks, OR (BPH880128MU)—Common Ground Broadcasting seeks 107.5 mhz; 2 kw H&V; 121 m. Address: Rt. 3, Box 185, Cornelius, OR 97113. Principal has no other broadcast interests. Filed Jan. 28.

■ Spencer, TN (BPH880126NB)—Spencer Communications Ltd. seeks 98.7 mhz; 3 kw H&V; 100 m. Address: P.O. Box 210, Sparta, TN 38583. Principal is owned by Patricia Sue Farmer Wilson, Charles D. Howard, Kenneth R. Broyles, Paul H. Wilson. It also owns WTZX(AM) Sparta, TN. Filed Jan. 26.

■ Spencer, TN (BPH880126MZ)—Spencer Broadcasting Group seeks 98.7 mhz; 2.3 kw H&V; 110 m. Address: 473 S. Young St., Sparta, TN 38583. Principal is owned by Eddie Dean Shockley, John B. Hunter and Gwendolyn Johnson. It has no other broadcast interests. Filed Jan. 26.

■ Spencer, TN (BPH880126NR)—Johnny Leyfete Ashley seeks 98.7 mhz; 3 kw H&V; 100 m. Address: 201 Delano St., McMinnville, TN 37110. Principal has no other broadcast interests. Filed Jan. 26.

■ Spencer, TN (BPH880126NW)—Hugh Hale and Tommy Miller seeks 98.7 mhz; 1.1 kw H&V; 171 m. Address: P.O. Box 237, Spencer, TN 38585. Principal has no other broadcast interests. Filed Jan. 26.

■ Liberty, TX (BPH880127MP)—Roy E. Henderson seeks 99.9 mhz; 50 kw H&V; 150 m. Address: 17000 El Camino Real, Bldg B, Suite 205, Houston 77058. Principal has no other broadcast interests. Filed Jan. 27.

■ Liberty, TX (BPH880127MO)—Trinity River Valley Broadcasting Co. seeks 99.9 mhz; 50 kw H&V; 143 m. Address: 517 North Travis, Liberty, TX 77575. Principal is owned by William R. Buchanan, who also owns KPXE(AM) Liberty, TX. Filed Jan. 27.

■ Black River Falls, WI (BPH880216MN)—WWIS Radio Inc. seeks 99.7 mhz; 2 kw H&V; 122 m. Address: P.O. Box 277, Black River Falls, WI 54615. Principal is owned by Robert E. Smith, Nelson Lent and Dorothy J. Smith. It also owns WWIS(AM) Black River Falls, WI. Smiths own WIXK-AM-FM New Richmond, WI. Filed Feb. 16.

■ Mayville, WI (BPH880217MJ)—Molly E. Huth seeks 99.7 mhz; 3 kw H&V; 100 m. Address: P.O. Box 268, Mayville, WI 53050. Principal has no other broadcast interests. Filed Feb. 17.

■ Seymour, WI (BPH880217ML)—Brooker Broadcasting seeks 104.3 mhz; 2.55 kw H&V; 109 m. Address: P.O. Box 1573, Appleton, WI 54913. Principal is owned by Earl J. Brooker, who has no other broadcast interests. Filed Feb. 17.

■ Seymour, WI (BPH880217MX)—Seymour FM Broadcasting seeks 104.3 mhz; 3 kw H&V; 100 m. Address: 2550 Cherrywood Lane, Green Bay, WI 54304. Principal is owned by Gregory D. Sauve and his wife, Patricia, who have no other broadcast interests. Filed Feb. 17.

#### New TV's

■ Peoria, IL (BPCT880209KJ)—Peoria Broadcasting Services Inc. seeks ch. 59; ERP: 5,000 kw; 405 m. Address: 124 Monterey Rd., Suite 304, South Pasadena, CA 91030. Principal is owned by Michael E. Rodriguez, who has no

other broadcast interests. Filed Feb. 24.

■ Fajardo, PR (BPCT880209KF)—East Coast Telecasters Co. seeks ch. 34; ERP: 97.7 kw; 243 m. Address: 218 Roosevelt, 2nd floor, Union City, NJ 07087. Principal is owned by Ana Isabel Trion, who also has interest in WNJX-TV Mayaguez, PR. Filed Feb. 24.

## Facilities Changes

### Applications

#### AM's

■ Hemet, CA, KHSJ, 1320 khz—880219-Application for CP to change hours of operation to unlimited by adding night service with 300 watts; make changes in ant. sys. and correct electrical tower height values specified for daytime facility.

■ San Jose, CA, KHTT, 1500 khz—880212-Application for CP to modify nighttime standard radiation pattern.

■ Republic, MO, KSWM, 940 khz—880217-Mod of CP (BP860404AA) to make changes in ant. sys.; change TL to: 3 mi. E of Republic, MO 0.3 mi. S of Hwy 60, Brookline, MO: 37 08 59N 93 24 44W.

■ Asbury Park, NJ, WJLK, 1310 khz—880211-Application for CP to make changes in ant. sys.; reduce height of one tower and delete another.

■ Albany, OR, KRKT, 990 khz—880216-Application for CP to make changes in ant. sys.; change TL to: 590 due south of 53rd Ave. and 3700 due East of Oakville Rd., Albany, OR: 44 35 43N 123 07 34W.

■ Houston, KCOH, 1430 khz—880209-Application for CP to change TL to: 8232 Karr St., Houston: 29 45 22N 95 16 37W.

■ Plano, TX, KSSA, 1600 khz—880217-Application for experimental synchronous AM station at Dallas to operate simultaneously with primary KSSA facility at Plano, TX on same freq. 1600 khz with same power 1KW/5KW-DA-3.

■ Plano, TX, KSSA, 1600 khz—880205-Application for CP to make changes in ant. sys.; change TL to: North end of Guard Street, Dallas, Dallas Co. TX: 32 44 25N 96 42 38W.

#### FM's

■ Brownsville, TX, KTXF, 100.3 mhz—880208-Mod of CP (BPH850712LV) to change: TL: on Hwy 506, 1.2 km S of La Feria, TX: change HAAT: 343.2 m. H&V: 26 07 14N 97 49 18W.

■ Madison, WI, WIBA-FM, 101.5 mhz—880211-Application for CP to change: TL: 7071 Co. Trunk S, Town of Middleton, Dane Co. WI: change HAAT: 310 M (circular): 43 03 22N 89 32 07W.

#### TV's

■ Phoenix, AZ, KTSP-TV, ch. 10—880208-Application for CP to change antenna supporting-structure height: 33 20 03N 112 03 43W; HAAT: 557.5 m; TL: South Mountain Park, Phoenix, Maricopa Co. AZ.

■ Amarillo, TX, KACV-TV, ch. 2—880216-Mod of CP to change ERP vis.: 100 kw; HAAT: 1314.6 ft.; ANT: Harris TAD-5L; TL: 2.2 km NNE of I-87 and Givens Ave., Amarillo, TX 35 20 33N 101 49 20.5W.

#### Actions

#### AM's

■ San Mateo, CA, KOFY, 1050 khz—880218-Application (BP870820AH) returned for CP to increase night power



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- Priest River, ID. KZUN. 1600 khz—88022-Application (BMP870330AU) dismissed for Mod of CP (BP841231AE) to change city of license to Elk City, ID; reduce day power to 1 kw; change TL to: 0.5 mi. S of Elk City, ID. adjacent to Idaho State Hwy 14 near Elk City, Id; 45 49 03N 115 25 42W.
- Hendersonville, NC. WHKP. 1450 khz—880218-Application (BP870713AI) granted for CP to make changes in ant. sys. (reduce height of tower) and increase ant. input power to 1 kw.
- Tunkhannock, PA. WEMR. 1460 khz—88022-Application (BP870331AN) granted for CP to increase day power to 5 kw.
- Morovis, PR. WCQC. 1580 khz—880218-Application (BP870717AB) granted for CP for experimental synchronous station at Manati, PR to operate simultaneously with primary WCQC facility at Morovis, PR on same frequency but with 500 watts night; 250 watts day, nondirectional.

#### FM's

- Dothan, AL. WTVY-FM, 95.5 mhz—880218-Application (BPH870909IA) granted for CP to correct geographic coordinates: 31 15 16N 85 15 39W.
- Fairbanks, AK. KUWL. 91.5 mhz—880219-Application (BJED870330NG) returned for CP to change ERP: 7 kw H&V.
- Miami, WQBA-FM, 107.5 mhz—880219-Application (BPH870302PG) granted for CP to change TL: NW 207th St. and Hwy 44, Miami, FL; change ERP: 95KW-H and 79.5KW-V; change HAAT: 307 m. H&V; install directional antenna 25 57 59N 80 12 33W.

- New Roads, LA, KQXL, 106.3 mhz—880219-Application (BPH870609IE) granted for CP to change: freq: 106.5mhz (per Docket #86-280); change TL: SE corner of intersec. of Old Baker Rd. and Spur Ln., Zachary, East Baton Rouge, LA; change ERP: 50 kw H&V; change HAAT: 148 m. H&V; change to class C2; change main studio outside community of license to: 7707 Waco Drive, Baton Rouge, LA: 30 37 24N 91 09 50W.
- Charlton, MA. WBPV, 90.1 mhz—880222-Application (BMPED880119ID) granted for Mod of CP (BPE-D801128AN, as ext) to correct site elevation, height of antenna radiation center AGL. c13
- Pinconning, MI, WLFS, 100.9 mhz—880218-Application (BPH870824ID) granted for CP to change TL: 0.4 mi. W of Garfield Rd. and 0.45 mi. N of Neuman Rd., Mt Forest, MI: 43 50 46N 84 05 32W.
- Kosciusko, MS. WIWF, 91.7 mhz—880217-Application (BMPED850801MA) granted for Mod of CP to change TL.

## Actions

#### FCC Actions

- Oak Beach and Bay Shore, NY—Denied Emmis Broadcasting Corp. reconsideration of its action affirming Mass Media Bureau's allotment of FM channel 276A (103.1 mhz) to Bay Shore, NY, as its first local service. (MM Docket 84-293 by MO&O [FCC 88-20] adopted Jan. 19 by commission.)
- FCC finds no abuse of its processes by Alascom (Report

CC-258, Common Carrier Action)—FCC has determined that Alascom Inc. did not abuse FCC administrative processes in its filings, which General Communications Inc. has termed "sham pleadings." Action by commission Feb. 12 by MO&O (FCC 88-48).

■ Duhamel Broadcasting Enterprises—Conditionally granted transfer of control of Duhamel Broadcasting Enterprises from Helen S. Duhamel to her son, William F. Duhamel Sr. (By MO&O [FCC 88-51] adopted Feb. 16 by commission.)

■ Palm City, FL—Upheld staff action denying request by Astro Enterprises Inc., for reinstatement of its permit to construct AM station WJEA at Palm City. (By MO&O [FCC 88-54] adopted Feb. 16 by commission.)

■ Rancho Mirage, CA—Upheld Fee Section's return of Milt Klein's application for new FM station on channel 258 (99.5 mhz) at Rancho Mirage, for failure to submit \$1,800 application fee as required by commission rules. (By MO&O [FCC 88-58] adopted Feb. 17 by commission.)

■ Vincent L. Hoffart—Dismissed as moot. Hoffart's request for review of Mass Media Bureau's initial ruling on his request for inspection of agency records regarding permits, licenses, installation and operation of FM translator station K283AA, Seattle. (By MO&O [DA 88-60] adopted Feb. 17 by commission.)

■ FCC approves assignment of license of WCCU(TV) Urbana, IL, to Springfield Independent Television (MM-307, Mass Media Action)—FCC has approved transfer of license of TV station WCCU (channel 27, Urbana), from Urbana 27 Inc. to Springfield Independent Television Co. Inc. Action by commission Feb. 25 by letter (FCC 88-63).

■ FCC adopts second report on satellite TV signal scrambling; recommends stiffer penalties for signal "piracy." General Docket 86-336 (Report DC-1102. Action in Docket Case)—Action by commission Feb. 25 by Second Report (FCC 88-67).

■ FCC begins inquiry into domestic implementation of broadcasting in 1605-1705 khz band. General Docket 84-467 (Report DC-1108. Action in Docket Case)—FCC has begun inquiry, fourth in this proceeding, into domestic issues for introduction of AM broadcasting services in 1605-1705 khz band in preparation of second session of expanded band conference of International Telecommunication Union Region 2 Administrative Radio Conference. Action by commission Feb. 25 by Fourth NOI (FCC 88-72).

■ FCC proposes authorization of short-spaced FM station assignments by using reduced facilities or directional antennas. MM docket 87-121 (Report DC-1100. Action in Docket Case)—FCC is proposing changes to its rules that would authorize use of directional antenna systems or lowered power and/or antenna height to reduce distance separations between FM station's transmitter site and adjacent and co-channel stations and allotments, thus permitting shortspacing in certain circumstances. Action by commission Feb. 25 by NPRM (FCC 88-73).

■ Five Carolina TV stations renewed; EEO reporting conditions imposed on one (Report MM-305. Mass Media Action)—Based on petition to deny filed by National Black Media Coalition, FCC imposed EEO reporting conditions on license renewal of WNCT-TV, Greenville, NC, licensed to Park Communications Inc. Action by commission Feb. 25 by MO&O (FCC 88-74).

■ FCC renews licenses of four TV stations in North and South Carolina (Report MM-306, Mass Media Action)—FCC has conditionally renewed license of WUNC-TV Chapel Hill, NC, and renewed licenses of WHKY-TV Hickory, NC, WPDE-TV Florence, SC, and WHNS(TV) Asheville, NC. Action by commission Feb. 25, by MO&O (FCC 88-75).

■ WTKK(TV) Manassas, VA found in violation of EEO rules: reporting conditions imposed (Report MM-304, Mass Media Action)—Relicense of National Capital Christian Broadcasting Inc. for WTKK(TV) Manassas, VA, but concluded since station did not make required EEO efforts with respect to recruiting minorities during its last license term, it will have to file periodic reports with FCC listing all its job vacancies and details concerning its efforts to recruit for each position. Action by commission Feb. 25 by MO&O (FCC 88-76).

■ FCC conditionally renews licenses of five Florida television stations (Report MM-303. Mass Media Action)—Renewed licenses but imposed EEO reporting conditions on WTGL-TV Cocoa; WNFT-TV Jacksonville; WJTC(TV) Pensacola; WTWC-TV Tallahassee; and WXEL-TV West Palm Beach. Action by commission Feb. 25 by MO&O (FCC 88-77).

■ FCC renews licenses of Arkansas and Louisiana TV stations (Report MM-302. Mass Media Action)—Based on objections of National Black Media Coalition, FCC renewed licenses of three Louisiana TV stations and one in Arkansas, but imposed EEO reporting conditions on KETS-

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TV, licensed to Arkansas Educational Television Authority at Little Rock; WLPB-TV, licensed to Louisiana Educational Television Authority at Baton Rouge; and WYES-TV, licensed to Greater New Orleans Educational Foundation. Action by commission Feb. 25 by MO&O (FCC 88-78).

### Staff Actions

- Coverage relief for Class A FM stations—Extended time for filing comments on petition filed by New Jersey Class A Broadcasters Association, which requests an increase in maximum allowable effective radiated power for Class A FM broadcast stations (from 3,000 to 6,000 watts). Comments are now due March 14, replies March 30. (By order [DA 88-235] adopted Feb. 8 by chief, Mass Media Bureau.)
- Imperial, CA—Conditionally granted assignment of license for KOZN(FM). Imperial, from KOZN FM Stereo 99 Ltd. to Desert Broadcasting. (MM Docket 85-397 by MO&O [DA 88-204] adopted Feb. 18 by chief, Mass Media Bureau.)

### Review Board Actions

- Phoenix, AZ—Denied Seven Hills Television Co. re-consideration of Review Board decision granting Seven Hills' license renewal application for KTVW-TV Phoenix subject to several conditions limiting principals and employees of Seven Hills from engaging in certain specified business and financial relationships with foreign interests with whom those principals had strong institutional ties of very long duration. (MM Docket 83-657 and 84-835 by MO&O [FCC 88R-10] adopted Feb. 17 by Review Board.)
- San Bernardino, CA (Religious Broadcasting Network, et al.) TV proceeding—Scheduled oral argument for April 1 at 9:00 a.m., Room 235, 2000 L St., NW, on exceptions to Initial Decision of ALJ Joseph P. Gonzalez [FCC 87D-37, released Oct. 30, 1987] granting application of Channel 30 Inc. for new UHF television station on channel 30 at San Bernardino, denying competing applications of Religious Broadcasting Network, Solano Broadcasting Limited, A & R Broadcasting Co., Buenavision Broadcasters, SSP Broadcasting, Good News Broadcasting Network, Sandino Telecasters, Inland Empire Television, Television 30 Inc., San Bernardino Broadcasting Limited Partnership, and All Nations Christian Broadcasting Inc. Each party has 10 minutes for oral argument. Losing applicants may reserve part of their time for rebuttal. (By letter, Feb. 16, MM Docket 83-911.)
- Omaha—Granted application of Omaha Telecasters Inc. for new UHF station on channel 54 at Omaha and denied competing application of Omaha Channel 54 Broadcasting Group, Limited Partnership. (MM Docket 85-170 by Decision [FCC 88R-5] adopted Jan. 28 by Review Board.)
- Reno, NV (Washoe Shoshone Broadcasting, et al.) TV proceeding—Rescheduled oral argument for March 25 at 9:00 a.m., Room 235, 2000 L St., NW, on exceptions to Initial Decision of ALJ Joseph Chachkin [FCC 87D-30, released Aug. 28, 1987]. (By letter, Feb. 11, MM Docket 85-293.)

### ALJ Actions

By Chief ALJ Thomas B. Fitzpatrick on dates shown:

- Dadeville, AL (W & W Broadcast Service, et al) FM proceeding—Designated ALJ Joseph Stimmer to preside in proceeding. Scheduled prehearing conference for April 26 and hearing for May 26. (By order, Feb. 22, MM Docket 88-36.)
- Fresno, CA (Carta Corp., et al) FM proceeding—Designated ALJ Joseph Chachkin to preside in proceeding. Scheduled prehearing conference for April 21 and hearing for May 23. (By order, Feb. 22, MM Docket 88-21.)
- Ft. Walton Beach, FL (Jerome Swain and Clement S. Ross) TV proceeding—Designated ALJ Joseph P. Gonzalez to preside in proceeding. Scheduled prehearing conference for April 28 and hearing for May 31. (By order, Feb. 24, MM Docket 88-60.)
- Summerland Key, FL (Resa P. Parrish, et al) FM proceeding—Designated ALJ Joseph P. Gonzalez to preside in proceeding. Scheduled prehearing conference for April 20 and hearing for May 20. (By order, Feb. 17, MM Docket 88-20.)
- Chicago (CBS Inc. and Center City Communications Limited Partnership) TV renewal proceeding—Designated ALJ Joseph Stimmer to preside in proceeding. Scheduled prehearing conference for May 3 and hearing for June 2. (By order, Feb. 24, MM Docket 88-69.)
- Salem, IN (J.R. Broadcasting, et al) TV proceeding—Designated ALJ John M. Frysiak to preside in proceeding. Scheduled prehearing conference for April 27 and hearing for May 27. (By order, Feb. 24, MM Docket 88-58.)
- Newton, IA (Robin C. Brandt and Newton Broadcasting Co.) TV proceeding—Designated deputy chief ALJ James F. Tierney to preside in proceeding. Scheduled prehearing conference for April 27 and hearing for May 27. (By order,

Feb. 24, MM Docket 88-59.)

- Beaver Dam, KY (Lloyd Spivey, et al.) FM proceeding—Designated ALJ John M. Frysiak to preside in proceeding. Scheduled prehearing conference for April 20 and hearing for May 20. (By order, Feb. 17, MM Docket 88-19.)
- North Fort Polk, LA (Roscoe Clifford Burwell Jr., et al.) FM proceeding—Designated ALJ Edward Luton to preside in proceeding. Scheduled prehearing conference for April 26 and hearing for May 26. (By order, Feb. 22, MM Docket 88-53.)
- Topsham, ME (Dennis H. Curley, et al.) FM proceeding—Designated ALJ Edward Luton to preside in proceeding. Scheduled prehearing conference for April 18 and hearing for May 18. (By order, Feb. 17, MM Docket 88-9.)
- Moultonborough, NH (Sunrise Partners, et al.) FM proceeding—Designated ALJ Edward J. Kuhlmann to preside in proceeding. Scheduled prehearing conference for April 25 and hearing for May 25. (By order, Feb. 22, MM Docket 88-35.)
- Corning, NY (Coyle Communications, Ltd., and Rural New York Broadcasting) TV proceeding—Designated ALJ Richard L. Sippel to preside in proceeding. Scheduled prehearing conference for April 28 and hearing for May 31. (By order, Feb. 24, MM Docket 88-61.)
- Loudon, TN (Loudon Broadcasters Inc., et al.) FM proceeding—Designated chief ALJ Thomas B. Fitzpatrick to preside in proceeding. Scheduled prehearing conference for May 10 and hearing for June 13. (By order, Feb. 22, MM Docket 88-54.)
- St. George, UT (Red Mountain Broadcasting Co. and KUTV Inc.) TV proceeding—Designated ALJ Edward J. Kuhlmann to preside in proceeding. Scheduled prehearing conference for April 29 and hearing for June 1. (By order, Feb. 24, MM Docket 88-63.)
- Rutland, VT (Rockledge Community Broadcasters Inc., et al.) FM proceeding—Designated ALJ Walter C. Miller to preside in proceeding. Scheduled prehearing conference for May 20 and hearing for June 20. (By order, Feb. 17, MM Docket 88-10.)
- Warren, VT (Selectronics Corp. and Radio Vermont Inc.) FM proceeding—Designated ALJ Walter C. Miller to preside in proceeding. Scheduled prehearing conference for May 31 and hearing for July 18. (By order, Feb. 22, MM Docket 88-38.)
- Ruckersville, VA (Edward M. Modlin Jr., et al) FM proceeding—Designated ALJ Richard L. Sippel to preside in proceeding. Scheduled prehearing conference for April 21 and hearing for May 23. (By order, Feb. 17, MM Docket 88-18.)

## Summary of broadcasting as of Dec. 31, 1987

Service	On Air	CP's	Total *
Commercial AM	4,902	170	5,072
Commercial FM	4,041	418	4,459
Educational FM	1,301	173	1,474
Total Radio	10,244	761	11,005
FM translators	789	444	1,233
Commercial VHF TV	541	23	564
Commercial UHF TV	476	222	698
Educational VHF TV	116	3	119
Educational UHF TV	209	25	234
Total TV	1,342	273	1,615
VHF LPTV	96	74	170
UHF LPTV	250	136	386
Total LPTV	272	210	473
VHF translators	2,869	186	3,055
UHF translators	1,921	295	2,216
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.

## Call Letters

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<b>New FM's</b>	
WECU	Illinois Valley Broadcasting Corp., Peoria, IL
KBMX	KKNO Lake Broadcasting Inc., Eldon, MO
<b>New TV</b>	
WJPB	Tequesta Television Inc., Tequesta, FL
<b>Existing FM's</b>	
KGBY	KTOZ-FM H. Allan Thompson, Marshfield, MO
WKSM	WFTW-FM Specter Broadcast Corp., Fort Walton Beach, FL

### Grants

Call	Sought by
<b>New AM's</b>	
WBMA	Family Stations Inc., Dedham, MA
WCTG	Radio Eight-Forty, Columbia, SC
<b>New FM's</b>	
KXEM-FM	Caballero Spanish Media Inc., McFarland, CA
WHVY	PCA Communications Corp., Baltimore
WFGI	Running Rhodes Inc., Harbor Springs, MI
WKDJ	Minority Radio Co., Clarksdale, MS
<b>Existing AM's</b>	
WWXX	WQRZ North Fulton Broadcasting, Alpharetta, GA
KKIC	KJHY Northwest Broadcasting Inc., Boise, ID
WVEZ	WAKY Federal Communications of Louisville Ltd Partnership, Louisville, KY
KZXQ	KRAR Keleven Broadcasting Co., Waite Park, MN
KCTR	KBIT Citadel Associates Ltd Partnership, Billings, MT
WWTK	WMGZ National Communications Systems Inc., Farrell, PA
KTRW	KHIT Highsmith Broadcasting Corp., Spokane, WA
<b>Existing FM's</b>	
KSKQ-FM	KNOB Spanish Broadcasting System of Florida Inc., Long Beach, CA
WVEZ-FM	WVEZ Federal Communications of Louisville Ltd Partnership, Louisville, KY
KJHY	KKIC-FM Radio Broadcasting Inc., Emmett, ID
WKBQ	KWK Chase Broadcasting of St. Louis Inc., Granite City, IL
KCTR-FM	KOOK Citadel Associates Ltd Partnership, Billings, MT
WARM-FM	WSBA-FM Susquehanna Radio Corp., York, PA
WWPD	WXKS Marion Christian Radio Inc., Marion, SC
WRMX	WTMG Nashville Partners, L.P., Murfreesboro, TN
WYVY	WNOO-FM Pye-Watts Communications Inc., Soddy Daisy, TN
KENU	KQZQ Starr Broadcasting Corp., Enumclaw, WA
<b>Existing TV</b>	
KXIV	KGBS American Television of Utah Inc., Salt Lake City



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**General manager** for community licensed public radio station in Alaska's largest community. Requires college degree, three years public radio management experience, good fund raising and management skills. Very competitive salary and benefits. Resume and references to: Search Committee, KSKA-FM, 4101 University Drive, Anchorage, AK 99508. KSKA is an equal opportunity employer.

**Do a great job as sales manager** and get promoted to GM at KRVR, Davenport, Iowa. Prior management experience helpful. Ideal for person wanting to grow with our group. Resume to Jim Glassman, President, Community Service Radio, P.O. Box 3335, Peoria, IL 61614 EOE, M/F

**General manager** for big FM in Ohio, must be aggressive and have experience in national and local sales. Send resume, references and salary requirement. EEO employer. Box D-117

**Program director** needed immediately for mid-sized market in the Carolinas. Person would be responsible for AM side of AM/FM operation. Heavy sports, news, talk format in a growing community. Management experience required. Box D-144 EOE.

**Aggressive station/sales manager** for AM/FM combo located in an exceptional medium market. The ideal individual must have the ability to motivate and inspire a dedicated staff of talented individuals. A strong background in administration, leadership, sales and people management is a must. Send detailed resume, salary history and requirements to Box D-143

**Street smart sales manager** for dominant upper Midwest regional combo (100K metro). Strong ratings in excellent market, great facilities, very promotional-oriented. Ideal opportunity for ambitious, no-nonsense, talented sales pro who likes working in an aggressive professional organization. Candidate will be self-starter and have proven track record in all aspects of local sales, preferably in smaller markets, and will know how to manage a sales staff. Previous management experience a plus but not necessary. I want someone with the right instincts and the drive to make them work. Top compensation to right person. Advancement to GM a strong possibility Box D-139

**Sales manager:** Creative leader for established stations in good market. Base plus percentage of gross. WKYO WIDL-FM, Caro, MI 48723.

**Sales manager needed at Florida class C country FM.** Must have proven sales ability. Be great teacher, motivator, leader. Growing group offers growth potential. Call Ron Kight 904-785-9549. EOE/MF.

**Sales manager/station manager** for AM/FM in small market. Immediate opening for take-charge sales oriented person to lead and build and grow. Mike McDaniel, WBTO-WQTY, Box 231, Linton, IN 47441. An Idea Bank station

**General manager** sought by group owner. Sales and turnaround experience preferred. Great opportunity to grow with group for right individual with record of success. Resume with references to Box E-5

**Sales oriented radio professional** to take over management of newly purchased fulltime AM and FM-CP. Turnaround situation requiring commitment to quality programming and community involvement. Midwest market of 20,000 plus 5,000 student state university. Familiarity with satellite programming helpful. Salary plus bonus for meeting goals. Ownership options after one year. Ground floor opportunity with successful company's first expansion. Complete resume and sales track record to: Dave Winegardner, Box K, Neosho, MO 64850. 417-451-1420 EOE.

**Sales manager on the way up!** Local sales manager to assist general sales manager in the continuing development of the entire marketing program for an all news/information station located on mid-east coast. Unusual opportunity for the experienced, bright, assertive and charismatic individual who can prove the capability of taking over the top spot. Send resume and salary requirements to Box E-13.

**General manager and sales manager** for AM/FM combination. In Eastern Shore area. Salary - benefits - bonuses - incentive opportunities. Immediate openings. Send resumes to: WPAZ, P.O. Box 638, Pottstown, PA 19464, Attention: Bob Eppehimer. No phone calls.

**General manager** of public radio station KSKA-FM. Responsible for overall management of station: planning, budgeting, personnel, and all other functions. Bachelor's degree in communications, broadcasting, or related field. Prefer three years of public broadcasting management experience: proven fund raising, grant writing; communications skills; and experience in fiscal and program planning. Salary and benefits competitive. Search Committee, KSKA-FM, 4101 University Drive, Anchorage, AK 99508. EOE.

**Sales manager.** Well-established class C FM to transmit this summer from Mt. Washington with ten-fold coverage increase. Unique opportunity to build sales team covering four states and Canada, including several Arbitron markets. Live in beautiful, White Mountain resort area. Excellent track record essential. Resumes only to: Steve Powell, WMOU-FM, 38 Glen Avenue, Berlin, NH 03570.

### HELP WANTED SALES

**Purdue country:** WKHY-FM is searching for experienced sales executives with sights set on management. Reply to Eric McCart, P.O. Box 7093, Lafayette, IN 47903.

**Account executive/sales manager.** Adult contemporary FM, quality life, university town. Submit resume, salary requirements. Robb Cheal, KNVR-FM, 574 Manzanita, Chico, CA 95926. 916-895-1197.

**Midwest powerhouse combination** seeks regional salesperson. Experience, travel, strong presentation, written and verbal skills required. Must sell concept and ARB numbers. Resumes to Kurt Mische, WQHK & WMEE Radio, P.O. Box 6,000, Fort Wayne, IN 46896. EOE.

**Competitive market** 50 miles from Green Bay, acquiring/expanding in 1988, needs proven, experienced sales manager. If you have ability & desire, we have the job. WAGN, Menominee 906-863-5551. EOE.

**Los Angeles area AM station is looking for an aggressive** retail sales person with at least 3 years experience. If you've got what it takes to make it in this market we want to hear from you at K-WINK 670AM, 6633 Fallbrook Avenue, #700, Canoga Park, CA 91307.

**If you have two years experience in sales** then I have an opening in Key West, Florida. If you work as hard as you play we'll get along very well. You'll need to make \$30,000.00. Several competent people have. Call Joe Russo 305-296-7511.

**Account executive:** Young, aggressive owner seeks highly motivated sales professional to join newly formed staff of soft AC in Charleston, SC. Unlimited earnings potential and management opportunities. Mr. Ceder 803-761-1105.

**Account executive:** Experience in agency and direct selling could qualify you for a position in one of the nation's top CHR's. Send resume and cover letter listing your solid sales accomplishments to: Paula Wilmer, Sales Manager, WTIC-FM, One Financial Plaza, Hartford, CT 06103. EOE.

**Account executive:** Experience in agency and direct selling could qualify you for a position in one of the nation's top CHR's. Send resume and cover letter listing your solid sales accomplishments to: Paula Wilmer, Sales Manager, WTIC-FM, One Financial Plaza, Hartford, CT 06103. EOE.

### HELP WANTED ANNOUNCERS

**New light rock/jazz FM** needs warm, conversational announcer. Send tape/resume to: WYND, Box 1993, Fredericksburg, VA 22402.

**Growing Florida broadcast group** seeks personalities. PD possible. We want people who communicate and entertain. Tape/resume to Ron Kight, WJST, P.O. Box 880, Panama City, FL 32402. EOE/MF.

**Need aggressive announcer on his way up.** Tape & info to P.O. Box 310, DeSoto, MO 63020. No calls. Confidential.

**Looking for versatile pro** to wake up middle Georgia from our top-rated station. Last morning DJ left to buy own station after 25 years. T & R: GM, WCEH, Box 489, Hawkinsville, GA 31036.

**WASH talent search:** Host for "Nightmoods", a unique show blending soft hits, jazz and new age. Our new host will have a personable, smooth and melodic style, an in-depth knowledge of music, and a desire to be the best. Cassettes and resumes to: Lou Patrick, WASH Radio, 5151 Wisconsin Ave., N.W., Washington, DC 20016, an equal opportunity employer.

### HELP WANTED TECHNICAL

**Growing broadcast company** seeks chief engineer for AM/FM combo in southeast Missouri. Good salary and benefits with progressive company in scenic country. Send resume and references with salary requirements to Jerry Zimmer, P.O. Box 399, Poplar Bluff, MO 63901.

**Chief engineer...** \$20,000+ for SE growing small market AM-FM. Strong audio, transmitter, satellite experience required. Box D-121.

**Chief engineer - communications.** Responsibilities include supervising the installation, operation and maintenance of broadcast equipment; assuring technical and personnel compliance with FCC rules and regulations; teaching students; and recruiting and training staff in the engineering department. Three years experience in broadcast engineering or relevant college education required. First class FCC radio-telephone license mandatory. To apply submit a resume, three letters of reference and official transcripts to the Personnel Office, Lincoln University, 820 Chestnut Street, Jefferson City, MO 65101 before March 25, 1988. EOE/AEE.

**Major NY talk radio** station seeking continuity director. Some experience necessary; also assist traffic dept. Must be detail-oriented; hardworking; willing to learn. Computer experience helpful. Call Kate. 212-586-5700.

**Broadcast engineer.** Muskingum College seeks engineer to maintain 1.3 Kw NCE FM station and cable access television studio. Must show evidence of technical expertise and training. One month vacation. Starting date: May 1, 1988 (negotiable). Salary competitive. Letter, resume, three recent references to Jeff Harman, Director of Broadcasting, Muskingum College, New Concord, OH 43762. Deadline April 1, 1988. EOE.

### HELP WANTED NEWS

**Full-service AC,** upstate New York, needs reporter-anchor. If you're professional, aggressive and read well, send tapes and resume to Radio, Box 3552, New Haven, CT 06525. EOE, M/F.

**News!** WXLO-FM has a full time opening for a news anchor/reporter. Send resume and current aircheck to Michael Cohen, GM, WXLO, East Courtyard, Worcester Center, Worcester, MA 01608. EOE.

**Aggressive news staff seeks a leader.** Top 50 market, stable leading FM music based station seeks news director. Good reporting and anchor skills required. Demonstrate experience as a leader and team player and you'll receive top pay and benefits. Reply in confidence to: Box D-116. EOE.

**Experienced anchor/reporter** wanted for award winning full service station located near Washington. Journalism degree required. Mail resume, tape and writing samples to: WFMD, P.O. Box 151, Frederick, MD 21701. EOE.

**News anchor/reporter** with minimum one year experience, small/medium market. Coverage local and regional in two states. Good writing a must. T & R to: Rob Chandler, News Director, WNHV/KXE, P.O. Box 910, White River Jct., VT 05001. No phone calls.

**Full-time afternoon anchor reporter** for AM/FM in New York's Catskill Mountains. Must be dedicated, energetic. Degree or equivalent experience required. Good entry-level position. Send T & R to Mike Frezon, News Director, WVOS, P.O. Box 150, Liberty, NY 12754. EOE, M/F.

### HELP WANTED PROGRAMING PRODUCTION & OTHERS

**Top 75 market PD/OM:** Do you understand country, CHR or both? Can you blend CHR formatics with contemporary country music to create a hot country format? Are you a leader and trainer of talent? Do you have a creative flair for promotion and marketing? Do you like to win? Can you interpret ratings, perceptual and music research? Do you have the ability to get things done and keep them organized? Then this aggressive new country station in a great radio market needs you! We'll provide all the tools, you provide the skills. All inquiries are held in strictest confidence. EOE. Reply to Box D-126.

**2-broadcast producers--WOSU-AM-FM** of the Ohio State University is seeking two broadcast producers. One producer will plan and produce call-in public affairs programming and newscasts, host the programs and supervise program personnel. Candidates for this position must have a bachelor's degree in journalism, communications or related field, or an equivalent combination of education and experience. Previous professional experience in broadcast production and journalism is required. The other producer will prepare and anchor on-air newscasts, supervise newsroom activities, edit and re-write copy and report on news events. Candidates for this position must have a bachelor's degree in journalism or related field or an equivalent combination of education and experience. Previous professional on-air and broadcast news reporting experience required. Previous broadcast supervisory experience desired. Starting salary: \$17,040-19,320. Hours: 3 p.m. to midnight. To assure consideration, materials must be received by March 15, 1988. Send resume and letter stating position of interest to: Professional Employment Services, The Ohio State University, Lobby, Archer House, 2130 Neil Avenue, Columbus, OH 43210. An equal opportunity, affirmative action employer.

**Music director/concert producer** sought by Oregon Public Broadcasting, a statewide radio and TV public broadcasting network serving Oregon and SW Washington. Position located in Portland. Responsibilities include oversee music content on four station radio network; supervise music staff at each station; direct music library at KOAP (Portland) and work with staff at KOAC (Corvallis) in acquiring music for the stations; produce recorded concerts to broadcast on OPB network, including provide post production services for concert broadcast. Produce other features and programs as assigned. Perform fundraising duties and perform on-air announcing as assigned. Must have minimum of three years experience in radio plus BA degree in appropriate field. Experience may be substituted for education on a year for year basis. Public radio experience preferred. Requires extensive knowledge of classical music, as well as strong knowledge of jazz, folk and ethnic music; knowledge of classical recording techniques, including both analog and digital tape recording and mixing; ability to read a musical score and a pleasing, professional on-air voice. Requires strong management, communications and organizational skills. Salary range \$21,000 - \$26,300 with excellent benefits. OPB headquarters is located in Portland, Oregon, in the beautiful Pacific NW, with easy access to rivers, mountains, Columbia Gorge, and the Pacific Ocean. Send letter and resume by March 31, 1988, to Personnel, Oregon Public Broadcasting, 2828 SW Front Avenue, Portland, OR 97201. AA/EOE.

#### SITUATIONS WANTED MANAGEMENT

**Operations manager and/or director of engineering.** 20 plus years of major market experience. Excellent with people, budgets and technology. Will be at NAB. A winner looking for the same. Box D-105.

**Education desired.** Career broadcaster several hours short of bachelor degree seeks college/public radio station management. Over 15 years of experience in all phases of radio operations. Management, sales, personnel, budgeting, engineering. Versed in fundraising skills. Desires management position in exchange for master's degree and salary. Box D-92.

**Sound familiar?** "You're the finest employee I've had in twenty years, but...". Or, how about "You'll have no problem finding a great position, the industry is desperate for talent like yours." Then after hearing for the nineteenth time, "Geez, I wish you had called a month ago..." and "We've got a great one coming on line in 6-9 months, can you wait that long?...as a last resort, "Put an ad in Broadcasting, that might turn something up." At least it tips off old friends that you haven't talked to in years. And I hope to hear from you. Last position GM class C CHR upgrade. 25 years experience sales, programming, engineering, entrepreneurship. Ron Brandon, 205-556-6707.

**General manager:** Large northern market AM/FM combo. Sales, people, bottom line oriented. Seeks relocation to any size warm market. Box D-111.

**Major market pro,** solid sales, sales management experience (including national) seeks medium market GM position. Quality individual, career broadcaster, top references. 305-437-5839.

**Over 40% of radio stations** today loose money. I specialized in revitalizing stations. Experience includes top 5, top 40, and medium markets. Current station has grown from low 6 digit figures to multi million gross with attractive bottom line. If you need a producer, and are totally committed, let's discuss your problems. Will manage or advise and execute. Box D-141.

**General manager:** Award winning sportscaster - strong sales and promotion - cost conscious - can do it all - if you want profits I'm your man! Box D-136.

**We're not consultants,** but what we know and what we do has helped owners make big \$\$s. We're looking for our next challenge. 717-563-1137.

**26 year radio professional** with GM, GSM and extensive sales experience seeks challenging new opportunity. Record and references available. Phone 414-282-5420.

**Sleep better and worry less** with honest, hard working 10 year pro on the job. GM/OM/PD experience. Desire small or med. market GM position. Box D-94.

**I'm worthless** except for the fact that I always make the goal, have been very successful in difficult situations and I love a tough challenge. I'm looking for a new radio challenge. Not cheap but very cost efficient. Entice me with your story. Box E-6.

**Husband and wife combo** seeking opportunity in Southeast. He sales, programming, engineering. She sales and programming. Would consider buying. Thomas Quinn, 2037 Anastasia, South Daytona, FL 32019.

**Selling GM** with programming and engineering background. Let's talk, 828 Donnelly Place, Daytona Beach, FL 32014.

**18 years experience** in all facets of radio, including management/programming. Seeking small market country management position on Eastern Shore. Reply Box E-17.

#### SITUATIONS WANTED SALES

**Attention small to medium market owners** and managers! Right-hand man, Broadcast pro available! Sales, announcing, full service background. Affordable. Box D-95.

#### SITUATIONS WANTED ANNOUNCERS

**Personality drive team,** at right price ready to relocate. Contact Rossi Productions, M/F: 212-563-4430.

**Veteran female radio personality.** Some name value. Musically-knowlegeable, appealing speaking voice. Particularly suited easy night-time listening. Audition tape available. Box D-123.

**Professional attitude,** solid on air, production and copywriting. For consistency call Bill, 308-534-1211.

**Warm, friendly announcer!** Sales, programming, operations background! Seek combo position with adult oriented operation. Box E-2.

**Seeking entry level announcer position.** Broadcasting school graduate. Full-time or part-time. Prefer Wisconsin or Illinois but will go anywhere. Very strong in all aspects of broadcasting, especially sports but will do any position open. Contact Tim Casey, 2214 N. Harlem Ave., Elmwood Park, IL 60635 312-456-5059 or 312-595-1018 x244.

**Personable communicator,** 18 years experience. Seeking country morning/PD position on Eastern Shore. Reply Box E-18.

#### SITUATIONS WANTED NEWS

**ND/PD for all-news, news/talk,** full-service. Reshape or rebuild. Large, medium markets. Box D-138.

**Sports anchor/BPB announcer.** Enthusiastic, personable, versatile and dedicated sportscaster will enhance your sports programming. Six years professional experience includes major college basketball, minor league baseball and anchoring/reporting for stations in the SF and Sacramento markets. Will relocate. 415-943-7166

#### SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

**Crossover whiz:** Get "In-The-Power-Mix" with Jerry "DJ". Over-power your competition with creative digital production. Jerry "DJ" 412-244-9521.

#### PROGRAMING

**Who says talk radio is dying?** Revitalize your ratings with individualized, innovative programs designed to attract new listeners and accounts. Earwitness Productions. Box 114, Troy, NY 12180. 518-449-9571.

#### MISCELLANEOUS

**Radio audience surveys** for smaller markets and suburban markets. Qualitative data available. Affordable. Accurate. Fast. Call A & A Research 406-752-7857.

## TELEVISION

#### HELP WANTED MANAGEMENT

**General manager** for small market VHF affiliate in Midwest. Excellent opportunity to join a growing organization. Reply Box D-127.

**General sales manager,** Strong, well established "Sunbelt independent" is seeking a dynamic aggressive person to manage sales department and be responsible for national business. Individual must have independent sales and management experience. Must be strong motivator with creative selling ideas. Salary/commission commensurate with experience. Send resume to Box D-130.

**Sales manager** for small market VHF affiliate. Must be experienced in local & national sales. Excellent opportunity to join a growing organization. Reply Box D-128.

**Production manager:** KLAS-TV is seeking an aggressive, responsible candidate for the position of production manager. The successful candidate for this position should be people oriented with a minimum of 3-5 years direct television management experience, knowledgeable in production techniques and equipment, and experienced in marketing of post production room. This position reports directly to the general manager and is responsible for the daily operations of the department, client liaison, and both capital and revenue budgets for the department. Salary is commensurate with experience. Please forward resume and references to Lem Lewis, General Manager, KLAS-TV, P.O. Box 15047, Las Vegas, NV 89114.

**Business manager** for TV station in small market. Good salary and benefits with opportunity to grow with organization. Reply Box D-129.

**National sales manager;** WAPT-TV is currently seeking a national sales manager. Experience in national sales or rep firm experience a plus. Send resume or call Karen Phillips/General Sales Manager 601-922-1607, WAPT-TV, P.O. Box 10297, Jackson, MS 39209. M-F, EOE.

**Promotions director** needed immediately. TV promotions experience required. Must have thorough knowledge of TV production & 3/4" editing. Must possess excellent copywriting & creative skills. Outstanding opportunity for advancement. Live in sunny Jacksonville, Florida, and join a growing team. Salary negotiable. Call Ray Davis @ 904-725-4700, or send resume to WNFT-TV 47, 2117 University Blvd. South, Jacksonville, FL 32216. WNFT-TV is an equal opportunity employer.

**Director, TV station - West Berlin.** The U.S. Information Agency seeks highly experienced, innovative manager for new joint U.S.-German government-operated television station in West Berlin. Strong background in TV management/broadcasting/production, fluent German, and U.S. citizenship required. Broad responsibilities include staffing, purchase and installation of equipment, program development, and maintaining close working relationship with German government and media figures. Limited Foreign Service appointment for three years, with possibility of extension. Basic salary from \$65,994 to \$73,400 per annum (depending on experience) plus allowances and benefits. Interested applicants should send a completed SF-171, "Application for Federal Employment," to USIA (Attn: Ms. Blanche Iwardowski), Room 524, 301 4th St., SW, Washington, DC 20547. USIA is an equal opportunity employer. Deadline for applications is March 21, 1988.

**Promotion director.** Strong Sunbelt independent is looking for a seasoned pro with a highly developed sense of design to take control of on-air look and community image. An ample promotion budget, excellent programming and state-of-the-art equipment await the experienced candidate who's looking for a new challenge with an aggressive station. Send resume and salary requirements to: Box E-11.

**Director of broadcasting.** PBS affiliate KTEH/San Jose seeks highly dedicated, seasoned manager searching for a challenge and the opportunity to influence the future of a fast-growing station in an overlap market. Responsible for all aspects of the broadcast schedule, including selection and scheduling of acquisitions and PBS series; also sets priorities and provides guidance to creative staff producing programs with particular local focus. As part of senior management team, will help determine station's overall direction. 5+ years experience in programming, production, and management a must; also requires experience in preparing and monitoring budgets and in supervising and evaluating creative personnel. Salary: \$39,000-\$50,000, plus paid benefits. Send letter of application and resume to: KTEH Foundation, Box DRB-88, 100 Skyport Dr., San Jose, CA 95115. Deadline: 3/25/88.

**National sales manager.** Seeking individual with minimal two years national rep or station management experience. Candidate that joins our team must have expertise in ratings and marketing. We are an ABC affiliate, the market leader in audience delivery, and we are owned by one of the nation's premiere media companies. EOE. Send resume to: Louis Supowitz, % WFTV, 639 W. Central Blvd., Orlando, FL 32802.

#### HELP WANTED SALES

**TV broadcast group** is seeking a highly-motivated vendor support consultant for a major market affiliate. Must have at least three years experience conducting vendor programs with strong presentation skills. Send resume: Judy Somers, 2242 North Great Neck Road, Virginia Beach, VA 23451.

**Account executive - WDRB-TV,** independent, Louisville - seeking aggressive self-starter to handle established list consisting of agencies and direct accounts with emphasis on new business development. Send resumes to Jack Ratterman, WDRB-TV, Independent Square, Louisville, KY 40203.

**National sales manager, Phoenix, Arizona, ABC-TV:** Immediate opening for experienced TV sales executive with proven track record. Must be result-oriented, self-motivated and energetic. Compensation commensurate with ability. All inquiries will be held in strict confidence. Apply to Jim Galvin, General Sales Manager, KTVK-TV, P.O. Box 5068, Phoenix, AZ 85010.

**Account executive: KTIV, Sioux City, Iowa:** Need highly motivated AE with proven track record. Success must be a minimum standard with proven ability to maximize revenue. KTIV is the market leader. NBC, and American Family Broadcast Group. Send resume and salary history to LSM, 3135 Floyd, Sioux City, IA 51105.

**TV sales, 100% commission. Been fighting tigers with a switch and you are still alive?** I have a deal for you. 100% for three months. 50% for next six months. 50% of profit for next 27 months, or cut your own deal. Management/ownership possibilities. UHF LPTV 2 1/2 years in all UHF 200+ ADI. CP for max power, potential for upgrade 512-578-5551. P.O. Box 2404 Victoria, TX 77902.

**Network affiliate in Florida medium market seeking research director.** Immediate opening. Knowledge of TV ratings, sales presentation data, and writing skills a must. Broadcast experience necessary. Must be creative, artistic, and able to work with deadlines. Experience with IBM AT & XT computers. Mini Pak. NSI audience analyst including spot buyer & post buyer software definitely helpful. Send resume to General Sales Manager/Sales, WJKS-TV, P.O. Box 17000, Jacksonville, FL 32216. No phone calls. EEO, M/F.

**Account executive - Join team of hard-working sales professionals using the latest marketing tools.** Work for a top 50 NBC affiliate in a beautiful Sunbelt seaside market. Must have 2-3 years TV sales experience. Send resume to: Joe Bowman, Local Sales Manager, WAVY-TV, 801 Wavy St., Portsmouth, VA 23704. We are an affirmative action, equal opportunity employer. M/F.

**California's #1 independent TV station seeks to fill the position of agency marketing specialist.** Broadcast sales experience preferred. Position requires skills in creation of new business and servicing existing agency accounts. Comprehension of independent television and computer skills helpful. Immediate reply essential. Send complete resume with references to: Personnel Department, KMPH-TV, 5111 E. McKinley Ave., Fresno, CA 93727. Applications will be accepted until March 24, 1988. No phone calls, please. EOE, M/F/H.

**Account executive.** Broadcast sales experience. Contact, Tim Warner, WISH-TV, P.O. Box 7088, Indianapolis, IN 46207. EOE, M/F.

#### HELP WANTED TECHNICAL

**EIC for television mobile unit** based in Texas. Strong maintenance background necessary. Send resume and salary requirements to: Tel-Fax, Texas, 3305 Pleasant Valley Ln., Arlington, TX 76015.

**Transmitter supervisor.** Needed to maintain RCA parallel F line transmitters. New plant, 2000 ft. tower, circular polarization. Will also do microwave and ENG maintenance. Minimum 5 years experience. Send resume to: Keith Reynolds, KTVQ-TV, Channel 3, Highway 63 North, Kirksville, MO 63501.

**Maintenance technician:** Maintenance and installation of studio and transmitter equipment. Includes design, planning and proof of performance responsibilities. Requires associate degree in electrical technology or equivalent formal training. FCC license or SBE certification. Send resume to: Lyle Kaufman, KOLN-TV, Box 30350, Lincoln, NE 68503. EOE.

**Chief engineer, Kansas Regents' Educational Communications Center,** a satellite uplink facility to be located at Kansas State University in Manhattan, Kansas. Serving each of the Regents' institutions in the state, the center will be housed in a new building to begin construction in mid-1988, providing educational information at all levels, from elementary to graduate, for the residents of Kansas and beyond, and will be operational by September of 1989. The chief engineer reports to the director of the center, and is responsible for the design, purchase, installation, testing, operation and maintenance of the system, which will include production studios, editing suites, computer graphics, mobile production facilities, and fixed and remote uplink capabilities (for both C-Band and Ku-Band). Applicant must be a college graduate with ten years' broadcast and satellite engineering experience, five years of which must be as chief engineer or other primary supervisory position. Responsible for staffing, budgets, and compliance with all applicable federal regulations. Interested applicants should submit resume and at least three references by March 18, 1988, to Mel Chastain, Director, Educational Communications Center, 301 Umberger Hall, Kansas State University, Manhattan, KS 66506. Position available May 1, 1988. EEO/AA.

**Television maintenance engineer: Network affiliate seeks individual with background on Sony and RCA tape machines.** Resume to Chief Engineer, WVNY-TV, 100 Market Square, Burlington, VT 05401. EOE.

**Assistant chief engineer:** with 5 years in comparable position or as maintenance technician. Supervisory skills helpful, plus working knowledge of all tape formats, microwave technology, all studio and transmitter equipment. Will work with GV switchers, Colorgraphics, Sony U-Matics, RCA transmitter, studio cameras and 2" tape. Resume to Robert Hite, WJAC-TV, Hickory Ln., Johnstown, PA 15905. EOE.

**Maintenance technician:** Knight-Ridder Broadcasting, Providence, has an opening for one engineering maintenance technician. Candidates should have 2+ years experience with the ability to troubleshoot current broadcast equipment to the component level. Send resume and cover letter to WPRI-TV, 25 Catamore Blvd., E. Providence, RI 02914. EOE.

**SNV driver/engineer:** Top-rated NBC affiliate in Sunbelt has ground floor opportunity to start-up SNV operation. General or 1st-class FCC license preferred. Must have (or qualify for) license to drive vehicles over 10,000 pounds. Spotless driving record. Must have excellent systems knowledge and practical, hands-on approach. Competitive salary. Benefits a big plus. Send resume and cover letter to Box E-8. 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 E-12.

**Television engineering maintenance manager.** Responsible for supervision of engineering maintenance staff of 3, equipment includes 3/4", 1" and 2" VTRs, color cameras, video switchers and other digital and analog broadcast and production equipment. Requirements: Hands-on skills, ability to teach, motivate and manage, computer experience, FCC general class license or equivalent, associate's degree in electronics, equivalent training or experience, and 5 years related maintenance experience. Full-time, salary low-mid \$20's plus fringes. Send resume or application by March 28, 1988 to: Personnel, WNPB-TV-24, Morgantown, WV 26507-0897. EOE.

**Transmitter maintenance engineer.** Escape the winter blues. Harris BT-110U experience. Must be able to maintain our transmission facilities which include a GE-TT59A back-up transmitter and Harris 9165 controller. A solid knowledge of RF and digital electronics is required. Position requires night hours. Send resume to Personnel, WJKS-TV, P.O. Box 17000, Jacksonville, FL 32216. No phone calls. EOE, M/F.

**Radio-TV engineering manager:** University of West Florida seeking a hands-on engineering manager for its instructional television facility. Responsible for the management of engineering personnel and the design, installation, maintenance and operation of all types of professional TV equipment. Bachelor's degree in electrical, electronics or communications engineering or electronics engineering technology, one year experience in the maintenance, design, operation and construction of technical broadcasting equipment or high school diploma and five years experience as described above. Vocational/technical training in communications engineering, broadcast station engineering or electronics can substitute at the rate of 720 classroom hours per year for up to two years of the required experience. Salary \$20,504.16-\$34,037.01. Submit resume and UWF application to Personnel, UWF, Pensacola, FL 32514 by March 10, 1988. UWF is an EOE/AA/M/F/V/H institution.

#### HELP WANTED NEWS

**News director:** knowledgeable and experienced with appropriate educational background. Excellent people skills and leadership abilities needed to manage strong news team in 38th market. Send resume, salary requirements to Jack Mazzie, WZZM-TV, P.O. Box Z, Grand Rapids, MI 49501. No phone calls. EOE.

**News director.** WRBL, Columbus, Georgia, is seeking a qualified news director. Applicants with three years of newsroom leadership and strong people skills send resume and salary history to WRBL, P.O. Box 270, Columbus, GA 31994. EOE.

**News director** for aggressive, news oriented, group-owned station in medium Midwest market. Excellent growth potential for the right person. Salary commensurate with experience. EOE. Send resume to Doug Padgett, General Manager, KODE-TV, P.O. Box 46, Joplin, MO 64802.

**Weekday weather anchor:** Aggressive Midwest affiliate with weather emphasis needs experienced, personable presenter with technical expertise. Resume, references, salary requirements. Box D-140.

**Experienced news shooters for national stories.** Various locations. Fulltime and free-lance. Batacam experience a plus. Send resume with salary history to: Gary L. Williams, MVP Communications, 1075 Rankin Dr., Troy, MI 48063.

**Weathercaster:** Aggressive ABC affiliate looking for strong on-air weatherperson. AMS judgement; minimum 3 years. Send resume, non-returnable tape, and salary requirements to: News Director, WNWO-TV, 300 S. Byrne, Toledo, OH 43615. Deadline 3/19/88. EOE.

**Producer:** Top 50 Northeast market interviewing for a tireless producer with dedication to tackle aggressive market. We have all the tools. Send resume and salary requirements to Box D-102. EOE.

**6 PM producer.** Looking for a 6 PM producer. Applicants must demonstrate good news judgement, a working knowledge of production technique including live microwave and satellite reports, and the ability to manage a group of talented professionals. Send resume to News Director, WJKS, 9117 Hogan Rd., Jacksonville, FL 32216. WJKS is an equal opportunity employer. M/F.

**Director/producer:** State-of-the-art Midwest affiliate seeks ambitious, quality conscious director for newscasts, studio and location production. Minimum 2-3 years experience. Send resume, tapes, and salary requirements to News Director, KSPR-TV, 1359 St. Louis St., Springfield, MO 65802-3409. No phone calls. EOE.

**TV news:** Nightly, award-winning cable news program on Long Island seeks multi-talented chief correspondent/assignment editor. Experienced in radio/TV, able to write well and serve as instructor in broadcast newswriting. Salary/thirties. Contact Mr. A. Piazza, LI News Tonight, New York Institute of Technology, Old Westbury, NY 11568. 516-686-7778.

**Reporter:** Minimum two years television news reporting experience, no beginners. Tape and resume to Bill Wallace, News Director, WTVC-TV, P.O. Box 1150, Chattanooga, TN 37401. WTVC is an equal opportunity employer.

**News photographer:** Minimum one year television news videography experience. Tape and resume to Bill Wallace, News Director, WTVC-TV, P.O. Box 1150, Chattanooga, TN 37401. WTVC is an equal opportunity employer.

**News director** for medium market network affiliate, well staffed, group-owned, growing Sunbelt area. We want a top journalist, broadcaster, manager, teacher and most of all leader. Two years management experience a must. Send resume to Box E-4. EOE.

**News editor:** Creative, aggressive, self-motivated editor wanted for CT's #1 news station. Minimum 2 years experience. Must be willing to work nights. No phone calls, please. EOE. Send non-returnable tape and resume to Alison Amron, Chief Photographer, WTNH-TV, P.O. Box 1859, New Haven, CT 06510.

**Two television openings** in Texas medium market: General assignment reporter with minimum of one year experience and ability to shoot and edit. Experienced photographer with knowledge of editing and live operations. For either position, send tape and resume to Paul Lara, 4617 W. Waco Dr., Waco, TX 76710. No phone calls. EOE.

**Reporter needed at #1 NBC affiliate** with strong commitment to hard news. If you love journalism, have outstanding writing and production skills and know how to present your stories in a dynamic style, we want to see your tape and resume. We're not looking for beginners. Send material to: Tom Luljak, News Director, WTMJ-TV, 720 E. Capitol Dr., Milwaukee, WI 53201.

**New station seeks staff:** GSM, sales reps, news director, talent, promotion director, chief engineer. Resumes only. Manager, WAYQ-TV, P.O. Box 9670, Daytona Beach, FL 32020.

**Strong producer needed** for expanding department. Must be creative, with solid writing skills and working knowledge of all production tools. 3 years minimum experience. Send non-returnable tape and resume to: Gary Long, WPCQ-TV, P.O. Box 18665, Charlotte, NC 28218. EOE.

**Reporter:** Expanding department needs strong writer with understanding of production values. Minimum 3 years experience, including live. Send non-returnable tape and resume to: Gary Long, WPCQ-TV, P.O. Box 18665, Charlotte, NC 28218. Several positions still open. EOE.

**Expanding news department needs photojournalist** with minimum 2 years experience. Photog will have own 1/2" Sony gear and car. Creative shooting and editing a must. Send non-returnable tape and resume to: Gary Long, WPCQ-TV, P.O. Box 18665, Charlotte, NC 28218. Some positions still open. EOE.

**News director/anchor.** CBS affiliate in Alaska seeks experienced individual to lead #1 rated team. Hands-on working type - not a desk job. Solid news judgement and strong electronic journalism skills a must. BS in journalism or related field. Send tape, resume, & salary requirements to News Director, KTVF-TV, 455 Third Ave., Fairbanks, AK 99701. Salary DOE. EEO.

**Photojournalist:** Must have two years experience shooting 3/4" videotape, editing, and working with microwave equipment. Send resume and tape to Chief Photographer, WBIR-TV, P.O. Box 27909, Knoxville, TN 37917. EOE.

#### HELP WANTED PROGRAMING PRODUCTION & OTHERS

**We don't care how old you are!** All we care about is — can you do the job? We have no bells and whistles, just simple basic equipment — some old and some new! We are a successful ten year old independent in the Southwest and we need directors who want to use experience, imagination and ingenuity with low budget advertisers. If you think you qualify, send us a resume. Box D-74.

**Attention: feature reporters,** video magazine feature producers, former PM Magazine producer/hosts. CSTV wants energetic, creative storytellers who can bring to life the stories of corporate America for a new national business program. We need free-lancers who can produce, write and perform on-camera. Please send resumes only (no calls) to: Dave Saint, Producer, CSTV, 3550 North Lake Shore Dr., #100, Chicago, IL 60657.

**Growing post-production house** has immediate opening for online edit ace. Sony BVE-5000. CMX knowledge preferred. 518-393-0185.

**Assistant promotion manager.** ABC affiliate in 13th market looking for high-energy, innovative, quality-oriented expert to join creative promotion team. Must be able to demonstrate strong writing, producing and editing skills. Expertise in print, radio, and outdoor desired. Send resume, tape, and writing samples to: Promotion Manager, WTSP-TV 10, P.O. Box 10,000, St. Petersburg, FL 33733. EOE.

**On-air promotion writer/producer** needed for top 20 Eastern affiliate. Responsibilities include writing and producing TV and radio spots as well as coordination of print materials and special projects. Strong writing skills a must. Candidates with three years experience in TV production preferred. Send resume to Box D-132. EOE. MF.

**TV production manager.** Three person department. College degree and minimum two years commercial television production experience required. Management experience preferred. Send resume and demo tape to Director of Operations/Programming, KRRT-TV, 6218 N.W. Loop 410, San Antonio, TX 78238. EOE.

**Manage TV station's commercial production company** with five fulltime employees. Minimum two years TV commercial production and two years management experience required. Send resume to Al Bramstedt, Jr., KTUU-2, P.O. Box 102880, Anchorage, AK 99510. EOE.

**Writer-producer:** Major university seeks energetic, talented person to write and produce snappy TV features for news and public affairs, as well as non-broadcast academic programs. Excellent opportunity to expand your abilities, while pursuing an advanced degree. Journalism degree and related experience required (write, shoot & edit). \$16,400 plus liberal benefits. Interested applicants should send cover letter, resume, tape, and references to: University of Oklahoma, Personnel Services, 905 Asp, Norman, OK 73019.

**On-air promotion director.** Programs, produces and acquires station break material. Performs other promotional production assignments for the state-wide Nebraska ETV network. Bachelor's in broadcasting or related area plus two years experience in television production required. Equivalency considered. Experience in production editing, writing, promotion advertising and development and production of on-air television promotion desired. \$20,129 minimum. Excellent benefits. Apply by March 28 to Personnel Coordinator, University Television, Box 83111, Lincoln, NE 68501. AA/EOE.

**Producer needed for #1 station.** If you're creative, a good writer and have a proven track record, we want to hear from you. Send tape, resume and writing samples to Terri Simonich, Executive Producer, KLAS-TV, P.O. Box 15047, Las Vegas, NV 89114.

**Videographer wanted:** Richmond, Virginia, production company looking for someone with at least 3 years experience. Lighting skills and easy-going personality a must. Salary negotiable. Send tape and resume to VVC, 23 Seyler Dr., Petersburg, VA 23805.

**Studio supervisor:** Hands-on maintenance and supervision of studio and master control operations. 5 years min. experience in camera and videotape maintenance. Send resume to Chief Engineer, WHSE/68, 390 West Market St., Newark, NJ 07107. Equal opportunity employer.

**Producer/director** - network affiliate in top 40 southern market seeks creative individual with experience directing news and live programming. EOE. Send resume and salary requirements to Box B-14.

**Videographer/editor.** Affiliate in top 50 market seeks creative shooter with strong promo and commercial background. Great opportunity to join an award-winning production department with new Beta suite, GVG-300 and ADO. Minimum 3 years shooting, editing and producing experience. Send tape and resume to: Production Manager, WWMT-TV, 590 W. Maple, Kalamazoo, MI 49008.

#### SITUATIONS WANTED MANAGEMENT

**Broadcast executive** with major market experience looking for "big job" in LA. Background in radio-TV-cable & shopping all at VP/GM level - Herb 213-592-0850.

**Successful sales manager** with strong leadership skills and heavy involvement in local. The ability to train and motivate a team to sales excellence. Absolute sensitivity to the bottom line. Turn around experience, seeking new challenge. Bob 612-890-8074.

#### SITUATIONS WANTED TECHNICAL

**Chief engineer,** experienced in all phases of television engineering. Will relocate. Call 601-366-7526.

**Accomplished engineering manager** for major independents in top 10 markets and others. Seek position as director of engineering of group or major TV station. Box D-107.

**Computer graphics artist/technician.** 3-D animation and paint system experience. I'll spec, build, or operate your graphics workstation. Contract, freelance, or permanent. 8 years in broadcasting. Call/write for resume/samples/quote. Box E-7.

**Maintenance engineer** - Experienced in all phases of broadcast engineering; maintenance, production, construction, and remotes. Seeking temporary work for April, May and June. Reasonable rates, references. Ward Lindsey, 609-435-6778.

#### SITUATIONS WANTED NEWS

**I love weather!** Meteorologist, AMS, Penn State, 10 years TV. Award winner. Seeks final destination. Size not important - prefer 4 seasons and cold winters. Dedicated, personable, expert forecaster. Plenty of positive energy. 415-381-4320.

**Election '88 ENG:** Award winning crew for assignments DC/Baltimore or wherever. References, dependable, experienced. Fred Tutman 301-657-4312.

**4 years broadcast experience** in major market. Very attractive black female with more than one year on-air experience seeks news reporting position with small market television station. Eager to learn. Call 201-672-6378.

#### SITUATIONS WANTED PROGRAMING, PRODUCTION & OTHERS

**Award-winning productions.** Over seven years experience writing, producing and directing commercials, documentaries, marketing and educational videotapes. 1", 3/4", film. Seeking producer/writer position. TV station or production house. Call Bill 303-989-0862.

#### MISCELLANEOUS

**Career videos.** Make an impact on employers with your personalized audio or video resume tape prepared by our major market broadcast team. 312-272-2917.

**Primo People:** investigative, consumer, medical and feature reporters. Send tapes and resume to Steve Porricelli or Fred Landau Box 116, Old Greenwich, CT 06870-0116, or call at 203-637-3653.

**Spare time income.** TV commercials. Many needed. Casting info. (1) 805-687-6000 Ext. TV-7833.

**The Hot Sheet**—broadcasting's leading publication for job-hunting assistance! Hundreds of weekly listings, plus valuable advice on potential openings. Television, radio, corporate communications. Media Marketing, P.O. Box 1476-PD, Palm Harbor, FL 34682-1476. 813-786-3603.

**Let us help you recruit** your next manager (sales, programming, promotion, traffic) professionally, confidentially. Ron Goldner, Omni Executive Search, Inc., 404-394-1200.

## ALLIED FIELDS

#### HELP WANTED INSTRUCTION

**Instructor/assistant professor:** Tenure track vacancy. Teach broadcast announcing/performance, radio production, and other courses(s) in area of expertise. Master's in broadcasting or related field required, terminal degree necessary for tenure. Evidence of teaching and/or professional experience necessary. Position also requires advisement of student-produced programs. Send letter of application, resume, and three letters of reference by March 31, 1988 to: Dr. Robert Craig, 345 Moore Hall, Central Michigan University, Mt. Pleasant, MI 48859. All persons including members of minority groups, women, the handicapped, disabled veterans, and Vietnam era veterans are encouraged to apply.

**Graphic design/video production.** Entry level tenure track 11-month position begins 8/15/88: undergraduate instruction in department of visual arts; graphic design for South Dakota Public Television: up to \$30,000. Required: Master's degree, graphic design (typography) expertise, experience in television art direction, video production. Desired: terminal degree or ABD. Application deadline 4/15/88 or until position is filled. Send letter, 20 graphic design slides/printed pieces, one video cassette, resume, three references, SASE: Search, Box 2201, South Dakota State University, Brookings, SD 57007. AA/EOE.

**Towson State University, Towson, Maryland.** Visiting assistant professor/instructor in the department of speech and mass communications. Position in broadcasting for academic year 1988-89. Qualifications: M.A. required; Ph.D. preferred. Teach courses in any or all of the following areas: Introduction to broadcasting; mass media and modern society; broadcast journalism; broadcast/film writing; broadcast performance; documentary film and video. Opportunity to work and do research in the Baltimore/Washington area. Send letter of application, curriculum vitae, transcripts, and three letters of recommendation to: Dr. Ronald J. Matlon, Chairperson, Department of Speech and Mass Communication, Towson State University, Towson, MD 21204-7097. Deadline for applications: April 6, 1988.

**Broadcast production tenure track position.** Rank, salary open. Ph.D. (or candidate); professional and teaching experience; research interests. Application review begins March 14, 1988. Appointment August, 1988. Send letter, CV, references: Dr. Mary Blue, Chair, Search Committee, Department of Communications, Box 104, Loyola University, New Orleans, LA 70118. Loyola University is an equal opportunity/affirmative action employer.

**Cinema studies/film:** Assistant professor to teach four to five courses per year in production systems and technologies and other areas of expertise; maintain, manage and supervise film and video equipment for School of Film; serve on graduate committees; assist the director in long-term facilities and equipment planning; provide technical support for the film program. Starting date: September 1, 1988. Closing date: March 15 or until position is filled. Send letter of application, resume and list of references to David O. Thomas, Director, School of Film, Lindley Hall, Ohio University, Athens, OH 45701. Ohio University is an affirmative action equal opportunity employer. Women and minorities are encouraged to apply.

#### HELP WANTED SALES

**Jingle sales.** Experienced only please for America's hottest (and one of the oldest) jingle companies. 1-800-368-0033.

#### HELP WANTED ANNOUNCERS

**National-quality voiceover pros** needed for phone patch sessions. Cassette demo & rates to: Voiceworks, Box 17115, Greenville, SC 29606.

#### HELP WANTED PROGRAMING PRODUCTION & OTHERS

**Public relations.** Major national trade association has immediate opening for national spokesperson with strong media relations, public speaking and writing skills. Position involves substantial travel and high-profile media work. Salary \$40,000. Submit resume and writing samples to: J. Smith, P.O. Box 66263, Washington, DC 20035-6263.

#### SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

**PR consultant/rep available.** NYC and Philly at affordable rates. Call Jim Carter 215-649-3051, 212-969-0529.

#### 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. Your area. 805-687-6000 ext. R-7833 for current federal list.

**Attention broadcasters:** We specialize in placing C.E.O. - VP - G.M. & G.S.M. only. No fee to you. Call Mr. Ross 213-592-0850.

#### EDUCATIONAL SERVICES

**On-air training:** For working/aspiring TV reporters. Polish anchoring, standups, interviewing, writing, Teleprompter. Learn from former ABC Network News correspondent and New York local reporter. Demo tapes. Private coaching. Group workshops Mar. 26 and Apr. 23. 212-921-0774. Eckhart Special Productions, Inc.

#### 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 tower. \$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.

**Wanted: Used video equipment.** Highest prices paid. Call Ed Mon.-Fri. 9-5 CST - 800—621-4354. Il. 312—647-8700. Center Video Industrial Co., 5615 W. Howard St., Niles, IL 60648

**FM antenna(s):** Will buy used FM broadcast antenna(s) - any make - any model - call 806—372-4518.

#### FOR SALE EQUIPMENT

**AM and FM transmitter,** used excellent condition. Guaranteed. Financing available. Transcom. 215—8840888. Telex 910—240-3856.

**FM transmitters** \*\*Harris FM 25K (1983), AEL 25KG (1977)\*\* Harris FM-20H3 (1976), RCA BTF20E1S (1983)\*\* Harris FM10HK (1974), RCA BTF10D9 (1968)\*\* Collins 830E (1965)\*\* Sintronics /SF35 (1986) CCA 30000DS (1968) Transcom Corp 215—884-0888. Telex 910—240-3856.

**AM transmitters** \*\*Continental 315F (1975), Collins 820E (1978)\*\* Gates BC-50C (1966)\*\* Harris MW1A (1983), Harris BC-1H1, CSI TIA, Gates BC-1T, Gates BC-1\*\* 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.

**FM antennas.** CP antennas, excellent price quick delivery from recognized leader in antenna design. Jampro Antennas, Inc. 916—383-1177

**TV antennas.** Custom design 60KW peak input power. Quick delivery. Excellent coverage. Recognized in design and manufacturing. Horizontal, elliptical and circular polarized. Jampro Antennas, Inc. 916—383-1177

**64 FM - 46 AM transmitters** - in stock. World leader in broadcast trans. Besco Internacional, 5946 Club Oaks Dr., Dallas, TX 75248. 214—226-8967/214—630-3600. Telex 510—1011-588.

**Building an AM/FM radio station?** Our turnkey specialists save you time & money, nationwide! 602—221-6941.

**Equipment financing:** New or used 36-60 months, no down payment, no financials required under \$25,000. Refinance existing equipment. David Hill 214—578-6456.

**10KW-AM** - Late model RCA factory manufactured for single phase power. Ready now - single phase custom design, price was \$9000, extra. This can save someone the cost of running 3 phase power world. (109 other AM-FM transmitters) Besco Internacional, 5946 Club Oaks Dr., Dallas, TX 75248. 214—226-8967/214—630-3600. Telex # 510—1011-588.

**Used broadcast & video equipment.** We have over 1,200 units in stock. Sell, consign, service, buy. We can save you time and money. BCS=The BroadCast Store 818—845-1999.

**Starter automation system:** 6K-Ram and 48-tray instacart, under \$10,000. Compatible satellite programing connection. Wayne Grabbe 913—483-3121.

**RCA TFU 36JDAS TV antenna:** Peanut pattern, high gain antenna tuned to channel 38. Never used. Ready for immediate shipment. Must sell quickly. 615—646-4524 or 615—322-3890.

**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.

**Copper!** #8 & #10 ground radials; 2.3.4.6.8" strap; fly screen; ground screen 317-962-8596. Ask for copper sales.

**19" rack mount module cabinets,** 6" steel, new. \$300 plus freight (discount for ten). 405—840-4434.

**BCS=the BroadCast Store:** Sell, Buy, Service, Consign. Over 1200 units in stock. We can save you time and money. 818—845-1999.

**BVH-1000s, 1100s and 1100As** still available. RCA TK-44s, 45s, 46s, RCATK-29B film island complete. Sony Type 5 A/B roll with Paitex editor, Hitachi SK-100 cameras. We need TK-28s and 29s. We need TK-47s. We need BVH-2000s. Call now: Media Concepts, 919—977-3600, ext. 45.

**Satellite receiver:** Wegner Communications receiver shelf, Rock-N-Hits format, Magical card included. Call Paul Titchenal 701—237-5000.

**Broadcast equipment (used).** Transmitters, STLs, remote, antennas, monitors, consoles, processing, tape equipment, automation, turntables, Continental Communications, Box 78219, St. Louis, MO 63118. 314—664-4497.

**RCA BTF-10E** 10-Kw FM transmitter. Brand new plate xformer, lots of spare parts. Very good condition. Available immediately! Geo. Nicholas KHAK AM/FM, Cedar Rapids, IA 319—365-9431.

**FM and AM transmitters (used):** Most powers. Continental Communications, Box 78219, St. Louis, Missouri 63118. 314—664-4497.

## RADIO

### Help Wanted Sales

#### Broadcast Marketing Rep

Top company serving broadcast industry seeks marketing representative for multi-state region. Experience in broadcast sales and/or news is required. Position involves extensive travel. Resume, references and salary requirements to Box D-38.

### Help Wanted Announcers

#### TOP TWENTY MARKET

##### Top Tier, Highly Stable Company

We're paying megabucks for morning host on high rated talk/music show. (#1 25-54 men, #1 18-49 Adults)

Must have deep/warped knowledge of pro sports. Only the most creative and irreverent need apply! Phones, voices and dialects a MUST. Creative freedom will be granted. All intelligent formats encouraged. **MUST BE HIP!!! NO ZOOS, PLEASE!!!**

Reply to Box E-15. EOE.

### Help Wanted Management

#### VICE PRESIDENT-RADIO MEMBERSHIP

The National Association of Broadcasters is seeking a senior radio executive with experience in business and/or sales management to manage the resources of NAB's radio membership function. You will be responsible for developing and implementing creative membership programs, supervising NAB's regional managers, and will help bring new groups into membership. If you have the above qualifications, as well as experience in creating unique and successful sales campaigns, please send a resume, with salary requirements to: Mr. David Parnigoni, Sr. Vice President, Radio, NAB, 1771 N St., NW, Washington, DC 20036. An EOE M/F.



### Help Wanted Management Continued

#### H & D BROADCAST GROUP Accountant/Controller

We are the H & D Broadcast Group, a dynamic young Hartford, Conn. based radio broadcasting company owned by Joel Hartstone and Barry Dickstein. Our 6 AM/FM combos are located in the Northeast and Midwest, and we're growing rapidly.

We need a group controller. We're looking for a savvy accountant with a minimum of 5 years experience (CPA preferred) who is willing to travel, work hard, and have fun.

If you seek a challenge and a dynamite career, come share our excitement.

Hartstone & Dickstein  
Incorporated  
60 Washington Street  
Hartford, Connecticut 06106  
203—549-7000

#### GENERAL SALES MANAGER

WYAY-FM, Atlanta, Georgia. You must possess superior coaching and training skills, the technology to institute a selling system where success is the minimum standard. Your experience must include a demonstrated history of developing sophisticated sales plans, and managing others to achieve these goals as well as their own. You're probably quite happy where you are, but recognize an opportunity to work for the best. NewCity Communications is one of America's most innovative and successful radio companies and a leader in sales training and development. Send your resume to: Bob Green, VP/GM, WYAY-FM, 200 Galleria Pkwy., Suite 900, Atlanta, GA 30339.

### Help Wanted Technical

#### RADIO ENGINEER

Greater Media, Inc., a nationwide company where excellence in radio engineering still lives, seeks applicants for current and future openings at staff and supervisory levels at our major market and suburban stations.

If you want to do it right, we want to hear from you.

Send resumes and salary requirements to VP Administration, Greater Media, Inc., P.O. Box 859, East Brunswick, NJ 08816.



**GREATER MEDIA, INC.**  
EQUAL OPPORTUNITY/AFFIRMATIVE ACTION EMPLOYER

**BOB BOLTON**

IMMEDIATELY AVAILABLE AS G.M. OR O.M. OF MEDIUM TO MAJOR MARKET STATIONS. 27 YEAR BROADCAST RECORD INCLUDES PROGRAMMING, SALES, PROMOTIONS AND MANAGEMENT IN ATLANTA, MIAMI, CLEVELAND, BALTIMORE, HOUSTON, RALEIGH, MOBILE AND OTHERS. CALL RIGHT AWAY! 20 PAGE RESUME WITH FACTS WILL BE MAILED. 205-626-7875

EXPERIENCED GM/GSM seeks opportunity with urban contemporary FM. Successful track record in turnaround situations, exceptional skills in budgeting, cost control, strong in strategic management and concept selling, enthusiastic motivator and trainer. Currently employed with major market urban AM. Excellent references from major market group owner. 18 years broadcast veteran with 9 years as GM/GSM. Box D-112.

**Situations Wanted Announcers****PERSONALITY PLUS**

Veteran performer, 15 years in various formats, versatile, funny, a proven ratings builder. Looking to do an entertaining, informative, and slightly wacky show in either a full-service or news/talk format. Majors preferred, but all markets considered. 914-949-8596.

**Situations Wanted Programing Production & Others****MEMO**

**TO: GENERAL MANAGERS OF ADULT CONTEMPORARY, NEWS/TALK, AND FULL SERVICE RADIO STATIONS**

**FROM: LEE FOWLER**  
**RE: AVAILABILITY**

20 Years Experience Programing Successful Adult Stations For Leading Broadcast Groups, Including Group W, General Electric, And Jefferson Pilot Communications.

**AVAILABLE NOW!!!**  
**305-653-8404**

**CROSSOVER WHIZ**  
**"IN THE MIX" WITH**  
**JERRY "DJ"**  
**PROGRAMING/PRODUCTION**  
**POWER JOCK**  
**1-800-327-5786 USA**  
**412-244-9521 PA**

**Help Wanted Programing Production & Others**

## PROMOTE YOURSELF! IMAGINE THIS WRITER-PRODUCER POSITION:

- The time and resources to do the job right.
- The ability to take chances and prove yourself.
- A variety of projects to write & produce promotion for, including first-run and theatrical movies.
- Having all the bells and whistles at your command
- Setting your own schedule.
- Your own office
- Big company opportunities and benefits
- Learning and growing with a top creative team.

Entry level as well as experienced writer/producer positions available. EEO. Send tape & resume to

**TRIBUNE CREATIVE SERVICES GROUP**  
Attn: Jim Ellis

506 Plasters Ave.  
Atlanta, GA 30324

**TRAFFIC MANAGER**

Northeast CBS affiliated station needs a Traffic Manager in it's 2-person traffic department. Duties will include overseeing of daily log preparation and all traffic functions. The Flatley Company offers health and dental insurance as well as profit-sharing and educational assistance. Please send resume to: Personnel Department, WNHT-TV 21, P.O. Box 2100, Concord, NH 03301.

**PROMOTION MANAGER****WNHT TV21**

Concord, New Hampshire

The Nation's Newest CBS Affiliate Seeks Promotion Manager With Heavy News Marketing Experience

- Live in America's "Best Place to Live" (*Money Magazine*)
- Environment for growth, success and excellence.
- Highly regarded New England company.

Send tapes, resumes and salary requirements to:

Rick Herrmann  
Creative Services Dir.,  
Flatley Media Division  
c/o WSYT  
1000 James St.  
Syracuse, NY 13203

The Flatley Company  
An Equal Opportunity Employer

**TV CHIEF ENGINEER**

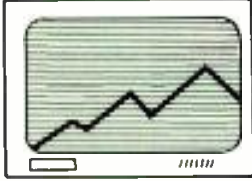
Top 20 Midwest station is looking for the ideal individual to manage its Technical Department. The right candidate will have three years' experience as a television chief engineer or assistant chief. You must have strong technical, managerial, and planning skills. In addition, you should be a strong self-starter who can guide our technical department into the 1990's. Salary commensurate with experience. We are an equal opportunity employer. Send resume to Box D-134.

**CONTROLLER**

Challenging opportunity with a rapidly expanding Manhattan TV studio for an experienced controller. Must be familiar with systems and office management, budgeting, financial reporting and TV production. CPA/MBA preferred. Send resume in confidence to Box E-30.

Help Wanted Management  
Continued

# Regional Manager, Affiliate Relations Eastern Region



## OUR GROWTH IS WORTH WATCHING!

USA Network, with 42 million subscribers, is the most-watched cable network in the country. We are looking for a top-notch sales professional for our New York regional office.

You will be in charge of the affiliate sales and marketing operations in 8 Eastern States, covering over 1000 systems. Primary responsibility is the contractual negotiations with major regional MSO's. Experience in contracts, affiliate sales, local advertising sales, sales promotion and marketing, advertising interconnects, and channel positioning all are pluses. Cable network or similar broadcast experience helpful. Travel in the 60% range.

Excellent salary, commission, benefits and profit-sharing.

Please forward your resume and cover letter to: Lisa Fuhrman, USA Network, 1230 Avenue of the Americas, New York, NY 10020. An Equal Opportunity Employer.

# USA NETWORK

*You'll be An  
Important Part  
of the Picture*

Help Wanted Technical Continued

## SuperStation WTBS

### TELEVISION ENGINEERS

Turner Broadcasting System, Inc., the leading News, Sports and Entertainment system in satellite communications, has career opportunities for engineers with broadcast maintenance experience. These positions demand an extensive background in television engineering. Turner Broadcasting System offers an excellent benefit and compensation program. Send resume to:

Jim Brown, Engineering  
Turner Broadcasting System, Inc.  
One CNN Center, Box 105366  
Atlanta, Georgia 30348-5366

TBS is an equal opportunity employer.

### COMMUNICATIONS ENGINEER

To assist in preparation of FCC applications and conduct field surveys on AM/FM/TV/CATV/microwave facilities. Computer programming; prior radio experience preferred. People oriented. Salary based upon qualifications. Milwaukee area. Submit resume - no phone calls - to:

EVANS ASSOCIATES  
216 N. GREEN BAY RD., THIENSVILLE, WI 53092

### ALLIED FIELDS Wanted to Buy Equipment

### WANTED! USED AUTOMATION SYSTEM

Prefer 4 decks, three carousels, record-delay capability and cart playbacks, all stereo. 815-942-0022, Randy Ness, Box 270, Morris, IL 60450

### For Sale Equipment

### FOR SALE

Sony BVU 820 Dynamic Tracking Recorder-Player with #810 TBC. Sony M-3 Camera, #6800 Portable recorder, Available July - two 5850 editing decks w/Rm 440. Call Phil Days 201-681-4493, weekends/evenings 201-974-0579. Make offer.

### Help Wanted Instruction

### SENIOR JOURNALISTS

Applications and nominations are invited by the Graduate School of Journalism, Columbia University, for two faculty positions for the 1988-89 academic year.

#### Gannett Foundation Visiting Professor

to teach reporting and writing courses, supervise Master's projects, and conduct research;

#### Alfred I. duPont Professor of Broadcast Journalism

to teach and serve as director of an Alfred I. duPont Center for Broadcast Journalism to be established at the School.

Committee on Faculty Appointments  
Graduate School of Journalism  
Columbia University  
New York, NY 10027

Equal opportunity employer, m/f

Help Wanted News

## REPORTER

Wanted for award-winning newscast in a highly competitive northeast market. Must be experienced and a self-starter. Send videotape & resume to Tim Sweeney, News 12

**Cablevision of Connecticut**  
28 Cross St., Norwalk, CT 06851  
Equal Oppty Employer M/F

Help Wanted Sales

### Broadcast Marketing Rep

Top company serving broadcast industry seeks marketing representative for multiple-state region. Experience in broadcast sales and/or news is required. Position involves extensive travel. Resume, references and salary requirements to Box D-38.

Help Wanted Technical

### NETWORK ALTERNATIVE...

## THE CHRISTIAN SCIENCE MONITOR

### TELEVISION OPERATION

is looking for talented broadcast professionals. Major market experience with state-of-the-art equipment a must. Live news experience preferred.

**LIGHTING DIRECTOR GRAPHICS/PAINT BOX DESIGNER**  
**TECHNICAL DIRECTOR TECHNICAL SUPERVISOR**  
**SATELLITE TRANSMISSION SPECIALIST**

Please forward resumes and tapes to: Maria Parrott, The Christian Science Publishing Society, P-818, One Norway Street, Boston, MA 02115.

Help Wanted Programing  
Production & Others

# VIDEO SERVICES COORDINATOR



## Satellite Communications

GTE Spacenet is rising fast in the exciting field of space-based communications. Get in on our success now and you'll find the room you need to build a very rewarding future.

Assisting in our traffic management area, you will interface with customers and in-house personnel to ensure the effective use of available satellite functions, resolve problems and schedule international video services.

To qualify, you must have a related Bachelor's degree and at least two years in-depth experience in the broadcast/satellite communications industry. Experience scheduling

traffic and using computers is required. Production, news, international video and customer service experience is helpful. Work hours are 2-10 pm, Monday -Friday.

Spacenet provides a competitive salary and benefits package plus excellent advancement potential. To apply, please send your resume to: GTE Spacenet, Dept. CS-004, 1700 Old Meadow Road, McLean, VA 22102. Principals only. No phone calls please. An equal opportunity employer.

**GTE Spacenet**

### Employment Services Continued

#### 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



#### key SYSTEMS

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Employer  
Paid Fees

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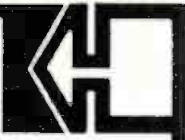
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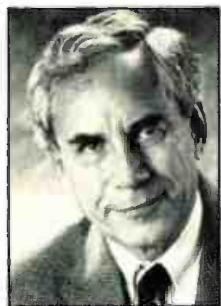
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# Fates & Fortunes

## Media



Chaseman



Ryan



Mills

Appointments at The Washington Post Co.'s broadcasting subsidiary, Post-Newsweek Stations Inc., Washington: **Joel Chaseman**, president, to chairman and chief executive officer; **G. William Ryan**, president and general manager, Post-Newsweek's

WPLG(TV) Miami, to president and chief operating officer.

**Matt Mills**, executive VP, Adams Communications Corp., Tampa, Fla.-based radio-TV group owner and outdoor advertising firm, named president of newly formed subsidiary, Adams Radio Corp., Tampa, composed of parent's radio stations.

**Jim Taszarek**, president, Greenwood Performance Systems, Tulsa, Okla.-based broadcast consulting firm, joins KTAR(AM)-KKLT(FM) Phoenix as president and general manager.

**Alvin Leittl**, president and general manager, WRLH-TV Richmond, Va., joins WEAU-TV Eau Claire, Wis., in same capacity.

**Michael Bock**, VP and general manager, KGAN(TV) Cedar Rapids, Iowa, joins KGAN's parent company, Guy Gannett Broadcasting Services, Portland, Me.-based owner of two AM, three FM and four TV stations, as VP and director of broadcast operations.

**Jack Pottle**, consultant, Browne, Bortz & Coddington Inc., Denver-based consultant, joins Rifkin & Associates Inc., operator of cable television systems based there, as VP-operations with responsibility for Florida.

**Joe Rose**, VP of finance and administration, WJLA-TV Washington, retires but will continue to serve as consultant on several projects. His responsibilities will be assumed by **Bonnie Randolph**, business manager, named manager of finance and administration.

**Joe Davidman**, president, WXDJ(FM) Homestead, Fla., rejoins WSHE(FM) Fort Lauderdale, Fla., as VP and general manager.

**Barbara Etrick**, general sales manager, KKTU(TV) Colorado Springs, joins KCBA(TV) Salinas, Calif., as VP and general manager.

**Mark O'Brien**, media broker, Holt Corp., Bethlehem, Pa., joins KTGL(FM) Beatrice, Neb., as VP and general manager.

Appointments at Detroit-based Dorton Broadcasting Co.'s soon-to-be acquired WBMX-FM Oak Park, Ill.: **Lee Michaels**, program director, to VP-general manager and VP, programming, for Dorton group; **Maynard Grossman**, VP, WGCI-AM-FM Chicago, to president of WBMX-FM and VP of sales for Dorton.

**James Fellhauer**, senior VP for marketing, programming and acquisitions, McCaw Communications Companies, Kirkland, Wash.-based cellular phone company and former cable multiple system operator, joins Paragon Communications, Englewood, Colo.-based cable operator, as VP-marketing, Southwest division.

**Don Walker**, general manager, KLZZ-AM-FM San Diego, joins WAVH(FM) Mobile, Ala., as VP and general manager.

Appointments at KWKT(TV) Waco, Tex.: **Tom Matthews**, general manager, WDBD(TV) Jackson, Miss., to same capacity; **Mike DeClue**, general manager and operations manager, KBSI(TV) Cape Girardeau, Mo., to operations manager-chief engineer.

Appointments at Warner Cable Communications, Dublin, Ohio: **Gary Boles**, operations analyst, named division II director of operations; **Robert Garner**, Mobile, Ala.-based district manager, Essex Cable, Greenwich, Conn.-based multiple systems operator, to manager of Lake City, Fla., cable television system.

**Mike Jablonski**, news director, WSPD(AM)-WLQR(FM) Toledo, Ohio, named operations manager at WSPD.

**Jean Rigg**, director, business affairs, CBS Sports, New York, joins Lifetime cable network, there as director, business and legal affairs.

**Vin Burke**, resigned VP-news, WHAS-TV Louisville, Ky. (see "Fates & Fortunes" Feb. 1), named New York-based consultant to WHAS-TV and Providence Journal Co., Providence, R.I., owner of station.

**Suzanne Grose**, manager of accounting and office services, International Communications Services, Dallas, joins Heritage Media Corp., Des Moines, Iowa-based group owner, as Dallas-based accounting manager.

## Marketing

Appointments at BBDO Inc., New York: **William Kelly**, executive VP, Detroit, and **William Weigold**, executive VP, Minneapo-

lis, named presidents-CEO's of respective offices; **John Hammond** and **Michael Graham**, management supervisors, to Detroit-based senior VP's; **Marc Caroselli** and **Tim Miller**, account supervisors, to Detroit-based VP's; **Brian Juergens**, senior account executive, to Detroit-based account supervisor; **James Obermeyer** and **Peter Howell**, assistants, to Detroit-based account executives.

Appointments to executive VP at Saatchi & Saatchi DFS Compton, New York: **Regina Kelley**, senior VP, associate research director and president of agency's collateral plus division; **Ericka Witnauer**, senior VP and management director; **Jeffrey Zeiler**, senior VP and management director.

Appointments at MMT Sales, New York: **Charles Lizzo**, VP and director of independent station sales, to senior VP and director of national sales; **David Presher**, local salesman, KOVR-TV Stockton, Calif., and **Julie Fink**, account executive, KCST-TV San Diego, to Los Angeles-based account executives.

**James Carey**, account executive, ABC Television Network, New York, named VP and director, Eastern sales.

**Terry Lucas**, account supervisor, D'Arcy Masius Benton & Bowles, St. Louis, named VP.

**Irene Little** and **Janet Bustin**, account supervisors, Tracy-Locke Inc., Dallas, to VP-account supervisors.

**Jill Katz**, VP and general manager, Digital Images, design and animation division of Century III Teleproductions, Boston, joins Spotwise Productions there as VP of sales and marketing.

**Tom Lucas**, director of marketing, The Discovery Channel, Landover, Md., joins Financial News Network, New York, as VP of

**Tisch appointment.** CBS Inc. has appointed another senior vice president—Edward Grebow, who will be in charge of management information systems, facilities, personnel and general administration for CBS. He replaces Paul McCowatt, who resigned, under fire, several weeks ago. Grebow joins Jay Kreigel at the senior vice president level of the corporation. Both report directly to company president Laurence Tisch. Kreigel is in charge of corporate relations, the company's Washington operations, and special projects. Grebow has been executive vice president, The Bowery Savings Bank, in which Tisch family's Loews Corp. has a controlling interest. Both Grebow and Kreigel are long-time associates of Tisch.

marketing for *FNN:Business*.

**Nancy Gex Jones**, executive director, Houston Association of Radio Broadcasters, joins KTRH(AM) Houston in consultant position as general sales manager for limited term.

**James Birschbach**, VP of marketing, McGraw-Hill Broadcasting, New York, joins McGraw-Hill's KMGH-TV Denver as general sales manager.

**Ross Allie**, general sales manager, WICC(AM) Bridgeport, Conn., joins KHHI(FM) Boulder, Colo., in same capacity.

**Ron Cooke**, VP and general manager, KLMG-TV Longview, Tex., joins KWKT(TV) Waco, Tex., as general sales manager.

**Harold Burdess**, account executive, WMBD(AM)-WKZV(FM) Peoria, Ill., named general sales manager.

**Charles DeNatale**, VP of advertising, Phone Programs Inc., New York, joins Lorsch Creative Network, Los Angeles-based telecommunications advertising agency, as account supervisor.

**Howard Colwell**, divisional creative director and senior VP, William Esty Advertising, New York, joins Combe Inc., White Plains, N.Y.-based health and beauty products manufacturer, as corporate creative director.

Appointments at WPGH-TV Pittsburgh; **Jack Rosenberger**, manager of new business development, KOFY-TV San Francisco, to account executive; **Tracey Botsford**, media buyer, Mediagraphics Advertising Inc., Pittsburgh, to national sales assistant.

**Bill Kelley**, VP-account executive, Keller Advertising, Rochester, N.Y., joins WHEC-TV there as account executive.

**Reginald Bussey**, graduate, Howard University, Washington, and **Neal Fitzgerald**, graduate, Michigan State University, East Lansing, Mich., join WTWR-FM Monroe, Mich., as account executives.

## Programing

Appointments at Aaron Spelling Productions, Los Angeles: **Douglas Cramer**, executive VP, to vice chairman of board; **E. Duke Vincent**, senior VP, to president of executive committee.

Appointments at Lifetime Cablevision Network's Medical Television, New York: **Tom Rockwell**, president, to chairman; **David Moore**, VP and general manager, to president.

**Bob (Perlie) Perlstein**, senior VP, Media Service Division, SFM Media Corp., New York, named executive VP.

**Mark Taffet**, director of finance, Home Box Office Inc., New York, named VP, finance-sales and marketing.

**John (Jack) O'Donnell**, VP for operations and engineering, KVIE(TV) Sacramento, Calif., adds duties as acting VP for programing.



Ross

**Robert Ross**, director of client development, Video Base, Merrimack, N.J.-based full service video-production company, joins Target Productions, Boston, as sales manager.

**Candida Mobley**, co-host, Bailey Broadcasting's *Radioscope*, Los Angeles, named

host of Bailey's *Inside Gospel*.

**Neal Hunter**, on-air personality, WLTJ(FM) Detroit, joins The Meg Co., Oakton, Va.-based group owner of two AM and two FM stations, as VP of programing. He will also serve as program director at KTGL(FM) Beatrice, Neb.

**Terry Sorensen**, Phoenix-based operations manager, Telemation Productions, Chicago, named general manager of Denver facility.

**Steve Stucker**, program director, KNMQ(FM) Santa Fe, N.M., joins KAYI(FM) Muskogee, Okla., in same capacity.

**Mark McKay**, program operations manager, WNTZ(TV) Natchez, Miss., joins KWKT(TV) Waco, Tex., as director of programing and marketing.

**Curt Powell**, director of audience development, Pittsburgh Public Theater, joins D'Elia-Wittkofski Productions, Pittsburgh, as business development associate.

**Janet Valis**, master control operator, KRRT(TV) Kerrville, Tex., named producer-director.

**Marianne Ezell**, executive assistant to senior VP, marketing and distribution, and to VP-general counsel, International Film Marketing (IFM), Beverly Hills, Calif., joins Triax Entertainment Group there as postproduction coordinator.

**Ron Nepa**, graphic designer-production assistant, Media Works, Jacksonville, Fla., joins WJXT(TV) there as graphics services manager.

## News and Public Affairs

**Tom Peterson**, news anchor, WPGH-TV Pittsburgh, named news director.

**Shelley Duffy**, news anchor, KQV(AM) Pittsburgh, joins WBZZ(FM) there as news director.

**Don Wallick**, reporter, WSPD(AM)-WLQR(FM) Toledo, Ohio, named news director.

Appointments at WMAQ(AM) Chicago, newly acquired by Group W, which plans to convert station to all-news format: **Jim Frank**, news director and morning anchor, WIOD(AM) Miami, to news director; **Cheryl Morton**, program manager and operations manager, KDKA(AM) Pittsburgh, to news operations manager; **Scott Herman**, executive editor, KYW(AM) Philadelphia, to same capacity; **Jay Congdon**, afternoon drive traffic reporter, WBBM(AM) Chicago, to morning



Jennings



Donaldson



Koppel



Osgood

**Fifth Estate** firsts. ABC went three for three at the *Washington Journalism Review's* Fourth Annual "Best in the Business" awards Feb. 24 in Washington. Peter Jennings picked up the award for "Best TV Anchor," Sam Donaldson for "Best Network TV Correspondent" and *Nightline*, anchored by Ted Koppel, won for "Best Network News Program."

On the radio side, CBS's Charles Osgood won for "Best Network Radio Journalist" and National Public Radio's *All Things Considered* received the award for "Best Network Radio News Program."

The winners were chosen by approximately 1,300 readers who sent in ballots from the October issue of the magazine.

drive anchor; **Dave Berner**, news director, WTKN(AM) Pittsburgh, to midday anchor and weekend reporter; **Otis Buchanan**, reporter, WMAQ-TV Chicago, to midday anchor and weekend reporter; **Steve Yount**, news anchor, KYW(AM) Philadelphia, to afternoon drive anchor and weekend reporter; **Donald Palmer**, news reporter, WBMX-AM-FM Oak Park, Ill., to evening anchor; **Larry Langford**, news reporter, WIND(AM) Chicago; **Bob Roberts**, news reporter, WINS New York; **Lisa Meyers**, news reporter, WWWE(AM) Cleveland, named reporters; **Bob Andreeson**, assignment manager and executive producer, WBBM-TV Chicago; **Tom LaPorte**, news-talk producer, WIND(AM) Chicago, and **Helen Marshall**, desk editor, UPI, Washington, to editors.

**Jamie Eller**, news director, WVOT(AM) Wilson, N.C., joins WYRN(AM) Louisburg, N.C., in same capacity.

**Don Lowery**, editorial director, WNEV-TV Boston, adds duties as director of public affairs.

**Connie Howard**, acting news director, WRAL-TV Raleigh, N.C., named news manager.

**John Catsis**, freelance writer, joins WMTW-TV Portland, Me., as executive producer.

**Norma Quarles**, network correspondent, NBC, New York, joins CNN, Atlanta, as New York-based daytime anchor.

**Mark Mathis**, reporter, KSBY-TV San Luis Obispo, Calif., joins WCBD-TV Charleston, S.C., as sports anchor and reporter.

Appointments at WUSL(TV) Philadelphia: **Bob Gadson**, reporter-producer, WHYY-FM Philadelphia, to news reporter and community affairs coordinator; **Kyle Bowser**, director of special projects, Valley Forge Music Fair, Devon, Pa., and **Gwen Bailey**, assistant director of education and employment, Crisis Intervention Network, Philadelphia, to co-hosts of *Sunday Morning Live* community talk show.

## Technology

**William Lambert**, VP and general manager, General Instrument's Philadelphia-based Jerrold Distribution Systems, joins Texscan Corp., Scottsdale, Ariz.-based manufacturer of cable television equipment, as chairman and chief executive officer.

**Junaid Sheikh**, VP, marketing, Abekas Video Systems Inc., Redwood City, Calif.-based subsidiary of Carlton Communications PLC, British company with interests in broadcasting, broadcast equipment and program production, retires.

**Melvin Bijou**, operations manager, Cox Cable Communications, Atlanta, joins Microband Companies Inc., New York, as VP, operations.

**Randy Price**, chief engineer, WDTN(TV) Dayton, Ohio, joins WISN-TV Milwaukee in same capacity.

**Bill Welty**, chief engineer, KTIE(TV) Oxnard,

Calif., joins KSCI(TV) San Bernadino, Calif., as director of engineering.

**Jodee Bixler**, master control operator, KRRT(TV) Kerrville, Tex., joins KTXA(TV) Fort Worth in same capacity.

## Promotion and PR

**Peter Himler**, VP in media services division, Hill and Knowlton Inc., New York-based public relations agency, joins Cohn & Wolfe there as VP, media director.



Tuss

**Faith Lynn Tuss**, programming assistant, WHIO-AM-FM Dayton, Ohio, named public relations director.

**Andrea Frazier**, promotion assistant, KRRT(TV) Kerrville, Tex., named director of advertising and promotion.

**Karyn Esken**, director of advertising and promotion, WLS(AM) Chicago, joins WMAQ(AM) there as marketing promotion manager.

**Beth Goldberg**, New York-based freelance film production coordinator, and **Jeffrey Sapan**, assistant account executive, Manning, Selvage & Lee Public Relations, New York, join Pamela Giddon & Co., New York, as account executives.

## Allied Fields



Corvo



Weber



Wallace

Appointments at NATPE International, Los Angeles: **Philip Corvo**, executive director, named president and chief operating officer. Position of president, formerly held by NATPE member, will now be chairman of board and will be held by **Joseph (Joe) Weber**, associate director of programming, MMT Sales Inc., New York; **Vivien Wallace**, chief executive, Granada Television International, London, named first overseas member of board of directors.

**Jim Rhea**, senior VP, Greenwood Performance Systems, Tulsa, Okla.-based broad-

# Broadcasting

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**Carl A. Russell**, senior vice president, director of sales, for MCA TV upon his retirement Dec. 31, 1987, received the President's Award from NATPE at its convention in Houston Feb. 25-29. The award is given at the discretion of the president to someone who has "contributed significantly to the television syndication industry." Russell joined MCA TV in 1962 in the company's Atlanta office where he became vice president, Southeast sales, before moving to the Chicago office in 1969 and the New York office in 1975. Prior to MCA TV he was film program manager at WKB-TV Chicago (now WLS-TV). He became senior vice president at MCA TV in 1980.

pany for start-up businesses, and **Kenneth Kleinberg**, president and chief operating officer, Weintraub Entertainment Group, Los Angeles.



McCormick

**Walter McCormick**, Senate Commerce Committee Republican general counsel, Washington, named Republican chief counsel and staff director.

**Stephen Klitzman**, legislative attorney, FCC, Washington, named associate director, Office of Leg-

islative Affairs.

**Howard Lowe**, assistant general manager, WLIV(TV) Garden City, N.Y., joins University of Nebraska at Omaha's University Television Department, division of office of university relations, as general manager.

## Deaths

**Jim Woods**, 71, baseball announcer, died Feb. 20 of cancer at Florida Hospital North in Altamont Springs, Fla. Woods joined KGLO(AM) Mason City, Iowa, in 1930's and worked there as sports director until 1942. He served in U.S. Navy from 1942 to 1945. Upon completion of his service, Woods joined WAGA-AM-FM Atlanta where he spent five years broadcasting Southern League's Atlanta Crackers. In 1953 he went to major leagues as announcer for, variously, New York Yankees, New York Giants, Pittsburgh Pirates, St. Louis Cardinals, Oakland Athletics and Boston Red Sox. He left in 1978 and spent two years at USA Cable Network as host of *Game of the Week*. Woods is survived by his wife, Audrey.

**Robert Vahay Brown**, 82, retired radio and television announcer and producer, died Feb. 14 of emphysema at St. Joseph Hospital in Lexington, Ky. Brown began working at WGR(AM) Buffalo, N.Y., in 1925. In 1928 he joined WLW(AM) Cincinnati as chief announcer and special events director. He later moved to Chicago where he served as announcer for NBC during 1930's and 1940's. Among his radio credits: *Ma Perkins*, *Vic and Sade*, *Backstage Wife*, *Breakfast Club* and coverage of several Joe Louis fights. Brown spent four years in U.S. Navy during World War II after which he became production manager for NBC TV in Hollywood. While in California, Brown also worked for Cascade Pictures, independent producer of commercials, involved himself in first televised coverage of Rose Bowl Parade and was on first board of directors of Emmy Awards. In 1954 he returned to Midwest where he produced commercials for The Leo Burnett Co., Chicago-based advertising agency. In 1967 Brown retired to Lexington where he spent 10 years teaching broadcasting and advertising part time at University of Kentucky. He is survived by his wife, Mary Steele.

**John F. Cushman**, 65, former assistant general counsel at FCC, died Feb. 25 of compli-

cations following influenza at Huntington hospital in Huntington Station, N.Y. Cushman began his legal career as law clerk at U.S. Court of Appeals in Washington in 1949. He subsequently served as clerk to Supreme Court Justice Robert Jackson, then joined Justice Department in 1951 where he stayed for 10 years. In 1961 Cushman moved to FCC where he became administrative assistant under three FCC chairmen. He left FCC in 1968 to become executive director of Administrative Conference of United States, which recommends ways for federal agencies to improve administration of their programs. Cushman is survived by his wife, Jane, one daughter and two sons.

**George Charles**, 69, veteran TV producer and director, died Feb. 25 of heart attack at Lancaster Hospital, Lancaster, Pa. Charles began his career as stage manager for Broadway production of *Finian's Rainbow*. During 1940's and 1950's he was producer of *Texaco Star Theater*, *Your Show of Shows* and *Colgate Comedy Hour*. He worked on *Caesar's Hour* from 1954 to 1957 and served as stage manager for NBC's *Tonight Show* and associate producer and director for *Today Show*. In 1959 Charles won Emmy Award for *An Evening with Belefonte*. Charles is survived by his wife, Cathy, one daughter and two sons.

**Constantine R. Jurgela**, 83, former chief of Lithuanian section of Voice of America, died Feb. 29 after stroke at Suburban Hospital in Bethesda, Md. Jurgela worked in Lithuanian foreign ministry until relocating to U.S. in 1924. He worked at Lithuanian consulate, practiced law in New York and served as director of Lithuanian American Information Center before joining Voice of America in 1951. He served at VOA for 23 years before retiring in 1974. He is survived by one son and one daughter.

**Robert J. (Chip) Miller**, 39, news writer for ABC Radio, died Feb. 29 of heart ailment and asthma at his home in Gaithersburg, Md. Miller began his broadcasting career as intern at WMAL(AM) Washington while still student at University of Maryland. He later served as news director at WLVA(AM) Lynchburg, Va. Miller joined ABC Radio in Washington in 1977. He is survived by his wife, Joyce, one son and one daughter.

**Charles D. Planert**, 60, chief photographer for WROC-TV Rochester, N.Y., died Feb. 16 of cancer at Highland Hospital in Rochester. During late 1940's, Planert served as radio repairman in U.S. Air Force in South Pacific. In 1953 he joined WROC-TV where he remained for 35 years. He is survived by his wife, Nancy, and one son.

**Carla Laufer**, 37, affiliate marketing representative, central region, The Disney Channel, died Feb. 14 of cancer at St. Luke's Presbyterian Hospital in Chicago. Laufer began her television career with Metro TV Sales, Chicago, in 1974. She held various other positions before joining Group W Satellite in Stamford, Conn., in January 1982. There she rose to position of national accounts manager before moving to Showtime/The Movie Channel in Chicago as district affiliate marketing manager in January 1984. Laufer joined Disney in 1985.

cast consulting firm, named president.

Appointments to board of trustees at Museum of Broadcasting, New York: **Ralph Baruch**, senior fellow, Gannett Center for Media Studies; **Frank Biondi Jr.**, president and chief executive officer, Viacom International Inc.; **Steven Bochco**, producer; **Howard Gutin**, acting chairman, Corporation for Public Broadcasting; **Kay Koplovitz**, president, USA Network; **Norman Pattiz**, chairman of board and chief executive officer, Westwood One Inc.; **Lee Rich**, chairman of board, MGM/UA Communications Co.; **Brandon Tartikoff**, president, NBC Entertainment, and **Louis Weiss**, co-chairman of board, William Morris Agency Inc.

**Gerald Adler**, president, United International Pictures (UIP) Pay TV Group, London-based overseas arm of Universal City Studios Inc., Paramount Pictures Corp. and MGM/UA Communications Co., joins Motion Picture Export Association of America (MPEAA), New York, as VP of international theatrical and television.

Appointments to advisory board for Falcon Cable Media, Los Angeles-based new partnership formed by Boston Ventures and Falcon Holding Group Inc., which has acquired nine cable systems from Jones Intercable: **Mark Fowler**, senior communications counsel, Latham & Watkins, Washington-based law firm; **Burt Harris**, president, Harriscope Broadcasting Corp., Los Angeles-based group owner of one AM and two TV stations; **William Kieschnick**, president, Inter-group, Los Angeles-based consultant com-

## Stan Basara: MII point man

After a 32-year career in engineering, manufacturing, and management jobs, Stan Basara, president and chief operating officer of Panasonic Broadcast Systems, is now "principally a marketer." He finds that most of his time is spent "selling the marketplace on the idea that we have the right mousetrap for the industry." Panasonic's mousetrap: the MII half-inch videotape format.

MII was introduced in the U.S. in 1985 by Panasonic Industrial Co. It was jointly developed by Japan's national network, NHK, and Japanese electronics giant Matsushita, parent company of Panasonic, as a lightweight machine for the field, but with the quality to replace one-inch Type C recorders in the studio. A great boost to its success was the announcement in April 1986 that NBC-TV would convert almost all of its videotape functions to MII.

But during the same month that NBC made its MII announcement, Sony was heating up the half-inch marketplace. Sony's Betacam format was licensed for manufacturing and marketing to Ampex Corp., Redwood City, Calif. That put the two largest videotape marketers behind Betacam. CBS-TV had already decided to buy Betacam equipment in 1985. ABC-TV adopted Betacam in 1987.

Also in 1986, Sony was foretelling the introduction of Betacam SP, a half-inch metal particle tape format similar to MII and said to be of equivalent quality. But one advantage of Betacam SP over MII would be its compatibility with tape recorded on Betacam while tapes recorded on MII's forerunner, M-format, marketed in the early 1980's, were not compatible with MII. The first Betacam SP products were displayed by Sony and Ampex at the 1987 National Association of Broadcasters convention, and deliveries started late last summer.

It was in this atmosphere of competition in 1986 that Panasonic Broadcast Systems Co. was formed by Matsushita for the sole purpose of selling and servicing MII in the American market. In January 1987, Stan Basara joined as president.

From his present perspective, Basara sees MII as still being in a strong position as Betacam SP emerges. So far, Betacam SP deliveries have been slow because, according to Sony's explanation, demand has been heavy and production behind. In contrast, said Basara, "We're in a position where we're delivering, and they're still going through start-up."

He estimated that MII now holds about 15% of the half-inch market. "I'm anticipating that we're going to be able to go somewhere between 25% to 30% of market share next year," he said. He predicted that in the future Panasonic, Sony and Ampex will each get about a third of the half-inch business. "Hopefully we can all share equally,



STANLEY EUGENE BASARA—President and chief operating officer, Panasonic Broadcast Systems Co., Secaucus, N.J.; b. May 16, 1933, Philadelphia; BS, electronic physics, St. Joseph's University, Philadelphia, 1956; various positions, computer products division, RCA Corp., Philadelphia and Palm Beach, Fla., 1956-1978; vice president and general manager, RCA Broadcast Systems Division, Philadelphia, 1978-1982; president, Thomson-CSF Broadcast Inc., Stamford, Conn., 1982-1987; present position since January 1987; m. Claire Talbot, March 20, 1954; children: Joseph, 33; Dennis, 32; Deborah Lynn, 31; Mary Jo, 30; Gregory, 24.

but of course we're looking for a better than one-third share. We're looking for somewhere between 30% to 40%" to top out, he said.

A total of 52 American stations have converted or announced conversions to MII since its introduction. Last September, Media General Broadcasting, owner of three TV stations, became the first broadcast group to commit to complete conversion of all videotape equipment to MII. Gannett Corp.'s KPXX-TV Phoenix became the first station to switch all of its half-inch facilities from Betacam to MII. The host broadcaster of the 1988 summer Olympics, the Korean Broadcasting System, has also chosen to convert to MII in preparation for the games. NBC and NHK along with England's Thames Television will be other MII users in Seoul next summer.

But the main concern for Basara now is preparation for this year's NAB convention. No new MII machines are planned for display this year, he said, but an enhanced version of the studio videotape recorder will be shown. Also to be featured will be an AK400 camera with a charge coupled device chip to eliminate vertical smearing. Other parts of the MII product line "taking a lot of concentration these days" are the MARC I and MARC II cart machines, introduced at last year's NAB. Another detail to deal with is a 4%-5% price increase in MII products

scheduled to take place April 1. "It will pretty much mirror the price increases that Sony has put into effect," he said (BROADCASTING, Dec. 14, 1987).

Basara sees continued growth in the half-inch ENG market because of portability and increased video quality. "But because it is a little bit more expensive than three-quarter inch and there are a lot of people who have not used up the usefulness of three-quarter-inch, we're still waiting in those areas." In recent years, as three-quarter's usefulness gradually shrank, Basara observed that large-market stations took their lead from NBC, "and now the middle markets are getting heavily involved in it both in the ENG and the field production areas."

However, he believes that one-inch will continue to be the standard in most studio and production settings. "Down to the fifth generation, half-inch will replace and is replacing one-inch. Where you have a fairly sophisticated production, where you've got to get down to 12 or 13 generations, then certainly one-inch will be the product that will be used by the teleproducers," he said. A greater threat to one-inch in the near future, he said, will be digital formats, especially D-2 composite digital, because it will be easier to design and manufacture than D-1 component digital.

The first 22 years of Basara's career after he graduated from St. Joseph's University in Philadelphia, were spent in design engineering, product management, product planning and project management of computer systems for RCA Corp. He was general manager of its computer design and manufacturing facility in Palm Beach, Fla., in 1978 when he decided to move to RCA's Broadcast Systems Division. "Basically, RCA decided to get out of the computer business" at that time, Basara said. "Broadcasting was just beginning to go digital in those days with the TK-47 digital camera and I saw that as an opportunity to combine the computer skills that I had developed together with communications skills and move into a different and new area. For me it was a brand new challenge."

He was vice president and general manager of RCA's broadcast division in 1982 when he accepted the position of president of European-owned Thomson-CSF Broadcast Inc. "I saw in Thomson a company that was trying to establish themselves in the United States market and I wanted to be part of that... I see the same thing with Panasonic Broadcast," he said.

Comparing the broadcasting and computer industries, Basara said broadcasting is more exciting. "Computers are more for the future. You're always designing and looking at what things are going to be like five years from now," he said. "Broadcasting is today. I'm completely sold on broadcasting. I wouldn't want to get back into computers for any amount of money." ■

**Writers Guild of America membership** (both East and West chapters) **voted overwhelmingly** last week to reject "final offer" of Alliance of Motion Picture and Television Producers, and **to give union leadership strike authorization.** Current contract expired Feb. 29. Last Friday, both sides agreed to meet for negotiating session March 5 at Alliance headquarters in Sherman Oaks, Calif. Biggest issues have to do with residuals. "We are very resistant to a whole series of rollbacks" of residual payouts, said Mona Mangan, executive director, WGA East. Alliance is seeking, among other things, what Guild terms rollback of perhaps 40% of residuals paid out for one-hour programs in syndication, due to soft marketplace, said Mangan. That cut alone would total close to \$7 million. Alliance says cuts would stimulate sales in syndication market and writers would receive percentage of those gains. Last year, residual payout to writers amounted to \$56 million. Guild represents writers of most television programming, as well as small amount of radio and cable. Strike could have immediate impact on such late night shows as *Saturday Night Live* and *Late Night with David Letterman* and daytime serials if strike were to last more than one month. It would take long-term strike to affect prime time, with most of this season's programs already in can and next season's production not starting for about four more months.

**United Broadcasting**, which saw its deal to be sold to ML Media Partners for \$114 million fall apart last year after stock market crash, **has sold KQVC-TV El Paso to Commercial Dispatch Publishing Co. for \$33 million.** United announced sale of KARK-TV Little Rock to Morris Newspaper Corp. for \$65 million last month ("In Brief," Feb. 1) and also has investment bank, First Boston Corp., shopping its WTOK-TV Meridian, Miss. Commercial Dispatch is owned by Birney Imes and publishes *Columbus* (Miss.) *Commercial Dispatch*. It owns WROX(AM) Clarksdale and WCBI-AM-TV Columbus, both Mississippi; WMUR-TV Manchester, N.H., and WBOY-TV Clarksburg, W.Va.

**Lorimar Syndication has set minimum per-episode bidding price on ALF in Los Angeles at \$185,000.** Lorimar begins syndication sales of series there this week. Stations have until next

"Wednesday or Thursday," according to Lorimar Syndication president Jim McGillen, to bid on show, which will debut in syndication in 1990. Lorimar is guaranteeing 100 episodes for eight runs over four-and-a-half years. If show is not renewed for fourth season, Lorimar will make up difference with first-run production. Among Los Angeles stations licensees interested in show, according to Lorimar, is Walt Disney Co., which has purchased KHJ-TV (pending FCC approval). Disney executives saw *ALF* presentation at NATPE. Disney has also purchased *Who's The Boss* for station.

**Media General principals have rejected \$61.50-per-share buyout offer from Burt Sugarman of Barris Industries and Giant Group.** Media General Chairman D. Tennant Bryan and Vice Chairman J. Stewart Bryan, who together hold 70% of board-controlling class B stock, have said they will not sell their interest in company, which owns TV stations, cable systems and newspapers.

**Westwood One**, Culver City, Calif.-based network radio company that operates NBC Radio Networks and Mutual Broadcasting, **said it plans to sell 2 million shares of its common stock, which is expected to raise close to \$50 million.** At close of business March 3, Westwood was trading at \$21 per share. Offering officially signals Westwood's willingness to enter radio station ownership. According to prospectus, proceeds will be used "to acquire radio stations or other complementary businesses" and for "general corporate purposes." Said Westwood One Chairman Norm Pattiz: "We are looking to acquire radio stations in the top 10 markets... This offering will help put us in a position to take advantage of [station] opportunities." Another 500,000 shares of Westwood stock held by Pattiz is also being sold, leaving Westwood's chairman holding 9.6% of company's common stock, not including Class B stock and options. Westwood filing at Securities & Exchange Commission was handled by Hembrecht & Quist and Merrill Lynch Capital Markets.

**Investment group led by John Kluge last week raised its stake in TV-film studio, Orion Pictures, to 39.5%,** after having sought gov-

## Another setback for FCC

*The FCC last week suffered another rebuke at the hands of the U.S. Court of Appeals in Washington (see page 78). A three-judge panel of the court denied Monroe Communications Corp.'s petition for an order directing the commission to resolve the comparative hearing in which Monroe is seeking to supplant Video 44 as licensee of WSNS(TV) Chicago. But because of "seemingly uncontradicted allegations of bad faith" on the part of the commission, the court said it will retain jurisdiction of the case until the commission reaches a decision.*

*The proceeding has been underway for more than five years and the administrative law judge's decision favoring Monroe was issued on Feb. 21, 1985. But the case has been complicated by questions of the commission's policy on obscenity and on standards to be used in judging subscription television stations, WSNS's status at the time the case began. Those issues have now been resolved by the commission.*

*But Monroe claims the commission has been "dragging its feet" in the case as the only means of protecting Video 44 against loss of its license. The court found the allegation disconcerting. And it said the commission's response—that the contention "runs to the merits of the commission's actions, not to the issue of unreasonable delay"—was "unsatisfactory."*

*Thus, while the panel found the request for a writ of mandamus—an order directing action—unwarranted, "the unusual circumstances of an un rebutted allegation of bad faith leads us to retain jurisdiction over the case until the license is awarded to ensure the kind of progress promised at oral argument." The*

*commission counsel, Sue Ann Preskill, had laid out a maximum schedule of 12 months.*

*The opinion was written by Judge Laurence Silberman, who has expressed displeasure with the commission on previous cases. Joining him in the opinion were Judge Kenneth W. Starr and U.S. District Judge Harold Greene, sitting by designation.*

*In a second opinion released on Friday, another panel of the court unanimously affirmed the commission's rejection of petitions of a California group of hearing impaired seeking the denial of renewal of the licenses of eight stations in Los Angeles and the transfer of another's. The petitions by the California Association of the Physically Handicapped were identical to others it had filed in an effort to compel the commission to adopt captioning requirements for its licensees. The FCC has been upheld by the courts, including the Supreme Court, in its refusal to adopt such standards. And the panel last week, in an opinion written by Judge Alex Kozinski of the Ninth Circuit, who was sitting by designation, expressed impatience with CAPH. "Appellants' continued attempts to force the FCC to impose captioning and hiring requirements in proceedings involving license renewals and transfers are simply inappropriate." The commission, he added, "was well within its authority in adopting a policy of summarily dismissing the appellants' petitions."*

*The eight stations are KCBS-TV, KNBC-TV, KTLA (TV), KABC-TV, KHJ-TV, KTTV(TV), KCOPTV, and KCET(TV). The second case involved Gold West Associates' proposed sale of KTLA(TV) to Tribune Broadcasting Co.*



ernment approval in February to raise its holdings to 50%. In stock-buying contest, National Amusement's Sumner Redstone had previously sought permission to up his share of Orion to 36%.

□

**Group of former CBS Inc. executives now with Sony-owned CBS Records are suing CBS for \$1.5 million**, claiming unpaid bonuses, plus damages and legal fees. Group of more than 100 record executives, who moved to Sony when CBS sold division for \$2 billion earlier this year, have already received \$54.6 million in bonus pay, according to one CBS source.

□

**HBO has responded to questions posed by Senator John Kerry (D-Mass.) about pay service's wireline exclusivity proposal** (BROADCASTING, Feb. 1). Kerry believes such exclusivity would have negative affect on consumer rates and be anticompetitive. But his concerns may be moot. Senate sources who have seen HBO's response say it hints that HBO may withdraw proposal because of insufficient industry interest. Indeed, cable operators have given HBO mixed reaction to proposal. Pay programmer said it continues to have discussions with operators as part of formulating details on exclusivity policy, but no deals have been signed. "It may be that we will take this thing and shelve it for awhile," source said.

□

**Lorimar Telepictures' stock was advancing rapidly on heavy volume last week**, closing last Friday at \$12.50, up almost 18% for the week. Activity was fueled, according to Oppenheimer analyst Dennis McAlpine, by continued rumors of buyout attempt at \$16-\$18 per share, which he termed unlikely, as well as by reports of company cash bind possibly forcing further restructuring or sale of movie studio.

□

**NBC News President Larry Grossman will meet next Monday, March 14, with producers of weekly magazine show to discuss joint production effort and NBC syndication of program overseas and in U.S. cable markets.** NBC News executives scheduled to attend meeting declined to detail project, while Grossman said discussion of plans was "premature."

□

**Radio Advertising Bureau and National Association of Broadcasters will each contribute \$75,000 to joint RAB/NAB Radio Futures committee** to help cover preparatory costs for committee's marketing campaign, which is currently being developed by Warwick Advertising, New York. Initial funding was approved by association's respective executive committees last week.

□

**FCC Chairman Dennis Patrick** told broadcasters in Dallas last Friday that they were obliged to "address issues and speak truth as you see it." But, he said, "obligation to speak is bounded by certain constitutional parameters. Libel is not constitutionally valued in the marketplace of ideas, nor are various forms of unprotected or minimally protected speech, such as obscenity and indecency." FCC's crackdown on indecency has caused "great consternation," he said. "But you and I both know that obscenity has never been protected as a form of First Amendment speech and, therefore, may be banned at all times of day," he said. "And the Supreme Court has held that indecency, while deserving of some First Amendment protection, may be channeled to minimize the exposure of children to such material."

□

**NAB has filed in support of petition at FCC urging creation of new class C3 FM stations.** Petition filed by Petaz Communications (subsidiary of Cromwell Group, Nashville-based owner of three AM's and two FM's), calls for new intermediate class with same power, antenna height above average terrain and distance separations as B1 class. U.S. FM stations are separated into "B territory where you have A's and B's and B1's. Generally B territory is the East Coast and Southern California," said NAB deputy general counsel, Barry Umansky. "There is also C terri-

**Full plate for Commerce.** *The Senate Commerce Committee has released its goals for the present session of Congress, and high on its list for action or consideration are the fairness doctrine, a license transfer-spectrum fee proposal, must carry, and public broadcasting funding. The committee also said it may revisit the 1984 cable act "particularly if court rulings upset the underpinnings of this law."*

*On broadcast matters, the committee said it would "revisit" the fairness doctrine. As for the Senate's interest in reviewing the comparative license renewal process that appears to be on hold as long as broadcasters are having "difficulty with the establishment of public interest regulations."*

*Although the committee has little enthusiasm for the administration's spectrum fee proposal, it said it would reconsider a proposal brought forth last year, that would impose a fee on the transfer of broadcast licenses. Establishment of long-range funding for public broadcasting is also on the committee's agenda and may be tied to the license transfer-spectrum fee proposal.*

*As for must carry, the committee said it "intends to consider seriously how to reinstitute those rules" to withstand a court challenge.*

*Concerned about Intelsat and the separate systems issue, the report says the committee "is monitoring the status of the international separate satellite systems and their ability to obtain landing rights in foreign countries." Commerce also will examine situations where the economic interests of Comsat differ from the policy interests of the U.S. "It is important that we now determine if the requirements in these laws [authorizing Comsat, Intelsat and Inmarsat] should be altered," the report said.*

*The committee said it will monitor FCC inquiries in media concentration (cable concentration, telco-cable crossownership) and watch the marketplace closely "to ensure that the owners of media do not use increased vertical control of programming to unduly increase their horizontal market power."*

tory where you have A's, C1's and C2's." Petaz petition would be approach to upgrading class A's in C territory.

□

**Voice of America coverage of disturbances in Baltic region of USSR has drawn protest from Soviet foreign ministry.** Tass reported that Foreign Ministry denounced broadcasts as "crudely distorting historical facts" and "making provocative insinuations about the growth of nationalist sentiment in the Baltic republics..." VOA Director Richard Carlson labeled criticism "false" and "unfounded." He said Soviets do not want VOA's "10's of millions of listeners in the USSR" to hear message, "so they attack the messenger."

□

**Fred Meyer**, CBS chief financial officer, will leave broadcasting for advertising company, Omnicom. CBS is not expected to replace Meyer, who was involved in sale of company's record, book and magazine businesses, but at CBS board meeting this Wednesday, March 9, board may consider giving his responsibilities to Peter Keegan, VP/controller, as well as expanding role of Jay Gold, CBS/Broadcast Group finance VP.

□

**Children's Television Workshop board of governors re-named Lloyd N. Morrisett board chairman and elected Joan Ganz Cooney chairman/CEO** last week. Cooney was formerly president. Cooney and Morrisett founded CTW, producer of *Sesame Street*, *3-2-1 Contact* and *Square One TV*, in 1968. New president/COO is David V.B. Britt. CTW and HBO recently committed to new weekly series, *Encyclopedia*.

## Editorials

## Friends and foes

The Washington predicament that confronts the Fifth Estate was described with unusual clarity last week for delegates to the National Association of Broadcasters State Leadership Conference. It may be summarized thus: The FCC in its present composition is of a mind to give broadcasters more freedom than some of them want. The Congress in its present composition is of a mind to call back the freedoms that a deregulatory FCC has already conferred and to invoke a system of protective custody that would provide some transitory comforts that broadcasters seek but would also reduce broadcasting to permanent vassalage.

Chairman John Dingell (D-Mich.) of the House Commerce Committee was particularly candid in his appearance before the state delegations. He's for restoring must-carry rules to guarantee television broadcasters carriage on local systems and for correcting the "scandalous abuse" of petitions to deny license renewals. But he's also for the fairness doctrine and for detailed federal control over broadcast programming, and if he can't achieve those aims, he'll do his best to start charging broadcasters fees for their use of the electromagnetic spectrum. Dingell said it in a way every broadcaster can understand: This Congress may give broadcasters some of the legislation they want but only if it is packaged with permanent disenfranchisement from the First Amendment.

Dingell's rationale was of a piece with language in the Fairness in Broadcasting Act of 1987 that the President vetoed. In that act the Congress found that "(1) despite technological advances, the electromagnetic spectrum remains a scarce and valuable public resource; (2) there are still substantially more people who want to broadcast than there are frequencies to allocate; (3) a broadcast license confers the right to use a valuable public resource and a broadcaster is therefore required to utilize that resource as trustee for the American people; (4) there is a substantial government interest in conditioning the award or renewal of a broadcast license on the requirement that the license assure...widest possible dissemination of information from diverse and antagonistic sources..." But why go on? It was a perfect blueprint for program control on a massive scale by any regulatory-minded FCC. It is Dingell's catechism.

Two Dingell colleagues of different disposition have made a realistic appraisal of this Congress's mood. Representatives Billy Tauzin (D-La.) and Tom Tauke (R-Iowa) have conceded defeat in their efforts to move a bill to reform the license renewal process and have urged the FCC to do what it can within present law to eliminate the more flagrant abuses. Renewal reform, it will be recalled, got out of Tauzin's and Tauke's control in 1987 and became the centerpiece of legislation that would have set the stage for the program control that Dingell and the incumbent Hill leadership yearn for.

This brings us to FCC Chairman Dennis Patrick, who told the state broadcasters last week that his letter from Tauzin and Tauke caused him to abandon hope that Congress would enact renewal reform. It may be time, said Patrick, for the FCC to act. Well, yes, about time.

It is understandable that Patrick would postpone FCC movement on renewal reform until invited by members of Congress. This FCC is under heavy fire from the Hill for declaring the fairness doctrine to be unconstitutional. It isn't looking for more ammunition to pass to its tormentors.

Still, it has been evident for some time that the FCC could look at renewal reform as a matter of unfinished business. Six years

ago the FCC initiated a proceeding that was intended to develop ways of assuring renewal expectancy to deserving licensees under existing law. Comments were received, and there the proceeding stalled. Docket 81-742 is still awaiting action.

No doubt those comments would show signs of age, and new ones will be needed to reflect the enormous changes in the Fifth Estate of the past six years. The smell of obsolescence is on many of the criteria that now apply when renewal applicants are challenged. With multiple ownerships permitted on an expanded scale, it makes little sense to break them up through a diversification-of-ownership criterion in comparative hearings. Since the owner-manager is becoming a curiosity in an economy that encourages corporate growth, that role is an unrealistic regulatory objective in assigning points to competing applicants.

In addition to modernizing its criteria on diversification of ownership and integration of ownership and management, the FCC needs to define the "substantial service" that an incumbent may show to prevail against a challenger. That standard was established by the U. S. Court of Appeals in the WESH-TV case of the past decade. Previous FCC's have interpreted the standard to mean an appraisal of past programming. The Patrick FCC could very easily take a broader view. Indeed, Patrick himself has noted: "There is nothing explicit in the [Communications] Act or the case law that indicates whether an examination of an incumbent's past record for the purpose of awarding a renewal expectancy must be limited to, or necessarily include, an incumbent's past programming, or whether other evidence of past performance... may also be considered or might even be considered exclusively [see story beginning on page 75]."

That is the kind of interpretation the framers of the First Amendment would have had in mind if they had known about the electron, the FCC and Dennis Patrick. On with it.

*Hue and cry. A little bit of Hollywood went to Washington last week to testify before a panel of the Senate copyright subcommittee. Directors Steven Spielberg and George Lucas, who know something themselves about making money, as well as art, were in town to decry as "barbaric" the alteration of movies by, among other means, the coloring of black-and-white films.*

*Barbaric isn't quite the word for the process now at work. The owners of black and white films are merely trying to collect a return on their investments by making the films more marketable to a mass audience weaned on living color. It is not a new concept. Appealing to a mass audience has been fundamental to the making of films since the beginning of the motion picture business, and, yes, business is what it is.*

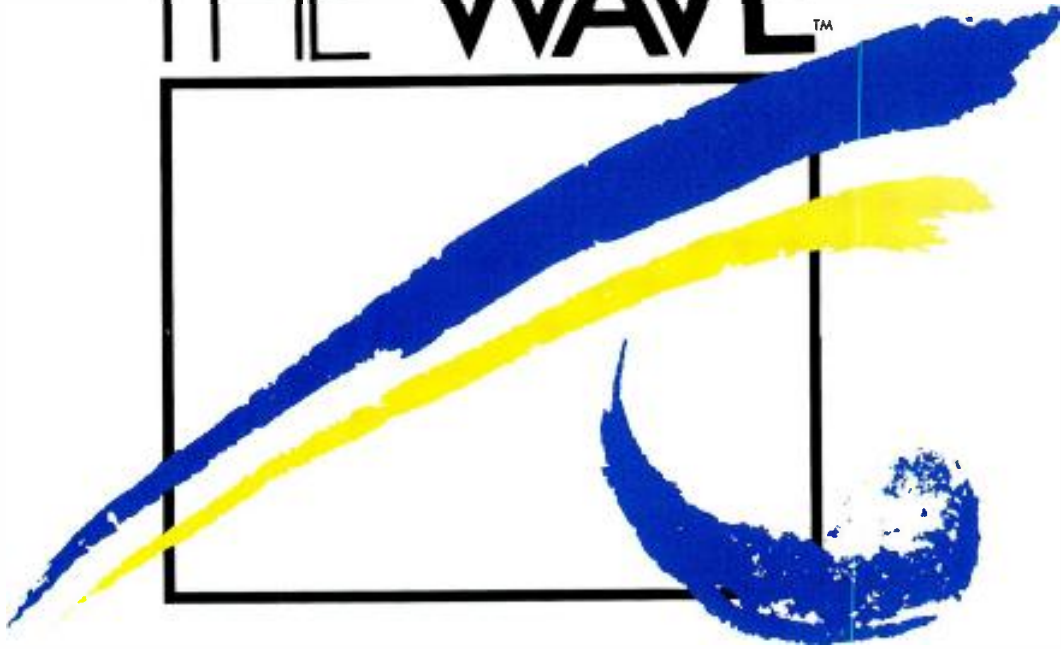
*For purists there remain black-and-white originals. For others there is at least the attraction of a novel technique and, some might say, of a new art form.*



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Maxw 11.1

Its drag coefficient of .29 makes the new Grand Prix one of the most aerodynamic cars in the world.

Grand Prix SE's driving credentials include a 2.8 liter V6 with multi-port fuel injection, a 5-speed manual transmission, Y99 Rally Tuned fully independent suspension, 4-wheel disc brakes, and meaty P215/65R15 Good-year Eagle GT+4 all-season radials.

Peace of mind is also standard, thanks to a 6-yr./60,000-mile powertrain warranty. See your Pontiac Dealer for the terms and conditions of this limited warranty.





Grand Prix SE's cockpit redefines ergonomics. With form-fitting articulating front bucket seats. Easy-to-reach climate and audio system controls. Available electronic compass. And contoured rear bucket seats.



A leather-wrapped ergonomic steering wheel was specifically designed for Grand Prix SE. "Peripherals" include dash-mounted function switches, just a finger's reach away; a digital speedometer and full analog instrumentation.

*We Build Excitement*

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