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THE NEWS FROM NCTA
NBC makes cable move
THE NEWS FROM MIP
**Growing activity
in foreign TV**




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Broadcasting May 9

Sizzle and substance at NCTA 88...page 23

NBC stakes claim in cable...page 24

Viacom ends first round of 'Cosby' marketing...page 29

SKETCHING OUT THE DIMENSIONS □ ABC's *Nightline* provides seven-and-a-half hours of coverage from Israel, providing, in host Ted Koppel's view, context to Arab-Israeli problem. **PAGE 30.**

LEAVING TVX □ Tim McDonald resigns as president of TVX Broadcast Group, following completion of financing for purchase of Taft stations. **PAGE 30.**

NCTA 88 □ Almost 14,000 gather in Los Angeles for NCTA's annual convention, where programing, technology and legislative matters draw industry attention, **PAGE 23.** HDTV is again in spotlight, **PAGE 31.** Hill aide, Mark MacCarthy, says burden is on cable to prove that telcos should continue to be excluded from cable business, **PAGE 32.** Republican Senator Alan Simpson from Wyoming says Senator Al Gore's (D-Tenn.) TVRO bill is not moving this year, but aide to Gore says it will "come up in some form," **PAGE 37.** Pay cable services show new growth, **PAGE 39.** Home shopping networks expected to be \$2-billion business by 1990, **PAGE 40.** Clearwater, Fla.-based Home Shopping Network plans new 24-hour cable network that would report on entertainment industry, **PAGE 41.** The Movie Channel unveils new look, backed by marketing campaign in excess of \$5 million, **PAGE 42.**

PROGRAMING IN PARADISE □ Almost 7,000 program buyers, sellers and producers meet in Cannes,

France, for 1988 MIP-TV international programing market. International TV business is growing fast and mood of show and industry is upbeat. But some problems are evident as MIP-TV market unfolds. Coverage of event begins on **PAGE 46.**

MOTIVATED □ Two 24-hour motivational networks for AM stations target new demographic niche. **PAGE 56.**

SO FAR, SO GOOD FOR CABLE □ Amid reports of cable's growing penetration and revenues, allegations of anticompetitive activity are being heard. So far, government agencies appear to see no reason to act, but some on Hill are concerned. **PAGE 59.**

TURNED DOWN □ FCC rejects KQED Inc.'s application for renewal of its license to noncommercial KQEC(TV) San Francisco. Company will appeal, says KQED president and CEO, Anthony Tiano. **PAGE 61.**

CTS NEWSMAN □ CBS's Eric Ober has spent 20 of his 22 years at network directly connected to news. That involvement in newsroom decisions, he says, has provided "preparation for everything I've had to do in life," including readying him for his most current post as president of CBS Television Stations. **PAGE 87.**

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On or off?

Some confusion emerged last week over state of talks between NBC and Turner Broadcasting System concerning possible distribution of some events from summer Olympic games on cable. Last week, network affiliate sources said they had received word from NBC that talks broke off, and that there would be no cable distribution. But NBC executives maintained last week they had not ruled out some form of cable carriage deal with Turner, albeit one where NBC controlled all advertising connected with cable exhibition. Still, any form of cable carriage with upcoming Olympic games did not settle well with some affiliates contacted last week. "We've been selling those games very well, based on exclusivity," said one station executive. Big sales pitch, he said, was that viewers would only be able to see games from one source—NBC.

Call for contributions

Group W Radio President Dick Harris, head of new National Association of Broadcasters fund-raising task force on radio music licensing, is sending out letter to 30 station executives and group heads soliciting support in raising \$1 million from industry. Money will be used both to pay off remaining legal debt (about \$250,000) from last round of negotiations with ASCAP and BMI, which ended early last year, and to build financial "warchest" for next round, which commences in 1990. Harris will present major marketing plan to task force at its first meeting in mid-June.

Still waiting

CBS has said that it intends to buy another television station for at least past 10 years, but so far nothing has happened. For his part, CBS President Larry Tisch has renewed network desire to own additional stations since taking control of network, but has added that station prices of television properties continue to be too high. CBS believes that one reason for inflated values of stations is number of preemptions of network programming on some properties. Since network-owned station would be less likely to preempt network programming, revenues from preemptions are not accounted for in station's cash flow by CBS, hence diminishing its value to network. CBS could be ready for change on station purchase front, however.

In interview with BROADCASTING (see "Fifth Estater," page 87), CBS Television Station President Eric Ober said that it is now "quite likely there will be at least one" station purchase by end of year. One reason is

ability of stations to generate profits despite ups and downs of network programming. Ober said that potentially in offing is purchase of station in sunbelt market.

Concerned over Cerritos

FCC could wind up hearing from Senate Communications Subcommittee Chairman Daniel Inouye (D-Hawaii) if commissioners sanction Common Carrier Bureau decision last month to grant waiver to General Telephone Co. to own and subcontract building and operation of cable system to serve city of Cerritos, Calif. (BROADCASTING, April 18). Inouye, at private luncheon with cable executives during last week's National Cable Television Association convention, stated his concern about bureau's action and indicated Congress might "look into it," if the "FCC proceeds with this interpretation," senator told BROADCASTING. NCTA will ask FCC to reconsider decision as well as file appeal in court.

Vote of confidence

Judging from early program renewals for fall, not yet announced, ABC's program development last season was best effort in several seasons. Three new shows from season just ended were given early renewals last week—*Hooperman*, *thirtysomething* and mid-season's *Wonder Years*. Other shows given renewal nod last week include: *Dynasty*, *Growing Pains*, *Head of the Class*, *Perfect Strangers* and *Who's the Boss*. Network is scheduled to unveil its new schedule May 23 in New York.

Fringe benefits

Delegation of congressmen (about 30) not only received at least \$1,500 each in honoraria from NCTA for appearance at its annual convention in Los Angeles last week, but also air fare and hotel expenses (they stayed at Beverly Hills Hilton). And that was not all; association hosted dinner Saturday for congressmen, Hill staffers and industry executives. Some 130 attended affair at L'Orangerie restaurant, described by one guest as "very chi chi" where food tab alone runs \$100 and up per person.

Cost pressures

While cable operators are being urged to be responsible concerning rate increases, new and existing cable networks are readjusting rate cards that will create upward price pressure. Black Entertainment Television announced rate increase proposal at NCTA last week, from

three to five cents per subscriber per month beginning next year. That may not seem like much, but one operator said reason for tentative nature of proposal was that increase would call for alterations in some existing contracts. That caveat may make pitch for increase tougher, despite BET's partial ownership by Tele-Communications Inc. Financial News Network is also looking at adjustments in its rate card, to three-and-a-half cents in year one, five-and-a-half cents in year two and seven-and-a-half cents in year three in new contracts, up from roughly two-plus cents currently.

NBC did not disclose its fee structure for Tempo, but sources said the network was talking about a rate somewhere between four and 10 cents per subscriber per month. Coming down the pike will be Turner Network Television, which plans to charge operators 15 cents next year.

Fighting the pirates

Frustrated by runaway piracy of scrambled satellite signals, companies involved in home satellite industry would like to work in concert to limit piracy by, among other things, more carefully controlling distribution of programming and using Videocipher II descrambling technology. To that end, Satellite Broadcasting and Communications Association, principal group representing home satellite industry, plans to ask Justice Department this week for antitrust clearance to permit such cooperation. Prior to filing, it plans to seek support from members of Congress as well as from National Cable Television Association and Motion Picture Association of America.

Piracy was subject of meeting of SBCA officers and programmer-members at NCTA convention last week. All agreed that something has to be done to remedy problem. General Instrument, manufacturers of Videocipher II system, estimates that of 515,000 descramblers in use, 160,000 are illegally authorized or pirate boxes. SBCA believes number of pirate decoders in use could run as high as 250,000.

44 for 92.3

Principal in application for new FM in Olathe, Kans., filed at FCC this week, was one R. John Riggins, former Washington Redskins star fullback. Although "the Diesel" could not be reached for comment, FCC attorney Douglas Woloshin, said the native Kansan's application falls under "life after football." Riggins hosted local post-game show in Washington and had expressed interest in getting involved with broadcasting. This is his first application.

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Conner Family Broadcasting
Beardstown, Illinois



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Where Things Stand

■ Solid box indicates item has changed since last issue.

AM-FM Allocations

■ During April meeting, FCC changed its rules to allow class A FM stations moving to elevated antenna sites to reduce power below 100 w minimum to maintain size of their coverage areas.

National Association of Broadcasters has submitted plan to FCC to allow 60% of class A stations to double power from 3 kw to 6 kw. Plan is contained in comments opposing proposal of New Jersey class A FM Broadcasters to allow almost all class As to double power. NAB opposes New Jersey plan because of possible interference with class B and C FM's where band is crowded. FCC has released rulemaking authorizing FM's to use directional antennas, permitting allocation of stations in what would currently be short-spaced positions. NAB opposed rulemaking, saying it would lead to AM-ization of FM band. However, several FM broadcasters commenting disagreed, contending directional antennas would benefit FM radio and public. Commission said it had no plans to change table of FM allotments.

FCC launched inquiry March 24 into FM translator service—FM translators rebroadcast signals to areas where terrain, distance or obstructions weaken original signal—and in meantime, froze applications for new translators. National Association of Broadcasters, alleging widespread abuses in translator market, petitioned FCC for changes in rules; others pressed for expansion of service to allow for local origination.

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.

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 steps 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 1987, NAB 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. NAB board has

called for freeze on additional AM allocations, except where such allocation provides relief from interference from foreign stations, especially Cuban.

AM Stereo

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

In explanation of recommendation, Chairman Dennis Patrick and Commissioner James Quello said that C-Quam is already close to being de facto standard because 100% of receivers 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 said that although 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 1987, 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 said 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 turned 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). But Hollings has revived transfer fee idea and it was subject of Senate Commerce Committee hearing last month (BROADCASTING, May 2). Based on comments made by Hollings and Daniel Inouye (D-Hawaii), chairman of the Communications Subcommittee, they appear intent upon moving the proposal. Legislation was offered last year in House and Senate that would resurrect rules requiring broadcast stations to be owned three years before sale, but no action is anticipated.

Cable Regulation

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

Motion picture industry and independent broadcasters, concerned that cable industry has become too big too fast, have been pushing for stricter regulation of cable until there is more competition in delivering cable programming to homes.

Opposing groups—especially cable and motion picture industry—have generated much heated rhetoric in Washington. But cable and Hollywood executives are holding meetings to try to resolve differences.

Cable industry is coming under increased congressional scrutiny. House Telecommunications Subcommittee Chairman Ed Markey (D-Mass.) has asked Government Accounting Office to study cable rate increases. Comments from lawmakers expressed during Telecomsubcom hearing in March indicate industry's problems on Hill may go beyond battle with home satellite industry (BROADCASTING, April 4). It was first of three oversight hearings subcommittee plans to hold on status of cable industry three years after passage of Cable Act. Second is scheduled this week (May 11).

Allegations that cable industry has been anticompetitive were subject of congressional hearing in March by Senator Howard Metzenbaum (D-Ohio), chairman of Senate Antitrust Subcommittee. Metzenbaum warned industry that unless situation changes, he may offer legislation to curb what he sees as cable's growing anticompetitive behavior. Senator, according to staff, is still studying the issue (he will survey those within cable and its competitors to assess the situation before making final

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move [BROADCASTING, May 2]).

FCC has adopted new rules more narrowly defining 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.

Parameters of local cable regulation are also being reset outside Washington. Two federal judges in northern district of California, in decisions issued in September 1987, ruled cities' cable franchise provisions requiring cable operators to provide access channels and universal service and to build and maintain state-of-art cable systems violate cable operators' First Amendment rights.

Comparative Renewal

FCC is moving ahead with plans to revamp comparative renewal process. At National Association of Broadcasters convention, FCC Chairman Dennis Patrick called for changes to curb use of process to force broadcasters into lucrative settlements and to establish "clearly articulated standard" that, if met, would assure broadcasters "a reasonable expectation of renewal."

Assuaging concerns of NAB, Patrick indicated FCC would stop short of adopting changes that would virtually assure license renewal. NAB feared that such an approach could cause congressional backlash.

Reform has some support on Hill, particularly from Republicans. Seventeen Republican members of House Commerce Committee sent letter to FCC Chairman Dennis Patrick urging him to reform comparative license renewal procedures.

Leibowitz & Spencer, Miami-based communications law firm, has asked FCC to expedite its earlier petition for reform rulemaking to put potential challengers on notice that applications may be subject to more stringent scrutiny than in past.

Talk of reform comes against backdrop of license challenge of CBS's WBBM-TV Chicago by group headed by local attorney, Brenda Minor. Many communications attorneys believe case underscores vulnerability of broadcasters with good track records to costly and time-consuming challenges. FCC has also ordered comparative renewal for Viacom's KMOV-TV St. Louis and is preparing order affecting at least five other television stations.

Compulsory License

FCC is conducting inquiry into cable compulsory license; if views of FCC Chairman Dennis Patrick are guide, inquiry could lead to recommendation that Congress abolish license. At Association of Independent Television Stations convention in January, Patrick said world in which cable can refuse to carry independent's signal while enjoying right to carry any signal it pleases is intolerable. Reexamination of license on Capitol Hill could occur in con-

BY THE NUMBERS

Summary of broadcasting and cable

B R O A D C A S T I N G			
SERVICE	ON AIR	CP's	TOTAL *
Commercial AM	4,908	170	5,078
Commercial FM	4,045	418	4,463
Educational FM	1,314	173	1,487
■ Total Radio	10,267	761	11,028
FM translators	789	444	1,233
Commercial VHF TV	538	23	561
Commercial UHF TV	481	222	703
Educational VHF TV	118	3	121
Educational UHF TV	212	25	237
■ Total TV	1,349	273	1,622
VHF LPTV	93	74	167
UHF LPTV	258	136	394
■ Total LPTV	351	210	561
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 auxiliary	7,430	205	7,635
UHF translator boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL & intercity relay	2,836	166	3,002

C A B L E	
Total subscribers	45,000,000
Homes passed	71,500,000
Total systems	8,000
Household penetration†	51.1%
Pay cable penetration	28.6%

* Includes off-air licenses.

† Penetration percentages are of TV household universe of 88.6 million.

text of broadcasters' efforts to resurrect must-carry requirements there. House Telecommunications Subcommittee member John Bryant (D-Tex.) has offered legislation (BROADCASTING, April 4) that would condition compulsory license on whether cable operator is carrying local broadcast signals. NAB television board has directed staff to investigate all aspects of compulsory license as part of joint board's consideration of must-carry issues. In comments on license inquiry, cable generally supported retention of license while program producers opposed it. NAB softened its longstanding opposition, arguing that license should be left alone for time being.

Direct Broadcast Satellites

■ Latest round of applications filed April 8 at FCC brings current total to nine U.S. firms holding or seeking DBS construction permits (BROADCASTING, April 25). Although threat to C-band cable distribution market is cited as

major reason for wait-and-see stance in U.S. on high-power DBS—which would use Ku-band spectrum set aside for it—Tempo Satellite, 51% owned by Telecommunications Inc., largest U.S. cable system operator, is among applicants. FCC now awaits industry comments on mix of four new applicants, three requests for construction permit modifications and one request for four-year extension.

TCI backing may indicate that Ku-band direct-to-home delivery of entertainment programming, already dominant mode of program distribution in Japan and moving fast in Europe, may be on verge of becoming reality in U.S. DBS's value rests on ability to receive high-power signals with very small earth stations.

Death of West Germany's start-up DBS bird, TV-Sat1 (BROADCASTING, Feb. 22), left two state-owned programers and two commercial programers without home. Other European DBS birds with similar, if not identical, design—Germans' TV-Sat2 and France's TDF-1—are still scheduled for Arianespace launch within next year (although French government



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Vice President
General Manager
WPGH-TV, Pittsburgh

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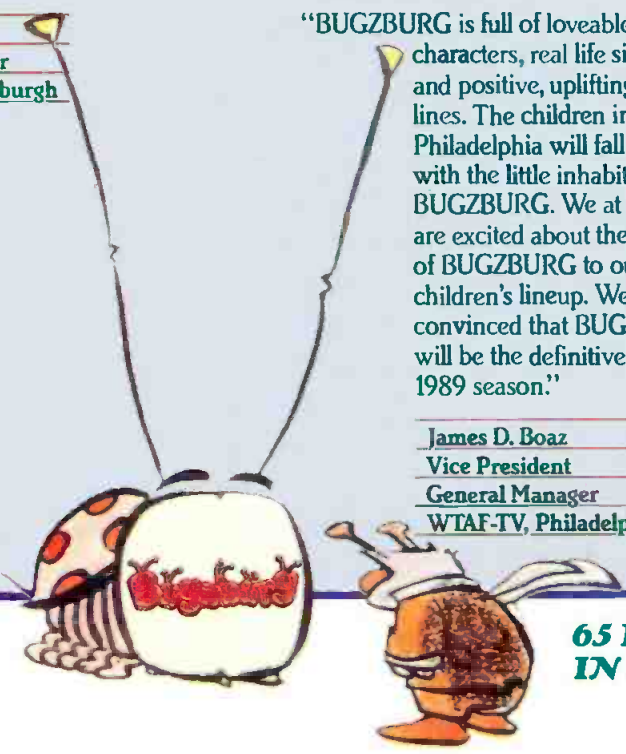


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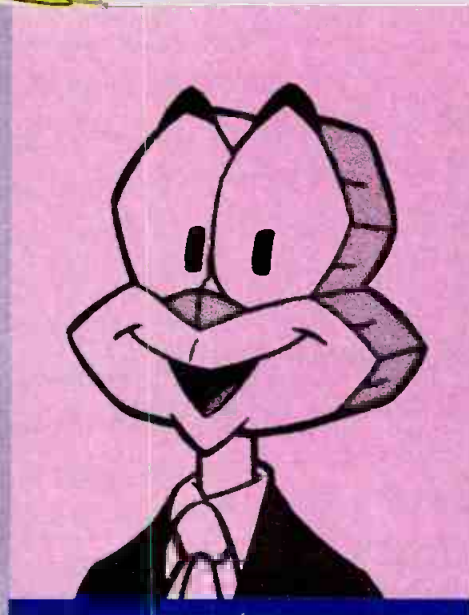
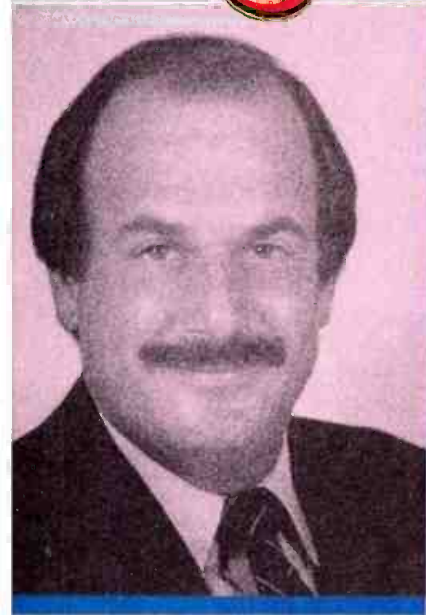
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Vice President
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General Manager
WBZ-TV, Bugzburg



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postponed launch of TDF-1 from May 1988 until September 1988). European eyes are turned to less powerful, 16-channel Astra bird, owned by Luxembourg interests and scheduled for Arianespace launch next winter.

Low-power variety of satellite broadcasting resulting from scrambling of cable programing on C-band satellites 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 approximately two million. Number of TVRO homes subscribing to cable programing 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.

High-Definition Television

Planning subcommittee of FCC's ATS Advisory Committee is completing first interim report to commission involving spectrum needs and outlines for future transmission system testing. During April 26 meeting of subcommittee, conclusions of report were announced. Polished version of report should be ready by mid-May for submission to parent "blue ribbon" panel. Second meeting of blue ribbon panel, where report will be discussed and approved for submission to FCC, has been set for June 3.

Advanced Television Test Center (ATTC), project sponsored by seven organizations—NAB, ABC, NBC, CBS, PBS, Association of Maximum Service Telecasters and Association of Independent Television Stations—is seeking executive director to oversee engineering and management aspects of facility. Center will provide place for Advanced Television Systems Committee (ATSC) and FCC's ATS Advisory Committee to test HDTV and ATV systems. Funding for center's first two years will come from \$700,000 donations each from NAB, NBC, CBS and ABC and from fund-raising drives by other partners. New executive director will decide where to locate facility and when testing will begin.

ATSC and Society of Motion Picture and Television Engineers have approved HDTV production standard setting parameters at 1,125 scanning lines, 60 hertz field and 16:9 aspect ratio. It has been sent to American National Standards Institute for approval as American national voluntary standard.

Indecency

FCC dismissed early in April five indecency complaints against two television stations and three radio stations. But coalition of broadcast groups and citizen groups are pressing ahead in federal appeals court with First

Amendment challenge of commission's anti-indecency policy. In court brief defending policy, commission said it is "lawfully and reasonably" enforcing anti-indecency statute affirmed by Supreme Court in 1978 *Pacifica* case.

Meanwhile, FCC staff is trying to decide what action, if any, to take against Media Central's kzkc-tv Kansas City, Mo., for station's May 1987 broadcast of "Private Lessons." FCC sent letter to station last January saying broadcast may have violated its indecency standard and asking for explanation.

In response to FCC, Media Central asked FCC not to impose sanctions for airing of "Private Lessons," which contained seduction scenes in which woman's bare breasts and buttocks were shown. 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 of incident have been taken.

In deciding to crack down on broadcast indecency last April, FCC adopted standard based on broader definition of indecency than seven dirty words at issue in 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" programing 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.

FCC's enforcement of stricter indecency standard has been deliberate. Since standard was adopted in April

1987, it has taken only one additional action—against kzkc-tv.

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. Act would clear way for states or cities to regulate distribution of indecent programing via cable or subscription television.

International Satellites

■ President Reagan in November 1984 determined that separate U.S. systems providing international communications satellite service are in public interest, provided restrictions are imposed to protect economic health of International Telecommunications Satellite Organization. Thus far, eight systems have received conditional authorization from FCC, but proposal of only one, Pan American Satellite Corp., which has secured Peru as foreign correspondent, has been consulted with Intel-

sat. Assembly of Parties, acting on recommendation of Board of Governors, approved consultation at its extraordinary meeting in April 1986. PAS satellite is scheduled for launch in May aboard Arianespace rocket. Although PAS, only American separate system thus far authorized to compete with Intelsat, has complained that European Postal Telephone and Telegraphs are combining to deny PAS access to their markets, United Kingdom has taken two actions in past month to permit international systems entry into that market. First, Britain's Department of Trade and Industry issued ruling that will permit individuals and businesses, using on-site earth stations within UK, to receive signals of independent international satellites directly. Then, three weeks later, UK's Office of Telecommunications declared that operating licenses of British Telecom, UK's signatory to Intelsat, require it to provide "conveyance of messages to or from" international satellite system when customer in UK requests such service.

In related development, Orion Network Systems and British Aerospace announced plans to collaborate on construction, launch and operation of satellite-based telecommunications system across Atlantic. BAe plans to apply for license from British Department of Trade to operate specialized satellite services under UK's new, easier entry policy.

Land-Mobile

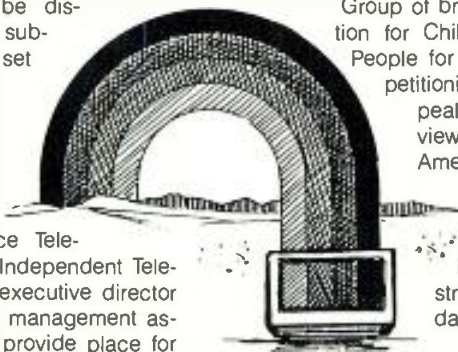
Statements by Mass Media Bureau Chief Alex Felker to Land-Mobile Communications Council (LMCC) hint that first report by Advanced Television Systems Advisory Committee will not provide enough information for FCC to act on petition to reallocate UHF channels in eight markets to land-mobile radio. Last fall, commission delayed decision until completion of report in response to petition from Association of Maximum Service Telecasters, National Association of Broadcasters and other broadcast groups (see "High-definition television," above). FCC wants to ascertain whether UHF channels in question will be needed for broadcasting ATV systems.

NAB sent comments opposing FCC proposal of minimum mileage separations between new UHF television stations on channels 14 and 69 and existing mobile radio operations on adjacent channels. NAB also opposed proposal that station may try to negotiate settlement with mobile radio operator if new station cannot meet spacing requirements. LMCC agreed with mileage separations on condition that spacings be increased substantially from 10-25 miles proposed by FCC. It also agreed with private agreement provision.

Low-Power TV

Community Broadcasters Association, which represents budding LPTV industry, has created CBA Programing Cooperative to buy programing that individual stations cannot afford.

FCC has finished processing 1,350 applications received during last summer's filing window. According to FCC, more than 500 applications for new stations and major changes to



existing ones were granted, fewer than 300 were found to be mutually exclusive and set aside for lottery, rest were rejected. FCC now plans to open another filing window in May or June with expectations of receiving at least as many applications as last year.

Must Carry

National Cable Television Association President James Mooney had good news for public television audience in Washington April 11. "If you think it's essential to your welfare," he told them, "that Congress have a crack at overcoming the constitutional difficulties, and put on the statute books rules similar to those promulgated by the FCC last year to require cable systems to carry the signals of local public stations, we'll cooperate in helping you do it."

Those FCC rules were second version of must-carry rules adopted by FCC, which suffered blow on Dec. 11, 1987, when U.S. Court

of Appeals in Washington overturned them on ground they violated First Amendment. That decision was replay of same court's decision overturning original must-carry rules two years ago. Broadcasters suffered second blow when Solicitor General declined FCC's request that his office join broadcasters who were urging Supreme Court to review appeals court's decision.

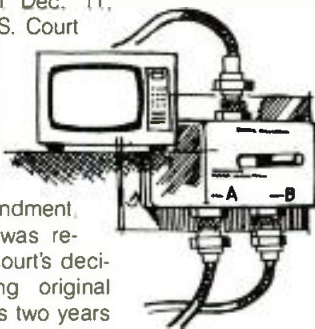
FCC, responding to congressional pressure, launched inquiry into local broadcast signal carriage on cable systems in wake of Appeals Court decision. As part of inquiry, FCC is surveying broadcast industry. Last month, House Energy and Commerce Committee Chairman John Dingell (D-Mich.) and others asked FCC to collect data on cable carriage of broadcast signals to create record that could justify resurrection of rules. In speech before broadcasters, Dingell restated his strong support for rules, although he said any action on item is dependent on broadcasters' willingness to accept codification of fairness doctrine (BROADCASTING, March 7).

Last February, National Association of Broadcasters television board 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.

Public Broadcasting

■ CPB Program Fund director since 1982, Ron Hull, will leave post effective July 18 to become station manager of KUON-TV Lincoln, Neb., where he began career in 1955, and become associate general manager, Nebraska Educational TV Network. He will also return to KUON-TV licensee, University of Nebraska, as journalism professor.

Annual public television meeting in Wash-



ington in April featured NCTA President James Mooney offering cooperation in resolving issues surrounding carriage and channel placement of public TV stations on cable systems. PBS board April 13 approved \$24.7-million fiscal 1989 budget. NAPTS board approved \$1.9-million budget that same day.

Reauthorization hearing April 13 in Senate appropriations subcommittee featured Senator Dale Bumpers (D-Ark.) saying he would not "go along with" OMB recommendations that CPB authorizations be frozen at \$214 million for 1989-91. However, during April 19 House Labor Appropriations Subcommittee CPB hearing, Chairman William Natcher (D-Ky.) said, "It will be right difficult" for House to appropriate beyond 2% increase ceiling mandated by last December's House budget resolution. CPB is asking increase from \$232 million in 1990 to \$395 million—plus one-time \$200-million appropriation for replacement of satellite—in 1991. Senate and House proposed CPB authorizations of \$304 million for FY 1991 (plus \$200 million for satellite), \$353 million for FY 1992 and \$404 million for FY 1993.

National Public Radio and American Public Radio will each hold annual meeting at public radio conference May 18-22 at Adam's Mark hotel, St. Louis. Stephen Salyer, senior vice president, marketing and communications, WNET(TV) New York, is new American Public Radio president. APR had been without full-time president since July 1987.

Representative Ed Markey (D-Mass.), Senators Hollings and Daniel Inouye (D-Hawaii) and National Association of Broadcasters President Eddie Fritts have expressed desire to work for permanent funding for public broadcasters. Two openings remain on CPB board. White House has announced nomination of PBS board member Leslee (Honey) Alexander; she and Charles Lichenstein, latter controversial for reportedly advocating cuts in CPB funding, await Hill confirmation.

Scrambling

■ Legislation pending in Senate that would regulate home satellite marketplace, mandating that cable programmers permit any qualified third party to distribute their services to backyard dish (TVRO) owners, is expected to hit Senate floor, most likely as rider to another bill, according to Roy Neel, aide to Senator Al Gore (D-Tenn.), S. 889's chief sponsor. Neel spoke at last week's National Cable Television Association convention, as did Senate Republican Whip Alan Simpson of Wyoming, who said there are no plans by Senate leaders to bring S. 889 up for vote this year.

Communications Subcommittee Chairman Daniel Inouye (D-Hawaii) has promised to oppose bill. If Senate passes bill, TVRO measure in House could pick up momentum. House Telecommunications Subcommittee Chairman Ed Markey (D-Mass.) has said matter is "front burner" issue for many subcommittee members and indicated discussions are under way on bill's fate (BROADCASTING, April 4).

On other front, House legislation (H.R. 2848) to permit satellite distribution of broadcast signals—superstations—to backyard dish owners was set for House Copyright Sub-

committee vote two weeks ago, but because of controversial nature of bill and number of amendments said to be in offing, subcommittee delayed action. Yet another markup was postponed last week.

Wireless Cable

■ Wireless Cable Association, trade association representing wireless cable operators, has elected Robert Schmidt president. Schmidt is former president of National Cable Television Association. In new role, Schmidt will come into conflict with cable operators he represented while at NCTA. WCA believes cable industry is unfairly denying wireless cable operators programming.

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

FCC has turned down request by Cablevision Systems, MSO with franchise for about one million homes within Microband-targeted market, to bar Microband Companies Inc. from offering its service in outer boroughs of New York until other channels now hung up in interference disputes become available and Cablevision can offer competitive wireless cable service. In responding to Cablevision's petition, Microband charged that Cablevision was trying to use FCC to block competition. It also alleged three cable programming services affiliated with Cablevision—SportsChannel New York, American Movie Classics and Bravo—have refused to deal with Microband in effort to weaken Microband's ability to compete.

Unions

■ Negotiating teams for Writers Guild of America and Alliance of Motion Picture and Television Producers—whose strike is into its ninth week—met with three networks April 18, but talks broke off after only 20 minutes. Two sides have yet to reschedule talks. Writers Guild was dealt blow May 3 when Johnny Carson announced that *The Tonight Show* will go back into production.

Industry observers suggest that strike will be extended one that delays start of fall season. WGA has signed two interim agreements, however, one with producers of *Smother's Brothers Comedy Hour*, enabling that midseason project to complete its run through May 25. Other was with film producer Ivan Reitman Productions.

Victims of strike to date include one highly publicized episode of ABC-TV's *Moonlighting* that was to have been shot in 3-D and partly funded by Coca-Cola, which planned to place 3-D commercials in program and distribute 3-D glasses in fast-food chains. Other casualty is CBS's planned midseason, half-hour comedy, *The Dictator*.

Screen Actors Guild and American Federation of Television and Radio Artists strike against advertising agencies ended April 15. Unions received new three-year contract providing for residual payment for commercials carried on cable TV, strikers' main grievance.

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Renewed through the 1991-1992 season

STATION	REP.	OWNER	AFFILIATE
WLS, Chicago	Cap Cities/ABC	Cap Cities/ABC	ABC
WPVI, Philadelphia	Cap Cities/ABC	Cap Cities/ABC	ABC
KRON, San Francisco	Petry	Chronicle Broadcasting	NBC
WNEV, Boston	TeleRep	New England Television	CBS
WDIV, Detroit	Petry	Post-Newsweek	NBC
WFAA, Dallas	TeleRep	Belo Corporation	ABC
KHOU, Houston	TeleRep	Belo Corporation	CBS
WEWS, Cleveland	Blair	Scripps Howard	ABC
WAGA, Atlanta	Storer	Gillett Broadcasting	CBS
WTSP, Tampa	HRP	Great American Broadcasting	ABC
KOMO, Seattle	Katz American	Fisher Broadcasting	ABC
WCCO, Minneapolis	TeleRep	Midwest Communications	CBS
WPXI, Pittsburgh	TeleRep	Cox Broadcasting	NBC
KSDK, St. Louis	Katz	Multimedia	NBC
KTSP, Phoenix	HRP	Great American Broadcasting	CBS
KXTV, Sacramento	TeleRep	Belo Corporation	CBS
WMAR, Baltimore	TeleRep	Gillett Broadcasting	NBC
WTNH, Hartford	Blair	Cook Inlet Comm.	ABC
KCST, San Diego	Gillett Sales	Gillett Broadcasting	NBC
WFTV, Orlando	TeleRep	Cox Broadcasting	ABC
KCTV, Kansas City	MMT	Meredith Corporation	CBS
WCPO, Cincinnati	Blair	Scripps Howard	CBS
WTMJ, Milwaukee	MMT	Journal Communications	NBC
WSMV, Nashville	MMT	Gillett Broadcasting	NBC
WSOC, Charlotte	TeleRep	Cox Enterprises	ABC
WWL, New Orleans	Katz	Loyola University of the South	CBS
WLOS, Greenville/Spartanburg	HRP	Anchor Media	ABC
WBNS, Columbus	Blair	Dispatch Printing	CBS
WTVB, Raleigh	Cap Cities/ABC	Cap Cities/ABC	ABC
KWTU, Oklahoma City	TeleRep	Griffin Television	CBS
WZZM, Grand Rapids	Katz	Price Communications	ABC
WKBW, Buffalo	Blair	Queen City Broadcasting	ABC
WMC, Memphis	Blair	Scripps Howard	NBC
KTVX, Salt Lake City	MMT	United Television	ABC
KMOL, San Antonio	MMT	United Television	NBC
WPRI, Providence	HRP	Knight-Ridder	ABC
WVEC, Norfolk	TeleRep	Belo Broadcasting	ABC
WLKY, Louisville	Katz	Pulitzer Broadcasting	ABC
WHIO, Dayton	TeleRep	Miami Valley Broadcasting	CBS
WGHP, Greensboro-High Point	TeleRep	Taft Broadcasting	ABC
WPEC, West Palm Beach	Katz	Photo Electronics	ABC
WXEX, Richmond	Katz	Nationwide Communications	ABC
KTBS, Shreveport	Katz	KTBS, Inc.	ABC
KWCH, Wichita	TeleRep	Kansas Broadcasting System	CBS
KFSN, Fresno	Cap Cities/ABC	Cap Cities/ABC	ABC
WFRV, Green Bay	TeleRep	Midwest Communications	ABC
WDBJ, Roanoke	HRP	Schurz Communications	CBS
KFVS, Paducah	Katz Continental	American Family Broadcasting	CBS
KWWL, Cedar Rapids	Blair	American Family Broadcasting	NBC
KWQC, Quad Cities	Blair	Palmer Communications	NBC
KYTV, Springfield, MO	Blair	Schurz Communications	NBC
WAPT, Jackson, MS	MMT	Price Communications	CBS
WYTV, Youngstown	Seltel	Youngstown Broadcasting Co.	ABC
WAFE, Huntsville	Blair	American Valley Broadcasting	NBC
WIS, Columbia, SC	HRP	Cosmos Broadcasting	NBC
KOLN, Lincoln	MMT	Busse Broadcasting	CBS
KVBC, Las Vegas	Blair	Valley Broadcasting	NBC
KSFY, Sioux Falls	Katz Continental	News/Press & Gazette	ABC
WTOG, Savannah	Katz Continental	American Family Broadcasting	CBS
WAKA, Montgomery	Katz	Alabama Telecasters	CBS
WTVO, Rockford	Adam Young Inc.	Winnebago Television Corp.	NBC
KSBB, Monterey-Salinas	Blair	Gillett Broadcasting	NBC
KSBY, Santa Barbara	Blair	Gillett Broadcasting	NBC
WVMY, Wilmington	MMT	Price Communications	ABC
WTVM, Columbus, GA	Blair	Pegasus Broadcasting	ABC
KSNE, Joplin	Katz Continental	Price Communications	NBC
KTVN, Reno	Katz	Sarkis-Tarzan	CBS
KJAC, Beaumont	Katz	Price Communications	NBC
KFDX, Wichita Falls	Katz	Price Communications	NBC
WSEE, Erie	MMT	Keystone Broadcasting	CBS
KESQ, Palm Springs	Katz Continental	EGF Broadcast Corp.	ABC
WXVT, Greenwood/Greenville	Seltel	Big River Broadcasting	CBS
KYEL, Yuma	Katz Continental	Beam Communications	NBC
W'WNY, Watertown	Katz Continental	United Communications	CBS
WHAC, Hagerstown	Katz	Great Trails Broadcasting	NBC

■ indicates new listing

This week

May 9—*North American National Broadcasters Association* news and current affairs committee meeting. NBC, New York. Information: (613) 738-6553.

May 10—*North American National Broadcasters Association* sports committee meeting. ABC, New York. Information: (613) 738-6553.

May 10—*International Radio and Television Society* Second Tuesday seminar. Viacom Conference Center, New York. Information: (212) 867-6650.

May 10-13—Communications '88, supported by *International Telecommunications Union and European Economic Community*. National Exhibition Center, Birmingham, England. Information: (301) 657-3090.

May 11—"Starring In Your Own Show: Owning and Operating a Broadcast Station," session sponsored by *American Women in Radio and Television, Washington chapter*. National Association of Broadcasters, Washington. Information: (202) 659-3494.

May 11—*New York Television Academy* luncheon. Speaker: Squire Rushnell, VP-late night and children's television, ABC Entertainment. Copacabana, New York. Information: (212) 765-2450.

May 11-18—28th Golden Rose of Montreux, festival for light entertainment television programs. Maison des Congres, Montreux, Switzerland. Information: (212) 223-0044.

May 12—Entertainment and sports conference, sponsored by *Foundation for Accounting Education*. Among speakers: Sumner Redstone, chairman, Viacom. Nikko Essex House, New York. Information: Nancy Fagan, (212) 697-7162.

May 12—*Academy of Television Arts and Sciences* and *National Academy of Television Arts and Sci-*

ences announcement of nominations for 15th annual daytime Emmy Awards. Waldorf-Astoria, New York. Information: (Los Angeles) (818) 763-2975 or (New York) (212) 586-8424.

May 13-14—*National Association of Telecommunications Officers and Advisors* regional telecommunications conference. Stouffer Harbor Place, Baltimore. Information: Catharine Rice, (202) 626-3250.

May 13-15—*Federal Communications Bar Association* annual seminar. Hotel Hershey, Hershey, Pa. Information: (202) 457-8654.

May 14-15—*National Academy of Television Arts and Sciences* chapter presidents programing meeting. Marriott hotel, Nashville, Tenn. Information: (212) 586-8424.

Also in May

May 16—*Action for Children's Television's* 20th birthday celebration. Speakers include Congressmen Ed Markey (D-Mass.) and Al Swift (D-Wash.). Host: Comedian Jay Leno. Tavern on the Green, New York. Information: (617) 876-6620.

May 16-17—"Media Mergers and Acquisitions Technical Conference," sponsored by *Executive Enterprises Inc.* Los Angeles Hyatt. Information: (800) 831-8333.

May 16-19—*Pacific Mountain Network* annual meeting. Coeur d'Alene, Idaho. Information: Ruth Baxter, (303) 980-1411.

May 17—"Doing Business with Advertising Agencies," breakfast seminar sponsored by *Producers Council of International Communications Industries Association*. Gangplank restaurant, Washington. Information: (703) 273-7200.

May 17—*Cabletelevision Advertising Bureau* media research workshop. LAX Hilton, Los Angeles. Information: Nancy Gomez, (212) 751-7770.

May 17—20th World Telecommunication Day, commemorating the founding of the *International Telecommunication Union* in 1865, under the name "International Telegraph Union." Theme: "The transfer of technological know-how in the age of electronics." Information, in Geneva: 41-22-99-59-69/99-51-92.

May 18—*Cabletelevision Advertising Bureau* media research workshop. DFW Airport Harvey hotel, Dallas. Information: Nancy Gomez, (212) 751-7770.

May 18—*New York Television Academy* luncheon. Speaker: Phil Donahue, host of nationally syndicated *Donahue*. Copacabana. Information: (212) 765-2450.

May 18-19—Sports Conference. New York Marriott Marquis hotel, New York. Information: (212) 213-1100.

May 18-19—*Direct Marketing Day in New York*. New York Hilton, New York. Information: (212) 362-6642.

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.

May 19—*American Women in Radio and Television, Washington chapter*, presentation of Esther Van Wagener Tufty Award to local woman broadcaster. Sheraton Washington hotel, Washington. Information: Betsy White, (703) 276-1261.

■ **May 19**—*Media Research Directors Association* symposium to debate commercial ratings. Warwick hotel, New York. Information: Rick Rosenberg, (212) 350-4774.

■ **May 19-20**—"High Definition Technology: The Critical Choices," international policy conference sponsored by *Annenberg Washington Program of Northwestern University*. Speakers include Mark Fowler, former FCC chairman and partner, Latham & Watkins;

Major Meetings

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.

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 *Nation-*

al 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. 22-25—*Society of Broadcast Engineers* third annual national convention. Convention Center, Denver. Information: John Battison, (614) 888-3364. Future conventions: Oct. 5-8, 1989, Kansas City, and Oct. 11-14, 1990, St. Louis.

Sept. 23-27—*International Broadcasting Convention*. Metropole conference and exhibition center, Grand hotel and Brighton Center, Brighton, England. Information: (01) 240-1871 (London).

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

Oct. 15-19—*Society of Motion Picture and Television Engineers* 130th technical conference and equipment exhibit. Jacob K. Javits Convention Center, New York. Future conference: Oct. 22-27, 1989, Los Angeles Convention Center.

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

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 Con-

vention Center, Anaheim, Calif.

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

Jan. 24-27, 1989—*NATPE International* 26th annual convention. George Brown Convention Center, Houston.

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

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

Feb. 22-24, 1989—Texas Cable Show, sponsored by *Texas Cable TV Association*. San Antonio, Tex.

April 9-12, 1989—*Broadcast Financial Management Association* 29th annual meeting. Loews Anatole, Dallas. Future meeting: April 18-20, 1990, Hyatt Regency, San Francisco.

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

■ **May 21-24, 1989**—*National Cable Television Association* annual convention. Dallas Convention Center, Dallas.

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

William Henry, chairman, Advanced Television Standards Committee; Stanley Hubbard, president, Hubbard Broadcasting; Richard Wiley, Wiley & Rein; Alfred Sikes, Assistant Secretary for Communications and Information, NTIA, and Pierre Juneau, president and chairman of the board, Canadian Broadcasting Co. Annenberg Washington Program, Washington.

May 20—Women in Communications, D.C. chapter, annual Matrix luncheon. Capital Hilton, Washington. Information: (202) 525-2226.

May 20—Cabletelevision Advertising Bureau media research workshop. O'Hare Hyatt Regency, Chicago. Information: Nancy Gomez, (212) 751-7770.

May 20-22—Radio Advertising Bureau radio sales university. Washington. Information: (212) 254-4800.

May 20-22—"Economics and the News," conference for journalists co-sponsored by *Foundation for American Communications, Gannett Foundation* and *KARE11*. Scantion Minneapolis Executive Conference Center and hotel. Plymouth, Minn.

May 21—40th annual Los Angeles Area Emmy Awards presentation, sponsored by *Academy of Television Arts and Sciences*. Pasadena Civic Auditorium, Pasadena, Calif. Information: (818) 763-2975.

May 21—Michigan Associated Press Broadcast Association annual meeting and seminars held in conjunction with *Michigan Association of Broadcasters* and region eight of *Radio-Television News Directors Association*. Clarion hotel, Lansing, Mich. Information: Carol Riha, (313) 259-0650, or Karole White, (517) 694-4977.

May 21-22—National Academy of Television Arts and Sciences screening and judging of entries in news and documentary programming Emmy Awards. Information: (212) 586-8424.

May 22-25—Sixth annual Penney-Missouri television workshop, including presentation of *JCPenney-University of Missouri* Television Awards for Community Leadership. University of Missouri-Columbia school of journalism, Columbia, Mo. Information: (314) 882-7771.

May 24—Pennsylvania Association of Broadcasters Gold Medal dinner. Vista hotel, Pittsburgh.

May 24—Cabletelevision Advertising Bureau media research workshop. Marriott NW, Marietta, Ga. Information: Nancy Gomez, (212) 751-7770.

May 25—New York Television Academy luncheon. Speaker: David Poltrack, VP-marketing, CBS Television Network Copacabana, New York. Information: (212) 765-2450.

May 25—New Jersey Broadcasters Association annual spring managers conference. Wood Lawn, Douglass College campus, Rutgers, New Brunswick, N.J.

May 26—"AM Only Day," seminar sponsored by *Georgia Association of Broadcasters*. Macon College, Macon, Ga. Information: (404) 993-2200.

May 26—Cabletelevision Advertising Bureau media research workshop. Crowne Plaza hotel, White Plains, N.Y. Information: Nancy Gomez, (212) 751-7770.

May 27—Deadline for nominations for Hugh M. Hefner First Amendment Awards, sponsored by *Playboy Foundation*. Awards program is designed to "educate the public about First Amendment and censorship issues, and to recognize the efforts of individuals who have been involved in the defense of First Amendment rights." Information: Playboy Foundation, 919 North Michigan Avenue, Chicago, 60611; (312) 751-8000.

May 29-June 1—Canadian Cable Television Association national convention, World Trade and Convention Center, Halifax, Nova Scotia. Information: (613) 232-2631.

May 31—North American National Broadcasters Association technical committee. ABC, New York. Information: (613) 738-6553.

May 31—Deadline for entries in *National Association of Broadcasters'* Crystal Awards for excellence in local radio achievement. Information: (202) 429-5417.

June

June 1—"Broadcasting/Cable Interface II," sponsored by *BROADCASTING* magazine and *Federal Communications Bar Association*. Speakers include Representative John Dingell (D-Mich.); FCC Chairman Dennis Patrick; Representative Tom Tauke (R-Iowa), and Rob-

ert Wright, president of NBC. Westin hotel, Washington. Information: (202) 659-2340.

June 1—International Radio and Television Society annual meeting and presentation of Broadcaster of the Year Award to Oprah Winfrey, talk show host. Waldorf-Astoria, New York. Information: (212) 867-6650.

June 1—International Radio and Television Society newsmaker luncheon. Speaker: Oprah Winfrey of syndicated *Oprah Winfrey Show*. Waldorf-Astoria, New York. Information: (212) 867-6650.

June 1-9—13th Prix Jeunesse International, contest for "TV productions for children and young people." Categories: animation, information, variety and drama. Munich. Sponsor: *Free State of Bavaria, city of Munich, Bavarian Broadcasting Corp. and Second German Television Channel, ZDF*. Information: (089) 59-00-2058.

June 2—New York Television Academy luncheon. Speaker: Sally Jessy Raphael, nationally syndicated talk show host. Copacabana, New York. Information: (212) 765-2450.

June 3-5—Radio Advertising Bureau radio sales university. Dallas.

June 3-5—Chesapeake Associated Press Broadcasters meeting. Speaker: Merv Block, network news writer. Dunes Manor hotel, Ocean City, Md. Information: Merrie Street, (301) 366-1555.

June 4-7—International summer Consumer Electronics Show, sponsored by *Electronic Industries Association*. McCormick Place, Chicago. Information: (202) 457-8700.

June 5-7—NBC affiliate promotion executives conference. Registry hotel, Los Angeles.

June 5-11—Ninth Banff Television Festival. Banff, Alberta. Information: (403) 762-3060.

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

June 7-9—Television Bureau of Advertising/Sterling Institute managing sales performance for local sales managers. Hyatt Regency, Denver.

June 8—40th anniversary celebration of Milton Berle's first appearance as host of *Texaco Star Theater*, sponsored by *Museum of Broadcasting, Los Angeles County Museum of Art and Academy of Television Arts and Sciences*. Bing Theater, Los Angeles County Museum of Art.

June 8—New York Television Academy luncheon. Speaker: Robert Pittman, president-chief executive officer. Quantum Media Inc. Copacabana, New York. Information: (212) 765-2450.

June 8-9—"Media Mergers and Acquisitions Conference," sponsored by *Executive Enterprises Inc.* Parker Meridien, New York.

June 8-11—American Women in Radio and Television 37th annual convention. Theme: "The Turning Point." Keynote speaker: Sally Jessy Raphael, talk show host. Westin William Penn, Pittsburgh.

June 8-11—Broadcast Promotion and Marketing Executives/Broadcast Designers' Association 32d annual seminar. Bonaventure hotel, Los Angeles.

June 9—"Independent Film and TV Production," conference sponsored by *International Business Communications Ltd.* BAFTA, 195 Piccadilly, London. Information: Christopher Wyle, (01) 236-4080.

June 10-11—Fifth annual BROADCASTING-Taishoff Seminar, sponsored by *Sigma Delta Chi Foundation*. Speakers include Bill Plante, White House correspondent, CBS News, and Steve Friedman, executive producer, *USA Today: The Television Show*. Wcvb-TV Boston. Information: (312) 922-7424.

June 10-11—National Academy of Television Arts and Sciences board of trustees meeting. Vista hotel, New York.

June 10-12—National Council for Families and Television annual conference. Four Seasons Biltmore, Santa Barbara, Calif. Information: (213) 876-5959.

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

June 13-15—Videotex Industry Association third annual conference. Capital Hilton hotel, Washington. Information: (703) 522-0883.

June 14-16—International Radio Festival of New York, "honoring the year's best in radio programming." Sheraton Center hotel, New York. Information: (914)

238-4481.

June 15—"Public Relations: Behind the Washington Scene," session sponsored by *American Women in Radio and Television, Washington chapter*. National Association of Broadcasters, Washington. Information: (202) 659-3494.

June 16—Creative Awards gala with presentation of "Billy Awards" for excellence in advertising, sponsored by *Philadelphia Ad Club*. Franklin Plaza hotel, Philadelphia.

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

June 16-19—Kansas Association of Broadcasters/Missouri Broadcasters Association joint convention. Overland Park Marriott, Overland Park, Kan.

June 16-19—Cable-Tec Expo '88, annual training and cable television hardware conference, sponsored by *Society of Cable Television Engineers*. San Francisco Hilton and Towers. Information: (215) 363-6888.

June 17-19—Alabama Broadcasters Association spring/summer convention. Gulf State Park, Gulf Shores, Ala.

June 18-21—American Advertising Federation annual convention. Century Plaza, Los Angeles. Information: (202) 898-0089.

June 19-22—Canadian Satellite User Conference, sponsored by *Telesat Canada*. Ottawa Congress Center, Ottawa. Information: (613) 748-8731.

June 20-24—Radio Advertising Bureau sales managers school. Wharton School of University of Pennsylvania, Philadelphia. Information: (212) 254-4800.

June 22—21st annual Radio Workshop, sponsored by *Association of National Advertisers and Radio Advertising Bureau*. Waldorf-Astoria, New York.

June 23-25—Maryland/District of Columbia/Delaware Broadcasters Association annual convention. Sheraton Fontainebleau Inn, Ocean City, Md.

June 25-28—International Teleproduction Conference and Exhibition, sponsored by *International Teleproduction Society and NATPE*. Los Angeles Convention Center. Information: (212) 629-3266.

June 29—New York Television Academy drop-in luncheon. Speaker: Bruce Christensen, president,

June 30—15th annual Daytime Emmy Awards telecast on CBS-TV, co-sponsored by *National Academy of Television Arts and Sciences and Academy of Television Arts and Sciences*. Waldorf-Astoria, New York.

July

July 8-12—Television Programming Conference. Hyatt Regency Downtown, Lexington, Ky. Information: (904) 432-8396.

July 10-13—New York State Broadcasters Association's 27th executive conference. Concord Resort hotel, Kiamasha Lake, N.Y. Information: (518) 434-6100.

July 11-14—New England Cable Television Association convention and exhibition. Tara Hyannis hotel, Cape Cod, Mass. Information: (617) 843-3418.

July 12-14—Television Bureau of Advertising/Sterling Institute national sales manager's program. Hyatt Regency, Chicago.

July 13—Telecast of Sports Emmy Awards of *National Academy of Television Arts and Sciences*, from Hotel Sheraton-Center, New York. Information: (212) 586-8424.

July 14—Caucus for Producers, Writers and Directors general membership meeting. Chasen's, Los Angeles. Information: (213) 652-0222.

July 14-15—Broadcast Financial Management Association board meeting. Hyatt Regency O'Hare, Rosemont, Ill.

July 19-20—Wisconsin Broadcasters Association summer convention. Olympia Resort, Oconomowoc, Wis.

July 19-21—Florida Cable Television Association annual convention. Amelia Island Plantation Resort, Amelia Island, Fla.

July 23-30—TV meteorologist short course, offered by *Lyndon State College*. Lyndonville, Vt. Information: (802) 626-9371.

July 24-26—California Broadcasters Association summer convention. Hyatt Regency hotel, Monterey, Calif. Information: (916) 444-2237.

July 25—Synditel, presentation of first-run television programming, at beginning of network press tours for television critics (July 25-Aug. 11). Registry hotel, Universal City, Calif. Information: (213) 653-3900.

July 30—Florida Associated Press Broadcasters 40th annual meeting and awards luncheon. Hotel Sofitel, Miami.

July 30-Aug. 6—TV meteorologist short course, offered by Lyndon State College, Lyndonville, Vt. Information: (802) 626-9371.

August

Aug. 5-7—Minnesota Broadcasters Association annual convention. Radisson Duluth, Duluth, Minn. Information: (612) 926-8123.



'Weekend' update

EDITOR: BROADCASTING magazine ran an article in the April 25 edition entitled "Slow Start for 'Great Weekend'" that we found very disparaging and in several areas inaccurate.

As an example, we increased the number of stations from 16 when we went on the air on Jan. 2 to 57 stations today and are adding 5 to 6 new stations every week. We believe this is a fast start, not a slow start as the article reads.

Great Weekend is number one or two in delivering 18+ adults on 13 of the 20 stations surveyed in the February sweeps. This is not a sign that the adult audience on Saturday morning is elusive.

The article also reported that *Great Week-*

end delivered 35,000 adults on KSTP Minneapolis per average telecast in the two runs at 8-9 a.m. and 9-10 a.m., when in fact in the February NSI *Great Weekend* delivered 68,000 adults 18+ from 8-9 a.m. and 47,000 adults from 9-10 a.m., which is an increase of 61,000 from the November 1987 NSI at 8-9 a.m. and 40,000 at 9-10 a.m.

In New York, the second week's rating on WWOR was a 3.3, up from the 2.1 the time period normally delivers.

We receive daily praise from our affiliates on the quality and content of *Great Weekend*. Stations all over the country that would not consider *Great Weekend* at the beginning are now opening up all new opportunities to get *Great Weekend* for their markets. In the last two weeks alone, we have cleared WTVJ-TV Miami; WJLA-TV Washington; WTVG-TV



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Registration \$425 [FCBA members \$375]. If you have any questions or need more information, call Patricia Vance, corporate relations director, *Broadcasting* (202) 659-2340.

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Austin, Tex., and Amarillo, Tex.—Lionel L. Schaen, president and chief operating officer, USTV, Los Angeles.

Monday Memo

A commentary on TV public service programming from Jerry Wishnow, Wishnow Group Inc., Marblehead, Mass.

Stand up and stand out with public service

When you cut through all of the broadcasting jargon and technology, all you really have left is one person talking to another. If that person—your audience—perceives you as just another vendor of entertainment and information, you will be received in just that way—as a vendor.

If, however, you are seen as somebody working hard to make people's downtown safe, protect their kid from drugs and alcohol and lead their community to invest more in itself and its improvement, they will treat you not as a vendor but as a friend and ally.

Pretty basic stuff. And the television stations that have historically taken on this basic role of friend and ally—the WCVB's, WBZ's, WCCO's, KING's—have found that this approach pays dividends in very potent ways. They can count on audience loyalty when the network goes through its periodic slump or the prize anchorman is lured away by the competition: they have discovered that their audience stays with the station that cares.

Willis Duff of Audience Research and Development in Dallas reached a similar conclusion concerning viewer motivation for watching local TV news: "In teaching hundreds of reasons that viewers use to select a local newscast as their favorite, we have found that the station which is perceived to be most involved in contributing to and caring for its community is almost always number one in news ratings or on the way to that position."

In helping create and mount public affairs campaigns we have found that in addition to gaining viewer loyalty, this approach also provides:

- Intense, highly dramatic, relevant programming.
- Promotional and programming strategies that can affect station ratings.
- Long-term positioning of the station as community leader and friend.
- A strong vehicle for positive local and national publicity.
- Merchandising tools for station clients.
- Creation of ongoing working partnerships with government, civic groups and clients.
- A positive management opportunity to promote in-station teamwork and morale.
- Local and national awards.
- Additional assurance of maintaining integrity of station license by directly contributing to FCC public service commitment.
- Most important...the delivery of



Jerry Wishnow is president of Wishnow Group Inc., Marblehead, Mass., which develops public affairs projects for broadcasters. Among the programs are For Kids' Sake, A World of Difference, Beautiful Babies...Right From the Start and The Volunteer Connection.

meaningful, measurable services on behalf of station audiences.

Oh—it feels good, too.

So why doesn't everybody do it? Well, interestingly enough, more stations are doing it. With broadcast deregulation, it has become much less cumbersome to give project underwriters on-air exposure.

The reason, however, that even more stations don't get involved is that the process looks much too foreboding. And indeed, in a way, it can be. The best projects deal with major social issues. If you are really trying to intervene in these issues in a measurable way (as we think is vital), you can't just find a problem and "go for it." You have to do your homework and actually get involved in the fabric of the issue.

The approach we recommend is that the station first isolate a critical, ongoing community issue. Something serious and substantive—as opposed to fluffy and feel good—like prejudice reduction, infant mortality or crime prevention. The bigger the problem, the bigger the impact. Then research it. Figure out if there is some way to intervene in it. Remember that you can't expect to create a final solution; instead, you chip away at the problem. It's like shaving: You get points for just staying even.

If you can't measure what you did when it's all through, then you probably created a promotion. There's nothing wrong with promotions, but good deeds should write their

own press releases. All our projects have serious outside evaluations attached to them so we know when all is said and done what worked and what didn't. The accolades come from the results.

The hardest part is designing an effective intervention—a way to really reduce the problem rather than just talk about it. The creating of this "magic bullet" takes research creativity and persistence.

Once the intervention is crafted, the next challenge is to put together the pieces. One method is similar to a three-legged stool. The first leg of the stool, the broadcaster, is where all the magic resides. It is a rare manager that doesn't intuitively see the value of harnessing normally low-productive PSA and community time to assist his or her audience and position the station. Over and above PSA time, we suggest to a station that it is in its best interest to consider involving its news, programming, community affairs and promotion departments heavily in the campaign. In essence, the broadcaster becomes the *marketing arm* for the campaign.

But who does the heavy lifting? Who provides that measurable and ongoing intervention? This is the second leg of the stool. Usually it is a major nonprofit institution such as the Anti-Defamation League or the United Way with all of the credibility and experience necessary to get the job done. It is also its mission to deal with the particular problem, and it would all but "kill" to get the kind of air time that the broadcaster is now willing to voluntarily provide.

The nonprofit essentially becomes the *manufacturing arm* of the campaign.

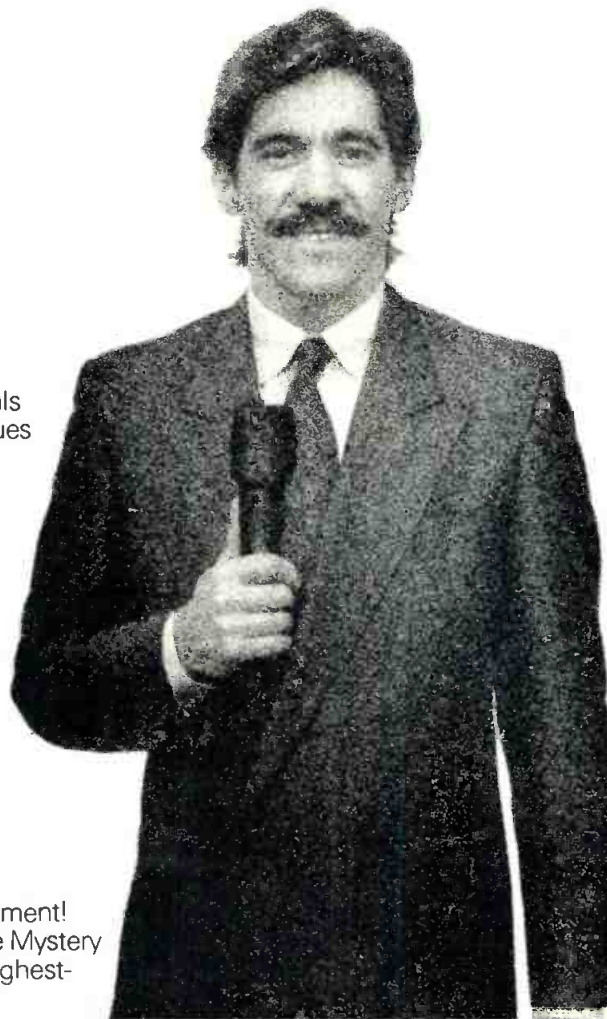
Who pays for the project? Usually not the broadcaster: he has given the air time and packaging. Nor the nonprofit. It usually lacks the dollars to begin with. That brings you to the third leg of the stool. Depending on the issue, sometimes it is a foundation, sometimes government, more often than not, a major business in a community. The business can gain guaranteed institutional exposure from the broadcast partner and help its community at the same time.

It is completely a win-win situation for all. Ultimately, it's the public who benefits the most. It wins because it gets a free measurable service to help improve its lives and communities.

What differentiates this approach from the way broadcasters normally do business is that when all is said and done, they are seen, and correctly so, as people helping people. When you take out all the GRP's, C-P-M's and uplinks and downlinks, that's really all you have left, and when it comes to gaining continued viewer loyalty, it's really all you need. ■

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Rating/Share

- #1 NEW YORK-14.9/24
- #1 LOS ANGELES-22.9/34
- #1 CHICAGO-18.5/31
- #1 SAN FRANCISCO-18.7/31
- #1 DETROIT-18.5/29
- #1 DALLAS-16.1/29
- #1 SEATTLE-14.1/22
- #1 MIAMI-14.1/21
- #1 DENVER-13.8/46
- #1 HARTFORD-15.1/24

A spectacular accomplishment! Because first, there was "The Mystery of Al Capone's Vaults," the highest-

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It's also been a spectacular effort on the part of Geraldo Rivera, his staff, the sponsors and the 160 stations who aired this show. From all of us at Tribune Entertainment and TeleTrib, thank you.

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TOP OF THE WEEK

The sun shines bright on cable in L.A.

NBC establishes cable beachhead; Gore bill, telco, syndex top regulatory agenda while HDTV, fiber dominate technology discussions

Programming news provided the sizzle last week in Los Angeles at the National Cable Television Association 37th annual convention, but regulatory and technological issues were also focal points for discussion.

NBC announced its first cable programming venture under the leadership of Robert Wright—the purchase of Tempo Television, which it plans to transform into a business news and sports channel (see page 24). Earlier in the convention, MCA Television brought in a cast of Hollywood directors—including Steven Spielberg—for a meeting with cable operators, during which the directors expressed their desire to produce programming for cable (see page 27).

Cable got good news on the Gore bill (S. 889), but received little encouragement from FCC Chairman Dennis Patrick's remarks on syndicated exclusivity at the board meeting (see page 28). In closed-door sessions with congressmen, the legislators advised cable to watch its step, while cable operators reiterated their concerns about telephone company entry into cable.

Representatives of cable and Hollywood met after the convention last week, and there were signs that progress is being made on the issues that have divided the two industries. Indeed, Warner Communications Chairman Steve Ross (believed to be speaking for both Hollywood and cable) urged, at the closing session, that the industries reach an accord.

On the technology front, four major MSO's announced the formation of Cable Television Laboratories, a multimillion dollar effort through which cable will test high definition and fiber optics.

Registered attendance was 13,699 for the three-day show.

"The atmosphere at the convention was upbeat but relaxed," said NCTA President Jim Mooney. Convention Chairman John Goddard said he was "very pleased with the results of the show. The industry's outlook is bright."

The overall news from Capitol Hill was mixed. On a positive note, congressional policymakers (Senate Communications Subcommittee Chairman Daniel Inouye [D-Hawaii] and House Telecommunications Subcommittee Chairman Ed Markey [D-Mass.],

speaking separately to industry executives in private) were said to reinforce the view that cable remains in good standing on the Hill, despite some efforts to legislate. At one public session, Senator Alan Simpson (R-Wyo.) said the so-called Gore home satellite bill (S.889) was going nowhere (see page 37). And Inouye told BROADCASTING the measure would not move at "this late date" unless it is brought up as a rider to another bill. In any form, he said, he will oppose the measure. (An aide to Senator Al Gore [D-Tenn.] indicated the measure will move in "some form" this year [see page 37]). As one industry source said, there are signs "politically that the cable bashing has run its course."

But, Inouye and Markey also cautioned cable to be prudent and refrain from any actions that might foster an image of irresponsibility. Inouye, according to a staffer, repeated a theme urging cable to be sensitive to the political realities on the Hill and to its new-found status as a major player in the marketplace.

The possibility of telcos eventually getting into cable was a source of major consternation at the convention, although some congressional staffers told attendees that lawmakers have yet to focus on it nor have they heard a stated interest from the telcos on the subject (see pages 37, 38). "These [cable] guys seem determined to drive this into a congressional issue," commented one Hill aide.

It was, however, a subject raised frequently at a series of closed-door roundtables held prior to the convention's start where some 30 congressmen participated. "They do not want the telcos to be involved. That was very clear," said Representative Carlos Moorhead (R-Calif.) afterwards. But remarks by an aide to House Energy and Commerce Committee Chairman John Dingell (D-Mich.) that the "burden of proof" is on cable did little to allay the industry's fears.

NBC and MCA were not the only companies making programming news. For many in the industry, the show was their first opportunity to view Turner Network Television,

which Turner Broadcasting System plans to launch Oct. 3. TBS has pitched the idea to operators for several months, and held meetings at the show to nail down commitments. Among the signings: Post-Newsweek, TKR Cable and TCA Cable.

Home Shopping Network announced plans for a new entertainment network (page 41) and the Movie Channel unveiled its new look and focus (page 42). Convention coverage continues on pages 24-28 and on pages 31-45. □



NBC takes the cable plunge

Network will acquire Tempo Television and transform it into two services—business news and sports on same channel; deal receives cautious reaction from both industries

For the past several years, NBC has been knocking on cable's door. Last week, Tele-Communications Inc. answered. The two companies announced that NBC would acquire the cable program service Tempo Television in a spin-off transaction from TCI, which has pending a binding agreement to acquire the cable network's parent, Tempo Enterprises, in a cash and stock deal valued at \$46 million. Executives confirmed privately that NBC will pay approximately \$20 million for Tempo Television, the Tulsa, Okla.-based cable program service that claims 12 million basic subscribers.

TCI had held discussions with NBC about Tempo over the past several months, but it also was talking to other parties, including the Financial News Network, which now stands to be one of the cable services most affected by NBC's plans for Tempo (business news and sports). FNN, apparently, was closing in on a deal when NBC came back into the picture, setting the stage for the network to make its entry into a business it has long coveted. Several cable executives said Tempo served as a vehicle for TCI President John Malone to get NBC President

Robert Wright, a former head of Cox Cable, into the cable business, something Wright has been trying to do since last August when he addressed the Cable Television Administrative & Marketing Society convention.

NBC said last week it planned to use the channel to launch two separate advertiser and affiliate-fee-supported program services—a financial news service that would air daily during the week from 6 a.m. to 6 p.m., and a sports network that would run from 6 p.m. to 6 a.m. On the weekend, the sports service would be expanded to noon to 6 a.m. According to Thomas Rogers, vice president, policy, planning and business development, NBC may expand each service to separate 24-hour channels. "It's possible," he said, but stressed it would not happen before each service was well established.

NBC may offer equity to cable operators in the planned sports service, but not the financial service. Rogers said operators who want to participate would share the risks by putting up capital for their stakes, and would not receive equity for simply agreeing to carry the service on systems. Equity for carriage has emerged as a trend for new cable networks trying to gain operator support. "We will consider offering the opportunity to buy a minority piece of the sports service," said Rogers. "But we want risk sharers and will not give away



carried interest."

Rogers said the network might make a bid to exhibit professional baseball and football on the sports service when new rights deals are negotiated by Major League Baseball and the National Football League in 1990. Under the current pacts with those leagues, neither sport is available for the network's proposed sports service.

Rogers said NBC expects to launch both services in late 1988 or early 1989, at which time the current lineup of Tempo programming—a potpourri of magazine, travel, cooking, how-to and entertainment programming—will be scrapped.

For the present time, NBC plans to keep the cable channel in Tulsa. But a spokesman said the company is still in the process of "evaluating where the long-term base of operations will be." He added the services would have a "major presence in New York." NBC News would be responsible for



Moderator Greenfield



Cownie



Christensen

NCTA roundtable: some TV network bashing; new focus for PBS

PBS's Christensen said educational programming is 'number one priority'; cable executives agree broadcast viewer erosion will continue

Perhaps the newsiest statement to come out of the opening session of last week's NCTA show was Public Broadcasting Service President Bruce Christensen's remark that PBS would "focus increasingly" on education training and instructional services.

The comment was taken by observers to signal a retreat from PBS's efforts in recent

years to draw higher ratings through quality entertainment programming in the face of tighter budget constraints and a growing independence among some of the major PBS stations around the country. Also, narrowcast cable networks, such as the Discovery Channel and Nickelodeon, have successfully programmed formats in which PBS's role was once considered paramount—feature documentaries and quality children's programming.

At one point, Christensen said one area where cable programming is lacking is educa-



programming the business news service, and NBC Sports would oversee the sports service. It's likely that some of the current on-air talent from both network divisions would be used on the new services. No word yet on which individuals will have direct oversight of the services.

If NBC's plan stays on course, it will be competing with ABC in both the broadcast network and cable programming fields. ABC owns 80% of the sports service ESPN, cable's most widely distributed channel, now seen in 45 million homes. At the same time, NBC is taking on the Financial News Network and Score. The former is a financial news service that airs on weekdays and is seen in 30 million homes. Score's programming runs on weekday evenings and on the weekends, and is seen in 18 million homes. NBC would also compete with a growing number of regional sports networks for sports exhibition rights and with the national

networks, such as USA Network, WTBS(TV) Atlanta, HBO and Showtime, all of which have some sports programming.

As part of the deal, TCI has committed eight million basic subscribers to the proposed new services, which will be offered separately, although Rogers said there would be "incentives" offered to operators to carry them both. How many subscribers the services will have at launch is unclear. In 1985, when NBC tried to start up a news service on cable to compete with CNN, the network set a goal of launching with 13.5 million cable homes. Falling far short of that goal, the network scrapped plans to proceed in January 1986, but vowed to continue exploring cable entry opportunities. TCI's commitment would seem to insure at least 15 million subs, as sources said Tempo's full-time carriage of subscribers is closer to 7 million to 8 million.

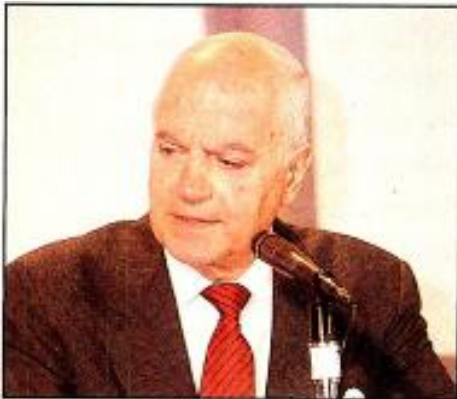
Despite what appears to be an abundant

supply of both financial news and sports programming for cable, Rogers told reporters at a briefing at last week's NCTA convention in Los Angeles, where the deal was announced, that those were "two areas where a need has been expressed." He made a point of stressing that NBC News would take "a more consumer-oriented approach to business news."

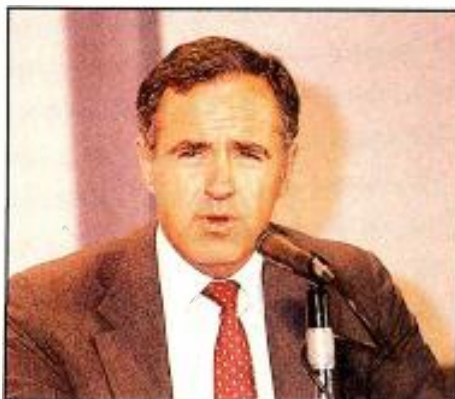
The business news will feature breaking news reports and analysis, market round-ups, programs on managing money, interviews with Wall Street professionals and discussion roundtables. Rogers made a point of noting the service would not accept the kind of "advertorial" programming, or "informercials," that have caused some controversy on FNN. Critics have charged that the way those advertising vehicles are displayed on FNN, it is sometimes difficult to differentiate between news and advertising.

On the sports side, Albert Barber, NBC executive vice president, who with Rogers was instrumental in negotiating the deal, said sports on the new service initially "would not rely on huge rights fees." He cited golf and tennis as two examples of sports that might appear, along with sports news, updates, magazine and anthology shows. (But Rogers said NBC's current weekend anthology, *NBC Sports World*, would not be moved to the cable service.)

Barber noted that NBC Sports negotiates the rights to many sports events that never make it on NBC's air, which would be candidates for the cable service. Indeed, it was just that kind of cost deferral strategy



Baruch



Biondi



Fuchs

tional programming, which he said is PBS's "number one priority."

That comment drew a protest from The Learning Channel, which put out a written response. TLC was established as an adult education cable service in 1980. Company chairman Harold Morse said that "TLC has developed alliances with many PBS affiliates for production and carriage of TLC programs, including TLC's ACE Award-winning *Independents* series."

ABC News' *Nightline* correspondent Jeff Greenfield led a discussion of cable issues at the opening session, which included a good deal of network bashing that went unanswered because the panel did not have a network representative.

In addition to Christensen, the panel in-

cluded HBO's Michael Fuchs; Viacom's Frank Biondi; Heritage Communications' James Cownie, and former Viacom Chairman Ralph Baruch.

All agreed that network viewer erosion would probably continue. "The networks are just waking up to erosion," said Baruch. "Up to now, long-term planning at the networks has been deciding on where to go to lunch tomorrow."

Cownie noted cable is just one adverse factor confronting networks, with others being the VCR and peoplometers. "But [network TV] will always be a good business for mass advertising," he said.

Greenfield questioned the growing concentration of ownership in the cable industry, and questioned whether it might lead to

the kind of monopoly power the government might feel compelled to regulate, as it did with the three networks.

Biondi responded that that was unlikely because while "clearly there are some vertical situations, the issue is one of behavior." So far, he said, cable programmer/operators have not tried, and probably could not assert monopolistic leverage over the industry.

Said Fuchs: "A lot of shifting has been done—movies, sports, news. Inevitably that will continue. But, the very big sports [such as the Super Bowl] will be protected," he said.

Cownie noted the largest cable network, ESPN, is principally owned by ABC. And one of the largest, USA Network, is controlled by studios MCA and Paramount. □

that prompted NBC's initial interest in cable. Much of NBC News' worldwide news-gathering effort never makes it to the air. A cable outlet would allow the network to generate additional revenues from existing resources.

NBC has cable rights for the 1988 summer Olympic games in Seoul, South Korea, but it is unlikely the sports service will be up and running in time to take advantage of those rights. In any event, said Rogers, "that's not really in the game plan." Asked what effect the Tempo acquisition has on talks with Turner Broadcasting System concerning the latter's possible exhibition of some Olympic events, Rogers said, "We have listened to Turner. We have not said no." He also said that if any Olympics deal is struck with Turner, it will be one in which "NBC controlled all the advertising."

There were also questions last week on the deal's affect on any Turner-NBC negotiations for major sports contracts. A Turner Network Television-NBC alliance to bid for a Major League Baseball package had been considered possible, but with NBC appearing to be on the verge of owning a cable sports service, such a joint venture seems unlikely. Whether Turner would seek an alliance with CBS for major sports rights remains to be seen. TBS Chairman Ted Turner declined to comment on the deal.

John Sie, TCI executive vice president, said: "It's our way of saying we ought not turn our back on players with fresh ideas and the resources and capacities of NBC." Sie said if NBC offers equity in the sports service, "we're going to get our pro-rata share."

Charles Dolan, the founder of Cablevision Systems Development Corp., which owns systems and several regional sports-channels, said the NBC deal was "wonderful. It's great for cable" to have a company like NBC provide additional resources to the industry, he said. Asked if Cablevision would be an NBC cable affiliate, Dolan said, "I would certainly hope to be."

But not all the MSO's were quite as positive. Larry Wangberg, president, Times Mirror Cable, questioned the need for the programming NBC has proposed. "What are they bringing to the market that we don't already have?" asked Wangberg. He also suggested NBC's entry will accelerate the cost of sports rights for cable exhibition. "That will be paid for by cable operators in the long run," he said.

William Grimes, president of ESPN, had this to say about last week's news: "It takes five or six years to build a premium service. To replicate it is going to take a lot of money and effort. We are not going to panic because of the new competition. We have faced competition throughout our six years

and will continue to do so."

David Meister, president of Financial News Network, was somewhat surprised with the speed of the TCI-NBC agreement. "We thought we would make a deal with Tempo and TCI," said Meister, which would have entailed programming a Tempo/Score channel together. Even at that, he said, FNN would have proceeded only "if the cable industry gave us a clear sign it would be supportive," something he was not sure NBC would find. Last year, for instance, TBS looked at launching a business news service but decided against the idea.

NBC broadcast affiliate reaction was mixed. NBC affiliate board chairman, James Siefert, president, Cosmos Broadcasting, said he thought the move would "strengthen the network in the future and in their ability to bid for future rights, especially in the sports field." As head of a group with affiliates of all three networks (including six NBC affiliates), said Siefert, "I want to see healthy networks." Any audience dilution occurring as a result of the deal, he said, would take place within the cable universe, and not on the broadcast side.

Said John Spinola, general manager, WBZ-TV Boston: "I don't enjoy the fact that they will be developing product for the competition, but if it proves beneficial for sports rights, it may be worthwhile." □

Mooney urges operators to renew vows on public interest commitment

National Cable Television Association President James Mooney (at right) opened the national show by telling cable operators the industry should renew its commitment to serving the public. "Let's reaffirm our industry's commitment to deliver good service at reasonable prices, and to offer the olive branch even as some of our competitors brandish the stick," Mooney said.

Mooney touched on relations with Hollywood and broadcasters, but spent more time talking about the telephone companies. "The phone companies are now busily urging the Congress and state legislatures to dispose of both rate of return regulation and line of business restrictions, while of course allowing them still to retain their statutory monopoly over switched voice," he said. "This is as if the lions in the St. Louis Zoo wanted the right to live in the antelope cage."

Mooney urged cable operators to recognize that "with success comes accountability and...increased scrutiny." Some of the questions those in Congress have "reflect merely a desire to understand issues raised by our com-



petitors," he said. "Some of them, however, reflect a perception that some of us are being less careful than we might be," Mooney said. "We cannot afford to rebuff friends when they give us friendly advice," he said.

At the moment, Mooney said, all that is going on in Washington is that people are asking questions. "I take a back seat to no one," he said, in recognizing the unjustified complaints over carriage, pricing or the cable act. "Yet, we need to recognize, too, that Washington's politics well up from the local level, and it's never smart in politics to ask people to believe you're *always* right," he said.

He urged the cable industry to continue to take risks "in the search for ways to make television everything it can be. Whether in terms of high-definition television or innovations in television programming formats, cable is best positioned to seize the initiative." □

Convention chairman John Goddard (at left), president of Viacom Cable who was elected NCTA chairman on the convention's last day, opened the show by saying its theme, "Seeing is Believing," "is an excellent description of cable television in 1988." Cable has "benefited from deregulatory actions," he said. The industry "has accepted the responsibility of deregulation."

He welcomed the Hollywood community to the convention, and said the cable industry was anxious to encourage "as much product as capacity can accommodate."

Cable-broadcasting-Hollywood peace treaty?

Warner's Ross says fighting must cease on ownership size, must carry, syndex; sees telcos as real threat

Warner Communications Inc. Chairman Steve Ross told the cable industry last week that compromises must be struck with broadcasters and the Hollywood program community on the issues of ownership concentrations in the cable industry, syndicated exclusivity, compulsory license and must carry.

Said Ross: "Should there be a limit on the size and subscriber concentration within a single MSO? Should there be a better or fairer resolution to the problems of syndicated exclusivity and compulsory license? Should independent nonduplicated program networks have equal access to channel capacity compared to those owned by the operators? Wearing my cable hat, my movie studio hat and my corporate hat, my answer to all these questions is: 'Yes.'"

Ross, who was instrumental in getting the three sides back together in recent closed door talks, said cable has to take the "broad view. Our agenda must shift from haggling over what proportion of the pie each of us gets to making a bigger pie for all to share."

Ross stated the view, which was heard throughout the NCTA, that the telephone industry must be given no piece of the pie. "Telephone companies must not be allowed to own cable television systems or be the actual distributor of television programing into the home," he said. Ross charged that phone companies, "with their historic record of monopoly behavior" cannot be trusted to separate their guaranteed rate-return profits from new cable ventures.

Ross said the Hollywood-cable-broadcaster talks must continue until a workable compromise is reached. Otherwise, he said, "we run the risk of having a solution im-



Pompadur, Nicholas, Redstone, Ross

posed upon us."

Ross made his remarks at the closing session of the NCTA convention. He was joined by Time Inc. President N.J. Nicholas Jr. and Viacom Chairman Sumner Redstone in a discussion of cable's future that was moderated by I. Martin Pompadur, ML Media Partners, New York.

The three media executives agreed the cable industry should be able to boost its penetration to 70% in the next decade (it currently stands at just over 50%).

But as Time's Nicholas put it: "Cable will need a steady supply of interesting, innovative, original and proprietary programing" to achieve that penetration level.

Nicholas said fresh programing would serve subscribers best, and that's what counts. "We have some very powerful opponents," he said. "And they're actively looking for an opportunity to stop our progress. Only by remaining incredibly sensitive to our customers and to the industry's public obligations can we avoid handing them that opportunity."

Redstone agreed that "what counts is software, what counts is the quality and the diversity of programing." And cable TV, he said, is "the giant consumer of programing.

It has no peers."

On a note closer to home, Redstone rebuffed those who criticized Viacom's decision to distribute cable programing, such as *It's Garry Shandling's Show* and *Double Dare*, to other media.

"There is not one ounce of hypocrisy in us when we state that Viacom, Showtime, MTV and all of us in the company believe in proprietary cable programing." In the case of *Double Dare*, said Redstone, marketing the show off-cable, "established Nickelodeon [which produced the show in-house] as a producer of programing. The actual *Double Dare* transaction has given Nickelodeon the capacity to put into production four new shows which will appear on the Nickelodeon cable channel."

As moderator, Pompadur kept his remarks brief, but noted that he and partner Elton Rule (with the backing of Merrill Lynch and G.E. Capital Corp.) got into cable system ownership last year because they feel cable is "the best investment of media properties." Pompadur said ML Media Partners expects to more than double the size of its cable system holdings, from 450,000 subscribers to 1 million subscribers by the end of 1988. □

MCA TV meets with cable operators in "watershed" event

Studio tells CATV executives at NCTA that it's looking for joint venture

Representatives of MCA Inc., one of Hollywood's most powerful motion picture studios, paid a visit to cable executives at the NCTA convention in Los Angeles last week. Their message: "Let's do a deal."

Robert Harris and Jim Korris, president and senior vice president, MCA Television Group, respectively, made a presentation to some 50 top cable executives, inviting them to enter into a joint venture to produce original programing for cable.

Their presentation got an assist from several top Hollywood producers who expressed their eagerness to work with the cable industry: Steven Spielberg, whose credits include "Jaws," "ET" and "Raiders of the Lost Ark"; Joel Silver, producer of "Lethal Weapon"; John Hughes, producer of "Sixteen Candles" and "The Breakfast Club," and Michael Mann, producer of NBC's *Miami Vice*.

Jim Cownie, president of Heritage Communications and chairman of the programing consortium that organized the meeting, called it a "watershed," and said the opportunity to join forces with MCA was "very exciting." MCA has expertise in programing that would be difficult for cable to develop on its own, Cownie said.

The producers were a big hit, according to Cownie. "It was fun to be exposed to that type of creative personality," he said. "It's something our guys aren't used to." The producers said they were interested in cable not only as a new source of money for production, but also as a "more flexible" medium, Cownie said. They believe they will be able to do things for cable that they cannot do for motion pictures or broadcast television, he said.

According to Cownie, the MCA representatives neither asked for nor received any response to their offer from the cable operators. However, Cownie said, he is putting together a subgroup to come up with some

ideas on working with MCA.

Anything is possible, Cownie said. But, he said, he believes it unlikely that every member of the consortium would enter into a deal. What is far more likely is that several companies will step forward and try to work something out on a "private basis," he said.

At a meeting with securities analysts, John Malone, president of Tele-Communications Inc., said he was "thrilled" by Hollywood's attention. A year ago, he said, the production community "wouldn't acknowledge we existed.... Cable offers them a whole new dimension."

Brian Roberts, executive vice president, Comcast Cable, told the securities analysts that the producers seemed frustrated by the limits of broadcast television. Spielberg said he had "a lot of ideas for cable," Roberts said. A deal with MCA could be the first step in shifting today's distribution pattern—network to broadcast syndication to cable, Roberts said.

The consortium of the top 30 or 40 MSO's

was formed in 1986 to raise money and bid on rights for a package of National Football League games. It stepped aside, however, when cable networks indicated their interest in acquiring rights directly. ESPN eventually secured a 13-game package.

Since that time, Cownie said, the consortium has been "pretty dormant." But, he said, it has been reactivated from time to time to hear various programming proposals. Other than MCA's proposal, the only thing under active consideration is an offer to participate in a new international professional football league that former Oakland Athletics owner Charlie Finley is trying to organize, Cownie said.

To make meetings manageable, the consortium was originally limited to the top-30 MSO's. But for last week's gathering, Cownie said, the doors were open to representatives from any MSO. More than 50 executives representing three-quarters of all cable subscribers attended, he said.

Cownie said dealing with MCA could have political as well as economic benefits for cable. And NCTA President Jim Mooney agreed: "The ultimate resolution of the conflicts between these industries will be found on a business basis rather than in the manipulation of regulatory policy on either side."

Cable executives have pointed a finger at MCA for the collapse of a deal between NCTA and the Motion Picture Association of America that would have reformed cable's compulsory copyright license. The copyright license has been a point of conflict nearly since its creation by Congress in 1976.

Executives of MCA and other major studios are now engaged in a series of talks with top cable executives aimed at resolving

the industry's regulatory differences. A tight lid is being kept on the talks, but participants are characterizing them mostly in positive terms.

MCA already has some cable ties. In addition to producing programming for the broadcast networks and for the first-run syndication market, the MCA Television Group is half owner of USA Network, a major basic cable programer, and WWOR-TV New York, a popular cable superstation.

Cownie traced the origin of last week's meeting to Korris, who contacted Bill Daniels, chairman of Daniels & Associates. Daniels then contacted him, he said.

Patrick's point of view at odds with cable industry

NCTA board of directors hears opinions on syndex, cable-telco, compulsory licenses; board also chooses new members and operators

FCC Chairman Dennis Patrick told the board of the National Cable Television Association at its meeting last Wednesday in Los Angeles what he thought about the compulsory license, syndicated exclusivity and telephone-cable crossownership. For the most part, it was not what the board members wanted to hear.

"I think he has a point of view and I think he was candid in sharing it with us," said

Warner wants back into cable. In comments to reporters after his luncheon address at last week's NCTA (see page 27), Warner Communications Inc. Chairman Steve Ross said WCI was interested in acquiring cable program services once again. In the late 1970's, with American Express, the company formed Warner Amex Satellite Entertainment Co., which created MTV, Nickelodeon and The Movie Channel. Subsequently, the services were sold to Viacom. Warner sold its interests in those services as part of an effort to become profitable after sustaining heavy losses associated with trying to build a number of urban cable systems, Atari video games and other diversified businesses.

Ross also said a major priority for the company is expanding its domestic first-run syndication efforts, which now comprise one animated series, *Police Academy*, scheduled to debut in the 1989-90 season. "We probably should have been in first-run syndication before this," said Ross. "We will pursue it." He also said the company will aggressively expand its distribution efforts in foreign markets, and will seek joint venture opportunities abroad.

NCTA President Jim Mooney following the meeting, which was closed to the press. "Beyond that, it appears we have some fundamental disagreements."

Taking up other business after the hour-long session with Patrick, the board voted to appeal the FCC Common Carrier Bureau's decision to permit General Telephone Co. to own and operate a cable system in Cerritos, Calif., and lease half the capacity to the cable franchisee, Apollo Cablevision. The cable industry has opposed the deal, pointing to the ties between General Telephone and Apollo's parent, T.L. Robak Construction Co. General Telephone awarded Robak a contract to build the system. The NCTA is authorized to appeal to the full commission and, if need be, to the courts.

The board also elected new officers: John Goddard, president and chief executive officer, Viacom Cable (chairman); Robert Miron, president, Newhouse Broadcasting (vice chairman); Jerry Lindauer, senior vice president, Prime Cable (secretary), and James Robbins, president, Cox Cable Communications (treasurer).

Named to join the officers on the executive committee were Mooney; James Cownie, president, Heritage Communications, as immediate past chairman; John Malone, president, Tele-Communications Inc.; Amos Hostetter, chairman and chief executive officer, Continental Cablevision Inc., and Trygve Myhren, chairman and chief executive officer, American Television & Communications.

And, as a result of an earlier decision to increase the number of programers on the board to six, three newly elected programers took their places on the board. They are Ted Turner, chairman and president, Turner

Cable commitment to R&D

The cable industry is not only getting serious about programming, but also about its technology.

The day after the doors closed on the NCTA convention last week, four major cable operators announced the formation of the Cable Television Laboratories Inc. (Cable Labs), a consortium to research and develop technology for the industry. Tele-Communications Inc., American Television & Communications, Continental Cablevision and Comcast Cable Laboratories expect to recruit enough other operators to give the labs a first-year operating budget of \$7.5 million.

"Until now, we've had no mechanism for conducting research," said an NCTA spokesperson. "It's an important, important first step, a sign of cable interest in long-term growth."

According to an NCTA press release, the consortium will be guided by an 18-person board chosen from among the founding members—operators who sign up before Sept. 30. An executive search firm has already been hired to find a director for the labs.

Support for the labs will come from dues—two cents per subscriber per month. And all founding members must make a three-year commitment.

Among the labs' initial priorities will be fiber optics and high-definition television, which were the hottest technology-related topics at the convention.

According to the release, the labs will have three basic purposes: 1) to act as an information clearinghouse; 2) to plan and fund R&D projects that would be too expensive for individual operators to tackle, and 3) to facilitate the transfer of technology to operators.

The consortium grew out of the NCTA R&D Committee, which is headed by TCI President John Malone. It is organized under guidelines of the Cooperative Research Act of 1984.

Broadcasting System; John Wynne, chairman and chief executive officer, The Weather Channel, and Kay Koplovitz, president and chief executive officer, USA Network.

In accepting the chairmanship, Goddard said the industry must protect its "essential interests," but should be flexible in dealing with competitors, except for the telephone companies. After the meeting, he said, "One has to ask the question: 'Why telephone when it has a history of abusive, anticompetitive practices in terms of cross-subsidization?'"

The disagreement between cable and the FCC of most immediate concern to the cable industry is over syndicated exclusivity rules, which would empower television stations to enforce exclusivity of syndicated programming against distant broadcast signals imported by local cable systems.

The FCC eliminated the rules in 1980, but Patrick seems determined to bring them back in some form—possibly at the FCC's May 18 open meeting. Although broadcasters and the motion picture industry generally support reimposition of the rules, cable is set against it, arguing that they are unwarranted and would cause "black outs" and deprive viewers of programming choices.

At the meeting, according to those in attendance, Patrick laid out his freedom-of-contract philosophy that underlies his interest in the rules and said that cable's claim to exclusive programming would be stronger if it respected broadcasters' claim to same.

Citing the FCC's ex parte rules, Patrick refused to talk about the specifics of the rules. But, FCC spokesman John Kamp, who accompanied Patrick to the meeting, said Patrick was "sensitive" to the need for a "transition period."

As a fall-back position, NCTA has been advocating that new syndex rules not apply to existing programming contracts. Because existing contracts will expire at different times over the next several years, they ar-



Patrick

gued, making the rules applicable only to new contracts will have the effect of phasing in the rules over several years.

Patrick indicated that he is inclined toward complete elimination of compulsory copyright license, which allows cable systems to carry local and distant broadcast

signals and provides a mechanism for paying copyright royalties for them. He allowed, however, that elimination of the license for local signals would create some practical problems that would have to be addressed.

Of less immediate, but of greater strategic concern, to cable is the threat of telephone companies being allowed into the cable business in their telephone service areas. Today, FCC rules and the Cable Communications Policy Act of 1984 prohibit such crossownership, but the FCC has shown an interest in eliminating its ban by launching an inquiry to reexamine it.

Patrick said that telco entry into cable should be addressed. He agreed with the cable industry's argument that cable competes with broadcasting. But, he warned, cable's efforts to preclude telcos from the cable business may be viewed as anticompetitive on Capitol Hill and backfire.

In the context of a discussion of Cerritos, Patrick said the FCC could insure against telephone companies cross subsidizing their cable venture from telephone revenue.

Kamp said one cable operator raised the fear that communities will follow Cerritos's lead and demand in refranchising proceedings services and facilities that only telcos can afford to provide. Kamp said thinking at FCC is that it lacks authority to regulate what municipalities ask for in requests for proposals. He said Patrick asked NCTA to address the question in its Cerritos filings. □

'Cosby' barter minute goes to P&G, GF, Group W

Sale in syndication approaches \$600 million, breaking previous record by almost three times; syndicated airing begins this fall

Viacom Enterprises completed the last lap of the first round of its record-setting sales of *The Cosby Show* in syndication, with the sale of the program's barter minute to Procter & Gamble, General Foods and Group W. The deal announced last week is valued at \$60 million, which moves the total take for sales of *The Cosby Show* in syndication to close to \$600 million for the initial three-and-a-half years of its syndicated run, easily breaking previous off-network sales records for any show in syndication by a factor of almost three.

Of that, Viacom will extract close to \$200 million based on its distribution fee of 32.5% of the show's revenues.

Cosby debuts this fall on 167 stations covering 96% of the country.

In the deal, Group W gets 30% of the 1,820 spots over the three-and-a-half year syndicated run (546 spots) and P&G and GF get 70% (1,274). Group W's value of the inventory is enhanced by the advertisers' purchase, which makes its time relatively more scarce, and therefore expensive. Group W demanded that no other syndicator purchase the time.

For Procter & Gamble and General Foods, an upfront buy of the time reduces the costs associated with a sales firm acting

as a middleman. "We bought it wholesale," said one executive associated with the two advertisers.

In large part, the deal was initiated when Viacom announced that *Cosby* would be sold on a cash-plus-barter basis in October 1986. At that time, both D'Arcy Masius Benton & Bowles, the advertising agency that represents General Foods and Procter & Gamble for network and syndication prime time, and Group W approached Viacom about buying the inventory based on the perceived value of the show.

Contrary to Viacom's declared intentions when the marketing of the barter time in *Cosby* was announced in January of this year, ratings guarantees were involved in the deal. That element, and the legal reviews incurred by all sides as a result, was responsible for delaying the intended completion date of the deal, March 9.

GF's, P&G's and Group W's payment for the deal upfront was at Viacom's suggestion. Sources said the prospect of a tax increase with a change in the leadership of the country this year was in part responsible for that offer.

Calculating the net present value of the deal based on the upfront cash payment is difficult given the normal uncertainties associated with such economic predictions and because of the actual value of time and the payment for the time under the guarantee structure worked out. The deal's actual value will only be known when the ratings

come in after the show makes its syndication debut this fall.

Any protections for GF and P&G in the purchase of the barter minute will leave Viacom with some element of risk. But those amendments to the originally stated terms of the sales of the barter time were what moved the inventory at a price that the four parties found satisfactory.

Originally, Viacom had set a "reserve price" of \$45,000 per 30-second spot for the 1,820 spots in the first three-and-a-half years of the deal. At that price, the inventory would have been worth \$81.9 million.

In a deal worth \$60 million, the spots become worth approximately \$33,000 apiece.

Irwin Gotlieb, senior vice president, director of national broadcasting, DMB&B, said DMB&B's early interest in the inventory came from the belief that *Cosby*'s network ratings were bound to make it a must-buy for advertisers in syndication.

"There clearly isn't anything in sight" in syndication of *Cosby*'s value. "It's incumbent on us to not pass an opportunity like this," he said.

But Gotlieb said his belief in the show did not result in feeling compelled to buy without some form of protection.

Group W vice president of media, Dan Cosgrove, said the enduring ratings of *Cosby* give it every indication of being a hit in syndication, in spite of the growth of other broadcast and cable channels. □

'Nightline': between the Arabs and Israelis

Koppel program travels to Israel, airs seven-and-half hours in series on Arab-Israeli problem; brings together 500 Israelis, 150 Palestinians in auditorium for 'town meeting'

If things have gone as planned, Ted Koppel and his wife are in Hong Kong this week celebrating their 25th wedding anniversary, but perhaps not too energetically. *Nightline's* anchor could use some rest. "I'm one tired puppy," he said on Wednesday night. He was preparing for his regular *Nightline* and completing work on the first of what will be a series of quarterly one-hour, prime-time *Koppel Reports*. The inaugural, to be broadcast on May 12, will deal with a subject with which Koppel has become familiar through a number of *Nightline* programs—televangelism. All of that, mind you, after *Nightline's* week in Israel.

That week, in Koppel's view, produced the kind of journalism he had hoped it would. "It sketched out the dimensions of the Arab-Israeli problem," he said. It did not satisfy the hopes of those looking for diplomatic breakthroughs; Koppel said the week produced no movement toward a solution of that problem. But that had not been the aim or expectation. "We wanted to give context," he said.

And there was plenty of that in the more than seven-and-a-half hours of *Nightline* in the Holy Land. The assassination of a leader of the Palestinian Liberation Organization by what was assumed to be an Israeli commando team caused the cancellation of appearances by Yasir Arafat and King Hussein of Jordan. Israel's leaders—Prime Minister Yitzhak Shamir, Foreign Minister Shimon Peres and Defense Minister Yitzhak Rabin—did participate, and the Palestinian point of view was represented.

The extraordinary town meeting, on Tuesday, attended by some 500 Israelis and 150 Palestinians and featuring panels of three prominent Palestinians and four members of the Israeli Knesset, that ran for over three hours, beginning at 11:30 p.m., NYT (6:30 a.m., local time), was not only the high point of the week. It also was an illustration of the balance the Koppel crew managed to achieve. Some feeling for the intractability of the problems in the Middle East was evident in what was said—Koppel noted that the groups talked "at and past each other"—as well as in the symbolism: The wall that the Palestinians insisted be located on the stage between the two panels as a sign they were not there to negotiate with the Israelis.

Yet, the 600 telephone calls ABC News received as a result of the program were all favorable. "That never happens," said Koppel. "It may be the first time it did in the history of ABC News."

Producing the town meeting was one of the week's monumental headaches. The makeup of the Palestinian panel kept changing, as personalities would agree to participate and then, presumably for political reasons, renege. The final panel contained only



Koppel at the Wailing Wall in the Old City of Jerusalem

three members because of one last-minute dropout that was attributed to the "flu." So uneasy were the ABC News people about the possibly incendiary mix of Palestinians and Israeli Jews in one hall—the program was done in the Jerusalem Theater—that those entering the auditorium were obliged to walk through metal detectors, and a squad of private security people hired by ABC News for the occasion was on hand in the event trouble broke out. None did.

Koppel was disappointed more Palestinians did not appear; he had expected as many as 250. But getting even 150—they were bussed in from the West Bank and Gaza—presented a problem, particularly for

those traveling from Gaza. Because of the distance and the roadblocks between Gaza and Jerusalem, the Palestinians had to leave at 2 a.m. to arrive at the theater on time. And a curfew would have prevented them from crossing into Israel until 3 a.m. Koppel and ABC News President Rooney Arledge, who spent the week in Israel with the *Nightline* crew, discussed the problem with Defense Minister Rabin at breakfast, after Koppel had taped an interview with Rabin. "I asked for Rabin's cooperation, and he said there would be no problem," said Koppel. There wasn't.

"I felt very good," Koppel said of the final product. "We did what we set out to do." □

McDonald leaves TVX

President quits for personal reasons following completion of financing for purchase of Taft stations; his successor is John Trinder, executive VP

Tim McDonald resigned as president of the TVX Broadcast Group last week to pursue "personal goals and interests" now that TVX has completed a proposal for the financing of a short-term \$248-million bridge loan with Salomon Brothers. That loan was made to finance the purchase of the five independent TV stations it acquired in April 1987 from Taft Broadcasting.

John Trinder, executive vice president and chief operating officer at TVX, was named as McDonald's replacement by the TVX board last week. Trinder said that since he and McDonald have worked so closely since 1979 there would not be much of a "transi-

tion" in the way the group of 11 independent (10 UHF, 1 VHF) is run. TVX was founded in 1979.

Trinder is a board member of the Association of Independent Television Stations who spent 10 years with Landmark Communications prior to joining TVX.

As the president of the 15th-largest broadcast group, McDonald has a reputation within the broadcasting industry as a flamboyant "dealmaker." McDonald got TVX involved with Fox Broadcasting Co.'s prime time programming service at its inception last year. All the TVX stations, except those in cities where Fox owns stations (Dallas, Houston and Washington), are FBC affiliates, and McDonald is secretary of the FBC board of governors. He is also on the Robert Halmi Inc. board of directors.

Prior to TVX, McDonald worked for television stations in San Francisco, New York, Boston, Washington and Norfolk, Va. He became president of TVX in 1982.

As part of its announced intention to sell some of its 11 stations to help finance the Taft station purchase, TVX announced the sale of WCAY-TV Nashville to Southwest Multimedia Corp. for \$5.8 million last week (see "Changing Hands," page 64). TVX is reportedly attempting to sell other stations, including WTVZ(TV) Norfolk, Va.; WMKW(TV) Memphis, and KRRT(TV) Kerrville, Tex. (San Antonio). □



McDonald

High visibility for high definition at NCTA

New technology is talk of the meeting rooms and exhibit floor; ATC to fund Sarnoff Center ACTS research

Like the National Association of Broadcasters convention in Las Vegas last month (BROADCASTING, April 18), the NCTA convention in Los Angeles last week provided ample evidence that high-definition television is on its way and gave those in attendance an opportunity to ponder over what to do about it.

Among the HDTV developments at the show:

- American Television & Communications Inc., the nation's second largest MSO, and Home Box Office, the oldest and largest of the pay cable networks, announced they would provide "significant" funding to the David Sarnoff Research Center for the development of its Advanced Compatible Television System. ATC and HBO, which are owned by Time Inc., join NBC and RCA in support of ACTV.

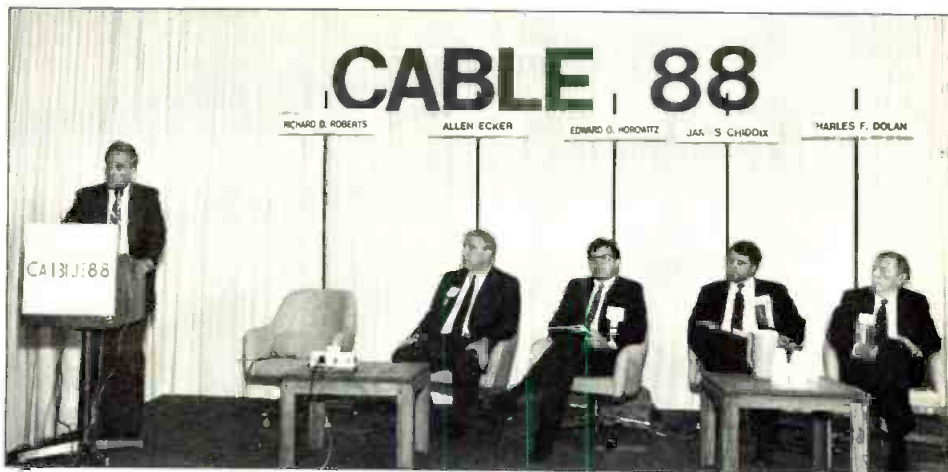
- Japan Broadcasting Co. (NHK), the inventor and chief proponent of the Muse HDTV transmission system, and American Cablesystems Inc. transmitted "full" Muse signals over American's Los Angeles cable system to NHK's booth in the convention center.

- At its exhibit booth, Mitsubishi showed an HDTV half-inch videocassette recorder—a predecessor of the HDTV home video equipment that is expected to arrive in U.S. stores within the next two years. The VCR's output was displayed on a 40-inch HDTV monitor.

- High Resolution Sciences Inc., a Los Angeles-based start-up company, unveiled a video processing system that improves NTSC video by eliminating an artifact known as chroma crawl. Faced with the prospect of HDTV home video equipment pouring into the country in two years, cable operators and programmers have joined broadcasters in trying to figure out how they can offer HDTV or some other form of advanced television service to remain competitive.

The NHK HDTV system with 1,125 lines and a 16:9 aspect ratio has established itself as the HDTV production standard in the U.S. But several systems including NHK's Muse are vying to become the HDTV transmission standard. Some are compatible with conventional NTSC broadcast channels and television sets; some not.

As its funding of the Sarnoff system underscored, HBO is deeply interested in delivering its pay cable services to subscribers in HDTV. At a management session on HDTV, Ed Horowitz, senior vice president, HBO, said HBO has to meet the HDTV video challenge head-on. "We have to be



Discussing cable and new technologies (l-r): Richard Roberts, TeleCable; Allen Ecker, Scientific Atlanta; Ed Horowitz, HBO; James Chiddix, ATC; Charles Dolan, Cablevision Systems

there the first day the [HDTV sets] hit the market."

Consumers can distinguish between "good pictures and great pictures" and they have shown a willingness to pay a premium for the latter, Horowitz said. And, he said, the consumers who are first in line for the latest video enhancements tend to be HBO subscribers. HDTV is not a static technology, Horowitz said. "HDTV of today is nowhere near as good as HDTV of tomorrow is going to be," he said.

Recalling that the cable business got its start in the 1950's by delivering better pictures to consumers, Horowitz urged cable operators not to fight, but to "harness" HDTV and use it to their advantage—"to be the best that we can be."

Charles Dolan, chairman and chief executive officer, Cablevision Systems, the ninth-largest MSO, joined Horowitz in urging cable operators to prepare for the coming of HDTV.

When the Japanese manufacturers introduce HDTV video equipment in the U.S., Dolan said, consumers "will want it and want it urgently."

A direct broadcast satellite service may also appear to deliver HDTV programming, Dolan said. The Japanese plan to launch a high-power DBS system in 1990 that will be able to broadcast HDTV programming through 20-inch earth stations.

Cable has to start thinking about HDTV now so that it can be ready to deliver it when the time comes, Dolan said. Cable should not risk going through a period where it offers "second-best pictures," he said. "We dare not lose the lead."

Proponents of several of the HDTV transmission systems appeared on a Tuesday morning panel to describe their systems and to try to win the support of cable system operators.

I. Ishida of NHK presented the eight Muse systems, including the fully developed 9 mhz "full" Muse system that was used for the American Cablesystems demonstration in the exhibit hall.

Richard Iredale, founder of the Del Rey Group, described his firm's one-channel NTSC-compatible HD-NTSC system, saying that if he can secure sufficient funding, the system could be ready for field tests next spring.

Jim Carnes, vice president, consumer electronics and information sciences division, Sarnoff Center, explained the center's two-step approach: introduce the NTSC-compatible ACTV I first and, in several years, when display technology makes it worthwhile and availability of additional channel capacity makes it practical for broadcasters and cable operators, introduce the higher resolution, two-channel ACTV II. ACTV II would be compatible with NTSC and ACTV I, he said. Throughout the convention, Sarnoff provided half-hour demonstrations of its ACTV technology using computer simulations. Carnes said an actual ACTV I system should be completed by September, permitting field tests next year.

Arpad Toth, chief scientist, North American Philips, talked about Philips's HDMAC-60 system for satellite distribution and broadcasting and two-channel HD-NTSC for terrestrial broadcasting and cable. Compatible with NTSC sets, HD-NTSC requires a 6 mhz main channel and a 3 mhz augmentation channel. Toth said Philips should be ready to demonstrate the system this summer.

John Marcinka, of the New York Institute of Technology, described NYIT's Vista system, which requires a 6 mhz main channel and either a 6 mhz or 3 mhz augmentation channel. The system, which should be ready

for testing by the end of the year, is also compatible with NTSC sets. A prototype of the system was shown in General Instrument's booth.

Yves Faroudja, president, Faroudja Laboratories, explained his one-channel, NTSC-compatible system, the only one that sticks with NSTC's four-to-three aspect ratio. The Faroudja equipment is already available and used by broadcasters for improving video in the studio.

Jim Chiddix, senior vice president, engineering and technology, American Television & Communications, said ATC and HBO are funding Sarnoff so that it will consider fully cable and satellites in developing the ACTV system. In particular, he said, they want to make sure the ACTV signals are rugged enough to survive cable systems and they want Sarnoff to look into the feasibility of encrypting the ACTV signals—a must if its to be used by cable.

Chiddix stressed that the funding of Sarnoff is not an endorsement of the system. Indeed, he said, HBO and ATC are also funding ongoing HDTV development at the Massachusetts Institute of Technology. He also noted that HBO and ATC are working with NHK.

Going into the NCTA convention, Sarnoff already had the support of NBC and RCA. Officials of those companies viewed the HBO/ATC announcement as further evidence of the consensus that is forming around the ACTV system. Steve Bonica, vice president, engineering, NBC, said their participation "is another step toward industry unity" and the understanding that whatever is adopted has to be acceptable to the public.

None of the parties involved would say on the record how much ATC and HBO were contributing. But one source said it was a "drop in the bucket" compared to NBC's and RCA's investment to date.

According to Yozo Ono, who manned the NHK booth with the cable-fed HDTV pictures, the HDTV had to pass through 12 line amplifiers in going from the American Cablesystems headend to the NHK booth.

In the booth, the HDTV pictures could be viewed on a projection set as well as a large HDTV monitor. NHK also showed an HDTV-to-NTSC downconverter so that the HDTV signals could also be seen with dramatically reduced clarity on a standard NTSC set.

During the panel session of system proponents, Ishida said that in designing Muse NHK's prime concern was preserving as much of the picture quality of studio HDTV as possible. As a result, it's too wide for broadcast channel and requires a downconverter for viewing on NTSC sets.

But, sensitive to the desire of broadcasters for a compatible system, Ono said later, NHK has set forth seven additional Muse systems, which lack the resolution of full Muse, but which are compatible to one extent of another with NTSC.

Ono said the NAB and the Association of Maximum Service Telecasters are supposed to tell NHK within the next few weeks which compatible Muse system they believe would best service American broadcasters

and their viewers. Whatever system they select, he said, NHK will have ready to demonstrate this fall.

The Mitsubishi demonstration was significant because it is the threat of HDTV video gear that is driving HDTV interest in the U.S.

The unit in the booth was far from a consumer product. The signal processing electronics had yet to be reduced to integrated circuits and had to be housed in a three-foot-high cabinet. What's more, the playing time of the half-inch tapes that looked like standard VHS tapes was just 65 minutes—too short to accommodate most motion pictures which run from 90 to 120 minutes.

But the machine provided full baseband HDTV images—that is, no Muse compression or degradation.

At the NHK booth, Ono said the Mitsubishi system being demonstrated was a standard one. After conferring with the various consumer electronics manufacturers in Japan, he said, NHK will issue next month the half-inch HDTV VCR standard which will have playing time of "two or three hours." At that point, the Japanese manufacturers will be able to begin tooling up to make actual products.

Some broadcasters and cable operators feel they can answer whatever quality challenge is posed by the Japanese and the home video industry not by adopting a new transmission system, but simply by dramatically improving NTSC.

John Sie, senior vice president, Telecommunications Inc., is among those who believe that improved NTSC may be all that is needed. Improved NTSC systems such as Faroudja's do not have the wide aspect ratio of the HDTV systems, he said, but he questions whether aspect ratio is worth disrupting today's broadcast and cable service.

At the system proponents panel, Faroudja argued that the industry should sacrifice the

wide aspect ratio, stick with an improved NTSC system and make a quantum leap in picture quality in 10 years or so when digital transmission systems are possible.

The Faroudja system, when coupled with progressively scanned television sets that are to hit the market later this year, will provide resolution approaching 35mm film. "I don't think there is any need to exceed 35 mm resolution."

High Resolution Sciences' new CCF system, shown for the first time at the convention last week, fits into the realm of HDTV.

As explained by company officials, CCF restructures the basic NTSC video to eliminate the moire effects and chroma crawl. The system was continually demonstrated on the exhibit floor. Its output could be compared with unprocessed NTSC pictures as well as with pictures processed by the Faroudja system.

Denes Ilkovic, senior vice president for technology and product development, said that the system is fully compatible with NTSC channels and sets, but is not NTSC. Therefore, he said, before it could be put to work for broadcasters, it would have to pass muster at the FCC. He said HRS plans to apply for permission to air CCF-processed signals in the near future. Because the system involves changes in the NTSC video, Ilkovic said, the improvements gained before the signal is uplinked to the satellite will survive all the way to the home, regardless of how many times the signal in modulated or demodulated.

According to David Schine, HRS chairman and president, HRS believes its initial market will be the pay cable programers, who are interested in improving picture quality.

Instead of selling the system, Shine said, HRS plans to license the equipment to pay programers and operators with royalties based on the number of subscribers. □

MacCarthy puts telco burden of proof on cable television

Dingell staffer says cable will have to explain why telephone companies should be kept out; other panelists aren't as bullish, yet comments suggest entry may be inevitable

What cable wanted least to hear came at the end. It came from Mark MacCarthy, professional staff member of the House Commerce Committee, who told an NCTA panel on telco entry that "the burden of proof is on the cable industry to show that telephone companies should continue to be kept out of the cable business."

His was not the only discouraging word. Senate Commerce Committee staffer Gina Keeney said she thinks telco entry is "coming eventually," but only after "we figure out safeguards for equal access and cross-subsidy. But it certainly won't be this year or in the very near future." And FCC Commis-

sioner Patricia Diaz Dennis said: "I must tell you that I look skeptically at any kind of flat prohibition against entry into any business."

The panel, moderated by Trygve Myhren, chairman of American TV & Communications, began with a recitation by Washington lawyer Philip Verveer (Willkie Farr & Gallagher) of how the present rule came into being and why it might be changed. The rule itself is that telephone companies may not diversify into programing but that they may carry the signals of others. Why would it be changed? Because of a belief in "scope economics," in keeping with federalism (a desire to leave governance at the most local level possible) and because "this is a government of minimum intrusion" (fewer rules), said Verveer.

Commissioner Dennis expressed two major concerns about telco entry: (a) her belief that there are certain kinds of voice storage and retrieval services, including electronic

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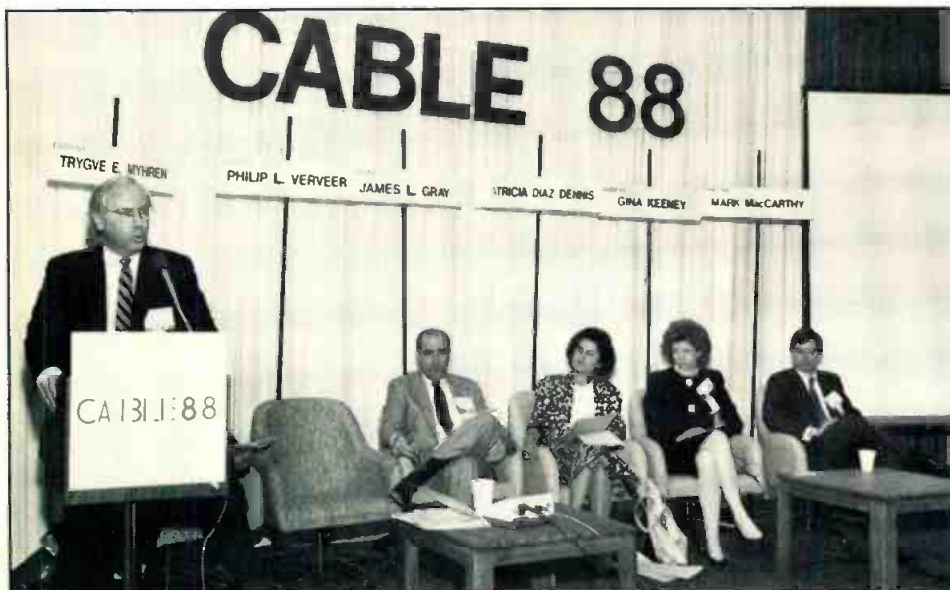
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Verveer, Gray, Dennis, Keeney, MacCarthy (Myhren is behind podium).

electronic mail, that the Bell operating companies should be allowed to offer, and (b) because of high-definition television, with its special requirements for transmission bandwidth. "When the cost of copper wire crosses with that of fiber I wonder if it will make any difference to cable if telcos get in," she said, adding that "cable has to think strategically of what kind of business it wants to be, because the fiber will be there eventually and there will be a slew of competitors with which it will have to compete."

Keeney, who appeared more skeptical of telco entry than the other governmental panelists, said all branches of government have concluded that the dangers of letting the telephone companies in outweigh the advantages afforded by entry. "Why is that?" she asked. "Because it's fun to pick on phone companies? Yes, in part." But the two real reasons, she said, are that the telephone companies "have an almost endless pot of money with which they can cross-subsidize," and because they control the poles and the ducts.

Those conditions have not changed, she observed. Citing cross-subsidy as the major problem, she noted that the FCC has struggled with the problem "time and again, and although they're getting closer [to a solution], I'm not convinced that their rules are a panacea. There are just so many ways to cross subsidize."

Keeney was the first of several panel members to bring up the FCC's recent Cerritos decision (in which the staff, acting on delegated authority, awarded the telephone company a cable franchise). "There is a suspicion on Capitol Hill that if the FCC is going to do away with the law it will start by eating away at the rules, or with waivers to the rules. I don't know if Cerritos is a subterfuge; there are very unusual circumstances."

Keeney said the Hill is disappointed by the lack of interactive services among today's cable universe, and said that could drive the Congress to admit telcos.

MacCarthy said any fundamental change

in the relationship between telcos and the cable industry will come from the Hill, not from the FCC or the Justice Department. "It will have to come from new legislation if at all," he said.

MacCarthy noted Howard Nielson's (R-Utah) bill that would admit telcos into the cable business as the open shot. And although saying it's highly unlikely that bill will move, he said it starts a campaign "that will last through the next Congress and perhaps the one after that."

In the past, he said, it was believed that the way to prevent expansion of the telephone company's monopoly power was to break it up. Today's approach is not to keep them out but to restrain them, MacCarthy said.

The FCC's anticipated report to Congress on telco entry was accorded high standing by MacCarthy. "Congress will look for, welcome and treat with considerable respect" what the FCC has to say, he said. "Cable is in for several years of struggle on this issue and the outcome of the battle is by no means certain," MacCarthy concluded.

James L. Gray, president of Warner Cable Communications, said there was no need for telco entry because cable was capable of providing video services. "It would again subject us to unfair competition and drive many from the marketplace," he said.

Referring to the telephone companies' purported superiority in providing interactive services, Gray said: "We have learned that market demand for all new services created by technology cannot be taken for granted." And, referring to Warner's unhappy experience with the Qube technology, he said that "we can state from experience that the bright hopes for consumer acceptance of all these offerings have not been fully realized."

Gray said it was Congress's intention to have two wires to the home, not just one, with telcos developing enhanced narrow band facilities and cable bringing enhanced broadband services. "The government should have confidence in its own creation

and the patience to let it work," Gray said.

Moderator Myhren entered the discussion to say that cable was "absolutely dumb-founded" by the Cerritos decision, which he said sets up a bidding process that cities could follow in the future (specifying technologies that only telcos can offer). Speaking of cable's own capabilities, Myhren said there's a "very real possibility that cable can leapfrog telco plans for technology and do it less expensively. Cable could be providing video, data and voice."

Fiber optics: rewiring the wired nation?

Lightwave technology promoted as future of cable distribution

Fiber optics is usually talked about as a threat to cable operators—the telephone companies' ultimate weapon for competing with cable—but at the NCTA convention last week the lightwave transmission technology was being heralded as an opportunity for the wired medium.

"If you are in the cable television business today and plan to be in the cable television business tomorrow," said David Pangrac, director, field engineering and support, American Television & Communications, "a fiber optics transmission system is definitely in your future."

Pangrac and other ATC engineering executives at the show set forth their ideas for replacing coaxial trunk lines with fiber trunk lines to increase channel capacity and improve reliability and quality.

According to Jim Chiddix, senior vice president, ATC, the optic-electronics—lasers and detectors—necessary to implement the fiber trunk or a "fiber backbone" are not quite ready for market. But, he said, he expects they will be within "the next year or so."

Fiber has already made a small inroad in cable, replacing coaxial cable in supertrunks—links between a system's main headends and subheadends or hubs. In presenting his technical paper, William Brinkerhuff, project engineer, transmission engineering center, Ohio Bell Telephone Co., described a system with fiber supertrunks the telco is building in Cleveland for North Coast Cable Co., the city's franchisee.

The technology has advanced to a point where such an application is "technically sound and economically attractive," Brinkerhuff said. And like the ATC executives, he said the fiber improves reliability and signal quality. During the same technical session, Larry Nelson, executive vice president, Comm/Scope Division of General Instrument, a supplier of coaxial and fiber cable, suggested that fiber can now be installed and maintained by "normal people" with "normal tools."

But fiber needs to be handled carefully.

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**The Center For New American
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for "American Tongues."

**"Small Happiness: Women of a
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**Kevin Brownlow and David
Gill** as evidenced by
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Chaplin," and "Buster Keaton:
A Hard Act To Follow"
produced in association with
Thames Television and D.L.
Taffner, Ltd.

Karl Haas, Cleveland, OH for
"Adventures in Good Music."

Nelson said. Although fiber is "mechanically very strong," he said as he twisted and pull a fiber strand, it is optically "very sensitive" and needs "a lot of protection." Bending the fiber or putting pressure on it can degrade its performance, he said.

The ATC and Ohio Bell systems use analog modulation schemes—ATC, AM, and Ohio Bell, FM. And both believe digital modulation is far from economical in cable applications. "Undoubtedly, the future of telecommunications is with digital, and it will eventually prevail," Brinkerhuff said in his paper. "However, digital CATV transport systems will only become viable when a total system design approach is undertaken, agreed standards are adopted and cost becomes competitive."

Michael Barnoski, president and chief executive officer, PCO Inc., the Corning Glass subsidiary that exhibited opto-electronics at the show, not only believes digital is the "natural choice," but also that the technology is moving so rapidly that switched digital systems capable of providing telephone and cable service to the home will be cost-effective by 1993.

The telcos may begin phasing in fiber even if the regulators keep in place prohibitions against their getting into the cable business, Baroski said. "There are more and more people who believe fiber optics is cost-effective for POTS [plain old telephone service]."

Not everyone was jumping on the fiber bandwagon at the show. Indeed, Scientific-Atlanta demonstrated a 15-kilometer AM fiber link in its booth that caused considerable degradation of picture quality. The Sci-

entific-Atlanta employe who oversaw the demonstration said state-of-the-art coaxial technology may still be the best way to go.

According to the ATC engineers, AM analog trunks could be used to increase substantially the channel capacity of conventional cable systems.

What limits the capacity of conventional cable systems is not the coaxial cable itself, Chiddix said, that can pass up to 150 channels. The culprit is the distortion caused by the long series or cascades of line amplifiers, he said. There is a trade-off between the number of channels and the amount of distortion. The greater the distortion, the fewer the channels, he said.

Most of the distortion is generated in the trunk line, he said. If that can be reduced by replacing the coaxial cable with fiber, more channels can be put on the system, Chiddix said.

Perry Rogan, ATC's senior CATV project engineer, analyzed what the use of the "fiber backbone" would do for a 11,000-subscriber, 30-channel cable system near Orlando, Fla., and found it would permit ATC to increase the number of channels to 80 for less than the cost of a complete rebuild.

Pangrac said the extra channel capacity and improved signal quality stemming from the use of fiber has important strategic benefits for cable. It will permit operators to meet competitive challenges from over-builders and wireless cable and provide the extra bandwidth and quality needed for high-definition television and two-way interactive services, he said.

The architecture of the "fiber backbone" also has inherent advantages, Pangrac said.

Fiber cables have many individual fibers. As envisioned by ATC, different fibers would feed different areas of the franchise, permitting ATC to provide different programming to different areas. Areas with a large Hispanic population, for instance, could receive special Spanish-language services, Pangrac said.

Although the necessary opto-electronics are not available in quantity, Pangrac said ATC will begin testing its fiber backbone concept using "handpicked" hardware later this year.

Ideally, Pangrac said, ATC would like to see lasers capable of feeding up to 42 channels down a single fiber, but available lasers can only handle between 10 and 15 channels.

Vincent Borelli, president of Synchronous Communications, said the supplier of opto-electronics will be prepared to install this summer a system with 10 channels. If there is sufficient demand and if the technology keeps moving forward at its current rapid pace, he said, the 42-channel lasers that ATC is looking for could be available sometimes next year.

ATC is working with AM technology because compact, low-cost equipment is available for converting the lightwave signals back to RF signals at the end of the trunk lines, Pangrac said.

But ATC is not wedded to AM. ATC is ready to switch to FM, which promises better signal quality, as soon as the FM-to-AM conversion equipment becomes small and inexpensive enough to be practical, he said. "It's not there yet, but we have seen a lot of effort in that direction." □

FCC at NCTA: Getting to know you

FCC staffers explain policy on syndex, effective competition rules and telco crossownership

The FCC's proposed reimposition of syndicated exclusivity rules aroused some passion in both the audience and panelists of last Monday's (May 2) "Meet the FCC" session moderated by Michael Schooler, NCTA's deputy counsel.

The dais was crowded with commission staffers from a variety of offices. On hand to explain policy and answer questions were: Brian Fontes, special assistant to Commissioner James Quello; John Haring, chief of the Office of Plans and Policy; Bradley Holmes, chief of the policy and rules division (and one of President Reagan's two nominees to fill vacant commissioner seats); Lisa Hook, legal assistant to Chairman Dennis Patrick; John Kamp, director of the Office of Public Affairs; Diane Killory, general counsel; Sherrie Marshall, director of the Office of Legislative Affairs; Stephen Ross, chief of the Cable TV Branch, and John Wong, Mass Media Bureau.

Haring took the cable industry to task for objecting to syndex while at the same time making exclusive arrangements for programming. "You have protection of the law for your programming and the broadcasters

don't," he said, adding: Why should that be, "especially since we consider broadcasters and cablecasters to be competitors? Cable is in some sense shooting itself in the foot" with complaints over syndex and "undermining the very premise that deregulated you." But he added that the commission is aware that any new rules will have to differ from the old ones. "I think there's a recognition that if we bring back syndex," he said, "how it's done is important."

Added Hook: "I don't think that broadcasters, cable and the FCC are far apart in recognizing the value of exclusivity as a competitive tool. Maybe what's separating

cable, broadcasters and the FCC is *how* exclusivity can be implemented." And she urged the audience to "talk to anyone at the commission" with ideas on how best to make the transition and what problems cable operators foresee with their customers and local governments.

Holmes addressed another item of interest to cable, the recently adopted rules on effective competition. The new regulations were developed, Holmes said, "in response to the court of appeals' remand of the commission's signal availability standard." He summarized the three main provisions:

1) Signal availability is determined by



Schooler, Fontes, Haring, Holmes, Hook, Kamp, Killory, Marshall, Ross, Wong

three signals covering the full geographic area of the cable system's community.

2) Signal availability is still determined on predicted Grade B contour or the significantly viewed standard, but of the community, rather than the county.

3) If the franchising authority wants to question the Grade B figures of the cable company and conduct a technical study, the cost of the study will be borne by the loser.

The new effective competition rules take effect six months after their publication on April 29. In the meantime, said Holmes, the commission will continue to use the old rules since the court did not overturn them.

A third area addressed by the staffers was that of telephone entry into the cable business. Hook said that the recent *Cerritos* decision shouldn't be viewed as driving a

wedge into the commission's telco-cable crossownership rules, but rather as a struggle between the federal and state governments over the right to regulate.

Fontes said that the commission's notice of inquiry examining the FCC's prohibition of telco ownership of cable systems is proceeding and he expects the commission to make its recommendations to Congress this summer. □

Simpson says no go on S.889...but Gore aide holds out hope

Simpson says no Gore bill this year; Wyoming Senator gives cable some news it wants to hear

Senator Alan Simpson (R-Wyo.) told a group of cable operators at the NCTA convention last week that the so-called Gore home satellite bill was not going anywhere in the Senate any time soon.

The bill (S.889), principally sponsored by Senator Albert Gore (D-Tenn.), "will not be on the agenda this year," said the Senate minority whip. "I can assure you." Simpson said the bill has not even been mentioned at recent bipartisan meetings of the Senate leadership.

Simpson's comments are good news for the cable industry. It has worked hard to head off the legislation, which would require programmers to distribute their services to two million owners of back yard earth stations through noncable companies.

But NCTA President Jim Mooney said the NCTA would not rest in its lobbying campaign against the bill until Congress adjourns next fall. Even if the bill itself is not scheduled for a vote, he said, it could win passage as a rider to some other piece of legislation.

Similar legislation is pending in the House, but that body seems to be waiting for a cue from the Senate. House Telecommunications Subcommittee Chairman Ed Markey (D-Mass.) has said home satellite legislation is a "front burner" issue (BROADCASTING, April 4).

The steam went out of S. 889 when

Gore's campaign for the Democratic presidential nomination fizzled out after the New York primary, April 19, Simpson said.

As long as Gore was an active candidate, his legislative agenda was given some priority, Simpson said. But now that Gore is "back from the war," he said, the legislation "will not have the driving force of political pressure."

Because of the already crowded Senate agenda, Majority Leader Robert Byrd (D-W.Va.) will not have time for the bill. What's more, Simpson said, some 30 senators are prepared to write Byrd a letter expressing their opposition. And, he said, 40 senators are prepared to vote to sustain a filibuster of the legislation if it is brought to the floor.

When the new Congress convenes early next year, Simpson said, Gore is likely to try again to move the bill. "You better be on your guard," he said. "He will go to work on that in spades."

Simpson said he opposes the Gore bill despite the fact that Wyoming has the second highest number of dish owners in the country and "they raise hell all the time." He said he disagrees with dish owners who believe their purchase of earth stations entitles them to free access to cable programming on satellites. Programmers should be compensated for their services, he said. Responding to a question, Simpson said cable companies will continue to be allowed to merge and form joint ventures as long as cable rates do not get too high. Congress will monitor the industry's cash flow until it surpasses "an acceptable level of American greed," he said. □

Gore aid predicts Senate action on TVRO bill (S.889)

Senate action on S. 889 that would force cable programmers to permit any qualified third-party to distribute their services to backyard dish (TVRO) owners is still a possibility, according to Roy Neel, aide to Senator Al Gore, who is the measure's chief sponsor. Neel said the bill will "come up in some form," probably as a rider to other legislation.

Neel spoke at an NCTA panel session along with other Senate and House staffers. The Gore aide said he understood that Senator Alan Simpson, the Republican Whip from Wyoming, told cable operators that the Senate leadership was not inclined to move on S. 889 this year. "He should know," said Neel in reference to Simpson's comments. Nevertheless, Gore's aide insisted the measure would surface in "some form."

Neel also indicated the bill was undergoing revisions. Gore, he said, wants to beef up the anti-piracy section. "We're as concerned about piracy as you are," he said. As for other changes to the bill, Neel predicted an effort to expand the scope of the bill to cover other technologies such as SMATV and wireless cable (MMDS) would occur.

Later, Neel told BROADCASTING it was his sense from talking with operators during the meeting that the bill is "much less of an issue" to the "rank and file" of the industry than it is with the MSO's. "The MSO's see this as a potential threat," he said.

As for other Hill activity, cable seems to be in good shape according to the staffers. The House Telecommunications Subcommittee will convene the second of three cable oversight hearings this week. But as subcommittee counsel Larry Irving pointed out, they are informational. He said the subcommittee's chairman, Ed Markey (D-Mass.), does not intend to legislate in the cable area with the possible exception of must carry. What occurs on must carry, however, will depend on whether the debates over children's television and the fairness doctrine are resolved, said Irving. Without resolutions of those issues, Congress may be reluctant to move on the matter, he said.

What about congressional interest in letting the telephone companies offer cable services? Irving said the subject will be discussed at the next oversight hearing, but that "nothing is going to happen [that would remove the prohibition barring telco entry into cable] this year." It is an issue on which



Anstrom and Simpson

he said he hears more about from cable interests than from the telcos.

The FCC's pending rulemaking to reimpose syndicated exclusivity (syndex) generated questions from the audience. Cable operators wanted to know what role Congress might play in the proceeding. "If we have to black out parts of the day, we're just going to turn off the switch. We're not going to carry it [a superstation]. Ten million people are going to be denied programming; have you thought about the implications of the issue?" asked Steve Simmons of Simmons Communications of Stamford, Conn.

"Yes we're very concerned," replied Walter McCormick, Republican staff director and chief counsel for the Senate Commerce Committee. "The thought of a cable system going blank as a result of government action is not what Congress wants to happen," said McCormick. However, he said that the issue is complex and that independent television stations claim syndex is the "key" to their survival. Markey, according to Irving, is "committed" to letting the FCC "make a determination and then take a look at what they come out with."

McCormick said he has seen "some very positive developments in the last few months that show cable is subject to competition." He cited the FCC's new standard on effective competition and the growing potential for overbuilds as examples of change in that direction. □

Superstation bill may still pass, say lawmakers

Kastenmeier, Synar still moving forward with H.R. 2848; Mooney says NCTA 'wants to work this out'

Congress is not apt to act on copyright matters this year, although a House bill (H.R. 2848) that would create a compulsory license for the retransmission of broadcast signals—superstations—to back yard satellite dishes may still have a shot at passing, according to its chief sponsors, Congressmen Robert Kastenmeier (D-Wis.) and Mike Synar (D-Okla.). Kastenmeier is chairman of the House Copyright Subcommittee, which is considering the measure that has come under fire from various industries, including cable (BROADCASTING, May 2).

"I think we can still move it," Kastenmeier told the NCTA audience at a convention session. He appeared on a panel with Synar and Representative Mike DeWine (R-Ohio), who are also on the subcommittee. Despite the subcommittee's failure two weeks ago to move the measure, the lawmakers indicated they were pressing forward. (Another markup was slated for last week, but was postponed.)

"Hopefully we can get everybody to agree," Synar said. "What was generally agreed to fell apart because everybody rushed in and tried to get a little bit more," he said.

Cable, along with the Motion Picture As-



Dewine, Kastenmeier, Synar

sociation of America, the Association of Independent Television Stations and the National Association of Public Television Stations, has written Kastenmeier objecting to revisions contained in a substitute amendment to H.R. 2848 that the subcommittee is now considering. Cable's chief complaint with the revised version is that it now includes language on the marketing and pricing of the signals.

But during the panel session, NCTA President James P. Mooney spoke out from the audience on that subject indicating that the association "wants to work this out... We do not want to impede the process of this bill. We want to be positive about this." Mooney said there was a "split" within his constituency on the matter. The common carriers delivering the superstations, he said, are divided. Apparently Eastern Microwave, which offers WOR-TV New York is against the pricing section, while United Video (which provides WGN-TV Chicago) and Tempo (which delivers WTBS-TV Atlanta) can live with it.

Synar appeared pleased with Mooney's pronouncement, but said he was "hard pressed to revise the language." The congressman urged cable to reexamine the pricing provision. "I think you'll find the language is not that offensive."

Among other areas of dispute in the substitute amendment is its failure to limit the compulsory license to C-band feeds (an omission the MPAA is strongly opposing). Also, the license would apply to network affiliate signals only in so-called "white areas" where network signals cannot be received either off the air or where cable is unavailable. But the same exemption does not apply to independent station signals. That approach was also criticized in the joint industry letter.

Kastenmeier admitted that H.R. 2848 would not "appeal to everybody. There is no reason, he said, for independent television to like this... I hope this doesn't harm them but they'll never like this bill."

As for cable's compulsory copyright license, none of the lawmakers envisioned any action on that front. DeWine believes

Congress should "seriously look at the license and consider abolishing it." But, he added, "that's not going to happen. The votes aren't there."

Kastenmeier said, however, he expects the license to become less important to cable in the future. Distant signals, he said, "are not money winners."

The congressmen also shared their views on must carry and syndicated exclusivity (syndex). DeWine told the NCTA audience that broadcasters have the "burden of proof" to show harm from the loss of must-carry rules. DeWine also said he is hearing less from back yard dish owners. He said his mail on the subject had decreased and that "there's no burning constituency."

Synar felt the same way about syndex. "Someone has got to show where there's been a decrease in market share." He said he has not seen any "definitive evidence" where a station's market share has been harmed because it doesn't have any exclusivity protection. □

Hill staffers say action on cable is open question

What's in store for cable on Capitol Hill? There could be action in the Senate on the so-called scrambling bill, S. 889, which would regulate the home satellite marketplace. But even that is an open question, according to Antoinette Cook, counsel on the Senate Communications Subcommittee, who participated in an informal roundtable discussion at the convention.

In general, neither Cook nor Terry Haines, Republican counsel on the House Telecommunications Subcommittee, foresees any major action this year on cable issues, although Haines said it was "fairly likely" legislation to reimpose some form of mandatory cable carriage rules (must carry) could move forward. But action on that matter, he said, is tied to other public policy

issues, such as the fairness doctrine, that have yet to be resolved.

Down the road, Haines predicted Congress might look at a "serious" rewrite of the Communications Act. He said much of that would depend on whether the next administration wants to pursue such an initiative.

As for action on S. 889 in the Senate, Cook said she was not sure what will happen there. The number of legislative days, she noted, are few. "There has to be a lot of grass roots [effort] to get something moving. The longer it is out there without anything happening," she said of S. 889, the less likely it will pass.

The roundtable participants also wanted to know what the prospects are for Hill action to permit the telephone companies to offer cable services. It is an issue, Haines told the group, that will be addressed by the Telecommunications Subcommittee during its cable oversight hearings. But, he does not envision any legislative action on that front. Rather, he thinks such a proposal will come under increased scrutiny during the next Congress.

Cook agreed with that assessment. She said it was a "long-term issue." It is something Congress does not want to prejudge, she said. □

Cable: 'standout group of the 80's'

Financial panel says Wall Street places high value on medium, sees optimism by buyers, strong private market

There is the prospect of a recession and the possibility of reregulation, but those were the only caveats noted by bullish panelists at a Wall Street session at the NCTA.

"The private market is very, very strong," said Steven Rattner, vice president, Morgan Stanley & Co. Although reregulation is a valid concern, he said, "there is an enormous amount of optimism by buyers. We see no lessening of the level of activity."

Reports on the Prince George's county, Md., system sale, said Rattner, had the per-subscriber cost in the \$2,000 to \$2,500 range. The adjusted cost of the Storer deal, said Rattner, was a little over \$2,025 per subscriber, representing 12¼ times 1989 cash flow.

Commenting on today's players, Rattner said the "financial buyers [such as the Bass Group and Kohlberg, Kravis Roberts] are exiting or diminishing." He saw corporate entities within the industry (such as the TCI's, Comcasts and Continentals) as the most likely buyers of the Bass and Rogers properties on the block. And he saw no signs of either active or passive investments in cable by nontraditional buyers, such as Japanese companies, film companies or utilities. The earnings dilution and the size requirement keeps them out of the market, he said.

One fallout of the Oct. 19 crash, said Nancy Peretsman, director, Salomon Broth-

ers, has been that the junk bond market has become more expensive. "I don't think you'll see the same kind of flexibility in the junk market," said Peretsman, looking to the future. Few cable public offerings have been placed since Oct. 19, panelists said, and MSO's are turning to European facilities to raise money. And the state of the junk bond market is causing buyers to put more equity upfront. "They can't capitalize deals as low as before," said Rattner. For the financial buyers, that produces a lower rate of return.

Robert Johnson, senior vice president, Donaldson, Lufkin & Jenrette, said cable had been a "standout group in the '80's." Wall Street places a high value on cable operations because they have a relatively secure monopoly position. "Wall Street likes predictable growth," said Johnson. Many operators have surplus cash flow, said Johnson, and the question is what they are going to do about it. They could use it to pay off debt or distribute it to shareholders, said Johnson, or use it to continue buying systems or to plow into programming. The latter is an increasing possibility that Wall Street seems ready for. Peretsman said there is "a general expectation that margins will come down with programming costs going up."

Although things were going well for cable, Johnson said it was prudent for cable "to start looking at what could go wrong." The first was the possibility of interest rates rising. (He said a recession seems to have been pushed back, "but that may prove to be the bad news," he said, because it could lead to higher inflation and interest rates later.) The second was reregulation. He said it was "prudent to assume something's going to happen." "If I had something to do," he said later, "I'd do it now."

Rattner also had words of caution on rates. "The challenge is to price services that gets cash flow but that avoids bringing down the wrath of the public," he said. □

Pay channels show new growth

Some gains have come at expense of profit margins

Pay cable services have caught their second wind, panelists agreed at an NCTA session on the subject, but they may not be out of the woods.

Pay's growth in the past 18 months has caught the service providers themselves by surprise. Even the Movie Channel, which had 20 consecutive months of losses, has shown small but steady growth since November. But that growth has come at a price, panelists said. One is the shrinking margins in pay television and second is the realization that many of these gains are directly related to aggressive marketing, which costs money.

Larry Higby, senior vice president, marketing, sales and programming, Times Mirror, identified several areas of concern. He cited Paul Kagan figures that operators' profit

margins for pay TV would drop from 53% in 1987 to 35% in 1992. Already there has been the beginning of a margin squeeze, he said, which could become more acute.

There is also the question of whether there is enough product to go around to sustain a large number of pay services, most of which depend on movies.

A third concern, Higby said, is the need to realize that sampling will become a much more important component of pay marketing. He said that in addressable homes, it takes an operator four to five months to break even on a new pay sub and one month on a basic.

But in nonaddressable homes, the time lag is eight to nine months on pay and two months on basic. Short-term pay marketing and trial offers may not be as cost effective as longer trials, he said.

Pay also will face increasing competition from regional services and pay-per-view, he said.

Yet pay remains a strong marketing tool for cable over all. Higby said pay marketing brings in 40% to 50% new basic units when a pay promotion is run.

But operators have to be smart about their marketing, Higby said. There need to be education campaigns to explain services, and targeted and in-depth marketing on a more sophisticated level. Larry Carlton, vice president, Tele-Communications Inc., discussed the success TCI has had with a \$2 pay campaign that began in early 1987. Carleton said the campaign was designed to gradually bring those subscribers up to full prices.

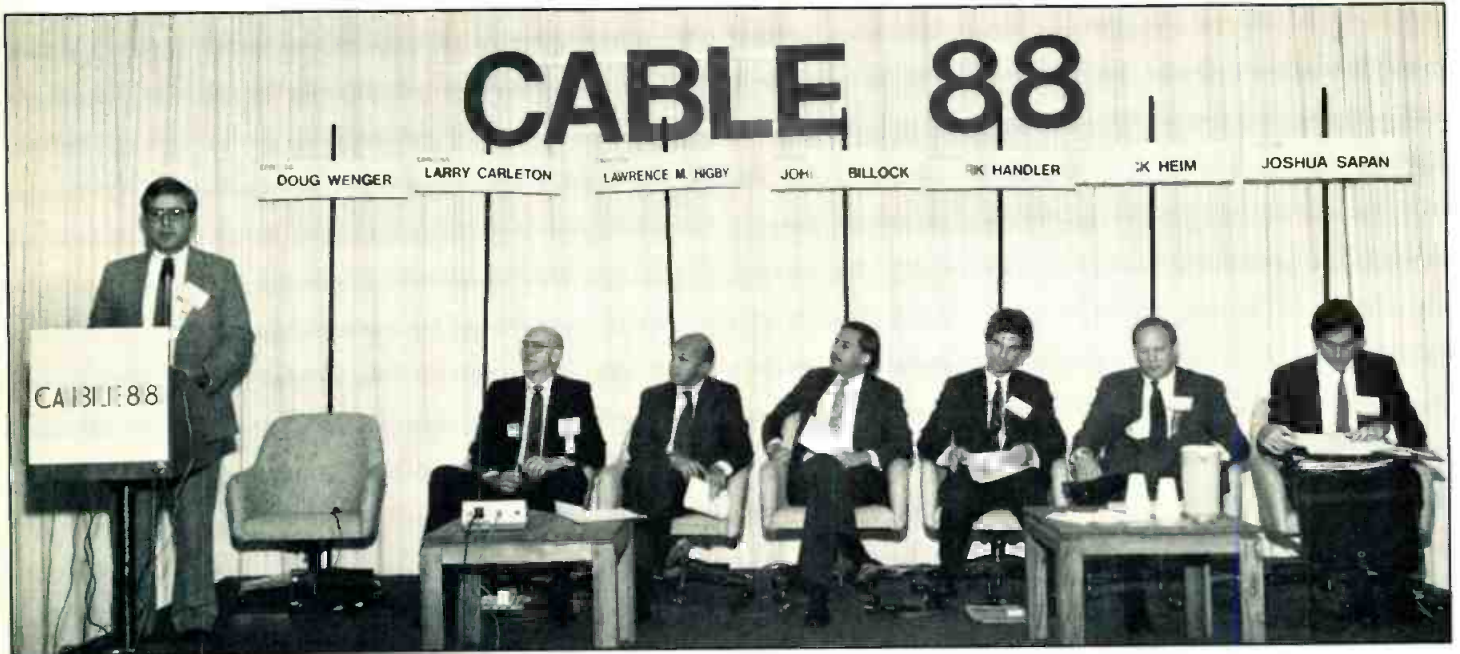
To date, the 18-month campaign had brought in 840,000 subscribers responding to an offer of any pay service for \$2 per month. (And an offer of \$2 per month for six months for HBO and Disney to nonsubscribers brought in 250,000 subscribers.) TCI is now offering those subscribers two pays for \$11.95 per month, a rate good throughout 1988. Carleton said the company has upgraded 60,000 subscribers in that offer. "The results were great," he concluded, and said the rate incentive "was the way to go." Eventually the company plans to bring the pricing to two pay subscriptions to \$16.95, and \$5 more for each additional pay.

There was optimism about pay on the part of services, but that was coupled with the realization that marketers have to work harder to maintain or increase share. There is a growing recommendation that marketing campaigns be conducted year round, as opposed to only several times a year. And there is the concern by service marketers that pay does not become an even poorer cousin to basic services.

Jack Heim, executive vice president, business development, at Showtime, said pay has recovered because of better retail rate management by operators, whether it is in trial offer, or multipay pricing.

He said pay has survived the home video influx and that the negative impact on pay has declined, although it has not been completely stemmed.

He cited statistics that show constant pro-



Wenger, Carleton, Higby, Billock, Handler, Heim, Sapan

motion resulted in a 5% to 6% increase in subscribers. Without constant promotion, subscribership dropped 10% over a six-month period.

"It is extremely important to hold the line on pay retail rates," said Heim, and he cautioned operators against eating up pay decreases by increasing prices for basic service.

Mark Handler, vice president, sales/affiliate marketing, with Disney, said it was important to emphasize sampling and keep up constant marketing pressure. Because much of Disney's product is new (not seen before in theaters), sampling is important, he said. He called Disney's three months for the price of one "one of the [service's] most effective offers." He said Disney was gaining 11% to 12% in subscribers after a typical three-month offer.

"It is important to maintain as much pressure as possible throughout the year," he said. The keys to growth are good pricing, consumer offers and constant marketing, he said.

HBO's John Billock, senior vice president, marketing, tied successful marketing straight to the bottom line. "Marketing more and more is reflected on the balance sheet," he said. He repeated the observation that cable companies are quicker to spend 75 times the per subscriber per month revenue to buy systems than to pay two times per subscriber revenue per month on marketing their services.

And Billock picked up on the theme that pay marketing can help basic installs. He said the Cable Television Administration and Marketing Society that found in last year's third quarter, 81% of pay sign-ups led to basic installs.

The pay world in the late '80's is healthy, but maintaining growth is costing more effort and money. Heim may have summed up the future best when he said: "We're going to have to do a lot of heavy promotional activity and it's going to cost a lot of money." □

Home shopping comes into its own

Special channels expected to be \$2-billion business by 1990; concern arises that too many shopping channels may turn viewers off

Home shopping networks generated \$1.1 billion in revenue in 1987, according to figures compiled by the Wall Street firm of Eberstadt Fleming Inc. That's about 10% of cable's total revenue that year, over \$12 billion. Estimates are that home shopping, or as Cable Value Network President Ted Deikel prefers to call it, video shopping, will be a \$2-billion business by 1990.

If a well-attended session on that program genre at last week's national cable show is an indication, cable operators welcome the opportunity to earn commissions on the sales generated by home shopping networks. But there are concerns as well, including the worry that carriage of too many such services on one system may turn viewers off.

Home shopping, said Edward Bennett, executive vice president, Viacom Cable, "is clearly a business that is important to us. Anything we can do to generate alternative revenues to take the heat off basic rate hikes is welcome."

But Greg Liptak, newly named president of Jones Intercable, said operators are facing an increasing channel space crunch, as additional new mainstream program services become available, such as TNT. Some research indicates that when subscribers are offered multiple home shopping services, said Liptak, "they don't see the value."

Thomas Baxter, vice president, operations, Comcast Cable, said multiple shopping services will only survive if they differentiate themselves from each other. "Subscribers want programs that can't be seen anywhere else," he said.

Representatives from the two largest na-

tional shopping networks predicted there will be a shakeout in the business. Home Shopping Network President Bud Paxson said HSN research shows subscribers see value in having access to no more than two shopping networks.

Cable Value Network President Ted Deikel said the plethora of existing services "cheapens" the form. "I'm not so sure there should be more than one," he said. CVN is the largest shopping service in the household universe—19 million—and HSN is second with 15 million homes. By dollar volume, HSN is number one, however, and will pull in an estimated \$700 million in sales in 1988. CVN will be second in dollar volume with an estimated \$340 million for 1988. But there are a host of other home shopping services vying for success in the marketplace, including QVC, with 11 million homes and \$170 million in estimated 1988 revenues; Fashion Channel, with seven million homes and \$85 million in estimated revenues this year, and FNN Teleshop, in 10 million homes with revenues this year expected to be around \$25 million.

J.C. Penney is involved in two home shopping services, including Teleaction, the first phone-based interactive service; cable subscribers can dial up the service with a local access number and order goods by computer. Teleaction launched in several systems in the Chicago area three months ago and now serves 45,000 subscribers. Jones Intercable is supporting the service, and Liptak urged the industry to embrace it because its unique interactive capability brings added value to the home shopping game offered by no other player.

Penney is also in a joint venture with Shop Television Network of New York, formatted in 30-minute program segments and hosted by celebrities such as Pat Boone and Juliet Prowse. STN announced at the show a

group-wide affiliate agreement with Wometco Cable for 450,000 subscribers, which will boost its reach to 3.5 million cable homes.

STN President Michael Rosen, who was not on the panel with Paxson and Deikel, took exception to their remarks that there may be room for only one or two players in home shopping. He cited research indicating that viewers find the STN format appealing. "That panel session represented only two companies [in the home shopping business] and their viewpoints," said Rosen. □

Home Shopping Network to offer entertainment network

New cable service planned for next January; Show Business Today will be fed material from HSN-owned stations

The Home Shopping Network, Clearwater, Fla., announced plans for a new 24-hour cable network that would report on all facets of the entertainment industry.

The service, to be called Show Business Today, is scheduled to launch on Jan. 15, 1989, said Roy Speer, HSN chairman. Speer said last week at a press conference that he felt the new service would need between 8 million and 10 million basic subscribers at launch to thrive, but would not rule out launching with a subscriber commitment of less than that. Cable system operator executives contacted at the show were less than enthusiastic about the proposed service, although many simply declined to comment, pleading a lack of information about the new service.

In concept, Show Business Today is very much like Movietime, which compares itself to the entertainment section of a newspaper, covering everything from movies to opera, television to the fine arts. Movietime is 80% owned by six of the top 10 MSO's including Time Inc.'s American Television & Communications, the number two-ranked MSO, and United Cable, which Tele-Communications Inc. has a controlling interest in.

Asked to comment on Movietime, Speer said, "it may be an excellent service to fold into this [new] entity." He declined to comment on whether he had discussed the possibility of a merger with Movietime officials. But according to Movietime President Larry Namer, such talks have not occurred, and aren't likely to. "I don't know what they have to merge with," said Namer.

If HSN does go ahead with its proposal, Namer suggested that was fine with him. "I'm flattered that some one has decided to copy our format," he said. "The difference is you can watch Movietime. It only validates our concept."

At the show last week, Movietime an-



Yates

nounced subscriber commitments for another 1.6 million homes, which will bring its subscriber base to 6.6 million. In March, when the major MSO's bought into the service, plans were announced to double the amount of original programming, to 60% of total air time, or about 14 hours daily.

Speer said the new Show Business Today service would be fed a lot of material from the HSN group of owned broadcast stations around the country. HSN owns 11 stations in the top 15 markets, he said. The service would have anchor teams based at HSN

stations' studios in New York, Los Angeles, Chicago and New York.

Commenting on the service's programming day, Speers said the intention was to start with about 18 hours of original programming, with repeat programming the rest of the time. He said the format would feature anchor reports, coverage of live events and celebrity interviews "with a glitzy situation like you would find on *Entertainment Tonight*."

Speer said the service would air on Satcom 4, transponder 1, and that it would be exclusive to cable (the signal will be scrambled) and supported by carriage fees (in the 5-to-15-cent range) and advertising.

The new service will be run by Ken Gates, president of HSN Entertainment.

More than one cable executive contacted last week questioned the need for another service reporting on the entertainment industry. "I think the project would be better suited for AM radio," suggested Thomas Baxter, vice president, operations, Comcast Cable Communications.

Baxter described the proposed service as "very ambitious. But I'm more interested in getting the word out on what's going on the air this week or next. If somebody wants to get way out there and talk about things like 'Phantom of the Opera,' more power to them." Baxter did say, however, that Comcast will experiment with Movietime on a test market basis. □

Getting cable's next 20%: promotion, promotion, promotion

Money and efforts to promote new programming are needed to increase household penetration, says panel

The consensus of an NCTA panel addressing the question "How Do We Get the Next 20%?" was that cable operators need to concentrate their efforts and money on promotion. The 20% in the title referred to penetration (cable TV is now in just over 50% of all U.S. TV households), and most of the participants felt that getting those additional subscribers will take more effort and money and require a different strategy than systems have used in the past.

The panel, moderated by Dean Gilbert, vice president, marketing, Paragon Cable, Denver, said that the cable industry's efforts to improve its programming were paying off (in addition to the many specialized channels, the attraction of NFL games and major off-network shows such as *Murder, She Wrote* were praised), and that now it is time to make sure the public and the press know about them.

Public relations is very important, said Stu Ginsburg, vice president of public relations for Showtime. "Operators don't have to have a full-time PR person" if that's too much of an economic strain on a small system, he said. Instead, "if you have someone who's bright and who knows when to call someone" to tell about a show or promotion, that will go a long way. "We need a

concerted effort to reach people who are not subscribers," said Ginsburg, adding: "The efforts of the marketing people [at the cable networks] need to be supported on the local level."

That local level perspective was provided by Virginia Westphal, vice president of advertising, sales and marketing for Viacom Cable in Pleasanton, Calif. "We need to keep as many of our current subscribers as we can. So if we raise rates, we have to add value to the service we provide our current customers." There is a need for more research at local levels to determine which of the channels are viewed and which are valued. The two are often quite different. While one may not be heavily viewed, it may be one that is highly thought of and useful in attracting new subscribers, such as a Chinese channel in an area with many Asian residents. Westphal added: "The operator needs to ask whether the programming mix balances the needs of the broadly viewed and narrowly viewed services."

She said that the operator, after determining the relative values placed on the various programming offerings, "will have to take a more prominent place among the media in promoting programming. We need to step up the public relations and promotion efforts locally on the system." She also suggested establishing relationships with the local TV critics.

Terry Rich, vice president, sales and pro-



Otte, Gilbert, Westphal, Rich, Ginsburg, Materese.

motion of Heritage Communications, Des Moines, Iowa, agreed that promotion is lacking. "We need to take the programing we have and use better PR. Cable [programing] has only had two covers on *TV Guide*, which is what most of the nonsubscribers read," Rich said. He added: "We have to become television, not cable" in promotions to the public and to the consumer press. People think of cable as HBO and Showtime, he said, and what systems need to do is promote some of the other widely viewed channels very forcefully and at the same time target the lesser viewed channels with direct mail and other methods.

Rich also suggested that an overall marketing plan "with a good tag line" coordinated among all the industry groups—NCTA, the Cabletelevision Advertising Bureau, the Cable Television Administration and Marketing Society, etc.—would go far in boosting the "brand awareness" of cable among

nonsubscribers.

Rich is optimistic. "That 70% [cable penetration] is inevitable," he said. "Programing is the key. We have that and we need to take some of those dollars into promotion." Among the programing he mentioned were joint ventures with Fox and PBS. "Those are the things that make cable come of age." But, he said, the industry also needs to do "joint promotions, telemarketing; leave no rock unturned. We need to be more sophisticated in our marketing."

In answer to the question of how to sell cable to homes that have never had cable, Ruth Otte, president and chief operating officer of The Discovery Channel, stressed the need for system representatives to try and discover what perceptions about cable are causing the resistance. "We have so many [programing channels] to talk about now that we didn't have five years ago," Otte said. □

style is unique to the baby-boomer audience," said Ann Foley Plunkett, vice president, creative services. Between movie segments, the time and title of the next movie will appear in the lower portion of the screen, while other programing appears at the top, she said. "Networks need to refresh themselves," said Cox, and there were "no changes in four years."

In program scheduling, the service hopes to be compatible with television viewing habits. As revealed earlier (BROADCASTING, April 25), movies will be scheduled by daypart, with special segments on weekend evenings and the continuation of the overnight VCR theater. Between movies, there will be special segments and commentary from several guest critics, including Robert Osborne, columnist for the *Hollywood Reporter*. There will also be movie news, previews of coming theatrical attractions and reviews of those films.

There will be 20% more titles on the service, said Cox, but that would translate into a less than 20% increase in program costs, since the films are a part of present film packages.

In addition to major marketing support, Cox said The Movie Channel will offer affiliates "a growth incentive deal," which will cut the TMC license-fee costs. TMC will also provide operators with extensive marketing support in the form of half-price offers, direct mail, advertising, VCR materials and flexible previews. □

Looking into future of wireless signal distribution

Technical session focuses on uses of satellites, microwave and MMDS to extend cable's reach

Expanding a cable system's service area and improving its signal quality and reliability through wireless signal distribution were the focus of one of the convention's first technical sessions. Moderated by Matthew Miller, Viacom International's vice president of science and technology, the panel presented papers on uses of satellites, microwave and MMDS (multichannel, multipoint distribution service).

Maintaining quality audio in satellite transmissions was discussed by John Berry, coordinator of quality programs and special projects for Group W Satellite Communications. He outlined the three formats for audio transmission: FM subcarrier (which needs a large bandwidth, 400 khz, and offers a limited number of possible subcarriers); companded subcarrier (which uses special companding and preemphasis and makes possible multiple channels for audio or data but requires a special demodulator), and digital (which has improved signal-to-noise ratio, stereo transmission capability and additional transponder spectrum for other uses).

Berry said the main problems with satel-

Movie Channel gets makeover

New graphics, animation, music and redefined programing aimed at baby boomers

The Movie Channel unveiled its new look at the NCTA convention last week, backed by a marketing campaign in excess of \$5 million, said Showtime/The Movie Channel Chairman Tony Cox.

New graphics, animation and music will go hand in hand with a refined programing focus. Surrounding the movies will be news about the movies, whether in current theatrical release, in the video stores or on cable.

Cox said Viacom's new owners (Sumner Redstone's National Amusements) are convinced The Movie Channel is a viable format. "The service suffered from neglect," said Cox. The problems The Movie Channel faced—20 months of negative numbers, said Cox—"had a lot to do with the attitude of the company and cable operators."

Since November, said Cox, when Viacom's new management began putting marketing dollars into The Movie Channel, there "have been consistent gains every month."

Cox said one of the things Viacom found

in marketing to the TVRO universe was that The Movie Channel was the preferred channel among subscribers. Since most of the pay services offered in that market started from scratch at the same time, Movie Channel competed better against other pay services, said Cox. Movies and information about movies "are much in demand," said



Cox, and "we have the perfect vehicle."

Both the programing focus and the on-air look are designed to appeal to a young demographic, Movie Channel officials say. The same graphics company that has done work for MTV, Fred/Alan Inc., has created The Movie Channel's new on-air look. "The

lite audio were different audio levels between program services and distortion, especially a hissing during loud passages. These are caused, he said, by a subcarrier that is deviated beyond the receiver bandwidth; misadjustment of the downlink receiver allowing excessive input to the cable modulator, and the narrow IF bandwidth in some receivers.

Although digital provides the best audio, he said, it is doubtful it will be the method used in getting HDTV into the home because of the equipment needed at each home, but the cable industry's goal should be to match the audio quality of compact disks.

Looking into the future of C-band satellites was Bruce Elbert, director of Galaxy Systems for Hughes Communications Inc. "In 10 years, expect to see the bulk of cable program distribution over C band," he said. The next generation of birds will be better quality than the current ones, Elbert said, but the standardized C-band frequency and polarization plan now in use will not change, nor will the footprints covering the continental U.S., Alaska and Hawaii. There will be better performance (reception) using 3 meter dishes as opposed to the 5 meter ones common today.

"Wireless or Wired Cable: Comparable Technologies?" was the title of the paper presented by George Harter III, systems engineering manager of General Electric's Comband division. Using wireless cable or MMDS instead of traditional cable plant has advantages, said Harter. The cost of constructing an MMDS system is much less than that of building a cable system, and an MMDS system can meet or beat, in some cases, the technical specifications of a wired system. MMDS can also handle addressability, scrambling and stereo transparency, he said. There are problems with wireless cable, however, including interference problems resulting from MMDS being a line-of-sight transmission system, but with proper calculations and consultation of computer studies of terrain effects, these can be minimized.

Some of the advantages of MMDS cited by Harter include improved reliability of cable because of the lack of plant to maintain. Also, an MMDS system can be built much more quickly than a cable system, in some instances taking only one to three months. And there is the construction cost. Harter said the cost of a 30-mile MMDS hub system with 20 channels could run \$500,000-\$750,000 for the headend and about \$250-\$450 at the consumer end, much less than the cost of wiring a town for cable.

The expectation of HDTV has caused some concern that cable quality will not be as good as consumers will have available to them from other sources. To make sure it is, local distribution microwave that carries the signals will have to be improved, according to Thomas Straus, chief scientist of the Hughes Aircraft Co. The high-quality requirements include carrier-to-noise ratio (c/n), distortion phasenoise reflection, frequency response, group delay and availability. Straus offered advice on how to improve c/n: adjustment of microwave receiver AGC

threshold, a compact outdoor receiver with a two-stage low-noise amplifier (LNA), reduced line extender transmitter output noise, using microwave feedforward repeaters and higher output power type transmitters, including higher power channelized all solid state units.

Norman Weinhouse of Norman Weinhouse Associates showed how these technologies could generate money for cable operators. He explained how the Los Angeles area cable interconnect has used microwave technology to distribute commercials to the many cable systems in the L.A. ADI. The interconnect is a partnership venture among six MSO's to capture some of the more than \$1 billion spent by advertisers in the market annually. To interconnect all the systems terrestrially would have been prohibitive, Weinhouse said; the microwave system makes it all possible. □

Secrets of success in customer service

In a cable industry looking to build its penetration, customer service is essential. How to best serve the customer was the topic of a panel session on Monday, May 2, "Service with Style: Sharing the Secrets of Service Pros."

Harvey Boyd, vice president, Western division, Post-Newsweek Cable Inc., said

customers of today are sophisticated and intolerant of poor service. For that reason, Boyd advocates the idea of the "transparent" customer service representative. He explained that when the service of the system is exemplary, there is no need for customers to know their customer service rep.

According to Boyd, four elements are necessary in effective customer service: Hiring the right people, the attitudes of those people, the motivation provided by the management of the system and the training program for the new hires. Once those objectives are met, according to Boyd, "striving to provide the highest level of satisfaction among any service in society is the next goal."

"The description of customer service has been redefined in the past 10 years," said Sheila Sheehan, vice president/general manager, Viacom Cable Communications. The roles of the president to the installer in customer service have completely changed, in that all the levels of the system must be aware of the importance of customer service. Sheehan also stressed that each employee must know the role played by other employees.

"Customer service is not necessarily courtesy," said Jerry Presley, vice president, customer service, Daniels & Associates Inc. "It is getting results. Customer service is doing more than the customer expects." Presley outlined two major steps in developing service goals: Establish a set of values within the company and give the customer



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service reps decision making capability when dealing with the customer. Presley also said customer service representatives needed to view the system through the eyes of others, mainly other employees and the customer.

"Utilizing customer surveys and listening to the customer are the best criteria to gauge the effectiveness of the system," said Presley.

Citing the American Express Co. as an example, Donna N. Mason, manager, cable TV office, Vancouver & Clark counties, Wash., said: "Each customer must be made to feel special." Mason agreed with the other members of the panel that it is important for the corporate level to be courteous, but she said it is more important for the "front lines" to be customer service sensitive.

Moderator Joel Fleming, executive vice president/general manager, Vision Cable Communications, asked members of the audience, which contained a large number of on-line system managers, if they had a direct phone number accessible to the public. The question was posed to challenge those managers to realize their importance in customer service. □

Determining value of cable programming

Cable operators cite criteria used in deciding what programs to fit into increasingly tight lineups

Determining what constitutes "valuable programming" for cable operators was the theme of one panel session at last week's NCTA event in Los Angeles. The issue has become more important as many operators who have yet to upgrade their cable plant are confronted with more program channel choices and not enough room for all of them.

Gordon Herring, vice president, Telecable, said his company looks at several criteria in determining which program channels to add or delete. They include the overall program concept, and whether it will "play" in a given market; perceived value to the customer; ratings; promotability; and whether it fills a "program niche" on the system.

Nimrod Kovacs, director of marketing, United Cable, said the company has devised a formula that attempts to put a dollar value on the performance of each program service that airs extensively on United systems. Factors considered, he said, are direct revenue, promotional and marketing costs, and "management inputs."

The local broadcast channels, said Kovacs, with the highest ratings and zero promotion and marketing costs to the operator, still represent the best value, averaging between \$3 and \$5 per subscriber per month.

Under the United formula, pay channels are the next most valuable, yielding an average of between \$1 and \$4 per month per sub. Superstations and cable-originated services

follow, with an average monthly per-sub value of between 30 cents and 50 cents.

Kovacs stressed that "every market is different. Lineups should be fluid and looked at every year."

Lloyd Werner, senior vice president of sales and marketing, Group W Satellite Communications, said the best way to evaluate programming is by the ratings it generates. "It's television. [About] 160 million people cast a ballot. A referendum is taken every night," he said.

Robert Johnson, president, Black Entertainment Television, said the industry should focus more on special interest programming, in the wake of continuing viewer defections from the mass-appeal programming offered by the broadcast networks. Cable came into its own, he said, offering "diversity of choice and diversity of information" with such services as MTV, Arts and Entertainment, the Discovery Channel and BET.

Kay Koplovitz, president, USA Network, said her network "opened a whole new door" in cable programming, with the acquisition of the off-network series, *Airwolf*, which it continued producing in Canada. "It was precedent setting and a miracle," said Koplovitz of that effort. "The next five years will make it look like a pittance."

USA Network announced at the show it will commit \$250 million to the acquisition and development of exclusive, original programming over the next two years. The programming will include made-for-USA movies, mini-series and one-hour and half-hour series ("Closed Circuit," May 2).

Roger Williams, vice president affiliate marketing, said ESPN's acquisition of NFL football will enable affiliates to more than triple their ad revenue on Sunday nights next fall.

Williams said 38% of ESPN's subscriber base watched at least one NFL game on the network last fall. Cost-per-thousand rates averaged some \$5, he said. □

Getting the best returns from PPV

There is a growing consensus in the cable industry that the pay per view business will require the next several years to work out the best marketing, programming and equipment mechanisms. "The majority of the people in the business conclude that it is a business," said Lowell Hussey, senior vice president, Warner Cable. Based on case studies done by each of the panelists, the technology that provides the best return is two-way interactive technology, followed by automatic number identification and automatic response units—the order reflecting the most expensive technology down to the cheapest, said Hussey.

Operators in the audience were most interested in the bottom line on PPV.

Dave Edwards, executive vice president-general manager, Rogers Cable, San Antonio, Tex., said that system has a profit

margin of 35%, with average buy rates of 53% at \$3.95 per movie. As a percentage of revenue, he said, PPV costs him 50% in programming, 5% in marketing, 6% in incremental costs, plus capitalization expenses.

When Rogers initially offered PPV, the penetration of pay subscription services was 190% of basic cable. That has diminished to 110% now, he said, but the reduction was caused more by other factors than by the introduction of PPV. Edwards also said the buy rates for PPV from basic-only subscribers and from basic-plus-multipay subscribers were about the same.

In his system, he found that 20% of the titles produce 60% of the revenue, and that over a six-month period, only half of the subscribers used PPV. Those figures, he said, indicate the importance of guides and barker channels to promote PPV.

Barry Babcock, executive vice president and chief operating officer, Cencom Associates, said the company had a 25% profit margin with no club fee. Promotion is important, said Babcock, to jump the technological hurdles with automatic number response (ARU) or automatic number identification (ANI) technology. Cencom tried to overcome those hurdles by offering a free St. Louis Cardinals game if subscribers ordered PPV through what is sometimes seen as more cumbersome ARU technology.

It is Babcock's assertion that sports drive PPV. In St. Louis, Cencom has two movie channels and an event channel, which includes the St. Louis Cardinals. And to Babcock, as little as 10% of the events in the total program offerings drives 90% of the business.

Frank Bowers, vice president, general manager, Cox Cable, said the company had a 25% profit margin in its initial PPV tests, when it charged a \$2 club fee. The ANI technology Cox has instituted is working well in Virginia Beach, Va., he said. But for all the examples of how well PPV worked in some cases, Edward Bleier, president, pay TV, Warner Bros., who was in the audience, asked a sobering question. Of the 300 systems offering PPV, said Bleier, 200 get buy rates of only 2% or 3%. What is the difference, he asked, between those systems and the ones that bring in 15% rates? □

Lenders lend perspective on cable financing

Future return, strong management important factors to backer of small operator, NCTA told

The types of financing available to small operators and the criteria that lenders examine before making the loan were the topics of discussion during the panel session, "Money to Grow On: Acquisition Financing for the Small Operator," at the NCTA convention on Sunday, May 1.

According to William P. Collatos, partner

at TA Associates. "Our interest is not what your current return is, but rather what will your return be in a year or more." TA Associates handles venture capital financing, which assumes some equity in the borrower's system and is, in a sense, a partner with the owner. It is for that reason that the venture capitalist carefully evaluates the management team that has been assembled to operate the system before financing is granted. "The return objectives for venture capitalists are much the same as they were 10-15 years ago," said Collatos, "while the risks and the business in general have become more difficult."

James Kuzemchak, vice president, Cigna Investment Inc., outlined some of the similarities between the insurance company as a lending institution and the banks. The two main characteristics were Cigna's ability to accommodate quick closings and Cigna's interest in growing with the system by increasing its participation. Kuzemchak also stressed the importance of assembling a strong management team.

Walter Corcoran, president, Phillips Credit Corp., outlined the main advantage and disadvantage in strip financing. He characterized strip financing as "one stop shopping," where a prospective borrower may find financing for all his needs. Strip financing can be arranged on many different levels, so the borrower and lender can negotiate on the borrower's financial level. If an operator comes to the strip financier with nothing more than expertise, he can expect to give up nearly 50% equity. The advantage of strip financing, said Corcoran, is that the operator and the financier "have commonality of interests; his success is based on your success. This partner," he continued, "can work with you by his level of participation if the venture is successful." The disadvantage, said Corcoran, "is that one-stop shopping cuts you off from competitive forms of financing."

Corcoran also said that when evaluating a system to determine its worth or potential worth, the per-sub value should be considered "shorthand" for all the factors taken into consideration. □

What price acquisition?

Paying \$2,000 and more per subscriber is bargain—if you find right system

The increase over the past few years in the per-subscriber value placed on cable systems in calculating their purchase prices was the topic of a well-attended Tuesday morning panel moderated by Leo Hindery Jr., InterMedia Partners, with panelists Tim Rigas, Adelphia Communications Corp., David O'Hayre, American TV & Communications Corp., and Alan Gerry, Cablevision Industries.

Subscriber value has risen dramatically in the past two years, said Gerry. In the early 1980's, \$300 per sub was not an uncommon

figure, based on a 10-times multiple and estimated revenue of \$30 per sub with a 50% cash flow. As new revenue sources were developed, especially pay channels, that \$300 figure rose to \$500-\$1,000, and now to \$2,000 and more. Gerry said that although all systems are not created equal, in many cases "\$2,000 a sub today is cheap." Revenue from pay channels, which used to be only about 15%-20% of that from basic channels, is now equal to basic.

There are a number of things an operator can do to increase revenue and justify paying what seems to be a high per-sub fee, said Gerry, citing some of his own experiences. After purchasing a system, Cablevision Industries added channels, added pay services, audited the systems to find illegal subscribers (many of which can be converted to legal subs) and made a concerted effort to promote and sell remote units. Then, when a rate increase was adopted, the subscribers were receiving something for the increased cost. "Even though we're deregulated," said Gerry, "you can't just raise rates. You have to justify an increase with strong value."

"There's nothing wrong," said Gerry, "with paying \$2,000, \$2,500 or \$2,800 a sub if the area will justify it—if you're going to be able to add homes or increase penetration." Another situation that might allow a higher per-sub fee is buying a system adjacent to a current one, said Gerry. "Being able to consolidate offices, technical facilities and headends will justify a higher price." The possibility of introducing new revenue streams into a system should also be a consideration, said Gerry. Home shopping, pay-per-view and selling local advertising availabilities on satellite channels will boost revenue per subscriber.

Gerry recommended that operators keep their local governments informed of their plans and strive for good relations. He also stressed the importance of keeping the customers satisfied. "All of us have to do a much better job of taking care of the subscribers—answering the phones, getting the bills right, customer relations in general."

O'Hayre listed three factors that warrant paying \$2,000 and up:

- Strategic reasons—"A major operator may want to buy a system to provide it with a critical mass for a programming venture, for instance."

- Special circumstances—A system that can be clustered with others already owned may be bought "for economic efficiencies" and to develop a system package that can be sold to advertisers.

- Economic justification—O'Hayre listed five: The system has significant new passing growth; there is potential for significant increased penetration; the system has very good cash flow at the time of acquisition; there is a low capital requirement in the first few years, or a full depreciation or amortization tax basis.

O'Hayre continued: "The greatest hope for increased penetration levels is good programming, and the public has to be aware of what we have and be satisfied. Cable has shown an increased commitment to commu-

nity service, but we still have a way to go."

Rigas outlined three considerations that determine whether a system should be placed in the \$2,000 category: Is there potential for growth in the number of homes passed? Is there potential for increased penetration? And is there opportunity for improving operating efficiencies, such as through regional billing centers? "If these three can justify \$2,000," Rigas said, "then all the other potential revenue streams—PPV, etc.—will be icing on the cake."

As for overbuild situations, the panel agreed that good programming, customer service and charging fair rates are a system's best defense. □

Cable is ripe for programming, panel agrees

The two principal Hollywood programmers on the panel "The New Breed: Business Strategies in Programming" began the session in disagreement. Michael Lambert, executive vice president of 20th Century Fox Syndication, had expressed skepticism that cable would continue to buy hour-long, off-network programs, as it had in the cases of *Miami Vice* and *Cagney and Lacey*. Those were "abnormalities" in the marketplace, Lambert said. Cable had gotten a break because of softness in the broadcast market.

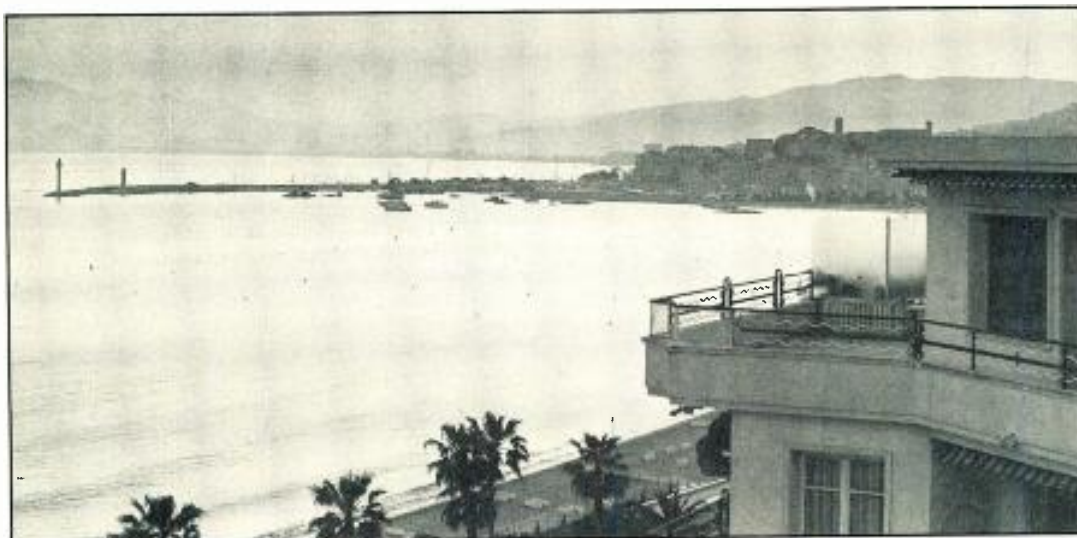
Not so, said Robert Harris, president of the MCA Television Group. After first making the point that it was cable that introduced choice into the programming market after independent stations had gone "like lemmings" in search of barter and half-hours, he said cable will continue to be a consumer—indeed, the first stop—of successful, off-network hours.

In rapid succession, Tom Burchill of Lifetime and Gerry Hogan of Turner Entertainment added their bullishness to cable's readiness as a program market. Not only is it ripe for hours but for half-hours, too, said Burchill, while Hogan said *Andy Griffith* was also testament to the continuing value of off-network programs on cable.

Geraldine Laybourne of Nickelodeon told the story of *Double Dare* going from cable to broadcast syndication, which led John Sie of Tele-Communications to point out the good news in that success story: Nickelodeon had prospered financially. The bad news: The higher ratings garnered by the series on broadcast TV demonstrated how little cable knows about promoting its own programs. "Cable product is better than its ratings show," Sie said.

Harris said cable was in a watershed period and that it could reverse the present priorities that put it third as a program marketplace (after network TV and syndication). The creative community, he said, sees cable as an opportunity to do something exciting. That sentiment was echoed by Hogan, who noted a serious backlash against the three-network mentality of programming, and the greater latitude afforded by cable. □

MIP-TV: Selling shows by the seashore



International television business is growing fast but problems exist: American distributors are paid little for their product, some foreign broadcasters restrict flow of American programs and say they feel like junior partners to U.S. companies

It was paradise—both in Cannes, the French Riviera city, where the annual ritual of the largest overseas TV program market last week brought together nearly 7,000 program buyers, sellers and producers, and in the international television business itself, which seems to be growing richer faster than most any other part of the world TV industry.

There was trouble in paradise, however, as the 1988 MIP-TV market unfolded April 28-May 3. American distributors have long been paid relatively little for their product, but last week, at least one major studio finally put its foot down and dropped big sales it deemed too low. Some foreign broadcasters, for their part, remain unwilling to lift restrictions on the flow of American product into their national television industries. And a growing number, while still willing to sharing the financial risks of program production through co-ventures, voice significant concern that they remain America's junior partners.

Despite these signs, however, the overall mood of the show and the industry was decidedly upbeat, with most expecting growth still to come in many markets, U.S. product buying to remain on the rise and new co-production projects to continue to lift the burden of deficit financing partly off the shoulders of U.S. producers.

"The international business is growing and will continue to grow," said Bruce Gordon, president of international TV for Para-

mount, one of the industry's largest overseas distributors. And there was evidence that, despite uneven media expansion in some buying nations, the key markets for U.S. shows will continue to get bigger, while other untapped giants will gradually open their doors.

Another veteran foreign syndicator, Paul Talbot, president of Fremantle International, said while traditionally major markets such as Australia and Italy continue sizeable buying, "what is emerging, stirring and bubbling, but not yet boiling, is Germany." That country, which Fremantle has sold into through two growing satellite-to-cable channels and a regional TV network, was by no means the biggest buyer at the show, Talbot said, "but perhaps the most interesting because it is such a huge, rich market."

Japan is also emerging as a buyer for U.S. shows, Talbot and others say, returning as a market after a decade-and-a-half of isolation. Aggressive acquisition plans were laid out by state broadcaster NHK (see separate story), as well as commercial broadcasters such as Tokyo Broadcasting System, Nippon TV and Asahi.

Even in more established markets, such as the United Kingdom, potential new channels and new forms of delivery may be helping to step up buying. Peter Orton, chief operating officer of London-based Henson International, for instance, believes plans by the U.K. direct broadcast satellite project British Satellite Broadcasting to buy heavily in the feature film area and attempt to push forward the release of theatrical films on its pay TV channel may already be forcing defensive buying from other British channels.

In France, which was one of last year's hottest markets because of the move toward privatization and the introduction of new

terrestrial channels, this year's market remains more active than ever in the new competitive environment. According to French distributor Joel Nuffer of Paris-based Eureka Productions, which represents Lorimar Telepictures and LBS there, the buying volume for less than the highest-level product has slowed and efforts have begun to control escalating program prices.

Although the subject got little public airing, what most foreign buyers pay to air U.S. product, often just a tiny percentage of what it costs to make it, remains a sore point for many distributors. But one of the several major studios exhibiting at the show, MCA, took the unusual step of pulling back on sales before and during MIP-TV because of what it considers unacceptable undervaluation.

MCA TV's International President, Colin Davis, explained that as distributors "get caught up in the rush to fill the pipeline" for new and existing television channels in increasingly competitive markets, they tend to "undervalue" their product.

"It's been bargain city" for overseas broadcasters for years, said Davis, who argued distributors could raise their license fees as much as five times before reaching the point where buyers would turn away from imports and to increasing their own program output.

Davis said MCA put a "stop" to over \$20 million in deals already in motion, after meetings in London and Paris just prior to MIP-TV, at which it determined some of its products were underpriced. Action-adventure series, of which the company has a large backlog, should be priced higher, Davis argued, since those shows, along with mini-series and theatrical releases, translate best in foreign markets and turn in the strongest ratings performances. Ironically, the

same shows have lost significant value in the U.S. market, where comedy programs increasingly dominate network schedules.

The studio will reassess the value of its library following the screening of network pilots beginning later this month, Davis said. If the screenings reinforce the trend toward comedy, he added, the value of action-adventures should be driven higher in the world market because of the lack of such material from domestic production for network or first run.

Fremantle's Talbot agreed pricing of American shows was too low, and added that in setting value, besides such factors as the number of TV homes in a market, the economy of the country and the level of competition, syndicators needed the "chutzpah" to set aside such rational measures and "get as much as [they] can."

Low pricing is not the only barrier to successful U.S. program syndication abroad. Another blockade, advocated at the show by at least one European media giant, Robert Maxwell, is the continuation or expansion of program quotas which limit the amount of U.S. product to reach overseas airwaves.

Maxwell launched an attack on the inroads of American programming at a press conference during the show in which he noted his "support for and necessity of having a part of the European market protected and reserved for European producers of television and cinema films." He added: "If our American friends don't like this, then they'd better lump it."



Robert Maxwell, owner of British media conglomerate

Maxwell argued that Americans need not "get their knickers in a twist" over quotas, however, because the market in Europe is growing so rapidly that even a uniform 50% quota would still leave them a larger future market than the current one overall.

The opening of economic borders in Europe by the Common Market in 1992 "is just around the corner and we will be masters in our own house," said Maxwell. "We must not let our European talents go to waste." He declined to say what level of quotas were appropriate or how diverse national quotas could easily be enforced against pan-European satellite systems beaming across state boundaries.

The executive, whose European holdings include a share in France's leading channel, TF1, half of the satellite channel, MTV Europe, and extensive publishing interests, also accused Americans of being "exceptionally good at protecting their market" in favor of their own producers and managing "to keep foreign product largely out."

Many Americans and others dismissed Maxwell's remarks as motivated by the current political shifting in both the French government, which is now in the midst of elections, and in the European community, although Maxwell's powerful media interests make him an undeniable force in the European industry.

Even some advocates of a stronger European production industry were critical of Maxwell's remarks. Michel Bongiovanni of the EC-backed Euro Aim, who plans to introduce a proposal supporting European, not just national production quotas, said Maxwell's criticism misses the mark by ignoring the needs of the region's next generation of independent producers.

Maxwell acknowledged that the European television industry's own "lack of organization" was partly to blame for the extensive use of American product and said, "if productions are not as good as those from America, they will not long be viewed."

Although Maxwell said he is about to raise some \$90 million in the German stock market and is "ready to double" his roughly \$350-million investment in the French audio-visual industry, he also admits to leaving "dormant" his own European co-produc-

tionships with American suppliers are also raising questions about the limits of those relationships.

Danielle Lorenzani, director of Berlusconi's Reteitalia media holding group, which has long filled its channels in Italy and France with syndicated American product and worked on U.S. co-productions, appears to be having some second thoughts about how well programming, particularly co-produced shows, can appeal to distinct cultures.

While Reteitalia currently has two French co-produced mini-series being sold in the U.S. by Harmony Gold, *Man Who Lived at the Ritz* and *King of the Olympics*, Lorenzani said of the many co-productions made with European partners "maybe only one or two are really good for American audiences. We are shooting everything in English, so language is not a problem. The problem is the TV is different."

One of the reasons the European view of co-production efforts may be altering, according to Orton of Henson International, is that "suddenly the majors [U.S. studios] have discovered they can cover deficits coming with [American] network projects, many of which are totally unsuitable for co-production. Co-production partners are going to say no."

But Orton, whose company arranged its first co-production five years ago when Canadian Broadcasting Corp., Home Box Office and Henson made *Fraggle Rock*, believes co-productions remain an important element in the world production industry.



Xavier Roy and Bob Bingham, new joint managing directors of MIDEM

tion venture with European media giants Silvio Berlusconi of Italy and Leo Kirsch of West Germany, while he pursued programming dominance for his TF1 network in France against the new channel La Cinq (which is part owned by Berlusconi).

The presence of independent producers in the next European market, October's MIP-COM conference in Cannes, should be bolstered with plans supported by the show organizers to establish an inexpensive umbrella facility within the exhibition for as many as 200 independents to meet and sell their projects.

Despite criticism of Maxwell, however, some broadcasters who have had long rela-

Most industry executives agree co-productions are here to stay and that the search for suitably universal material to reach diverse cultures, while not an easy one, can be successful.

"The answer is find a good story," said Davis of MCA, which he said is now planning its first "serious discussions" on the co-production of two-part mini-series.

Evidence of the growing international and domestic role of co-productions may be that companies are now looking beyond the traditional TV movie and mini-series forms to the joint production of television series.

The series form in co-production has been limited in the past, Henson's Orton said, in

ing. VMN will acquire an unspecified number of class A shares in the Fashion Channel "in exchange for total cash consideration of \$6 million, and VMN will provide financial guarantees and other accommodations necessary to support an aggregate of at least \$6 million in inventory purchases," according to the Fashion Channel.

VMN believes that the Fashion Channel is a viable format but that it ran into financial troubles because of mismanagement.

Robert J. Murley is chief executive officer and president of VMN, and he said: "The focus [of TFC] is fabulous. We really believe in the focus." In fact, fashion had been one of the several segments VMN had programmed for broadcasters, and Murley said that segment would probably be dropped with VMN's interest in the Fashion Channel. What the exact ownership stake will be has not been determined. Those details are being worked on, but two VMN representatives will be nominated to the board of the Fashion Channel.

When VMN officials inspected the books at the service, they found large amounts of cash the company had that was underuti-

lized. For instance, the company made down payments of 50% to 60% on leases, tying up cash unnecessarily. VMN will refinance those contracts, which it says will free millions of dollars. Lines of credit to vendors were poorly handled, and in some cases, double or over-payments were made, according to VMN. VMN believes another \$800,000 can be saved through accounting techniques. The company also believes \$250,000 to \$300,000 of cash is available from better credit card accounting practices it plans to institute.

"They hired the jockey, and the jockey didn't know how to ride the horse," said Murley of the relationship between the two MSO's that own principal stakes of the Fashion Channel and the former management. Those MSO's were unaware of the day-to-day operations of the company, Murley said. Once they knew of the depth of the problem, however, said Murley, the companies, Tele-Communications Inc. and United Cable, took steps to stop the red ink.

Other parts of the preliminary agreement call for two principal stockholders of the Fashion Channel to put up \$500,000 each at

closing as additional financing for the company. Murley was named acting chief executive officer of the Fashion Channel last week, and it is expected that once a definitive deal is reached, he will become chairman of the board.

The preliminary agreement calls for the Fashion Channel to issue shares of class A stock "in exchange for shares of VMN's 6% preferred stock having an aggregate fair market value of \$3 million." It is also anticipated that a "significant" cable advertising campaign will be conducted for the channel.

VMN produces shopping segments on clothes, gifts, jewelry, toys and video items. It is based in Sarasota, Fla., and began operations in mid-1986 with initial capitalization of \$1 million. Broadcast stations began running VMN programming in early January of this year. (Murley at one time had been in business with Lowell Paxson, now president of Home Shopping Network, in marketing companies in Florida.)

Murley said VMN will continue with its program production for broadcast stations as it assumes its role in the Fashion Channel. □

Business

Malone, Blair, Myhren and Fuchs go before analysts

Cable officials answer questions on business, regulatory prospects; offer opinions on future technologies

Top cable executives from Tele-Communications Inc., United Artists, American Television & Communications and Home Box Office went before security analysts in Los Angeles, answering a wide range of questions on business and regulatory issues.

TCI President John Malone was asked about the May 11 hearing of the House Telecommunications Subcommittee, and he said he expected it to reveal the benefits of cable programming to the American public. He said TCI's ownership in programming services "has been to help create better programming for subscribers." He said TCI had \$300 million in programming assets, compared to \$15 billion in cable assets. He said better programming can increase the assets of the cable base. "We abhor controlling any program entity," said Malone. Although Malone said TCI would feel it wrong for the government to force it to divest its program holdings and would fight any move, he said "we won't be devastated if the government told us we couldn't own programming."

Of Tempo's DBS application, Malone said, it was "an insurance policy in case we need it. We don't really think you can be specific where the world's going to be in 1995," he said. There could be tight allocation of orbital slots by then, he said, adding: "It's like the lottery," where a company puts down \$20,000 now for an application fee for

a satellite system in 1995.

Malone gave his assessment of the Wometco and Rogers systems that are on the block, saying they were at the opposite end of the spectrum. The Rogers systems, he said, tend to be large metro systems, laden by some of the bells and whistles of the franchising area. He said cash flow was between \$100 to \$110 per subscriber, and that there was a lot of upside potential in penetration and cash flow. Malone added that "breaking up Rogers would be pretty tough taxwise."

Malone said Wometco's cash flow was "outstanding." The company, he said, "looks remarkably like Storer." He said the reported asking price for Wometco was \$2,700 per subscriber. His guess was that the price would be "somewhat north of Storer but somewhat south of \$2,700." Malone disclosed that Bass was "selling all of their cable interests at the moment." That would include Wometco, Bass's 50% portion of Taft Cable Partners (TCI owns the other half), and 80% of Prime Cable's system in Atlanta. Malone said TCI has an agreement to buy Bass out of the Taft partnership at \$2,000 per subscriber.

Malone was asked if the company still had long-term breakup plans, speculation fueled by TCI's decision last year to divide into seven divisions. He said the company would "face taxes in 1992," and could extend that out a couple of years "with leveraged capitalization." What the company does depends on what the government does,

he said, citing its tendency to change the tax laws. "We like to keep our options," he said.

Cellular radio "may represent possible long-term diversified strategy for TCI," Malone said, in discussing why he took a position on the board of McCaw Communications, a former cable company and now cellular radio firm. The move is designed to help him on the cellular learning curve, he said.

Stewart Blair, chairman of United Artists Communications Inc., said none of the issues have been resolved concerning the inside structure of UACI, after it purchases Daniels & Associates and United Cable.

Daniels, for instance, has been a strong proponent of pay-per-view, while UA has not been. Blair said his view of PPV would not change until "somebody can show me the numbers" that justify its expense. Operators can already charge for remote control or converters now, he said, which is an extra revenue stream for some PPV providers.

UA also is not a strong backer of the Playboy Channel, but United Cable is. Blair said he has not begun to look at that issue but said the channel provided United Cable with a couple of million of dollars in cash flow each year.

The structure of UA "will probably follow the UA and Daniels model," he said. He said United Cable's management in the field is influenced by the engineering and marketing departments. He said UA was decentralized, with no strong centralized

engineering and marketing department and it was his estimation that "our theory will prevail."

UA will finance the deals through bank debt, Blair said. TCI has bought stock in United Cable after its announced purchase by UA, and Blair said the company "may repurchase all of the stock above 23% that TCI has bought."

On rates, Blair said the company was budgeting for high single-digit increases for basic and he didn't think rates were anywhere "near elasticity." He expects 25% cash flow increases to come from rate hikes this year.

UA theater operations are performing well, Blair said, and the industry "looks good" to beat the record box office total of \$4.2 billion.

Commenting on UA's buy of Blockbuster, a video store chain, Blair said "it's a very interesting business from purely a financial standpoint." UA chose Blockbuster because it was "the class act in town." Substantial store expansion is part of the purchase plans, and Blair said it would cost about \$350,000 to build a store, which would be paid back in 18 months to two years. The buy fits well with other UA subsidiaries involved in construction and real estate, Blair said. And he said there could be cross promotion between UA theaters and video stores.

At ATC's presentation, Thayer Bigelow, ATC president, said the company was expecting a 16% increase in cash flow this year, after last year's 20%. The company, which had 9% growth in basic customers last year, expects the same this year, he said. The company plans to spend \$75 million in capital upgrades this year, and is looking at building out at the 20 to 40 homes per mile level. Increased levels of marketing and those build out standards, said Bigelow, will be used in ATC systems in Charlotte, N.C.; Rochester, N.Y.; Portland, Me., and Raleigh, N.C., among others. He estimated that would cost the company \$1,200 per subscriber at current penetration projections, below the going rate for purchasing cable subscribers. The additional construction will pass another 300,000 homes.

Chairman and Chief Executive Officer Trygve Myhren said the company would be interested in the Wometco properties "if the price makes sense." ATC feels clustering is the way to go, said Myhren, and many of the Wometco systems, especially in the Carolinas, are near ATC properties.

Myhren said ATC plans to increase rates above inflation and coupled with penetration goals and cost control plans, he said the company would be able to sustain 15% growth going forward. He said the cable advertising business "is going to improve fairly dramatically." He said there were "still pretty serious hurdles" concerning PPV, with splits being a major one. But Myhren told the analysts ATC was well-positioned with 800,000 addressable converters in its systems, and an interest in Home Premiere Television.

HBO Chairman Michael Fuchs said the pay category had recovered well in the past few years and estimated HBO would see a pretax profit margin of 15% this year. He

expected healthy growth to continue, increasing 10% over the next two years.

On the programming front, Fuchs said the top box office first run "are not as important as it used to be to us." He said basic cable's programming aspirations does push HBO, but he said "we are the premium layer on cable." HBO said he is more interested in competing with the networks, which is now possible. The network receives a 10 rating in prime time in its universe, he said.

He thought high definition television would be used by some cable networks, adding that HBO's film product easily lends itself to high-definition. And in discussing HDTV and DBS Fuchs speculated there could be a more expensive version of HBO delivered in HDTV to those who wish to pay.

Asked of the reports on the MSO buying

of Showtime, Fuchs said "I have mixed feelings about operator investment in programming." Showtime, he said, "can survive without this type of situation." In referring to an earlier unsuccessful attempt by cable operators to own a pay service. "Spotlight didn't do anything to help the pay category." And "I'm not sure it makes for better programming," he said. A defensive acquisition, he said, is not the most constructive way for a business to grow.

He said HBO was looking at PPV "as an event supplier," but not as a service provider until there is proof there is a business there.

Fuchs said HBO's offer of program exclusivity "got a little complicated," as various MSO's sought different terms, and was withdrawn from the table because of timing reasons. "It is something we probably will consider again," he said. □

PacTel had its eye on Storer

TCI's Malone discloses telco interest in cable operation bought by TCI and Comcast

Executives of Comcast and Tele-Communications Inc. provided more details of the \$1.55-billion Storer cable transaction at a meeting of analysts last week in Los Angeles, but the biggest revelation was that a Bell operating company, Pacific Telesis had sought to buy Storer.

TCI President John Malone said the Bell operating company had approached Kohlberg Kravis Roberts about buying the Storer properties, saying they would seek a waiver from Judge Harold Greene from the modified final judgment. "They thought that they could get that waived," said Malone, referring to the MFJ. Because no Storer properties are in PacTel's phone service area, such a buy would not run afoul of the Cable Act.

Pacific Telesis officials said it would not comment on any acquisitions it was pondering. But a company official at an annual meeting several weeks ago said cable was one of the "beachheads" it was looking at.

Julian Brodsky, vice chairman of Comcast, said TCI and Comcast would form a "special purpose subsidiary" to run the Storer properties. (Malone said later that that setup avoided \$60 million to \$80 mil-

lion in state taxes.) Each company will contribute 300,000-to 350,000 subscribers and \$125 million in cash to that subsidiary. It will then sell a strip of debt structures to relieve the \$1.3 billion in "trapped cash" in the company, said Brodsky. Once that is completed, the special purpose subsidiary will give Storer \$1.55 billion in securities, senior debt and zero coupon bonds among other forms. Brodsky said \$100 million in cash flow will support the debt structure of the new subsidiary, and the buyers project Storer's cash flow next year will be between \$240 million and \$250 million. Brodsky said the debt has been structured so that only 10% is due over the next five years.

Brodsky said \$20 million was a realistic figure for corporate overhead. Subscribers will appear on Comcast's balance sheet, said Brodsky, and it is expected that a "mini-annual report" will appear on Storer. There are no plans to unwind Storer, because of a tax penalty of \$180 million.

Looking forward, Comcast said it sees 10% to 15% cash flow growth for foreseeable future for Storer. The stable environment, said Brian Roberts, executive vice president, "will be a big plus for Storer." Little new capital expenditures were done while the company was for sale and that upgrading should help growth. □

Football's value. ESPN has released a study that predicts cable operators will see a net revenue increase of \$79 million in 1988 as a direct result of ESPN's 1987 National Football League games. The Browne, Bortz & Coddington study also showed that local advertising sales "earned operators 96 cents per subscriber in gross revenues last season," which practically covered the extra cost to operators of roughly \$1 per subscriber for the NFL package.

Roger Williams, ESPN vice president, affiliate marketing, said "BBC estimated that close to 800,000 new subscribers signed up for cable in the last half of 1987 because of the NFL on ESPN." Said Bill Grimes, ESPN president: "Clearly, the NFL on ESPN is a tremendous economic value to the cable operators."

Among the results in the survey: 7% of nonsubscribers "likely to buy cable will do so because of the NFL telecasts," which the survey equated to 280,000 subscribers. The \$79 million in new revenue, ESPN said, exceeds "the surcharge paid by operators by close to 80%."

On local advertising, ESPN said 80% of the available time was sold, compared to a prime time average of 65%. The overall CPM (cost per thousand), it said, was \$5.02, 8.1 times higher than the average on ESPN. Eighty percent of systems said new advertisers had bought time, and 31% percent said new clients placed ads elsewhere on systems.

Scene at Showtime

Showtime added 400,000 subscribers as part of its first-quarter acquisition campaign and announced several new programming projects for later this year. Showtime Chairman Tony Cox said not all of the additional installations will be net subscribers since some may fall into the trial category.

Still, Showtime said it more than tripled the number of new subscribers in March over February's sign-up total, and that its first quarter was one of the strongest in 10 years.

Showtime also unveiled to operators its marketing plans for the next 18 months. In the third quarter of this year, a "Where the Action Is" campaign will run, backed by action-packed movies on the lineup. A half-priced three-month subscription campaign will be a part of the campaign, as will direct-marketing support for noncable subscribers.

Showtime announced several programming deals including a development agreement with Shelley Duvall for a new series called *Nightmare Classics*. It will feature adaptations of classic horror stories.

Three new feature films based on Harlequin Romance novels will also be produced, Showtime said, by Yorkshire Television and Atlantic Videoventures.

The pay service has obtained 26 half-hours from the two television programs starring Jackie Gleason, *The Honeymooners* and *The Jackie Gleason Show*. Several of Gleason's characters will provide material for a new series, *Gleason: He's the Greatest*. A special three-hour Gleason marathon will kick off the new shows, beginning June 17.

Other upcoming Showtime features include a one-hour comedy special hosted by Pat Morita, on June 18, and a Fleetwood Mac concert on May 21.

Vision backing

Officials of the Vision Interfaith Satellite Network unveiled their new programming service at the NCTA convention, and of the many new services announced, Vision had one of the strongest MSO backings.

"We would not miss the opportunity to carry" Vision, said Glenn Jones, chairman of Jones Intercable, one of the several MSO's that are backing the service. "It is a channel to which over 90% of our subscribers can relate and will increase the worth of our presence in our communities."

Vision, which will launch on Sept. 15, has a charter to produce "high-quality, interfaith programming emphasizing the traditional Judeo-Christian ethic." Mainline church groups will provide programming, which will attempt to deal with the issues facing today's society.

Program categories include religion, life-style values, children, music, movies and specials. Religious-based programming will run from 6 to 7 p.m.; 8 to 8:30 p.m., and 9 to 10 p.m., weekdays. A children/family hour will run from 7 to 8 p.m., and music videos, supplied by the Gospel Music Network, which has been folded into Vision, will run at 8:30 p.m. and 10 p.m. There will also be issues and documentary programming, a Helpline segment at 1 a.m. and movies with messages.

Vision plans to expand programming by airing discussion programs after a movie or special, for instance, to discuss in depth the topics addressed. Special programming will be produced to reach specific population segments, such as teen-agers, families or senior citizens. Plans for talk, call-in and other forms of interactive programming are planned.

Vision officials also are encouraging local cable operators to enlist the support of local church officials to create local inserts in Vision windows on issues affecting residents in their areas.

Initially, Vision will run from 6 p.m. to 2 a.m., expanding to between 18 and 24 hours early next year. It will be transmitted over Satcom III-R.

The service expects to have six million subscribers on line at launch, and has the backing of several large MSO's, including TCI, Post-Newsweek, United Cable and the National Cable Television Cooperative.

David Ochoa, chief executive officer, also reported a number of positive discussions with other cable operators at the show, including Paragon Cable, Centel Cable and Times Mirror.

Selling You to MSO's

You TV, the struggling new program service devoted to fitness and health, was pitching MSO's at the NCTA convention last week to take an equity interest in the program service.

You TV officials had some progress to report, with the signing of a carriage commitment by American Television & Communications prior to the convention. The deal also includes Paragon Cable. You TV officials said they were discussing a wide range of options with MSO's. Although the service had signed Cox Cable, rolling out the service, which was launched in late March, has not been as quick as You TV officials would like. The company said Cox's Omaha system would add the service soon.

You TV hopes to get a wide range of MSO's to take an equity stake to insure carriage. The service tried to launch without that participation and found carriage commitments slow in coming. You TV also faces the prospect of several new services competing for channel space,

including Turner Broadcasting System's TNT, the new NBC-owned Tempo, the Home Shopping Network's newly proposed services, and several religious/family-oriented services that are launching or attempting to expand their reach.

Pulling Swaggart shows

Both PTL's The Inspirational Network basic cable channel and the Christian Broadcasting Network's CBN Cable Network last week said that they had stopped carrying the two Swaggart Ministries programs, *A Study in the Word*, the half-hour, weekday morning bible study show, and *Jimmy Swaggart*, the Sunday morning sermon hour. Swaggart had hosted the hour until he accepted the Louisiana Assemblies of God presbytery's three-month suspension for reported sexual misconduct. Both the CBN Cable Network and TIN agreed at that time to continue carrying the programs as long as Swaggart did not appear in them during his suspension. But after the Assemblies of God general presbytery made the suspension one full year and then defrocked Swaggart for his refusal to abide by the year suspension, CBN decided to pull the programs. Because Swaggart had "placed himself under the authority of the Assemblies of God Church," said CBN Cable spokesman, Earl Weirich, CBN felt the church's decision "was the best yardstick" by which to measure the decision.

PTL takes IRS to court

If the U.S. Court of Claims accepts last week's request for declaratory judgment against the IRS's decision to revoke PTL's tax-exempt status ("In Brief," April 25), a period will begin during which viewer donations to the television ministry of up to \$1,000 will still be deductible, at least until the court process is over, said PTL spokesman Dave West. PTL has never objected to the potential revocation of tax-exempt status during the 1981 to 1987 period when founder Jim Bakker was in charge, said West, and court-appointed trustee David Clark's reorganization plans have "acknowledged our obligation to the IRS." If the latest reorganization plan is accepted May 16 by bankruptcy court Judge Rufus Reynolds, the new PTL—Heritage Ministries—would be a wholly new organization eligible for its own tax-exempt status, West said. Key to acceptance of that plan is the ministry's ability to raise approximately \$5.7 million by that date.

PTL also went to the airwaves last week to explain the situation to its viewers. "We don't accept the logic," West said, that the loss of tax-exempt status would dry up

present and future contributions. Deductibility is usually the fifth or sixth motive for contributing, he said, and "most of our viewers don't itemize anyway." West said syndication of the *PTL Club* program—to 178 stations (78% of U.S. TV households) in February 1987—now stands at 112 stations, or 68%. Circulation of PTL's cable channel, The Inspiration Network, dropped from 1,000 cable systems (12 million homes) in February 1987 to 900 systems (10.3 million homes) in February of this year.

Captioning goes basic

Fourteen MSO's and five basic cable networks have joined with the National Captioning Institute to form the Cable Captioning Consortium. "As basic cable continues to grow as a major player in the television industry, NCI is proud to have coordinated an industrywide cooperative effort to share the excitement and entertainment of cable with America's hearing-impaired population," said NCI President John E.D. Ball. "The participating MSO's and cable programmers are to be commended for their leadership and involvement in what we expect will be a long-term association between basic cable and the hearing-impaired population." Money raised from both the MSO's and program networks will be used to fund the basic cable captioning. So far about \$125,000 has been raised.

The participating programmers are CBN Cable Network, ESPN, Lifetime, The Nashville Network and the USA Network. Contributing MSO's are ATC, Continental Cablevision, Cox Cable Communications, Warner Cable Communications, Comcast, United Cable, Viacom Cablevision, Cablevision Systems Corp., Heritage Communications, Times Mirror Cable Television, UA Cablesystems, Paragon Communications, Daniels & Associates and Telecable Corp.

Ball said CCC was established in response to "the growing demand from hearing-impaired viewers for access to the unique variety of programming available on basic cable networks." NCI said a survey of caption viewers showed that 69% subscribe to basic cable and that although many pay services, including HBO/Cinemax, Showtime/The Movie Channel and the Disney Channel, are long-standing supporters of captioning, very little basic programming is captioned.

Macho channel

Full Circle Entertainment said it will launch the American Man's Network, a 24-hour, pay-per-view service that will feature weekly boxing events, "sensual series and reality documentaries" geared to the American male.

Television commercial and workout video producer Ron Harris will be chairman and chief executive officer of AMN.

The producers say AMN programming, which is scheduled to launch on Feb. 1, 1989, will have programming exclusively for cable. The company has plans for nine series: *Trans-Power*; *Private Dancer*; *Great Escapes*; *The Art of War*; *The*

Voyage Out; *Der Kreig (The War)*; *Camera & Model*; *The Mind of...*, and *Automobile Illustrated*.

AMN said the service will be scrambled using M/A Com's VideoCipher II system. AMN will provide scheduling, promotion and marketing support for cable systems.

Discovering 'Vremya'

The Discovery Channel announced plans last week for more Soviet television programming to air on the network. It will carry the nightly news program, *Vremya*, the week of the Moscow summit, May 29-June 2.

Through Orbital Technologies, the firm that arranged for Discovery's 66 hours of Soviet television last year, for which the service won the Golden Ace award this year, Discovery will receive the feed of the newscast and edit it to one hour for play at 9 p.m. each night.

Hodding Carter will host the program and provide perspective.

Logistically, Discovery will receive the feed in New York, where Russian interpreters will translate the newscasts into English. The program, said Discovery President Ruth Otte, will provide "insight into the people and their values and perspective" on the summit.

Otte said it will cost the Discovery Channel between \$300,000 and \$400,000 to produce the news recaps.

Discovery also announced last week it plans to carry the Texaco Star National Academic Championship June 19-26 at 6:30 p.m. It will be the first time Texaco's scholastic championship, funded also by several universities, will be televised.

New look

The Financial News Network has unveiled a new logo to coincide with new state-of-the-art studios that will bring a new look to the

service. "Viewers will notice a distinct improvement in the diversity of programming and the quality of each show," said FNN President David Meister.

The new logo will be rolled out this month. Also, FNN will be moving to new studios in Los Angeles at 6701 Center Drive West, also the home of corporate and administrative headquarters. New graphics and on-air animation are being developed by Digital Images, based in Boston. FNN said the new graphics "employ a cutting edge computer graphics technique called 'wave front process' which features FNN in striking gold letters spiraling across the screen."

Added to the FNN schedule will be *The Real Estate Report*, hosted by Jim Randel, a lecturer at Harvard and New York University. The half-hour show will air weekdays at 4 and 6 p.m. A *Money Talks* segment is being added weekdays at 5 and 7 p.m. The one-hour show will feature a senior editor at *Money* magazine. FNN also plans to debut *Management Report*, which focuses on topics of interest to corporate managers.

FNN also said it now reaches 30 million cable homes.

Counting cable holdings

The General Accounting Office, in a study requested by Senator Pete Wilson (R-Calif.), said holdings by Canadian cable companies in the U.S. are valued at \$1.8 billion. The senator had requested the study of Canadian interests in U.S. publishing and cable operations as part of the trade bill debate. Wilson maintains that a new trade bill with Canada keeps U.S. companies out while Canadian firms are allowed to have large investments here. The issue may soon be moot since a majority of that cable figure is attributable to Rogers Communications, which has put its U.S. systems up for sale.



Service with a smile. HBO announced that *Comic Relief '88*, an all-star benefit to raise money for the homeless, has been scheduled for Nov. 20 in New York. The pay service made the announcement in Denver where comedians and cable executives gathered to present checks totaling more than \$200,000 to Denver officials for health care for the homeless. Pictured above are (l-r): Jack Hayes, vice president, HBO; Gene Schneider, president, United Cable; Bill Daniels, chief executive officer, Daniels & Associates; Trygve Myhren, chief executive officer, American Television & Communications; Mary Ann Gleason, executive director, Denver Homeless Healthcare project; David Van Valkenberg, president, Paragon Communications; comedian Billy Crystal; Jim Carlson, vice president, Jones International; comedian Paul Rodriguez, and Bob Zmuda, president, Comic Relief.

The first *Comic Relief* special last year on HBO, headlined by Robin Williams, Billy Crystal and Whoopi Goldberg, prompted donations of close to \$4.7 million.

Motivating listeners over AM

Two 24-hour satellite networks aim for new demographic niche

Radio's ability to target specific audiences on a national basis will be further tested this year with the debut of two 24-hour motivational networks for AM stations.

WWNN(AM) Pompano Beach, Fla. (Miami-Fort. Lauderdale-Hollywood), has taken its nine-month-old "positive motivation" format national via Westar V. "Our first affiliate will come on board June 1," said Joseph Nuckols, president and general manager of both WWNN and its new network, which has been dubbed the Winners News Network (also known as "For Winners Only"). Although Nuckols said it would be "too early" to announce the call letters of the first station, he said it is in a New England market.

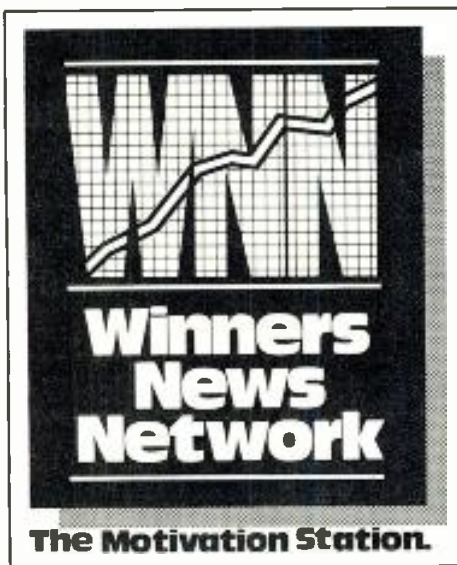
Meanwhile, a proposed motivational radio programing venture out of Phoenix, called SuccessNet ("Riding Gain," Nov. 23, 1987), is preparing for a midsummer launch. Serving as its chairman is veteran radio broadcaster and motivational speaker, Earl Nightingale, who will also be heard over WNN. (The two services are not related.)

"We are programing our network like a music station. But instead of playing hit records, we are playing hit ideas," said WNN's Nuckols. Those ideas are in the form of three-to-five-minute, around-the-clock vignettes that carry a motivational message. "We have the rights to the audio cassettes for over 200 authors and speakers," Nuckols said. He added that the format is "supplemented" with lifestyle news and information. "And, like a music station, we are offering WNN as a 'pure' 24-hour format," he said. "It would be tough to do a piecemeal country or CHR format."

Aside from Nightingale, other speakers

and authors heard over WNN include Zig Ziglar, Denis Waitley and Don Beveridge—the last will also conduct the network's only long-form (one-hour) program, a weekly interview.

Nuckols, the former general manager of WNJY(FM) Riviera Beach, Fla., and his part-



SuccessNet

ner, Richard Tambone, purchased WWNN last summer from Sunshine Broadcasting. The station switched from oldies, under the call of WWHR, to motivational programing on Aug. 2. Nuckols sees the direction of radio going toward what he characterizes as "niche" programing—that is, offering a "highly selective" audience to advertisers. "This [specialized programing] is much like

the magazine business. There are approximately 13,000 special-interest magazines out there today," he said.

Nuckols said station affiliates will be charged a monthly fee for the turnkey service that will include all sales material and in-house sales training courses. Based on his experience at WWNN, Nuckols said, the format should attract a large measure of "upwardly mobile" business people in their 30's and 40's.

The format currently allows for 12 60-second local spot breaks per hour. Nuckols said he will begin the solicitation process for national accounts once an affiliate core is established.

In the planning stages since last fall is SuccessNet, which is headed by William Sauro, who is also president of the Creative Advertising Co. in Phoenix. The format will be composed of excerpts from motivational tapes as well as evening talk shows and hourly newscasts. "We are close to signing a producer/distributor agreement with one of the syndicated networks," said Sauro. Although Sauro declined to be specific, it is believed that if such an arrangement, which would also include responsibility for the proposed service's advertising sales efforts, is concluded, it will be with either the Satellite Music Network or the Transtar Radio Network.

Some motivational speakers aired over WNN will also be heard on SuccessNet. Sauro likened the overlap to the way a single from U2, the popular Irish rock group, is played over both *American Top 40* and other national contemporary music survey programs.

SuccessNet was initially set to debut in April, but, according to Sauro, it took the programing venture "longer than anticipated" to raise additional capital. "We also wanted an arrangement with a syndicated



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Keeping track. Network radio sales for March were down 10% to \$27.3 million, according to the Radio Network Association, which relies on data collected each month from network companies by the accounting firm Ernst & Whinney. Year-to-date (January through March), network revenues were basically flat (off 0.7%) compared to the same period a year ago. "The first quarter of 1987 exceeded 1986's by over 10%, so to equal its performance is a strong sign," said RNA president Peter Moore. He noted that money spent on the winter Olympics (ABC Radio Network) is not counted toward the overall network sales tally.

network to alleviate our investment in sales and management [staffers]," said Sauro. "In

this way, we can just concentrate on the format's sound."

Both the Winners News Network and SuccessNet are market exclusive to stations.

Riding Gain

Share the wealth

The Radio Advertising Bureau's board of directors, during their biannual meeting at Hilton Head, S.C., last week voted to approve only partial funding of the organization's share of the \$1.1 million pro-radio public awareness campaign, jointly sponsored by the National Association of Broadcasters. The RAB board approved a \$225,000 expenditure for the campaign, which is being organized by Warwick Advertising, New York, and will ask the NAB to match that total at its board meeting in June.

Initially, indications were that both associations would fund the entire campaign (\$550,000 each), but that movement has now been countered by the RAB board, which is proposing an industry-wide fundraising effort to secure the remaining money. "There seems to be a strong belief among the board to get broadcasters to buy into the idea of this campaign by soliciting their support," said an RAB spokesperson. If NAB approves a \$225,000 expenditure, that would bring the total RAB-NAB contribution for the campaign to \$600,000, leaving \$500,000 to be raised from the industry. (The two associations had already agreed to contribute \$75,000 each as seed money to create the blueprint for the campaign.) The campaign is an outgrowth of the RAB-NAB Radio Futures Committee.

In other RAB news, the board approved a plan to serve as a clearinghouse for a quarterly "idea exchange" among local and regional radio market associations and to establish its own committee that will examine RAB's "long-range financial future." Speaking at the RAB board meeting was Chuck Fruit, vice president for corporate media and sports marketing, Anheuser-Busch, who briefed members on his company's extensive use of radio advertising.

Buying time

Bozell, Jacobs, Kenyon & Eckhart, one of the bigger users of radio advertising among ad agencies, will continue to use Arbitron Ratings as its primary local radio measurement service for buying time. "After a complete evaluation, which took into consideration the various technical, reporting and operational issues, we decided Arbitron is the preferred radio rating service," said Craig Gugel, senior vice president and corporate director of media resources of BJK&E. According to Gugel, BJK&E will use Arbitron to make

buys for such clients as American Airlines, Chrysler-Plymouth, Greyhound and Sun Giant Foods.

Legends lauded

Emerson Radio, the North Bergen, N.J.-based consumer electronics manufacturer, will inaugurate its new Hall of Fame, tentatively located at the Empire State Building in New York, on Tuesday, May 17, with a gala black tie reception. Seventeen "radio legends" will be inducted into the Emerson Radio Hall of Fame, according to Emerson Chairman William Lane.

Additionally, a special achievement award will go to William Paley, founder and chairman of CBS, and Harold Jackson, group chairman of Inner City Broadcasting, for "a lifetime of work on behalf of this singularly important communications medium." The 17 inductees:

- Technology: Guglielmo Marconi, "father of the wireless."
- Bandleaders: Benny Goodman.
- Radio personalities: Martin Block for *The Make Believe Ballroom* and Bruce Morrow.
- Newscasters: Edward R. Murrow.
- Sportscasters: Bill Stern and Don Dunphy.
- Innovators in music: Alan Freed.
- Quiz shows: Groucho Marx for *You Bet Your Life*.
- Comedy: Fred Allen.
- Variety/talk show: Arthur Godfrey.
- Anthology series: Orson Welles and the *Mercury Theatre on the Air*.
- Daytime drama series: Virginia Payne for *Ma Perkins*.
- Adventure series: Fran Striker for *The Lone Ranger*.

□ Comedy series: Charles Correll and Freeman Gosden for *Amos & Andy*.

□ Mystery/suspense series: Himan Brown, producer, *The Inner Sanctum*.

A special blue-ribbon selection panel that included Howard Cosell, Dick Clark and Casey Kasem chose the inductees, said Lane.

Hosting the event will be WNBC(AM) New York morning personality Don Imus. The awards will be presented by New York radio personality Alison (the Nightbird) Steele, and WOR(AM) New York personality John R. Gambling, a third generation Gambling working at WOR.

Signing on

Westwood One Radio Networks has secured the exclusive worldwide radio rights to Atlantic Records' 40th anniversary concert, which takes place this Saturday night, May 14, at New York's Madison Square Garden. Westwood will present a live broadcast of the final four hours of the 10-hour rock concert in conjunction with an HBO telecast (8 p.m.-midnight NYT) that night. Westwood also plans to offer stations a half-hour program before the concert described as a "montage of artists representing Atlantic's 40-year history."

ABC Rock Radio Network will broadcast the radio stereo simulcast of David Bowie's 1987 "Glass Spider" tour on Friday, June 3, in conjunction with the ABC Television Network. The one-hour broadcast is scheduled for 9 p.m. NYT and will feature highlights from the Bowie tour. On radio, it will be preceded by a 30-minute Bowie special. ABC Rock Radio affiliates will have right of first refusal in their markets.

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Stock Index

	Closing Wed May 4	Closing Wed Apr 27		Net Change	Percent Change	P/E Ratio	Market Capitali- zation (000,000)
BROADCASTING							
N (CCB) Capital Cities/ABC	322	329		- 7	- 02.12	19	5,209
N (CBS) CBS	152 1/2	151 3/4		3/4	00.49	8	3,603
A (CCU) Clear Channel	12 1/4	11 7/8		3/8	03.15	18	39
O (INFA) Infinity Broadcast... ..	22 1/4	23 1/4		- 1	-04.30	-171	187
O (JCOR) Jacor Commun.	5 5/8	5 1/4		3/8	07.14		31
O (LINB) LIN	61 3/4	59 3/8		2 3/8	04.00	33	3,310
O (MALR) Malrite	8	7 1/4		3/4	10.34	-11	109
O (MALRA) Malrite 'A'	8 1/2	7		1 1/2	21.42	-12	116
O (OBCCC) Olympic Broad....	4	4			00.00		10
O (OSBN) Osborn Commun....	7	6 1/2		1/2	07.69	-6	35
O (OCOMA) Outlet Commun....	18	17 1/2		1/2	02.85		117
A (PR) Price Commun.	9 1/2	9 3/4		- 1/4	-02.56	-7	81
O (SAGB) Sage Broadcasting	4 1/2	4 1/2			00.00	-6	17
O (SCRIP) Scripps Howard	81 3/4	79		2 3/4	03.48	27	844
O (SUNN) SunGroup Inc.....	1 1/4	1 3/8		- 1/8	-09.09	-1	2
O (TLMD) Telemundo	8 1/4	7 1/4		1	13.79	-1	47
O (TVXG) TVX Broadcast	3 1/4	3 1/4			00.00	-2	19
O (UTVI) United Television	27 1/2	27 1/4		1/4	00.91	45	301

	Closing Wed May 4	Closing Wed Apr 27		Net Change	Percent Change	P/E Ratio	Market Capitali- zation (000,000)
BROADCASTING WITH OTHER MAJOR INTERESTS							
N (BLC) A.H. Belo	55 1/8	56		- 7/8	-01.56	22	581
O (ASTV) Amer. Comm. & TV	3/32	3/32			00.00		7
N (AFL) American Family.....	14 1/2	15 1/4		- 3/4	-04.91	12	1,173
O (ACCMA) Assoc. Commun.	21 3/4	22 1/4		- 1/2	-02.24		207
O (BMAC) Bus. Men's Assur. .	33 3/4	32 1/2		1 1/4	03.84	91	353
N (CCN) Chris-Craft	18 3/8	18 3/8			00.00	40	400
N (DNB) Dun & Bradstreet.....	47 5/8	47 1/2		1/8	00.26	19	7,241
O (DUCO) Durham Corp.....	26 1/4	27		- 3/4	-02.77	15	224
N (GCI) Gannett Co.	31 1/4	32		- 3/4	-02.34	17	5,049
N (GY) GenCorp	17 3/4	18 1/4		- 1/2	-02.73	9	1,189
O (GMXC) GMX Commun.	1/8	1/8			00.00	9	1,189
O (GACC) Great Amer. Comm..	12 1/2	11 1/2		1	08.69	12	291
N (JP) Jefferson-Pilot	30 5/8	30 7/8		- 1/4	-00.80	10	1,230
N (KRI) Knight-Ridder	42 1/4	41 3/4		1/2	01.19	16	2,424
N (LEE) Lee Enterprises.....	26 5/8	26 5/8			00.00	16	662
N (LC) Liberty	43 5/8	44 1/8		- 1/2	-01.13	15	417
N (MHP) McGraw-Hill	51	52 7/8		- 1 7/8	-03.54	17	2,577
A (MEGA) Media General.....	47 7/8	48 1/2		- 5/8	-01.28	70	1,350
N (MDP) Meredith Corp.....	27 1/8	29 1/4		- 2 1/8	-07.26	14	520
O (MMEDC) Multimedia	66 3/4	67 1/2		- 3/4	-01.11	6675	734
A (NYTA) New York Times.....	27 3/4	28 3/4		- 1	-03.47	15	2,273
N (NWS) News Corp. Ltd.	21 1/2	21 1/4		1/4	01.17	13	2,724
O (PARC) Park Commun.	28 3/4	29 1/2		- 3/4	-02.54	25	396
O (PLTZ) Pulitzer Publishing..	31	31			00.00	25	324
N (REL) Reliance Group Hold..	5 5/8	5 3/4		- 1/8	-02.17	6	421
O (RTRS) Reuters Ltd.	27 3/8	26 3/4		5/8	02.33	25	22,729
T (SKHA) Selkirk	20 3/4	19		1 3/4	09.21	45	168
O (STAUF) Stauffer Commun. ..	146	148		- 2	-01.35	24	146
N (TMC) Times Mirror	31 3/4	33 1/4		- 1 1/2	-04.51	13	4,095
O (TMC) TM Communications	5/8	5/8			00.00	3	4
O (TPCC) TPC Commun.	3/16	3/16			00.00		2
N (TRB) Tribune	39	39 1/4		- 1/4	-00.63	14	3,073
A (TBSA) Turner Bcstg. 'A'	15 1/4	15		1/4	01.66	-2	332
A (TBSB) Turner Bcstg. 'B'	15 1/8	14 3/4		3/8	02.54	-2	329
A (WPOB) Washington Post ...	227 3/4	224		3 3/4	01.67	24	2,925

	Closing Wed May 4	Closing Wed Apr 27		Net Change	Percent Change	P/E Ratio	Market Capitali- zation (000,000)
PROGRAMING							
O (SP) Aaron Spelling Prod....	5 7/8	6 1/4		- 3/8	-06.00	4	107
O (ALLT) All American TV	1 7/8	1 5/8		1/4	15.38	2	2
O (BRRS) Barris Indus	10 5/8	11 1/8		- 1/2	-04.49	-5	83
N (KO) Coca-Cola	38 1/4	38 1/4			00.00	15	14,359
A (CLR) Color Systems	5 5/8	5 1/2		1/8	02.27	-3	30
N (KPE) Columbia Pic. Ent.	8 7/8	7 3/4		1 1/8	14.51		973
O (CAVN) CVN Cos.	14 7/8	14 7/8			00.00	12	258
A (DEG) De Laurentiis Ent.....	7/8	1		- 1/8	-12.50		9
O (dcp) dick clark prod.....	5	4 3/4		1/4	05.26	12	41
N (DIS) Disney	57 3/8	57 7/8		- 1/2	-00.86	20	7,537
N (DJ) Dow Jones & Co.....	30 5/8	32		- 1 3/8	-04.29	15	2,965
O (EM) Entertainment Mktg....	3 3/8	3 1/2		- 1/8	-03.57	11	41
O (FNNI) Financial News	6 7/8	7 3/4		- 7/8	-11.29	42	80
A (FE) Fries Entertain.....	2	2			00.00	8	10
N (GW) Gulf + Western.....	37 7/8	76 3/8		- 38 1/2	-50.40	8	2,301
O (HRIG) Hal Roach	3 3/4	4 1/4		- 1/2	-11.76	-8	26
A (HHH) Heritage Entertain....	2 5/8	2 1/2		1/8	05.00	2	12
A (HSN) Home Shopping Net. .	5 3/8	5 3/8			00.00	14	461
N (KWP) King World	18 1/2	20		- 1 1/2	-07.50	19	553
O (LAUR) Laurei Entertain.	1 1/2	1 1/2			00.00	3	3
A (LT) Lorimar-Teletictures....	12 7/8	12 1/2		3/8	03.00	-9	588
N (MCA) MCA	44 1/4	44 3/4		- 1/2	-01.11	20	3,362
N (MGM) MGM/UA Commun. ..	16 7/8	16 5/8		1/4	01.50	-21	844
A (NHI) Nelson Holdings.....	11/16	9/16		1/8	22.22	-6	18

	Closing Wed May 4	Closing Wed Apr 27		Net Change	Percent Change	P/E Ratio	Market Capitali- zation (000,000)
PROGRAMING							
A (NWE) New World Enter.....	2 1/8	2 1/8			00.00	1	22
O (NNET) Nostalgia Network...	1 5/16	1 1/4		1/16	05.00	-1	7
N (OPC) Orion Pictures	15 7/8	16		- 1/8	-00.78	25	273
O (MOVE) Peregrine Entertain. .	1 3/4	1 7/8		- 1/8	-06.66	-58	4
N (PLA) Playboy Ent.....	14 5/8	14 3/8		1/4	01.73	-9	137
O (QVCN) QVC Network	10 1/4	9		1 1/4	13.88		67
O (RVCC) Reeves Commun....	6	5 3/4		1/4	04.34	600	75
O (RPICA) Republic Pic. 'A'	5 7/8	5 7/8			00.00	65	24
O (RPICB) Republic Pic. 'B'	5	5			00.00	35	3
O (SMNI) Sat. Music Net.....	4 5/8	4 1/2		1/8	02.77	-115	41
N (WCI) Warner	32 3/4	31 7/8		7/8	02.74	19	4,096
O (WWTVE) Western World TV. .	1/8	1/8			00.00		0
O (WONE) Westwood One.....	21 3/4	22 1/2		- 3/4	-03.33	29	269
O (AMEA) A.M.E. Inc.....	11 1/8	11 1/4		- 1/8	-01.11	11	54
O (AGRP) Andrews Group	6	5 3/4		1/4	04.34	-2	39

	Closing Wed May 4	Closing Wed Apr 27		Net Change	Percent Change	P/E Ratio	Market Capitali- zation (000,000)
SERVICE							
O (BSIM) Burnup & Sims	13 3/8	12 1/4		1 1/8	09.18	29	213
N (CQ) Comsat	29 1/8	29 1/4		- 1/8	-00.42	-11	534
N (FCB) Foote Cone & B.	24 3/4	24 1/2		1/4	01.02	7	103
O (GREY) Grey Advertising.....	108	104 1/2		3 1/2	03.34	16	130
O (IDBX) IDB Communications	9 1/2	9		1/2	05.55	38	38
N (IPG) Interpublic Group	32 1/4	31		1 1/4	04.03	15	716
O (OGIL) Ogilvy Group	27 3/4	27 3/4			00.00	14	383
O (OCMC) Omnicom Group....	20 1/4	21		- 3/4	-03.57	-92	496
N (SAA) Saatchi & Saatchi	21 5/8	22 1/8		- 1/2	-02.25	11	3,150
O (TLMT) Telemation	1 7/8	1 7/8			00.00	7	8
A (TPO) TEMPO Enterprises....	9 1/4	9		1/4	02.77	30	53
A (UNV) Unitel Video	8 3/8	8 5/8		- 1/4	-02.89	12	18

	Closing Wed May 4	Closing Wed Apr 27		Net Change	Percent Change	P/E Ratio	Market Capitali- zation (000,000)
CABLE							
A (ATN) Acton Corp.....	14 3/4	15 3/8		- 5/8	-04.06	2	17
O (ATCMA) Amer. TV & Comm. .	25	24 1/4		3/4	03.09	55	2,719
A (CVC) Cablevision Sys. 'A' .	32 3/4	31 7/8		7/8	02.74	-11	688
N (CNT) Centel Corp.....	47 1/4	47 1/4			00.00	13	2,054
O (CCCOA) Century Commun.	19 1/2	18 1/2		1	05.40	-69	564
O (CMCSA) Comcast.....	15 1/4	15 7/8		- 5/8	-03.93	-69	681
A (FAL) Falcon Cable Systems	18 1/4	18 1/4			00.00	-57	116
O (JOIN) Jones Intercable	12 1/4	12 1/2		- 1/4	-02.00	38	156
T (MHPQ) Maclean Hunter 'X' .	23 3/4	22 7/8		7/8	03.82	32	875
O (TCAT) TCA Cable TV	31 1/2	32		- 1/2	-01.56	64	340
O (TCOMA) Tel-Commun.....	25	25 1/8		- 1/8	-00.49	40	3,627
N (TL) Time Inc.....	87 3/4	89		- 1 1/4	-01.40	14	5,209
O (UACI) United Art. Commun. .	30 1/4	30		1/4	00.83	252	1,242
N (UCT) United Cable TV	33 3/4	33 3/4			00.00	-562	1,275
N (VIA) Viacom	24 3/4	23 5/8		1 1/8	04.76		1,319
N (WU) Western Union	3 1/4	3 1/4			00.00		79

	Closing Wed May 4	Closing Wed Apr 27		Net Change	Percent Change	P/E Ratio	Market Capitali- zation (000,000)
ELECTRONICS/MANUFACTURING							
N (MMM) 3M.....	58 7/8	60 1/8		- 1 1/4	-02.07	14	13,393
O (AMCI) AM Communications .	11/32	11/32			00.00		1
N (ARV) Arvin Industries.....	21 1/2	22 1/4		- 3/4	-03.37	8	409
O (CCBL) C-Cor Electronics ...	8 3/4	8 1/2		1/4	02.94	14	17
O (CATV) Cable TV Indus.....	3 3/8	3 1/4		1/8	03.84	-22	10
A (CEC) Cetec	10 5/8	10 5/8			00.00	31	19
N (CHY) Chyron	4 5/8	4 3/4		- 1/8	-02.63	16	47
A (CXC) CMX Corp.	1	15/16		1/16	06.66	11	8
A (COH) Cohu.....	10 1/4	10 1/4			00.00	9	18
N (EK) Eastman Kodak	41 7/8	41		7/8	02.13	10	9,461
N (GRL) Gen. Instrument	32 1/2	31 1/4		1 1/4	04.00	-14	1,058

A lingering hint of antitrust interest

So far government investigations have turned up no cable wrongs, but some on Hill are getting itchy

Cable television industry members were back at work this week, presumably pumped up from their exposure at the industry's 37th annual convention in Los Angeles to reports of cable's continuing and growing success. Penetration is up, along with revenues. And if the industry is not yet the dominant mass medium, it is clearly a force, respected as such in broadcasting's councils, in Hollywood, even on Capitol Hill. But that kind of success is breeding troubles. Increasingly, allegations of anticompetitive activity are being heard.

Thus far, the industry is, in the main, holding its own, as government agencies, if for different reasons, appear to see no reason to act. But concern is building in Congress. The demand by Senator Howard Metzenbaum (D-Ohio) that cable clean up its act in 60 days—a deadline due to be reached later this month—is only one manifestation of such concern. The bill introduced by Senator Albert Gore (D-Tenn.) to require cable programmers to permit any qualified third party to distribute their product to backyard dish owners—a bill reflecting the view that cable operators have an unseemly control of such programming—is another. So was the request by Representative Edward Markey (D-Mass.) that the Government Accounting Office conduct an in-depth study of cable rates.

Nor is concern confined to the federal level. The National Association of Attorneys General—an organization of the states' attorneys general—is also involved. The group's antitrust committee, under the leadership of West Virginia's Charles G. Brown, has established a working group to check into allegations that cable programmers refuse to deal with wireless cable operators simply to maintain their present relationship with cable systems. The group is also interested in whether cable systems use positions in programmers—and a growing number of operators have taken such equity positions (BROADCASTING, Nov. 23, 1987)—to exclude competition. Besides West Virginia, the states represented on the working group are New York, Maryland, Ohio and Texas.

For all of that, however, cable television has managed to avoid condemnation by the federal government. The Justice Department's antitrust division sent a shiver of unease through the cable television and cable programming industries a couple of years ago when it began looking into allegations that the programmers had improperly combined to scramble their signals and that the programmers' decision to scramble was a re-

sult of "concerted pressure" applied by the cable industry—of threats cable operators would boycott programmers who sold to non-cable delivery systems. Charles F. Rule, then acting attorney general in charge of antitrust, and now the assistant attorney general, notified Congress in July that the division had found no evidence of wrongdoing (BROADCASTING, July 6, 1987).

At the time, the division was continuing to look into what Rule said were "other possible collusive agreements relating to the distribution of programming"—the possible anticompetitive effect of exclusive agreements between cable systems and the programmers who supplied them. Barry Grossman, chief of the division's communications and finance section, last week said that element of the investigation has also been closed, with no indication of any violation of the antitrust laws. Exclusive agreements are not hard to find. But Grossman said, "We talked to programmers who were willing to sell to SMATV's and other distributors of programming. So there was nothing further to investigate." Of course, he said, "that does not mean other matters are not under investigation." And the division, he added, "can always review" the matters on which it has now closed its books. □

But cable seems to operate in a kind of favored place in the government's scheme of combating anticompetitive behavior: somewhere between the antitrust division's concern and the FCC's interest. The commission contends that cable faces competition from a variety of technologies and, for purposes of the Cable Act of 1984, a cable system is deemed to face effective competition when the market is served by three or more unduplicated television signals. Justice, however, believes cable may be a natural monopoly—that cable television itself may be the so-called relevant market that concerns antitrust enforcers, not the various suppliers of video programming.

"The jury," according to Justice's Grossman, "is still out on whether cable is a natural monopoly." And he said it was that

uncertainty on the part of the division that led Justice to leave to local authorities the decision as to whether to permit the elimination of an overbuild situation through the merger of the two systems involved. The department announced its policy in that regard in April 1985 in a news release disclosing the termination of its investigation into the swap of eight cable systems owned by Times Mirror and Storer Communications in the Phoenix area, including two directly competing systems in that city and a nearby suburb. The swap—believed to be the largest ever at the time in the cable TV business—involved about 180,000 subscribers and was said to be worth \$200 million (BROADCASTING, April 8, 1985). In light of cable's "natural monopoly characteristics," the department said, it would generally decline to challenge a merger of competing systems and, instead, would defer to the views of the local franchising authorities. The release added: "The local government responsible for a cable franchise decision usually is in the best position to evaluate the preferences of their citizens...."

Grossman appears unconcerned about the commission and the department proceeding on different tracks regarding antitrust enforcement where cable is concerned. "If you say cable is a natural monopoly, then merger [of competing systems] is good," said Grossman. "It provides for the most efficient form of distribution. Then there is the FCC view that other modes of program delivery provide competition for the cable system. So you have the best of all worlds."

That cheerful view is not universally shared. Glenn B. Manishin, who was an attorney in the antitrust division from 1982 to 1985 and is now in private practice in Washington, expressed a much less sanguine attitude in the 1987 *Cardozo Arts & Entertainment Law Journal*, in an article whose title said it all, "Antitrust and Regulation in Cable Television: Federal Policy at War with Itself." "The fallout of the FCC's virtually complete deregulation of cable rates, coupled with the department's antitrust policy of nonenforcement," Manishin

Under fire. A House bill that would limit commercial time in children's programs has drawn fire from the Association of National Advertisers. ANA has voiced strong reservations about the measure in a letter to House Telecommunications Subcommittee Chairman Ed Markey (D-Mass.). The congressman is in the midst of negotiations with broadcasters on the bill and has promised to see some form of regulation adopted.

"In our view such restrictions, in fact, will prove counterproductive and may result, ultimately, in a reduction in the quality of children's programming on the broadcast media," wrote ANA's Daniel Jaffe. Moreover, advertisers and program producers should be "given the flexibility to best determine how to balance the entertainment needs of the audience with the financial requirements of good programming. These needs will necessarily vary over time, and the government should not establish arbitrary limits which straitjacket the ability of advertisers and programmers to respond to the marketplace and the public they serve."

wrote, "is that cable is treated like a utility for antitrust purposes but treated as a competitive industry for regulatory purposes."

Manishin does not believe such a schizophrenic approach will be allowed to continue. "If Justice does not change its policy," he said in an interview, "Congress will have to step in and resolve the conflict between the two agencies."

□

In the absence of a clear-cut national policy, lawsuits are proliferating. One of the oddities of the new growth industry for lawyers is the use to which the First Amendment is being put in an effort to pry open cable television markets. Manishin, in his article, saw an "irony": "Where the department refuses to enforce the antitrust laws in cable television, either against municipalities or merging cable firms, the First Amendment may mandate that competition be permitted—even where a city affirmatively sanctions a cable monopoly." As Manishin sees it, antitrust suits are being dressed in First Amendment garb. The issue is yet to be resolved finally by the Supreme Court, but some cable attorneys, notably Harold Farrow, of Farrow, Schildhouse & Wilson, have persuaded some lower courts of the First Amendment's power to open markets to would-be competitors.

The First Amendment, however, has not worked as well for the so-called haves of the industry who have invoked it in an effort to protect their positions. Last year, for instance, the Supreme Court refused to review a case in which a U.S. district court jury in Jefferson City, Mo., had found Tele-Communications Inc., the nation's largest cable television operator, liable for \$36 million in damages to be paid to Central Telecommunications Inc. Central, in a suit alleging antitrust law violations, had claimed that TCI had employed threats and intimidation to force the city to grant it an exclusive franchise. TCI, which had been serving the market, claimed it had a First Amendment right to continue its service and that the First Amendment protected its activities in seeking to preserve that right—all to no avail.

And a U.S. district court in New York in 1986 rejected Manhattan Cable's use of the First Amendment as a defense against a request for an order directing the Time Inc.-owned company to make use of its available channel capacity for pay programming services other than those with which it was affiliated, such as HBO. The court said such an order would be consistent with the First Amendment; it would not favor any class of speakers and would further the rights of cable programmers. A citizen group—the Citizens Committee—had filed suit under the antitrust laws, claiming that Manhattan Cable was violating its franchise in discriminating against nonaffiliated programming services.

The case was settled in December (BROADCASTING, Dec. 14, 1987). But its repercussions are likely to be felt for some time. As "Cable Television Law: A Video Communications Practice Guide," said in a discussion of the case, "The court's holding of perhaps the greatest national interest was that citizens had a right to sue to enforce a

franchise agreement...."

Antitrust laws are not being ignored by those claiming a grievance against established members of the cable community. That was illuminated when Scripps Howard Cable Co. paid \$6 million to settle elements of a complicated court case that at one point involved the city and county of Sacramento, Calif. Pacific West, which received \$5,100,000, had claimed Scripps Howard had blocked its entry as a competitor of Scripps Howard's Sacramento Cable, and had sued under state antitrust law and the California constitution's freedom of press provision. WestStar Cable TV Inc., which operates a cable system in nearby Roseville, Calif., alleged that Scripps Howard had threatened retribution against it for helping PacWest in its effort to enter the market. WestStar, which received \$900,000 as a result of the settlement, had sued under federal antitrust law. The settlement was reached in February.

□

Cable industry sources dismiss those and other cases as individual instances that are not typical of the industry as a whole. They also say that antitrust suits, filed or threatened, against major cable systems or programmers are often opening gambits in a negotiating tactic aimed at settlement. "Every large company deals with such cases on a daily basis," says Robert Thomson, of TCI, who quickly added that TCI was not challenged that often.

Still, the industry is sensitive to the complaints being voiced and the allegations being made, and to the rumblings of discontent on Capitol Hill.

NCTA President James Mooney and other industry leaders provide data designed to demonstrate that cable is in no need of special attention from the Justice Department or the congressional committees concerned about antitrust matters. They note, in response to concerns about horizontal concentration, that the MSO's share of the market is well below the standard that Justice's antitrust division would, according to its guidelines, consider a matter of concern. And Thomson sees the concentration as involving the disappearance of "mom and pop" operations into larger companies, which he describes as a normal development not unlike that which occurred 30 or 40 years ago in the broadcasting and motion picture businesses.

But considering the announcement two weeks ago that TCI and Comcast had agreed to pay \$1.55 billion for Storer's cable properties, now owned by Kohlberg Kravis Roberts & Co., Thomson's description of the merger process seems unduly modest. Storer is the fourth largest MSO, serving 1,480,000 subscribers in 12 states. Nor was that the only development of its kind in that week. Wometco cable systems, which serve 440,000 subscribers, and Rogers Cablesystems' U.S. systems, which serve 525,000, were reported to have been put up for sale (BROADCASTING, May 2). The proliferation of such deals persuades some observers that cable is headed toward the level of concentration at which the antitrust division would be obliged to question and possibly block

new mergers.

There has probably been more talk about the vertical integration of cable and programmers, and its potential for anticompetitive behavior, than horizontal concentration. Fifty-eight of the 95 national, regional or planned cable networks are owned in some degree by cable operators. But industry leaders say such ownership is benign. Mooney, in testimony before Senator Metzenbaum's subcommittee, said: "Cable's investment in its own programming has produced a rich and varied menu for American television consumers." Indeed, he said that cable was driven to invest in programming because of a lack of what it considered desirable programming. "Traditional broadcasters seldom departed from their standard fare of sitcoms and cops and robbers." And TCI's Thomson says TCI, which has minority ownership in a dozen services, has no interest in managing any of them.

□

But such ownership interests are seen by some as posing two dangers. One is that the ability to provide needed financial support—and carriage—appears to endow cable operators with considerable leverage over the programmer. By the cable industry's own testimony, a number of services would never have emerged but for the operators' help. The degree to which cable operators extract equity in return for a place on their schedule of a programmer's product is known only to the parties and their lawyers and accountants. But programmers do not seem to complain about the consequences of their association with cable operators, at least in on-the-record conversations; some even say they welcome comments of the cable operators who are now their associates (BROADCASTING, Nov. 23, 1987). But, said one cable television attorney, "if two or three MSO's can determine if a programmer will make it, you might have a market power situation. And we're getting close to that."

The other danger is that operator-dominated programmers will refuse to sell their product to noncable services, such as wireless cable or satellite master antenna television or backyard earth station owners. That is what concerns the working group of the antitrust subcommittee of the states' attorneys general (even if the Justice Department's antitrust division has not found evidence of such activity.) "There is nothing necessarily anticompetitive in vertical integration," said Daniel N. Huck, West Virginia's assistant attorney general in charge of antitrust. "But if it is used to exclude competition, we'd be concerned."

Robert Schmidt, the former president of the National Cable Television Association who is head of the new Wireless Cable Association, says a small number of major MSO's are determined to deny programming to wireless cable operators and independent distributors of product to backyard earth stations. He said he is assembling information on how cable operators assume the kind of control that permits them to exert such pressure. He also said he has "had a lot of unsolicited calls from people with horror stories, from people who have been held up, intimidated." As yet, however, there is no

smoking gun. "Smoking guns are not on the table," he said. "They are in the drawers. It takes time to get them out."

Programers who have refused to deal with wireless cable operators—they use channels assigned to multipoint distribution service, multichannel multipoint distribution service, instructional television fixed service and operational fixed service—have expressed concern about the possibility of piracy of their signals and about allegedly poor technical quality. Wireless operators say such concerns are specious, that cable television is prey to the same kind of problems.

Then, there is the desire for exclusivity. "Having developed our own special programming services," said Amos Hostetter Jr., chairman and chief executive officer of Continental Cablevision Inc., in testimony before the Senate Antitrust Subcommittee, "is it unreasonable to want to maintain exclusivity of our product?" He said cable operators had spent millions of dollars in promot-

ing and marketing HBO. Cable operators who conduct the kind of promotional campaigns that create brand name identification for packagers' products, Hostetter said, deserve to be ranked as those packagers' "favored" distributors.

□

So that's what life is like at the top, or near it. Success may breed success. But it also generates suspicion and hostility, particularly in an area of commerce where technology creates problems faster than government can deal with them, even if the government were of the hard-nosed regulatory type, rather than one more inclined to let the marketplace sort out such problems. All of which seems to be a case of *deja vu*. Cable television once was the David fighting for a chance to compete. Now some members of Congress seem to view it as the Goliath in need of restraints.

Of course, cable television is served by lawyers and lobbyists regarded as among the

ablest in Washington. Mooney himself has demonstrated the skill and sophistication needed to steer the industry away from trouble. Given the developing climate in Congress, the cable industry may have need of that fund of talent to keep government off its back.

Even if successful in that regard, cable may find there is an 8,000-pound gorilla waiting to enter the arena. The Bell Operating Companies—which represent cable's greatest competitive threat—are barred from entering the cable business in areas they serve, both by FCC regulations and the Cable Act of 1984. The restrictions imposed on them by Judge Harold Greene in his continuing supervision of the breakup of AT&T would bar the BOC's from entering the business anywhere in the country. But Pacific Telesis's reported interest in buying Storer Communications' cable systems (see page 53) indicates the BOC's are prepared to make their move into cable, the hurdles in their way be damned. □

FCC yanks license of KQEC(TV) San Francisco

Review board finds noncommercial licensee kept station off air to save money, not because of technical problems it claimed

The FCC Review Board last week announced that it has turned down KQED Inc.'s application for renewal of its license to non-commercial KQEC(TV) San Francisco, finding the licensee "engaged in misrepresentations which disqualify it from further licenseeship of ch. 32." Although renewing KQED Inc.'s licenses to KQED(TV) and KQED-FM, both San Francisco, and also noncommercial, the decision overturns a 1987 FCC decision granting limited renewal of 30 months to all three KQED broadcast properties. The U.S. Court of Appeals in Washington last year ruled that the misrepresentation charges warranted a hearing.

The resultant Review Board decision, adopted on April 18—14 days before its release last week—also granted a construction permit to Minority Television Project for a new noncommercial educational station in KQEC's place on ch. 32, conditional on MTP's showing financial ability.

KQED Inc. said May 4 it "will aggressively appeal the FCC's Review Board decision [and] continue to program and run KQEC."

"We will appeal," said Anthony Tiano, KQED president and chief executive officer, "because we told the truth and the evidence is in our favor [and we] will prevail." The appeal to the full commission, he said, must be submitted by early June. And before it is all over, he added, the issue may go again to the Court of Appeals.

David Rice, the lead petitioner against KQED and attorney for the California Public Broadcasting Forum, called that prospect a certainty. The forum represents a number of minority, educational and listener groups and since 1977 has used Rice's New York Law School media clinic pro bono services to litigate at both the FCC and in state courts, pressing for changes in KQED Inc.

practices. The charges have focused from the start, Rice said, on lack of local and minority programming, minority employment questions, noncompliance with open meeting rules and, beginning in 1980, the charge of misrepresentation that finally stuck at the Review Board.

The decision released last week focused on the period between Nov. 5, 1979, and May 29, 1980, when KQEC was dark except for a December pledge drive. The station, in letters to the commission, attributed the shutdown to delays in delivery of new switching equipment. "What is not included" in the Review Board decision, said Tiano, "is a lot of testimony reported to



Tiano

[FCC Administrative Law] Judge [James] Tierney" concerning more than one switch-

ing unit and much other associated equipment. According to Tiano, the manufacturer promised the equipment by Nov. 5, 1979, then informed KQED that it had sent the equipment to another customer in more immediate need. From then until delivery six months later, he said, KQED wrote to and, on a weekly basis, called the manufacturer, pressing for a new delivery date, but received only evasive and vague responses.

The Review Board found, however, that KQED Inc. budget deficits, not equipment-related problems, supplied the real motive for keeping KQEC dark during that period.

The FCC had allowed the station to go dark before—between September 1972 and January 1977. According to the decision, the commission warned the licensee in 1975 that the FCC "would no longer accept financial difficulties as justification for continued nonoperation," setting the 1977 deadline for return to the air, which the station met.

Last week's decision pointed to several elements of evidence and testimony to justify its conclusions about what took place after KQEC's 1977 return to operations. First, internal memoranda and staff testimony showed that, as early as October 1979, KQED studied cost savings "resulting from extending the KQEC shutdown." According to the decision, KQED Inc.'s 1979 fiscal year ended Aug. 31, 1979, with a deficit of \$200,000 and a projected operating deficit of between \$500,000 and \$1 million for fiscal 1980. These financial troubles, the decision implied, explain why KQED's board of directors adopted in its 1980 budget a resolution including projections of \$140,000 savings due to deactivating the station.

Tiano contends that the purpose of the resolution was to take advantage of the cost savings resulting from the already necessary darkening during the equipment replacement process. But the decision also pointed to the testimony of KQED director of administration, Jennifer Belt, who said she partici-

pated in development of the cost savings proposals and "knew the proposed deactivation of KQEC was planned and presented solely as a deficit reduction action unrelated to the switcher replacement" (italics theirs).

"Jennifer was intimately involved in the budget process," Tiano said. "In fact no one at [KQED Inc.] was more directly responsible for the budget. In that role," he said, "she would always have heard me talk about budget considerations" but would not have been exposed to other technical discussions related to the switching equipment. Belt, he said, left KQED for reasons not related to KQEC's license renewal, and he does not believe her testimony before Judge Tierney was insincere. But, he said, it was Tierney, not the Review Board, who heard her testimony, as well as Tiano's response to it. Yet it was Tierney, said Tiano, who granted renewal and the board which denied it.

The decision also noted a December 1979 program guide, distributed in November and sent to press three weeks before distribution, "all routine listings for ch. 32 are inexplicably dropped on the January 1980 dates...clear, demonstrative evidence," said the board, that the decision to go dark was made "considerably earlier" than Tiano's Nov. 2 letter to the FCC. And in respect to the switching equipment itself, the decision points to testimony from the station's chief engineer, as well as from Tiano himself, "that ch. 32 could have been kept on the air by purchasing a relatively simple switcher ranging from \$5,000 to \$15,000 in cost or renting one at \$75 to \$250 a day.

"The manufacturer never openly said 'it will be six months,'" Tiano said last week. "Had I known it would be that long, I probably would have" looked into temporary equipment.

"The sum and substance of this evidence," reads the decision, "is that ch. 32 was taken off the air not for the reasons stated in KQED's Nov. 2 [1979] letter to the commission, but because of financial considerations and the fact that ch. 32 was the licensee's lowest priority."

Also in question, from KQED's point of view at least, is the financial viability of Minority Television Project. Appearing before the Review Board in behalf of MTP was Booker T. Wade Jr., disputed president of Black Television Workshop, licensee of KEEF-TV Los Angeles; the commission pulled the plug on that station last August, charging construction permit violations, and is currently reviewing petitions by a former BTW board member including allegations of mismanagement and misrepresentation by Wade (BROADCASTING, Dec. 28, 1987).

Last week's decision addresses another misrepresentation charge: KQED's allegation that MTP Secretary Bonnie Asano's signature was forged on MTP's permit application. The decision concurs with Judge Tierney's earlier conclusion that "little more occurred in affixing the signature of MTP's Secretary than [Asano] was called away on an emergency with instructions to have her signature placed on the application if she did not return."

MTP has also not yet verified startup funding from either NTIA or an unnamed California state agency, nor has it been able

to make a detailed pre-grant financial showing. But MTP has met FCC requirements so far, said the Review Board, describing itself, however, as "acutely aware there is no small irony involved in removing the ch. 32 license from the hands of one noncommercial licensee for reasons directly traceable to inadequate financial resources, and then placing that same ch. 32 license in the hands of an applicant which may turn out to be even less well financially endowed" (italics theirs). □

ESPN NFL pact not exempt from antitrust, says Justice

But department will not pursue matter since Federal Trade Commission is looking at deal

The Justice Department's antitrust division has concluded that the contract under which ESPN will carry 13 National Football League games next fall is not exempt from the antitrust laws. However, the division has decided against an investigation to determine whether the contract violates those laws. It notes that the Federal Trade Commission is already conducting such an investigation.

The division expressed its views in a letter sent by Assistant Attorney General Charles F. Rule to Senator Arlen Specter (R-Pa.), a member of the Senate Antitrust Subcommittee. Specter had requested a study to determine whether the exemption in the 1961 Sports Broadcasting Act applies to cable television. He was concerned about the possible desertion by professional sports of free, over-the-air television for cable television. And he contended that ESPN does not fall within the exemption that the 1961 act accords the NFL in selling its games for "sponsored telecasting."

The 1961 act, which permits professional football, baseball, hockey and basketball leagues to sell their games for broadcast without violating the antitrust laws, was enacted in response to a court ruling barring the NFL from granting television rights to CBS on behalf of all teams in the league. Rule said Congress in 1961 could not have anticipated the changes in technology and in the marketplace that make the ESPN contract possible. Rule said the term "sponsored telecasting" was intended to distinguish between advertiser-supported programming and viewer-supported, or pay, programming. ESPN draws its support from both sources. But, said Rule, the division's view is that ESPN's carriage of the NFL games does not qualify as "sponsored telecasting."

Still, he said, that does not mean that the contract—under which ESPN will carry four preseason games, eight Sunday night games during the season and the Pro Bowl—necessarily is "presumptively unlawful." It means, he said, only that the contract is subject to the antitrust laws.

But the division will not pursue that ques-

tion. Rule said the division conducts such investigations only when the facts support a legal theory of an antitrust violation and the investigation does not duplicate other efforts, "including those of the Federal Trade Commission." And Rule said it was his understanding that the FTC is looking into the "circumstances surrounding the NFL-ESPN agreement." Given its review, Rule said, the antitrust division does not believe the facts "warrant inquiry" beyond that of the FTC's.

The FTC in October notified Senator Howard Metzenbaum (D-Ohio), chairman of the Antitrust Subcommittee, that the staff intended "to study the economic and legal implications of the sale of broadcasting rights by professional sports leagues." The notification came in a letter responding to Metzenbaum's request for the FTC's views concerning the antitrust implications of the Sports Broadcasting Act on the NFL's contract with ESPN. Metzenbaum has yet to receive a report of the staff's analysis.

It is not clear whether that study encompasses or is separate from the FTC's reported investigation that is said to involve an inquiry into Fox Television Stations Inc.'s allegations that ABC, CBS and NBC had conspired to assure ESPN the contract and to exclude everyone else from consideration. ESPN is principally owned by ABC. □

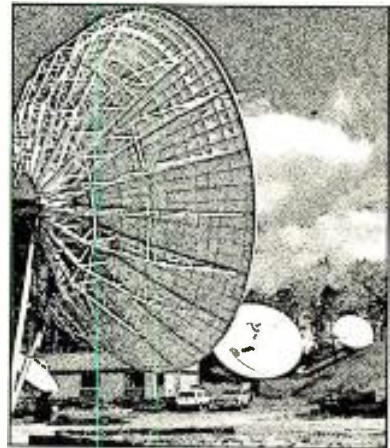
INTV spells out its case against cable

Association prepares report arguing for protection for independents against cable system dropping local signals and switching channels

Independent television's woes with the cable industry were highlighted on Capitol Hill last week in a lengthy report called "Free Television Under Siege: Typical and Illustrative Case Histories of Anti-Competitive Conduct by Cable Television Systems." The Association of Independent Television Stations, which prepared the document, is using the data to argue for legislation that would require cable operators to carry local broadcast signals (must-carry rules) and would protect those signals from being moved by a cable system to a slot other than their on-air channel without their permission. It was released in anticipation of the House Telecommunications Subcommittee's cable oversight hearing on Wednesday, May 11, and sent to subcommittee members and the FCC.

Examples of cable carriage and channel shifting problems experienced by more than 30 independent stations are cited in the document. Also contained are specific letters from those stations recounting their dealings with cable. And INTV includes letters from consumers and cable operators to provide more background. There is an affidavit signed by Mrs. Muriel Henle Reis of New York City intended to document "consumer

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dependence on cable for access to broadcast programming." Reis also happens to be vice president and counsel for Fox Television's independent WNYW(TV) New York.

INTV President Preston Padden was making the rounds with the document; he was slated to meet with 17 of the subcommittee's 25 members last week. Padden is also testifying at the hearing.

In the preface, INTV says it is responding to cable's challenge to develop a record supporting the need for must carry and channel repositioning "regulations or laws." But, continues the preface: "Unfortunately, the only way to make our case is to describe cable misdeeds. However, it is not our purpose to 'bash' the cable industry. It is not our view that cable operators are bad people. Rather, the misdeeds cited herein are the natural and inevitable consequences of cable's dual role as both the distributors of, and competitors to, broadcast programming."

According to INTV, certain stations, such as KUTP-TV Phoenix, were asked to pay \$25,000 per year for five years to Times Mirror Cable for carriage rights. "In many other cases, carriage was not offered—at any price," wrote INTV. INTV blames these carriage problems for contributing to "the financial difficulties of the 23 independent stations that have filed for bankruptcy." The association also makes a pitch for subcommittee support of a measure—H.R. 4239—offered by John Bryant (D-Tex.) that would condition a cable operator's right to a compulsory copyright license on its carriage of local signals. □

Changing Hands

WGRZ(TV) Buffalo, N.Y. □ Sold by GRZ Acquisition Corp. to Tak/WGRZ Inc. for \$100 million. **Seller** is owned by TA Associates, Boston-based investment banker; Robert Smith, owner of Birmingham, Mich.-based group of five TV's, and SJL Inc., New York-based group of six TV's owned by George Lilly. Lilly is also buying five TV stations from Gene and Wilda Hatch (see "Changing Hands," April 4, and below). **Buyer** is subsidiary of STX Communications, Vienna, Va.-based group of one FM and four TV's principally owned by Sharad K. Tak. Tax certificate is involved. WGRZ is NBC affiliate on channel 2 with 100 kw visual, 20 kw aural and antenna 1,000 feet above average terrain. **Broker: Howard E. Stark.**

KMJQ(FM) Houston and KMJM(FM) St. Louis □ Sold by Keymarket Communications to Noble Communications for \$81 million. Price for Houston station was \$65 million, new record for FM stand-alone (see "In Brief," May 2). KMJQ is on 102.1 mhz with 100 kw and antenna 1,720 feet above average terrain. KMJM is on 107.7 mhz with 100 kw and antenna 320 feet above average terrain. **Broker: Blackburn & Co.**

WHME(FM) Toledo □ Sold by Osborn Communications to Noble Communications for \$19 million, including Muzak franchise estimated to

be worth \$2 million (see "In Brief," May 2). WHME is on 92.5 mhz with 50 kw and antenna 480 feet above average terrain. **Broker: Americom.**

KSNT(TV) Topeka, Kan. □ Sold by Kansas State Network Inc. to SJL Inc. for approximately \$12 million. Seller is subsidiary of George C. and Wilda Gene Hatch Stations, Salt Lake City-based group of three AM's, three FM's and six TV's owned by George and Wilda Hatch. Buyer is New York-based group of six TV's principally owned by George Lilly. It bought four other Kansas State Network TV stations from Hatch last month (BROADCASTING, April 4) for \$40 million-\$45 million and is principal in seller of WGRZ(TV) Buffalo, N.Y. (see above). KSNT is NBC affiliate on channel 27 with 912 kw visual, 138 kw aural and antenna 1,050 feet above average terrain. **Broker: Sandler Associates.**

WCAY-TV Nashville □ Sold by TVX Broadcast Group to SouthWest MultiMedia Corp. for \$5.8 million. **Seller** is Virginia Beach, Va.-based group of 12 TV's headed by Gene Loving, chairman and John Trinder, president, the latter succeeding Tim McDonald (see "Top of the Week"). **Buyer** is Houston-based group of four TV's principally owned by Billy Goldberg and Lester Kamin. WCAY-TV is Fox affiliate on channel 30 with 5,000 kw visual, 500 kw aural and antenna 1,415 feet above average terrain.

KKYK-FM Little Rock, Ark. □ Sold by Snyder Corp. to Shepard Communications for \$6.5 million. **Seller** is owned by Ted Snyder, former National Association of Broadcasters joint board chairman. It also owns KARN(AM) Little Rock. **Buyer** is owned by John Shepard, who also owns WWKI(FM) Kokomo, Ind. KKYK-FM is on 103.7 mhz with 100 kw and antenna 1,510 feet above average terrain. **Broker: Americom.**

KKSN(AM) Vancouver, Wash., and KKSJ-FM Portland, Ore. □ Sold by Clyde Hamstreet, trustee, to Heritage Media Corp. for \$5,750,000. **Seller** is trustee in bankruptcy for Fort Vancouver Broadcasting Corp., which has no other broadcast interests. **Buyer** is Dallas-based group of four AM's, three FM's and six TV's headed by Jim Hoak, chairman. KKSN is on 910 khz full time with 5 kw. KKSJ-FM is on 97.1 mhz with 100 kw and antenna 980 feet above average terrain. **Broker: Americom.**

KOAM(AM)-KEYN(FM) Wichita, Kan. □ Sold by Long-Pride Broadcasting to Rick Torcasso for \$4,430,000. **Seller** is principally owned by Jim Long and has no other broadcast interests. **Buyer** is former operations manager of WJMI-AM-FM Cleveland. KOAM is on 1410 khz with 5 kw day and 1 kw night. KEYN is on 103.7 mhz with 100 kw and antenna 860 feet above average terrain. **Broker: Americom.**

WMSP(FM) Harrisburg, Pa. □ Sold by Market Square Presbyterian Church to New Barnstable Corp. for \$4 million. **Seller** is headed by Samuel R. Simpson, president. It has no other broadcast interests. Station is currently non-commercial operation on commercial channel. **Buyer** is Waltham, Mass.-based group of two AM's and six FM's principally owned by

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Albert J. Kaneb. WMSP is on 94.9 mhz with 50 kw and antenna 700 feet above average terrain. *Broker: Americom.*

KLMS(AM)-KFMQ(FM) Lincoln, Neb. □ Sold by Woodward Communications to Midwest Communications for \$2.8 million. **Seller** is Dubuque, Iowa-based group of three AM's and three FM's and publisher of 11 newspapers in four states. It is headed by William R. Williamson. **Buyer** is Green Bay, Wis.-based group of four AM's and four FM's owned by D.E. Wright. KLMS is on 1480 khz with 5 kw day and 1 kw night. KFMQ in on 109.1 mhz with 100 kw and antenna 1,200 feet above average terrain. *Broker: Frank Boyle & Co.*

WCNL-AM-FM Newport, N.H. □ Sold by Sugar River Broadcasting Inc. to Bruce M. Lyons and his wife, Susan, for \$750,000. **Seller** is principally owned by Phillip M. Lowe, who also owns WHIM(AM) Providence, R.I., and recently sold WCOU(AM)-WAYU(FM) Lewiston, Me. (BROADCASTING, April 11). **Buyers** are horse breeders from South Ryegate, Vt., with no other broadcast interests. WCNL is daytimer on 1010 khz with 250 w. It holds CP for 1020 khz with 6.5 kw. WCNL-FM is on 101.7 mhz with 3 kw and antenna 2,006 feet above average terrain. *Broker: Kozacko-Horton Co.*

KWPL(FM) McKinney, Tex. □ Sold by Oaks Broadcasting of Texas to Radio Plano Inc. for \$500,000. **Seller** is owned by Max W. Wells, who has no other broadcast interests. **Buyer** is principally owned by Marcos Rodriguez, who also owns KSSA(AM) Plano, Tex. KWPL is on 95.3 mhz with 3 kw and antenna 400 feet above average terrain.

KIQY(FM) Lebanon, Ore. □ Sold by Stereo Broadcasting to Spotlight Media Corp. for \$410,500. **Seller** is owned by Colene Ingraham and family, who also own KUKI(AM)-KIAH(FM) Ukiah, Calif. **Buyer** is principally owned by Michael C. Gelfand and Richard Mack. It also owns KTTM(TV) Flagstaff, Ariz. KIQY is on 103.7 mhz with 53 kw and antenna 380 feet above average terrain. *Broker: Broadcast Media Associates/William A. Ezline Inc.*

WZAM(AM) Norfolk, Va. □ Sold by James River Broadcasting Corp. to Hampton Roads Radio Inc. for \$400,000. **Seller** is owned by Barbara Bennis, who has no other broadcast interests. **Buyer** is owned by Peter V. Gureckis and Steven Brisker. Gureckis has interest in WDER(AM) Derry, N.H., and WBZE(AM) Indian Head and WPVG(AM) Boonsboro, both Maryland. Brisker and Gureckis also have interest in WJGR(AM) Jacksonville, Fla., and WCTG(AM) Columbia, S.C. WZAM is daytimer on 1110 khz with 50 kw.

WSUZ(AM) Palatka, Fla. □ Sold by WsuZ Inc. to Stevans Communications for \$300,000. **Seller** is owned by W. Don Sports, who also owns WCLA-AM-FM Claxton, Ga. **Buyer** is owned by Lyle R. Evans and Wayne Stenz, who also own KIID(TV) Huron, S.D., WWRS-AM-TV Mayville and KFKQ(FM) New Holstein, both Wisconsin, and WAPR(AM) Avon Park, Fla. WSUZ is daytimer on 800 khz with 1 kw. *Broker: Hadden & Associates.*

KZRC(AM) Milwaukee, Ore. □ Sold by 1010 Broadcasting Inc. to Daytona Group of Oregon Inc. for \$250,000. **Seller** is owned by John E. Grant, who has no other broadcast interests. **Buyer** is Waterbury, Conn.-based Daytona group of six AM's and eight FM's principally owned by Norm Drubner and Carl Como. KZRC is on 1010 khz with 3 kw and antenna 198 feet above average terrain.

Journalism

U.S. news programs offered overseas

TBS, NBC in talks with European satellite services; other networks also offering programs for international sale

Ted Turner has been in negotiations with the European satellite service Superchannel, and both Turner's Cable News Network and

NBC have been approached by Britain's direct broadcasting satellite service to provide news product for its news and events channel.

Turner's talks with Superchannel, a general entertainment, satellite-to-cable service that carries programming from Britain's independent TV channels and the British Broad-

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'Trivial pursuits.' Senator Bob Dole (R-Kan.), whose campaign for the Republican presidential nomination began brightly but ended in frustration about a month later, lashed out at the media coverage of his campaign. "It's a shame the media can't keep up with the people," Dole said in a statement entered in the *Congressional Record*. "What I witnessed generally on my own campaign plane was an aircraft filled with reporters who became each other's best audience. It was an ultra-insider's game of gossip and nit-picking that turned presidential campaign coverage into 'trivial pursuits.'" Dole acknowledged that he had not run a perfect campaign and that he had made mistakes. But, he said, "I just wish I was hounded on the federal deficit as I was on my staff. I just wish I was interrogated about American agriculture as I was about fund-raising. I just wish my voting record was as thoroughly scrutinized as were my wife's personal finances. It was my loss, but more so the American voters'."

casting Corp., come in the wake of ownership changes at the channel. The UK's Virgin Group has bought out the shares of several British TV companies and now holds 45% of Superchannel, along with British broadcasters Granada, Anglia and Yorkshire.

Turner executive Robert Ross, who heads CNN International in London and is understood to be handling the negotiations, would neither confirm nor deny any discussions with Superchannel or whether the discussions center on an ownership equity for Turner or on providing news or entertainment services.

CNN has for several years been marketing its 24-hour news channel internationally on a Eutelsat satellite, with penetration throughout much of Europe in cable systems and hotels and as a video news service to broadcasters. Turner also has held on to the English-language satellite movie rights to its extensive MGM film library in anticipation

of some day offering an international satellite entertainment service.

Ross confirmed, however, that the company has been approached by British Satellite Broadcasting (BSB), a several-hundred-million-dollar DBS venture scheduled to go on air at the end of 1989.

NBC's Edward Planer, vice president of news, Europe, said that since being approached by BSB, NBC has submitted a request for tender to provide the satellite service's Now Channel with news programming. NBC recently dropped out of a separate deal to take its news shows to European hotels through satellite venture Anglovision.

BSB had originally planned to air news programming provided by Independent Television News, a British news organization backed by Britain's commercial TV broadcasters, but that agreement collapsed earlier this year.

ABC, meanwhile, continued last week to

downplay its agreement in principle to allow many of its regular news shows, including *World News Tonight* and *Nightline*, to air on Anglovision, the European satellite-to-hotel service planned for launch as early as this summer (BROADCASTING, May 2). The deal is essentially a license agreement, with ABC refraining from taking an equity position in Anglovision, as did NBC.

ABC's Bill Vitale, director of international television sales, said the company is also looking at ways to reach home viewers around the world directly, and has talked with both broadcasters and satellite ventures.

Vitale said the company could try to sell its flagship news product for broadcast airings overseas, as CBS does with its *Evening News* on Canal Plus in France, Tele Monte Carlo in Italy and Tokyo Broadcasting in Japan.

CBS, which is close to an agreement to bring *Evening News* to another European broadcaster, was at MIP-TV in Cannes, France, last week, looking for markets for repackaged news product from the States. Two potential offerings are *Eye on Science*, a weekly half-hour compilation of medical news from the network, and a one-hour weekly version of Charles Kuralt's "On the Road" pieces.

NBC is looking at repackaging its news product in an expanded form for a co-produced offering, *Globe TV: A Ticket to the World*. The show, a mixture of stories on culture, adventure, music, sports and events, was shown at MIP-TV in pilot form with short pieces produced by Italy's Reteitalia, France's TF1 and NBC. The network is looking for co-production participation from an Australian broadcaster and is courting West Germany's ZDF network, Britain's Granada TV and Japan's NHK as partners in the project.

Globe TV will be offered to the co-producing partners with an additional license fee, with the pilot commitment followed by five hour-long shows in 1988 and a weekly series in 1989. A half-hour version could air in the U.S. as well.

Another news product being offered internationally is GTG's *USA Today: The Television Show*, being sold starting at MIP-TV by Fremantle International. Fremantle's Paul Talbot would not provide specific sale information, but said an agreement to carry the show had been reached in Australia and that two Japanese networks were bidding for it, UK's BSB had made an offer and negotiations were scheduled with a French broadcaster. He said potential buyers were attracted less by the promise of another news program than by a show that would report on popular culture in the U.S. and around the world.

U.S. business news programming is also being offered on the international market by International Broadcast Systems, which is selling *The Wall Street Journal Report*. Financial News Network's *Business This Morning*, being distributed by Viacom in the U.S., hasn't yet been offered internationally, but Viacom's Arthur Kananack said at MIP-TV the company had been approached about the show and may consider overseas distribution. □

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Production community to set its own stage

Three-day meeting geared to teleproduction industry debuts in June in LA; postproduction firms feel subject matter isn't dealt with in any other arena

Production and postproduction studios will get special attention—which those groups claim has not been received at the National Association of Broadcasters annual convention—at a trade show starting June 25. About 2,000 to 4,000 people and 60 exhibiting companies are expected to attend the three-day International Teleproduction Conference and Exhibition which will be held at the Los Angeles Convention Center. A two-year-old organization, the International Teleproduction Society (ITS), is sponsoring the event with NATPE International.

ITS was formed in April 1986 to provide support to production and postproduction studios, according to the organization's executive director, Janet Luhrs. It is an international organization that grew out of locally based groups, such as the Video Production Association, New York.

ITS members are "for the most part small businesses from around the world that are responsible for the products that you see on television, Luhrs said. "Our average member has approximately 3.5 edit suites with some additional activity in their facility" such as computer graphics and special effects. They also represent studios with sound stages for commercials or program productions, have telecine operations, commercial and program duplicators, and companies that do videotape standards conversion among NTSC, PAL and SECAM.

According to Luhrs, the NAB convention, although "it is a showcase for an enormous amount of teleproduction equipment, it is also a showcase for broadcasting equipment and radio equipment which is of no interest to the teleproduction community." Also, she said that "NAB traditionally has not held any conferences or any meetings that were meeting the concerns of the teleproduction industry."

Postproduction firms "felt that this particular subject matter wasn't dealt with in any other arena and they wanted to get one-on-one with the manufacturers as opposed to standing 16 lines deep at NAB," said ITS's Susan Stanco, who is organizing the conference.

NAB and other conventions do not have many production and postproduction technical sessions, she said, and studio company representatives have little time to meet with manufacturers on the busy NAB convention floor. "What we've done is not to replace anything, or to depose anyone, or to say anything negative. All we're doing is listening to our membership and complying

with what they asked," said Stanco.

An opportunity to meet more closely with the teleproduction community was the reason given by Sony Corp. for its participation in the ITS/NATPE conference. "At NAB we had all of the equipment there and you could see it but there really isn't much opportunity to discuss things and there is no formal presentation. [At ITS] it will be the other way," said Jeff Cohen, Sony product manager for high-definition television equipment.

Sony will hold a demonstration and seminar on HDTV production at the Westin Bon-



Where Creativity and Technology Converge

aventure hotel, near the convention center. It will be done on a much smaller scale than a similar high-definition display at NAB where Sony unveiled its entire HD equipment line. The latest Sony camera will be on display with a high-definition character generator and a projector system that will run a series of HDTV productions through the three days. But the main attraction, Cohen said, will be a 90-minute demonstration and discussion Sony will hold throughout the conference. Sony has also scheduled a roundtable discussion on HDTV "with experts from our side and users from the other side," Cohen said.

According to Luhrs and many of the manufacturers exhibiting, the production and postproduction member of ITS were most interested in the creation of another trade show. "Obviously, it is a great expense to us, and the manufacturers... were hesitant to have another show, to say the least," said Bob Johnson, corporate marketing manager, Grass Valley Group, Grass Valley, Calif. But he said that many companies believed that their presence at the new exhibition is necessary because teleproduction is "a very important industry... and of growing importance, so we have to be very careful and make sure that we satisfy them as much as we can."

"If our competitors are there, we have to

be there," said Isaac Hersley, vice president, marketing and product planning, Chyron Corp., Melville, N.Y. The ITS show "matches our product distribution," he said. Chyron may introduce enhancements to some of its existing products, but will not show anything new in Los Angeles. "The ITS people said, 'Why don't you hold back some equipment releases from NAB and do it for us?'" Hersley said. The company declined because the society could not guarantee that studios would be more likely to buy at ITS than they were at NAB, he said. Chyron was among many production-related companies to post record traffic and record sales at NAB 1988.

A number of other important companies will be among the approximately 60 exhibitors, including Panasonic, Dynatech, Abekas, BTS and 3M. However, as Grass Valley's Johnson said, "There are several key ones that are not going to participate." Conspicuously absent will be Ampex Corp., Redwood City, Calif., which is sending only its magnetic tape division and not its audio-video systems division which introduced the VPR-300 D-2 composite digital videotape machine at NAB. Besides its HDTV exhibit at the Westin Bonaventure, Sony, which also introduced a D-2 VTR at NAB, will not be participating in ITS. But Luhrs did not believe that the lack of equipment for the new digital format would hurt the show. "A number of people have seen what the Ampex machine can do and what the Sony machine can do. The situation now is to figure out how it interfaces with other pieces of equipment that are already in the marketplace," she said.

The most important issue of the conference will be digital video standards, Luhrs said, "where everybody's going and how soon they have to get there." A number of problems face studios as they enter the digital world, most of them financial. Studios must decide whether to invest in D-2 machines or in the more expensive component digital D-1. But either way, it is a costly conversion. "It's one thing if you're starting from scratch, but if you've been in operation for a while, you're talking about millions and millions of dollars," Luhrs said.

Tape formats, tape and film editing, TV audio, computer graphics and animation and HDTV will be some of the ITS conference's technical session topics.

As for the future of the ITS/NATPE gathering, Stanco said that, "dependent on how this one goes... we anticipate that it will be an annual event." Manufacturers also seem to be taking a wait-and-see attitude. Said Chyron's Hersley, "We hope the show works out and we're going in there with an open mind. We're optimistic. After the show, we'll have to reassess what it looked like." □

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No mandatory mask

Although the FCC's establishment of the National Radio Systems Committee's audio standards as mandatory guidelines for AM radio stations is desirable, the RF mask standard recently approved by the NRSC should not be made mandatory. That was Michael Rau's (National Association of Broadcasters vice president, science and technology) message at a meeting of the FCC's Radio Advisory Committee.

Rau was reacting to statements made at the NAB convention by Mass Media Bureau Chief Alex Felker (BROADCASTING, April 18). Felker indicated that the FCC will soon initiate a rulemaking in response to NAB's request to make the NRSC audio standards mandatory. The voluntary audio standards, approved by the NRSC in January 1987, would reduce adjacent-channel interference by limiting audio AM bandwidth to 10 khz and providing a preemphasis curve for a complementary deemphasis in AM receivers.

A second voluntary NRSC standard, a radio frequency (RF) mask, was approved just before the NAB convention. When announcing a probable rulemaking on the audio standards, Felker also expressed a willingness to start a proceeding on the second standard. The RF mask "is still a very tentative thing" and "there is no need at all" for the FCC to make it mandatory, Rau said at the advisory committee meeting. The standard, he said, was based on measurements with spectrum analyzers. He said that in the future the NRSC may well revise the RF mask according to measurements done with splatter monitor technology. The first splatter monitors were introduced during this year's NAB exhibition by Delta Electronics, Alexandria, Va. At \$2,150, Delta's splatter monitor costs about a tenth of the price of a spectrum analyzer and would be much more affordable for AM stations.

LPTV gets terrain shielding

The FCC, during its April meeting, established a new policy to allow applicants for low-power television stations to use terrain shielding data to show that they will not cause interference to existing television stations. Terrain shielding is the blockage of a signal by mountains or other natural barriers. When LPTV service was established in 1982, the FCC decided not to use terrain shielding when considering applications because "there were no universally accepted prediction standards from which to evaluate terrain shielding claims," said the Mass Media Bureau's Keith Larson.

Since then, many LPTV applications have been rejected in cases where no

interference would have occurred because terrain shielding was not taken into account, Larson said. In approving the Mass Media proposal, FCC Chairman Dennis Patrick emphasized that "the burden will be on the applicant seeking the waiver to make a showing that there will be no interference." He said the commission's action will "get some sorely needed service into the western portion of the United States."

Propagation plan

Commenters, most of them consulting engineers, were in favor of an FCC proposal to replace the current method of predicting the propagation of FM and TV stations. There were some disagreements with the particular method the FCC suggested. Propagation predictions must be submitted to the commission with new station applications and requests for facilities changes.

In February, the FCC proposed the designation of an algorithm (system of calculation) for computer programs to determine the propagation of FM and TV stations. Those calculations have been outlined on graph paper in the past. More rapid and accurate reports using computer software have nearly replaced that method. According to the commission, a single approved algorithm for the software will result in speedier processing of applications. In its comments, CBS Inc. observed that "commission time, effort and resources are diverted to this task from other areas where they are needed more."

A standard algorithm, according to Communications General Corp. (CGC), Encinitas, Calif., consulting engineers, "is a step in the right direction, [but] it does not go far enough." What is also needed, CGC claimed, is standardized software "or a mechanism for officially endorsing software created by the private sector."

Lohnes & Culver, a Washington engineering consultancy, said: "Different computer systems using different software operating systems executing the FCC Fortran code or that code translated to another language might treat mathematical floating point operations with subtle differences and/or use different degrees of precision."

Before the comment deadline of April 18, a request by the Association of Federal Communications Consulting Engineers (AFCCE) for a 90-day extension was turned down. AFCCE claimed that more time was needed to fully examine the proposed algorithm. In denying the petition, the FCC's Mass Media Bureau said more time was not needed because the information contained in the proposal was "sufficient to permit interested persons to study the theory and methods of the proposed

algorithm, and to write computer programs that implement it."

AFCCE, in its comments, complained that its test results of the algorithm were not complete and listed a number of questions

that should be considered when deciding to standardize a system. Chief among them was the need for Canada and Mexico to adopt the same algorithm simultaneously with the U.S. "There is sufficient confusion

now with respect to power and antenna height for stations located near the Mexican border. We do not need to create a similar situation with regard to Canada," AFCCE said.

The Media

Ron Hull to leave CPB

Quits Program Fund director job for KUON-TV Lincoln, Neb.; independent producers renew call for revision of show selection process

CPB Program Fund director Ron Hull has announced that he will rejoin noncommercial KUON-TV Lincoln, Neb., as station manager and as Nebraska Educational TV Network associate general manager beginning next July 18. He began his television career with the station in 1955 and served as NETV program manager from 1963 to 1982, the year he joined CPB in his present position. He will also become a journalism professor at the University of Nebraska-Lincoln, KUON-TV licensee, upon his return.

Hull said that highly publicized criticism of the Program Fund's "Open Solicitation" process by independent producers had "no bearing whatsoever" on his resignation. He said that the process of regaining university tenure began six months ago. "I'm doing what I really want to do," he said.

Hull declined comment, however, on whether he was swayed by a March 1988 reorganization at CPB, giving the CPB senior vice president and president new veto power over his program funding decisions.

(The restructuring was intended, CPB said, to further insulate Hull from any political pressure from CPB board members, but many observers have seen it as undercutting Hull's authority.)

CPB and The National Coalition of Independent Public Broadcasting Producers have been meeting regularly to iron out problems since congressional hearings earli-

er this year raised the possibility of Hill action in favor of independents (BROADCASTING, March 21). (The two groups met most recently April 28 and 29 in Washington, and no further meetings are scheduled, said coalition co-chairman, Larry Sapadin.)

That Hill action could come in the form of Representative Ed Markey's (D-Mass.) definition of "independent producer" which excludes independents answering to executive producers of public station consortia or series like WGBH-TV Boston's *Frontline* series, which airs the work of independent documentary producers.

If the definition remains in Markey's pending CPB authorization bill, said Hull, CPB funding of series like *Frontline* would no longer count as the "substantial" support of independents already mandated by Congress. Money rerouted directly to independents, he said, "could destabilize some major series to the point where it could kill them" at a time, he said, when "we have to nurture PBS prime time."

Sapadin, who characterized the talks as "on hold...unresolved," said his coalition's agenda still calls for creation of "a new program funding entity" other than the Program Fund. "We didn't name names" in testimony before Congress in March, he said, because the problem at CPB "is more systemic than personality-related." With or without Hull, he said, the Program Fund "has not been conducive to letting in outsiders." Saying he did not know of any pressure on Hull to depart, Sapadin added: "I wish him well."

Independent Boston-based Zipporah

Films producer, Frederick Wiseman, who, along with Sapadin, testified before the Senate in March, expressed a different view of the departing director. "I hope the [CPB] board will use the occasion to rethink the role of the program fund and appoint someone with stature and experience to run it. I didn't feel Hull fit that bill," he told BROADCASTING.

"Administrative experience is only part of the requirement," Wiseman said. Hull's replacement must have experience "not just making decisions about what goes on the air, but in production...someone who understands the mechanics. [Hull] is a bureaucrat, and he was operating in a pocket of autonomy," Wiseman said.

Although he speculated that Hull "probably didn't take kindly to" the reorganization at CPB, Wiseman agreed with Sapadin that it is reorganization of the Program Fund itself that is needed. "The way it works now, nobody's responsible" for deciding what programs get funding, Wiseman said. "The focus on political pressure ought to be on accountability. Levels of insulation [between the program director and CPB board members] don't insure that people won't cave in."

Describing himself as an "advocate" of independent producers, Hull said he believes "the argument is really between filmmakers and broadcasters." The militant independents do not seem to understand, he said, the journalistic, public affairs, community and license renewal standards and responsibilities incumbent upon broadcast-

Satellite Footprints

Professional sports on scrambling schedule. When Houston-based Home Sports Entertainment scrambled backhaul and distribution feeds for coverage of the Dallas Mavericks-Houston Rockets National Basketball Association playoff series late last month, it may have tipped the last domino in Major League Baseball's efforts to completely secure all its rightsholders' satellite transmissions.

Using General Instrument's Videocipher II encryption system, HSE began scrambling all its distribution feeds April 18, but the NBA playoff marked the first scrambling of backhaul as well, meaning there are no unscrambled signals for backyard dish (TVRO) owners or others to "steal," said HSE President Ed Frazier. HSE offered the Mavericks-Rockets games to TVRO owners and cable operators as pay-per-view events. With scrambling equipment in place at HSE—rights holder to both Texas NBA teams, two MLB teams, the Texas Rangers and Houston Astros—any of HSE's signals can now be

encrypted.

As of April 30, MLB had installed 15 of 24 scramblers and 200 of nearly 300 descramblers under this year's plan to encrypt broadcasters' signals. But if all signals are to be secured, MLB still needs regional cable sports channels, which are also rights holders to a majority of MLB teams, to scramble feeds that this season are not encoded. Those cable networks had little motivation to scramble their feeds as long as off-air broadcast transmissions in the clear could be picked up at no charge by TVRO owners. Once the 20-city broadcast encryption system is in place and operating (it is still on schedule for early June, said Hughes Television Network President John Tagliaterra), the cable channels may also choose to invest in scrambling. With a "completely" secure signal (except for pirated reception), the league and the rights holders can control TVRO subscriptions.

MLB may have succeeded in breaking the "chicken or egg" situa-

tion by scrambling the broadcasters first, said Tagliaferro.

Twenty-seven percent of the nation's TVRO subscribers are in HSE's region, said Frazier, who added that discussions with other regional cable sports networks indicated they would follow HSE's lead. Z-Channel, Los Angeles Dodgers and Angels rights holder, also began VC-II scrambling more than a month ago. If others follow VC-II precedent, however, MLB's plans may hit a snag, said Frazier: Broadcasters who are using VC-I say it is not within the industry "mainstream" or compatible with VC-II.

HSE's action may also be the first domino in nascent NBA and National Hockey League plans to scramble coverage of their games by as early as next season, according to NHL broadcasting director, Joel Nixon. Scrambling is on the agenda for NHL meetings next month, he said.

North American-Scandinavian link. Pan American Satellite and Comvik Skyport AB, an independent communications company operating within Sweden, have disclosed plans to undertake consultation with Intelsat to link North America and Scandinavian countries with specialized satellite services. The Swedish company provides mobile telephone, pay phone and personal message services over its own radio network. And by joining PAS in Intelsat consultation, it signals its intention to use the PAS satellite to serve the trans-Atlantic needs of its customers. PAS has already completed Intelsat consultation to link U.S. and Peru, and is prepared to provide spot and regional service in Latin America and the Caribbean. PAS's PAS I is expected to be

launched within the next few weeks aboard an Arianespace rocket. Last month, the United Kingdom opened its market to international satellite service, which PAS expects to provide. The PAS announcement came in the same week that the Orion Network Systems and British Aerospace disclosed a collaborative agreement to build, launch and operate a trans-Atlantic satellite service (BROADCASTING, May 2).

Bite of the apple. Los Angeles-based IDB Communications continued making inroads into the video satellite transmission business with purchase of three more transmit-receive earth stations (two C-band and one Ku-band) from Teleport Communications last week, creating IDB's first permanent, full-time video stations among 11 it now owns at the Staten Island, N.Y., teleport.

Dealer-friendly. As part of its "Magical Month of May" promotion effort, Viacom Satellite Networks is offering a new dealer-only toll-free hotline and instant, over-the-phone \$55 rebates to satellite equipment dealers who place customer annual subscriptions to Showtime, The Movie Channel and Extraview. Viacom is offering a catalogue of other rebates and gifts to dealers for sales of other Viacom packages and sales achievements. The hotline will be available by May 1, said Viacom vice president for market development, Tola Murphy-Baran. Additionally, Viacom is teaming with superstation WTVB(TV) Atlanta satellite distributor, Tempo Development, to offer TVRO consumer information over each organization's already established toll-free phone numbers.

For the Record

As compiled by BROADCASTING April 27 through May 4 and based on filings, authorizations and other FCC actions.

Abbreviations: AFC—Antenna For Communications; ALJ—Administrative Law Judge; alt.—alternate; ann.—announced; ant.—antenna; aur.—aural; aux.—auxiliary; ch.—channel; CH—critical hours; chg.—change; CP—construction permit; D—day; DA—directional antenna; Doc.—Docket; ERP—effective radiated power; Freq.—frequency; HAAT—height above average terrain; H&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—presurprise service authority; pwr.—power; RC—remote control; S-A—Scientific-Atlanta; SH—specified hours; SL—studio location; TL—transmitter location; trans.—transmitter; TPO—transmitter power output; U or unl.—unlimited hours; vis.—visual; w—watts; *—noncommercial. Six groups of numbers at end of facilities changes items refer to map coordinates. One meter equals 3.28 feet.

Ownership Changes

■ KSSN(FM) Little Rock, AR (BALH880419GU; 95.7 mhz; 100 kw; HAAT: 1664 ft.)—Seeks assignment of license from KSSN Broadcasting Inc. to Southern Skies Corp. for \$10 million. Seller is subsidiary of Waltham, Mass.-based group of two AM's and six FM's owned by Albert J. Kaneb. Buyer is owned by Jerome H. Atchley and Fred Kolodey. It also owns KLEO(AM) Wichita, KS and KZSN(FM) Hutchinson, KS. Filed April 19.

■ WBBT(AM) Lyons, GA (BAL880317EA; 1340 khz; 1 kw-U)—Seeks assignment of license from WBBT Inc. to Thompson Radiobroadcasting Co. for \$150,000. Seller is owned by James A. Johnson. Buyer is owned by Harry H. Thompson and Michael P. Thompson, who have no other broadcast interests. Filed March 17.

■ WFVR(AM) Valdosta, GA (BAL880415EA; 910 khz; 5 kw-U)—Seeks assignment of license from Florida Vacation Radio Inc. to Florida Welcome Center Inc. for \$300,000. Seller has no other broadcast interests. Buyer is owned by Millicent J. Saunders, who has no other broadcast interests. Filed April 15.

■ WAMJ(AM) South Bend, IN (BAPL880420EA; 1580 khz; 1 kw-D; 500 w-N)—Seeks assignment of license from WAMJ Inc. to Barrister Investment Co. for \$400,000. Seller is owned by William C. Gaines. Buyer is owned by Richard J. Van Mele and his wife, Debra, who have no other broadcast interests. Filed April 20.

■ KGIR(AM) Cape Girardeau, MO (BAL880412EA; 1220 khz; 250 w-D)—Seeks assignment of license from KGIR Radio to Marco Inc. for \$180,000. Seller is owned by Robert J. Phalen, who has no other broadcast interests. Buyer is principally owned by James W. Marvin, Mayfield, KY-based investor with no other broadcast interests. Filed April 12.

■ New FM McCook, NE (BAPH880414HT; 93.9 mhz; 50 kw; HAAT: 492 ft.)—Seeks assignment of license from Franklin Broadcasting to Keystone Communications Inc. for \$1,000. Seller has no other broadcast interests. Buyer is owned by Alfred R. Patton, William E. West, David Hawks, Larry C. Sult, Clifford M. Harris and Len Royston. It has no other broadcast interests. Filed April 14.

■ KZRC(AM) Milwaukee, OR (BAP880324EF; 1010 khz; 3 kw; HAAT: 198 ft.)—Seeks assignment of license from 1010 Broadcasting Inc. to Daytona Group of Oregon Inc. for \$250,000. Seller is owned by John E. Grant. Buyer is Waterbury, CT-based group of six AM's and eight FM's principally owned by Norm Drubner and Carl Como. Filed March 24.

■ WBDX(AM) White Bluff, TN (BAL880418EA; 1030 khz; 1 kw-D; 250 w-N)—Seeks assignment of license from Bernie Bishop Broadcasting and Advertising Co. to Brown-Coleman Broadcasting Co. for \$200,000. Seller is owned by Bernie Bishop, who has no other broadcast interests. Buyer is owned by Lawrence Brown and William R. Coleman, who also own WIST(FM) Lobelville, TN. Filed April 18.

■ KWPL(FM) McKinney, TX (BALH880422GY; 95.3 mhz; 3 kw; HAAT: 400 ft.)—Seeks assignment of license from The Oaks Broadcasting Of Texas to Radio Plano Inc. for \$500,000. Seller is owned by Max W. Wells, who has no other broadcast interests. Buyer is principally owned by Marcos Rodriguez, who also owns KSSA(AM) Plano, TX. Filed April 22.

■ WZAM(AM) Norfolk, VA (BAL880420EB; 1110 khz; 50 kw-D)—Seeks assignment of license from James River Broadcasting Corp. to Hampton Roads Radio Inc. for \$400,000. Seller is owned by Barbara Benns, who has no other broadcast interests. Buyer is owned by Peter V. Gureckis, Steven B. Isker, Peter V. Gureckis. Gureckis has interest in WDER(AM) Derry, NH, and WBZE(AM) Indian

Head and WPVG(AM) Boonsboro, both Maryland. Brisker and Gureckis also have interest in WJGR(AM) Jacksonville, FL, and WCTG(AM) Columbia, SC. Filed April 20.

■ WRAA(AM)-WLCC(FM) Luray, VA (AM; BAL880415GK; 1330 khz; 1 kw-D; FM; BALH880415GL; 106.3 mhz; 238 w; HAAT: 2980 ft.)—Seeks assignment of license from Caverns Broadcasting Co. to Commonwealth Audio Visual Enterprises for \$150,000. Seller is owned by H.T.N. Graves, who has no other broadcast interests. Buyer is owned by John D. Cave and his wife, Jeanne. Cave is station's general manager. Filed April 15.

New Stations

FM's

■ Randsburg, CA (BPED880414ME)—Grace Broadcasting seeks 89.7 mhz; 1.9 kw H&V; 399 m. Address: 4548 W Ave., K-10, Quartz Hill, CA 93536. Principal is owned by William S. Cutter and George L. Chambers, who have no other broadcast interests. Filed April 14.

■ Thousand Oaks, CA (BPED880413ME)—California Lutheran University seeks 88.3 mhz; 3 kw H&V; 73 m. Address: 60 West Olsen Rd., Thousand Oaks, CA 91360. Principal is nonprofit company headed by Jerry H. Miller, John Wise, Marvin B. Jaynes, Donna Wolfe and Leon Scott. It has no other broadcast interests. Filed April 13.

■ Pensacola, FL (BPED880412MF)—Brightness Ministries Inc. seeks 91.7 mhz; 100 kw H&V; 100 m. Address: P.O. Box 1462, Jeffersonville, IN 47131. Principal is owned by John W. Smith, Darlene Smith, Mary Smith and Carl Lord. It has no other broadcast interests. Filed April 12.

■ Macon, GA (BPH880421NN)—GKT Communications of Georgia L.P. seeks 92.3 mhz; 3 kw H&V; 100 m. Address: 2037 Vining Circle, Macon, GA 31204. Principal is owned by Gloria B. Washington, Karla J. Heath, Thelma B. Dillard, Keith W. Budd and Ronald E. Terry. It has no other broadcast interests. Filed April 21.

■ Macon, GA (BPH880421MD)—Macon Radio Associates seeks 92.3 mhz; 3 kw H&V; 100 m. Address: 2225 Moody Rd., #202C, Warner-Robins, GA 31088. Principal is owned by Allison P. Leonard, Robert W. Bishop and F. Keith Brown. Brown has interest in WCHK-AM-FM Canton, WRCC(AM)-WCCQ(FM) Columbus and WAGQ(AM) Athens, all Georgia. Filed April 21.

■ Cartersville, IL (BPH880421MA)—Marilyn Pranno seeks 95.1 mhz; 3 kw H&V; 100 m. Address: RR6, Box 363A.

Murphysboro, IL 62966. Principal has no other broadcast interests. Filed April 21.

■ Peoria, IL (BPH880421NP)—Family Communications seeks 92.3 mhz; 3 kw H&V; 100 m. Address: 3203 N. Avalon Ave., Peoria, IL 61604. Principal is owned by Claire S. Wiegand and Thomas Serafin. Serafin has interest in WSDR(AM) Sterling, IL. Filed April 21.

■ Cresco, IA (BPH880421ME)—Mega Media Ltd. seeks 102.3 mhz; 3 kw H&V; 100 m. Address: 207 N. Main St., Charles City, IA 50616. Principal is owned by James B. Hebel, who also owns KCHA-AM-FM Charles City. Filed April 12.

■ Eldora, IA (BPH880415MD)—Mega Media Ltd. seeks 99.5 mhz; 3 kw; 100 m. Address: 207 N. Main St., Charles City, IA 50616. Principal is owned by James B. Hebel, who also owns KCHA-AM-FM Charles City. Filed April 15.

■ Fort Wayne, IN (BPH880421NO)—Steve A. Miller seeks 92.3 mhz; 3 kw H&V; 100 m. Address: P.O. Box 11613, Fort Wayne, IN 46859. Principal has no other broadcast interests. Filed April 21.

■ Fort Wayne, IN (BPH880421MB)—Bott Broadcasting Co. seeks 92.3 mhz; 3 kw H&V; 100 m. Address: 10841 E. 28th St., Independence, MO 64052. Principal is Independence, MO-based group of six AM's and four FM CP's owned by Richard P. Bott and family. Filed April 21.

■ Olathe, KS (BPH880421NQ)—Prairie Rose Broadcasting L.P. seeks 92.3 mhz; 3 kw H&V; 100 m. Address: 701 N. Walker, Olathe, KS 66061. Principal is owned by Elaine L. Tatham, who has no other broadcast interests. Filed April 21.

■ Olathe, KS (BPH880421NG)—Richard P. Bott II seeks 92.3 mhz; 3 kw H&V; 100 m. Address: 8603 Buckingham Lane, Kansas City, MO 64138. Principal owns new FM in Central Valley, CA, and has interest in KSIV(AM) Clayton, MO, and new FM in Clayton, MO. Filed April 21.

■ Olathe, KS (BPH880421MF)—Olathe Communications seeks 92.3 mhz; 3 kw H&V; 100 m. Address: 10611 Vickers Dr., Vienna, VA 22180. Principal is owned by R. John Riggins, who has no other broadcast interests. Filed April 21.

■ Coushatta, LA (BPH880415ME)—James G. Bethard seeks 92.3 mhz; 3 kw; 65 m. Address: Ringgold Avenue, Coushatta, LA 71019. Principal owns KRRP(AM) Coushatta, LA. Filed April 15.

■ Cameron, MO (BPH880421MG)—Cameron Radio Inc. seeks 92.3 mhz; 3 kw H&V; 100 m. Address: P.O. Box 1360, Cameron, MO 64429. Principal is owned by Shelby L. Hendee and Laura L. Hendee. It also owns KMRN(AM) Cameron, MO. Filed April 21.

■ Wendover, NV (BPH880414MI)—WGWT Inc. seeks 102.3 mhz; 100 kw; 301 m. Address: 781 North Valley View Drive No. 34, Wendover, NV 84083. Principal is owned by Connie Lyn Gardner, Myrta S. Wood, Peggy H. Whiting and Kay H. Traveller, who have no other broadcast interests. Filed April 14.

■ Wendover, NV (BPH880414MH)—Rita J. Taylor seeks 102.3 mhz; 93.8 kw; 394 m. Address: 1855 Butte, Wendover, NV 89883. Principal has no other broadcast interests. Filed April 14.

■ Hudson, NY (BPE880412MB)—Sound Of Life Inc. seeks 91.1 mhz; 2 kw; 146 m. Address: Box 380A, Lake Rd., Kingston, NY 12401. Principal is owned by Bruce Winchell, Dennis Newcomer, Paul Tuttle and Ronald Camp, who have no other broadcast interests. Filed April 12.

■ Erwin, NC (BPE880412MA)—Central Carolina Community College seeks 88.3 mhz; 3 kw H&V; 100 m. Address: 1105 Kelly Drive, Sanford, NC 27330. Principal is nonprofit corporation headed by Charles J. Alexander, James F. Bridges, Fred M. Charles, Alfred Fowler, Meigs Golden and R.B. Guthrie. It has no other broadcast interests. Filed April 12.

■ Jacksonville, NC (BPH880421MC)—Maranatha Broadcasting Co. seeks 92.3 mhz; 50 kw H&V; 150 m. Address: E. Rock Road, Allentown, PA 18103. Principal is owned by Richard C. Dean, David G. Hinson, Barry N. Fisher, Richard A. Dean, Rebecca Watrous, Wendy B. Shubert and Jennifer L. Dean. It has no other broadcast interests. Filed April 21.

■ Victoria, TX (BPH880421ME)—Multicom Broadcasting Inc. seeks 92.3 mhz; 3 kw H&V; 100 m. Address: Box 5697, Bryan, TX 77805. Principal is owned by Carolyn G. Vance, William R. Vance and Ben D. Downs, who have no other broadcast interests. Filed April 21.

■ Victoria, TX (BPH880421NR)—Martha Vasquez seeks 92.3 mhz; 3 kw H&V; 100 m. Address: 1602 Azalea, Ste. B, Victoria, TX 77901. Principal has no other broadcast interests. Filed April 21.

■ Accomac, VA (BPH880411MC)—C&R Communica-

tions seeks 99.3 mhz; 25 kw; 100 m. Address: 4499 Sir Johns Lane, Virginia Beach, VA 23455. Principal is owned by James A. Rew and Henry P. Custis. It has no other broadcast interests. Filed April 11.

■ Accomac, VA (BPH880411MA)—Metomkin Broadcasting seeks 99.3 mhz; 25 kw H&V; 100 m. Address: Oakwood Farm, Rt. 2, Box 23A, Onancock, VA 23417. Principal is owned by Elizabeth Fitch and Clare H. Byrd. It has no other broadcast interests. Filed April 11.

■ Fredericksburg, VA (BPE880411MF)—Good News Educational Broadcasting Corp. of Fredericksburg seeks 91.7 mhz; 6.4 kw; 56 m. Address: 813 Wolfe Street, Fredericksburg, VA 22401. Principal is nonprofit corporation headed by E. Elwood Campbell, Edward Z. Angstadt, Jerry A. Lawrence, John A. Newman and Keith E. Angstadt. Filed April 11.

■ Bloomer, WI (BPH880421MH)—Dennis G. Carpenter seeks 95.1 mhz; 3 kw H&V; 100 m. Address: 1124 16th Ave., Bloomer, WI 54724. Principal has no other broadcast interests. Filed April 21.

Actions

AM

■ Highland Falls, NY (BP861030AV)—Dismissed app. of Edward A. Schober and his wife, Carol, for 550 khz. Address: 402 10th Ave., Haddon Heights, NJ 08035. Principal has no other broadcast interests. Filed April 27.

FM's

■ Chicago (BPE880120MF)—Returned app. of Open Media Corp. for 90.5 mhz; 30 kw H&V; 133 m. Address: 1813 W. Cortland, Chicago, IL 60622. Principal is owned by Carol Friar, S. Hope Daniels, Charles K. Jackson, Mitchell A. Lieber and Anne O. Stevens. Action April 20.

■ Ankeny, IA (BPH871104MA)—Returned app. of Betty Jo Kulisky for 106.3 mhz; 1.92 kw H&V; 126 m. Address: 701 4th St., S.E., Altoona, IA 50009. Principal has no other broadcast interests. Action April 22.

■ Eminence, KY (BPH871203MI)—Granted app. of Bass FM Broadcasting Ltd. Partnership for 105.7 mhz; 3 kw H&V; 100 m. Address: P.O. Box 194, Eminence, KY 40019. Principal is owned by Stuart A. Bass, Martin H. Bass and Edward A. Rothschild. It also owns WKXF(AM) Eminence, KY. Action April 21.

■ Henniker, NH (BPH870819MU)—Granted app. of Clark

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F. Smidt for 99.1 mhz; 3 kw; 100 m. Address: 56 Lindbergh Ave., West Newton, MA 02165. Principal has no other broadcast interests. Action April 20.

■ Rochester, NY (BPED870910MP)—Returned app. of Community Broadcasting Foundation Inc. for 105.9 mhz; 3 kw H&V; 61 m. Address: 108 E. Gray St., Elmira, NY 14901. Principal is owned by Thomas A. Haight, Marian B. Haight and Charles Foster, who have no other broadcast interests. Action April 21.

■ Rochester, NY (BPED870918NG)—Returned app. of Christian Discerner Inc. for 105.9 mhz; 3 kw; 100 m. Address: 8315 Tobin Road, Annandale, VA 22003. Principal is owned by James L. Oyster, who has no other broadcast interests. Action April 21.

■ Grove City, OH (BPH851216MV)—Granted app. of Video Service Broadcasting Corp. for 101.1 mhz; 3 kw (H&V); 100 m. Address: 210 Pegasus Avenue, Northvale, NJ 07647. Principal is owned by Arnold Ferolito, Martin Irwin and Louis H. Siracusan, who have no other broadcast interests. Action April 13.

■ Edinboro, PA (BPH860918NB)—Granted app. of ADM Communications Ltd. Partnership for 97.9 mhz; 3 kw H&V; 100 m. Address: 25 Woodside Dr., McKean, PA 16426. Principal is owned by David M. Adams, Richard A. Gailard, Thomas A. Fadale and John Mead. It has no other broadcast interests. Filed April 26.

■ Laredo, TX (BPH880325MA)—Returned app. of W&R Enterprises Inc. for 106.1 mhz; 3 kw H&V; 100 m. Address: P.O. Box 1260, Laredo, TX 78042. Principal is owned by

Abe S. Wilson and Ermilo Richer, who have no other broadcast interests. Action April 22.

■ Evansville, WI (BPH871013MG)—Granted app. of Eagle Broadcasting of Southern Wisconsin Inc. for 105.9 mhz; 3 kw H&V; 100 m. Address: 1506 Champions Dr., Lufkin, TX 75901. Principal is owned by Tommie R. Love, who also owns KAFX-AM-FM Diboll, TX. Filed April 27.

TV's

■ Murray, KY (BPCT850315KG)—Granted app. of WML LPTV Company for ch. 38; 425.7 kw-V, 85.1 kw-A; 504 m. Address: 1500 Diuguid Rd., Murray, KY 42071. Principal is owned by Sam Parker, who also owns WSJP(AM) Murray, KY. Filed April 6.

■ Worcester, MA (BPET860725KN)—Dismissed app. of Worcester Educational Corp. Inc. for ch. 48; 500 kw; HAAT: 1872 m. Address: 761 Main St., Worcester, MA 01609. Principal is owned by Julie Ramirez, who has no other broadcast interests. Action April 20.

■ Walla Walla, WA (BPCT870331K2)—Dismissed app. of Trident Broadcasting Inc. for ch. 48; 1000 kw-V, 100 kw-A; 1400 m. Address: 108 W. Main, Ste. 3019, Apopka, FL 32779. Principal is owned by Natalie Ross and Larry Van Ryn, who have no other broadcast interests. Action April 20.

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Facilities Changes

AM

■ Aberdeen, MD, WAMD, 970 khz—April 20-Application for CP for experimental synchronous AM station at Hickory Hills, MD, to operate simultaneously with primary WAMD facility at Aberdeen, MD, on same freq., but with 60W, ND-N.

FM's

■ Jacksonville, FL, WQIK-FM, 99.1 mhz—April 14-Mod. of CP (BPH850712LA, as mod.) to change HAAT: 309 m. H&V and correct site elevation.

■ Gulliver, MI, WTIQ-FM, 94.7 mhz—April 18-Mod. of CP (BPH820415AQ) to change antenna location to present site of WTIQ(AM), County 442, 0.5 km W of Manistique, Schoolcraft Co., MI.

■ Hinsdale, NH, WYRY, 104.9 mhz—April 18-Application for CP to change ERP: 725 kw H&V; change HAAT: 204 m. H&V; change antenna-supporting structure.

■ Salamanca, NY, 98.3 mhz—April 12-Mod. of CP to change ERP: 1.33 kw H&V; HAAT: 146 m. H&V; TL: approx. 1.3 km SE of Windfall Rd, Carrollton, Cattaraugus Co., NY; 42 06 37N 78 36 43W.

■ Altus, OK, KRKZ, 93.5 mhz—April 15-Application for CP to change ERP: 45 kw H&V; HAAT: 161 m. H&V; TL: Carmel Cemetery Rd, 0.8 mi. W of Carmel Cemetery, 17 mi. SW of Altus, OK; change from class C2 to class A (Per Docket 87-200).

■ Tulsa, OK, KTUL-TV, ch. 8—April 7-Application for CP to install main antenna.

■ Klamath Falls, OR, KSKF, 90.9 mhz—April 15-Mod. of CP to change HAAT: 686.7 m. H&V; correct geographic coordinates: 42 05 50.1N 121 37 59.1W.

■ Warminster, PA, WRDV, 89.3 mhz—April 22-Application for CP to change ERP: 0.1 (H) & 1KW (V); HAAT: 36 m. H&V.

■ Borger, TX, KDXR, 104.3 mhz—April 18-Mod. of CP (BPH860312IF) to change HAAT: 190.3 MHZ; change antenna-supporting structure height; change class to C1; TL: 13.8 mi. NNE of Pullman, TX, 0.1 mi. W of Hwy 136 & 2 mi. N of Hwy 293.

TV's

■ Abilene, TX, KSUZ-TV, ch. 15—April 26-Mod. of CP (BPCT820908KF) to change ERP vis.: 146.9 kw; HAAT: 64 m.; ANT: Bogner B24UO, TL: 1102 North 3rd St., Abilene, Taylor Co., TX; 32 27 06N 99 44 02W.

■ Lubbock, TX, ch. 16—April 20-Mod. of CP to change HAAT: 143 m.; TL: 1 mi. NW of New Home, TX, 1/2 mi. N of Meadow Rd; 33 20 30N 101 56 00W.

Actions

AM's

■ Lompoc, CA, KNEZ, 960 khz—April 27-Application (BP871229AE) returned for CP for experimental synchronous AM station at Santa Maria, CA, to operate simultaneously with primary KNEZ facility at Lompoc, CA, on same freq., but with 750W, U, DA-1.

■ Brookport, IL, WRIK, 750 khz—April 22-Application (BMP870107AK) dismissed for MP (BP830926AJ, as mod.)

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■ Carthage, MO, KDMO, 1490 kHz—April 20-Application (BP860923AF) dismissed for CP to change TL to intersection of Hwy 96, 71 West, Carthage, MO: 37 10 58N 94 21 43W.

■ Morristown, NJ, WMTR, 1250 kHz—April 20-Application (BP860908AO) granted for CP to increase night power to 5 kw.

FM's

■ New Canaan, CT, WSLX, 91.9 mhz—April 13-Application (BPED850729MC) returned for CP to change ERP: 0.1 kw H&V; change antenna, line & install new transmitter.

■ Catonsville, MD, WQSR, 105.7 mhz—April 28-Application (BMPH871106IG) granted for Mod. of CP (BPH840810IA) to show measured antenna pattern.

■ Mechanicsville, MD, WQMR, 98.3 mhz—April 21-Application (BMPH880219IA) granted for Mod. of CP (BPH850613MC) to change TL: 4.25 km SW of Mechanicsville, MD; change HAAT: 100 m. H&V; change ERP: 3 kw H&V; 38 24 49N 76 46 31W.

■ Poplar Bluff, MO, KWOC-FM, 94.5 mhz—April 26-Application (BPH870302IQ) granted for MP to change TL: Roxy Rd, Poplar Bluff, MO; change ERP: 100 kw H&V; change HAAT: 1005 ft. H&V; 36 45 46N 90 26 03W.

■ Crete, NE, KBVB, 103.9 mhz—April 20-Application (BPH880310IC) granted for CP to change ERP: 30.6 kw H&V; HAAT: 187 m. H&V; 40.1 MHz (Per Docket #87-189); change antenna-supporting structure height; change class: C2; change TL: 2 km SE of Hallam, Gage Co., NE; 40 31 06N 96 46 07W.

■ Albuquerque, NM, KIDI, 103.3 mhz—April 21-Application (BMPH880217ID) granted for Mod. of CP (BPH810819AW) to correct coordinates: 35 12 50N 106 27 00W.

■ Rochester, NY, WPXY-FM, 97.9 mhz—April 21-Application (BPH870330IP) granted for CP to correct geographic coordinates: 43 08 07N 77 35 02W.

■ Chillicothe, OH, WXUC, 89.3 mhz—April 25-Application (BMPED880104IF) granted for Mod. of CP (BPED860108MF) to change height of antenna-supporting structure.

■ Media, PA, WKSZ, 100.3 mhz—April 25-Application (BPH871224ID) granted for CP to change ERP: 9.2 kw H&V; HAAT: 349 m. H&V and make changes in antenna-supporting structure height.

■ Folly Beach, SC, WCCG, 97.7 mhz—April 20-Application (BPH870825IF) granted for CP to change ERP: 50 kw H&V; change HAAT: 146 m. H&V.

■ Port Royal, SC, WHTK, 99.3 mhz—April 28-Application (BMPH880315IA) granted for Mod. of CP (BPH860811TH) to change TL to: St. Helen Island, 1.3 km E of Seaside Rd: 32 25 10N 80 28 30W.

■ Tyler, TX, KTYL-FM, 93.1 mhz—April 22-Application (BPH870302MR) granted for CP to change TL: 1.15 mi. S of intersection of Hwys 14 & 2015, S of Hawkins, TX; change ERP: 100 kw H&V; change HAAT: 300.8 m. H&V; 32 32 25N 95 12 55W.

TV's

■ Pensacola, FL, WHBR, ch. 33—April 22-Application (BMPCT880323KI) granted for MP to change ERP vis.: 1,191 kw.

■ Lake Charles, LA, KVHP, ch. 29—April 22-Application (BPCT880316KE) granted for CP to change ERP vis.: 1260 kw; HAAT: 394 m.; TL: LA State Rte 379, 9.5 km NW of Edgerly, LA; ANT: Harris/TWS-30; 30 17 26N 93 34 35W.

Allocations

■ Eufaula, AL—At request of Paul H. Reynolds and Virgle Leon Strickland, proposed allotting channel 250A (97.9 MHz) to Eufaula as its second local FM service. Comments due June 24, replies July 11. (MM Docket 88-179 by NPRM [DA 88-591] adopted April 4 by deputy chief, Policy and Rules Division, Mass Media Bureau.)

■ Kremmling, CO—At request of Grand Lake Broadcasting Inc., proposed substituting channel 292C2 (106.3 MHz) for channel 292A at Kremmling and modifying license of KTLD-FM to specify higher power channel. Comments due June 24, replies July 11. (MM Docket 88-178 by NPRM [DA 88-590] adopted April 4 by deputy chief, Policy and Rules Division, Mass Media Bureau.)

■ Moss Point, MS, and Jackson, AL—At request of Jackson County Broadcasters Inc., proposed substituting channel 285C2 (104.9 MHz) for channel 285A at Moss Point and modifying license of WKYY(FM) to operate on higher class channel; and ordered Vogel-Ellington Corp., licensee of

WHOD, Jackson, AL, to show cause why its license should not be modified to specify operation on channel 233A (94.5 MHz) in lieu of channel 285A. Comments due June 24, replies July 11. (MM Docket 88-124 by NPRM and Order [DA 88-396] adopted April 21 by deputy chief, Policy and Rules Division, Mass Media Bureau.)

■ Lancaster, NH—Effective June 17, amended FM Table by allotting channel 272A (102.3 MHz) to Lancaster as its first local FM service. Window period open June 20-July 20. (MM Docket 87-394 by R&O [DA 88-592] adopted April 5 by deputy chief, Policy and Rules Division, Mass Media Bureau.)

■ Henderson, NY—Effective June 17, amended FM Table by allotting channel 264A (100.7 MHz) to Henderson as its first local FM service. Window period open June 20-July 20. (MM Docket 87-499 by R&O [DA 88-593] adopted April 6 by deputy chief, Policy and Rules Division, Mass Media Bureau.)

■ Old Forge, NY—Effective June 13, amended FM Table by allotting channel 259A (99.7 MHz) to Old Forge as its first local FM service. The filing window opens June 14, closes July 14. (MM Docket 87-501 by R&O [DA 88-556] adopted April 7 by deputy chief, Policy and Rules Division, Mass Media Bureau.)

■ Etowah and Jamestown, TN—Effective June 13, amended FM Table by substituting channel 276C2 (103.1 MHz) for channel 276A at Etowah and substituting channel 286A (105.1 MHz) for channel 276A at Jamestown and modified license of WYKS(FM) at Etowah to specify operation on channel 276C2. (MM Docket 87-206 by R&O [DA 88-557] adopted April 6 by deputy chief, Policy and Rules Division, Mass Media Bureau.)

■ Lawrenceburg, TN—At request of Roger W. Wright, proposed allotting channel 248A (97.5 MHz) to Lawrenceburg as its second local FM service. Comments due June 20, replies July 5. (MM Docket 88-175 by NPRM [DA 88-560] adopted April 4 by deputy chief, Policy and Rules Division, Mass Media Bureau.)

■ Brenham, Round Rock and Temple, TX—Effective June 13, amended FM Table by allotting channels 291C2 (106.1 MHz), 290C2 (105.9 MHz) and 282C2 (104.3 MHz) to Brenham, Round Rock and Temple, respectively; and modified licenses of KWHI(FM) at Brenham and KPLE(FM) at Temple, to specify operation on channel 291C2 and channel 282C2, respectively. Filing window for channel 290C2 at Round Rock will open June 14 and close July 14. (MM Docket 86-442 by R&O [DA 88-555] adopted March 30 by chief, Policy and Rules Division, Mass Media Bureau.)

■ Brandon, VT—At request of James G. Kirkpatrick, proposed allotting channel 270A (101.9 MHz) to Brandon as its first local FM service. Comments due June 20, replies July 5. (MM Docket 88-173 by NPRM [DA 88-558] adopted April 4 by deputy chief, Policy and Rules Division, Mass Media Bureau.)

■ Ellensburg, WA—At request of KXLE Inc., proposed substituting channel 237C2 (95.3 MHz) for channel 237A and modifying license of KXLE-FM to specify operation on higher class co-channel. Comments due June 24, replies July 11. (MM Docket 88-177 by NPRM [DA 88-589] adopted April 7 by deputy chief, Policy and Rules Division, Mass Media Bureau.)

■ Waunakee, WI—At request of WIBU Inc., proposed allotting channel 286A (105.1 MHz) to Waunakee as its first local FM service. Comments due June 20, replies July 5. (MM Docket 88-174 by NPRM [DA 88-559] adopted April 4 by deputy chief, Policy and Rules Division, Mass Media Bureau.)

■ Albin, WY—At request of Alton Lewis, proposed allotting channel 296C2 (107.1 MHz) to Albin as its first local FM service. Comments due June 20, replies July 5. (MM Docket 88-176 by NPRM [DA 88-561] adopted March 30 by deputy chief, Policy and Rules Division, Mass Media Bureau.)

Actions

Commission Actions

■ TV Technical and Operational Rules—Proposed changing technical and operational requirements of Subpart E of Part 73 to delete any regulations that are unduly burdensome, outdated or unneeded. Comments due June 20, replies July 5. (MM Docket 88-114 by NPRM [FCC 88-100] adopted March 9 by commission.)

■ Cable Act—Amendment of Parts 1, 63 and 76 of rules to implement provisions of Cable Communications Policy Act of 1984. (By 2d R&O [FCC 88-128] adopted March 24 by commission.)

■ Bakersfield, CA—Denied Kern Communications Company's request for review of Review Board decision granting

Margaret Garza's application for a new FM station at Bakersfield. (MM Dockets 84-970-971) by Order [FCC 88-141] adopted April 15 by commission.)

■ Springfield and Callaway, FL—Corrected a factual error in ruling on appeal and reaffirmed disposition of applications for a new FM station at Springfield and Callaway. (MM Dockets 83-1223-1225, 1227 by MO&O [FCC 88-142] adopted April 15 by commission.)

■ Middletown, MD—Denied requests by Dragon Communications Inc. and Jerome Thomas Lamprecht for review of Review Board decision affirming Administrative Law Judge's decision granting application of Barbara D. Marmet for a new FM station at Middletown. (MM Dockets 83-985-987 by MO&O [FCC 88-143] adopted April 15 by commission.)

■ Austin, TX—Dismissed a petition by Frontier Southwest Broadcasting Inc. to deny all applications for Channel 54 at Austin. (MM Docket 84-927 by MO&O [FCC 88-145] adopted April 15 by commission.)

■ Herbert E. Dickson—Partially granted Dickson's Freedom of Information Act (FOIA) request for copies of certain taped conversations that Field Operations Bureau (FOB) recorded while monitoring Taxicab Radio Service frequency 152.360 on Sept. 23, 1987. Directed FOB to prepare a tape of those portions of communications to which Dickson was clearly a party. (By MO&O [FCC 88-146] adopted April 15 by commission.)

■ FM Power Requirements—Granted Eric R. Hilding's petition for reconsideration of action in 2d Report and Order concerning minimum power requirement for class A FM broadcast stations. (MM Docket 86-114 by MO&O [FCC 88-152] adopted April 19 by commission.)

■ Orlando, FL—Affirmed action dismissing Marilyn Craig's application for a new TV station in Orlando, FL. (MM Docket 85-216 by MO&O [FCC 88-161] adopted April 21 by commission.)

■ First Broadcasting Corporation notified of apparent liability for forfeiture of \$20,000 (Report MM-321, Mass Media Action). Commission has notified First Broadcasting Corporation, licensee of WFBL(AM), Syracuse, NY, of an apparent liability for forfeiture of \$20,000 for willful and continuing violation of Section 310(d) of Communications Act by unauthorized transfer of control of WFBL(AM). Action by commission April 28 by Letter [FCC 88-163].

■ Fargo, ND—Upheld Mass Media Bureau action dismissing applications of Q Prime Inc. and Howard G. Bill for a new FM station at Fargo. (MM Docket 87-177 by MO&O [FCC 88-149] adopted April 18 by commission.)

Staff Actions

■ San Francisco, CA—Granted applications of KQED Inc. for renewal of license of noncommercial educational stations KQED-FM and KQED-TV at San Francisco, CA, and denied its application for renewal of license of noncommercial educational station KQEC-TV (channel 32) San Francisco; and conditionally granted application of Minority Television Project Inc. for a new noncommercial educational TV station on channel 32, San Francisco. (MM Dockets 85-396, 84-567 and 84-568 by Decision [FCC 88R-25] adopted April 18 by Review Board.)

■ Fort Myers Villas, FL—Denied Sunshine Broadcasting Inc.'s request to extend comment dates in FM proceeding at Fort Myers Villas. (MM Docket 88-080 by Order [DA 88-624] adopted April 27 by deputy chief, Policy and Rules Division, Mass Media Bureau.)

■ Columbia, LA—Designated for hearing mutually exclusive applications of Woods Communications Group Inc. and nine other parties for a new TV station on Channel 11. (MM Docket 88-183, by Order [DA 88-543] adopted April 14 by chief, Video Services Division, Mass Media Bureau.)

■ Kirksville, MO—Designated for hearing applications of Jay Daugherty, David Frantze, Douglas Linder, Stephen Martin and Roger Potter; Irvin Davis; Dr. Irene Hickman, and Norm Missouri Christian Broadcasting Inc. for a new FM station on channel 300C1 (107.9 mhz) at Kirksville. (MM Docket 88-182 by Order [DA 88542] adopted April 13 by chief, Audio Services Division, Mass Media Bureau.)

■ Huntington, TX—Designated for hearing applications of Jerry Swink and Huntington Broadcasting Corporation for a new FM station on channel 270A (101.9 mhz) at Huntington. (MM Docket 88-208 by Order [DA 88-608] adopted April 22 by chief, Audio Services Division, Mass Media Bureau.)

■ Huntington, Charleston and Oak Hill, WV—Denied Larry Harless and Mountaineers With Harless for Governor Committee's complaint against WOWK-TV and WSAZ-TV, both Huntington, WCHS-TV Charleston and WOAY-TV Oak Hill alleging that licensees denied him access to program time. (By Staff Ruling [DA 88-660] adopted May 2 by chief, Fairness/Political Programming Branch, Mass Media Bureau.)

Classified Advertising

See last page of Classified Section for rates, closing dates, box numbers and other details

RADIO

HELP WANTED MANAGEMENT

Growing group needs strong, experienced, successful general managers for excellent stations in A rated southern markets. Please send resume to Box G-86.

General manager for new startup AM/FM at Lake of the Ozarks, Missouri, one of the USA's finest resort areas. Must have strong retail sales experience, able to hire, train and lead staff. Prior management/sales experience required. Excellent salary package. Send resume, goals, and requirements to Lake Broadcasting, Box 459, St. Charles, MO 63302. EOE/MF.

Station manager: Growing Southwest based group owner seeks station manager for newest acquisition in dynamic Colorado Springs market. Excellent potential for right individual. Must have strong administrative and sales skills with solid track record of management success along with ability to make your plan work. Send detailed resume including references and salary history to Box H-19. EOE.

General sales manager: AM FM combo - good formats & demos in south Jersey's growth area - opportunity to lead staff - sell agencies and see your personal income grow. Resumes in confidence to David Klahr, Clear Communications, Inc. 638 Landis Ave., Vineland, NJ 08360. EOE/MF.

General manager/sales manager to take charge of radio station turn-around in St. Louis area. Salary plus percentage of profit-improvement. Must be talented, energetic, with good judgement, eager to be active in community affairs. A once-in-a-lifetime opportunity to make your mark and secure your future. Replies confidential. Box H-38.

Local sales management opportunity for a promotion intensive/sales pro. WCHY AM & FM a rate and ratings leader in the market, offers an exclusive country format. Great opportunity for the right person. No phone calls - send resume to Brenda Brown, PO Box 1247, Savannah, GA 31402.

General manager or sales manager. Our group is looking for that unique person who can sell radio on the street, as well as manage and motivate others. In return, we offer an exceptional opportunity for personal and financial growth including equity in one of our properties in the Southwest, Midwest or Southeast. EOE. Please forward your current resume to Box G-60.

Sales oriented GM for solid Texas market. Must have strong retail sales experience, able to lead staff and be bottom line oriented. Excellent opportunity for successful GSM looking for a move up. Earnings commensurate with your own experience and ability. Call Virginia, 214-595-5111.

GSM for group owned SE FM powerhouse. Turnaround needs proven winner who knows the street. If you're creative and like a challenge send resume to Box 10045, Augusta, GA 30903.

Sales manager. One of New Jersey's leading easy-listening FM's needs a motivator to direct top rated station sales team. Eventual management of station available, based on your performance. Station well established, but needs proven sales leader. Excellent compensation for performance. Small market, with big dollars. Box H-46.

S.W. group has openings in medium and major markets, for successful sales managers. Responses will be confidential. Send resume to Box H-48. EOE/MF.

What if...you learned that a top rated, Class C FM, a CHR, in a Midwest market of 100,000+ that's in the first stages of an economic recovery was looking for a general manager? A station with a good sales staff, looking for a general manager who has proven that he/she can make things happen? What if the position offered a good salary, a percentage of the increases and a potential option to acquire an equity interest? What would you do? Send your answer to Box H-17.

HELP WANTED SALES

Northern California 100,000 watt #1 rated FM station 40 plus shares seeks aggressive, self motivated, experienced sales person with management potential. Direct selling knowledge and creative skills. Salary, commission, bonus and incentives #1 in all day parts. Send resume including track record, salary history immediately to Carlos Casarez, KXGO, PO Box 1131, Arcata, CA 95521 707-826-9393. EOE/MF.

CRMC, who can develop, lead productive sales staff (4-10) Great California suburban market. Compensation open. Box G-117.

Exceptional opportunity selling New Hampshire's hottest stations, WFEA/WZID. Established list for experienced sales pro. Live and work in a great environment, and reach your fullest potential. Call Pete Leonard at 603-669-5777. Sunshine Group Broadcasting, an equal opportunity employer.

Experienced account executive needed to take over producing account list in the Upper Rio Grande Valley (McAllen, Texas). Areas only adult contemporary station. Send resume to Personnel, KELT, Box 711, Harlingen, TX 78551, or call 512-423-3910.

Sales opportunity. Class C FM/5K AM in beautiful east Texas seeking top producer with desire to make money and grow with company. Quality living near lakes. Send resume to Roy Faubion, KTBB/KNUE, Box 7935, Tyler, TX 75711. 214-581-0606.

Dynamic Carolina market. Dynamic group. Dynamically positioned format. Dynamic sales position for someone with all the right stuff - creative, competitive and goal oriented. Call Roger Matney, General Sales Manager, 704-335-1029, collect. EOE.

Southern California medium market CHR FM needs experienced aggressive salesperson with management potential. Contact Rick Hoffman, PO Box 5192, Ventura, CA 93003. 805-656-1106. EOE.

Sales executive - experience - growing market - 25 miles south Washington, DC. Dumfries, VA. Preferably D.J. sales person 703-221-1124 between 9 & 10 AM.

If you're a small market CRMC sales professional, capable of building a sales team and leading by example by carrying your own list, we have a sales management position that could be right for you. We offer an exceptional opportunity for personal and financial growth with a small, progressive group. Please send a complete resume with billing history, a synopsis of your basic sales approach, and a list of the ten most valuable skills you could teach to a new sales team to Box H-52.

KKWK-FM/KLUE-AM Muskogee, Oklahoma: Outstanding opportunity exists with our 100,000 watt tall tower regional FM and fulltime AM. We are looking for salespeople who understand price-item copy, news and community service programming, how frequency and reach combined with traceability makes success happen. If you understand and want to make money while living in a town of 42,000 (fifty miles from Tulsa with 5 lakes nearby) contact Mike Horne, Owner/Manager, KKWK Radio, P.O. Box 9700, Muskogee, OK 74402. Phone 918-682-2488.

Can you sell? Exclusive oldies format, Paul Harvey in a medium size market? Long established leader, with growth opportunity to management - profit sharing. We need experienced salespersons who know they can produce. Call Russ Boyd 515-424-1023.

Sales manager. Seeking highly motivated and aggressive sales manager to live and work in beautiful western North Carolina. Must be able to sell at all levels. Experience necessary. Get in on the ground floor with fast growing AM station targeting mature listeners. Willing to get to North Carolina to meet with general manager and owners. Enjoy life and work. Call General Manager 704-253-1310.

HELP WANTED ANNOUNCERS

If you are talented, unusual, creative, fun-loving and a little bit whacko... come to the Gulf Coast to work and play at a hot rock station on the rise to be #1 in the market. You get paid for having fun and putting on a great show. We all get talked about in the market. Send resume to Box G-106. EOE.

Easy listening personality for 50KW Carson format station in Mid-Ohio Valley, WYPC, Box 448, Gallipolis, OH 45631. EOE.

June openings. Wakeup air/news or news/air. Need pleasant voice, excellent diction, smooth reading. Intelligent, hardworking beginner considered. Upstate New York. Box H-43.

Intelligent, professional announcer for overnights on America's most aggressive, progressive easy listening station. This is not a throwaway shift. Tape, resume to Lee Martin, Director of Programming, WLIF, 1570 Hart Road, Baltimore, MD 21204. No phone calls. EOE.

Iowa FM looking for versatile announcer who can handle air shift, news, sports and production. Send resume and cassette to: Jim McBride, KJJC, P.O. Box 464, Osceola, IA 50213.

HELP WANTED TECHNICAL

Chicago's metrowest leader AM/FM combo is currently accepting applications for chief engineer. This department leader must possess experience and excel in studio maintenance, transmitter maintenance and people skills. Solid background in high power FM and AM directional. Must possess very neat construction habits, organizational skills and general class license. Resume to Chuck Williams, General Manager WYSY/WMRO P.O. Box 2010, Aurora, IL 60507. A Beasley Broadcast Group station. Equal opportunity employer.

Hands on chief engineer needed for AM & FM in Tallahassee, FL. Prefer 5 years minimum experience. SBE certification and strong technical background. FM soon to upgrade to 1400' tower facility. Send resume to: Bruce Timm, P.O. Box 1E74, Tallahassee, FL 32302.

Ohio/Indiana broadcast group looking for engineer with experience in AM, FM, automation/transmitter repair. Send resume and salary requirements to Dennis Rund, The Findlay Publishing Company, P.O. Box 1507, Findlay, OH 45839. EOE.

Chief engineer sought for So Calif AM/FM. Engineering degree preferred. 3 yrs. experience required. Resume to Gen. Mgr. KMEN/KGGI, Box 1290, San Bernardino, CA 92402. EOE. MF.

HELP WANTED NEWS

Combo play-by-play sportscaster and salesperson or newscaster for medium market southern California FM. Send tape and resume to Mike Thomas, KMYX, PO Box 5192, Ventura, CA 93003.

Established Midwest AM/FM has great opportunity for newscaster with minimum one year experience. Afternoon shift plus Saturday mornings. Lots of community involvement. Send air check plus resume to J. McCullough, WLPO/WAJK, PO Box 215, LaSalle, IL 61301.

Anchor/reporter. Good delivery, strong writing skills. Weekday afternoons, Saturday morning, night meetings. Tape and resume to WZOZ-FM, Box 1030, Oneonta, NY 13820.

Six fulltimers aren't enough! Active local news station in East wants anchor/editor/reporter with commercial experience. Box H-40.

Big Ten hoops! Basketball play-by-play and assistant sports director position. Hockey play by play plus. Send salary requirements, tape and resume (no calls) to Jeff Tyler, Program Director, WTSO, Box 8030, Madison, WI 53708. EOE.

AM/FM in Ogdensburg, NY, looking for news anchor/reporter. Strong delivery and crisp broadcast writing essential. Rush T & R and writing samples to Pat Tocaltian, WSLB/WPAC, PO Box 239, Ogdensburg, NY 13669. EOE.

Sportscasters to do sports talk on national radio network. Starting salary \$20,000. Minimum 3-5 years experience. Call Lee 617-822-4788, 9-5 EST.

News director for leading 50,000 watt AC. Tapes to Curt Hansen, WEBE 108, 50 Washington Street, Norwalk, CT 06854. EOE.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

Operations: Enthusiastic, versatile person for news, production & more at growing FM satellite country station, T & R. Operations. WCCO, 1520 N. Rock Run Drive, Joliet, IL 60435. EOE.

SITUATIONS WANTED MANAGEMENT

Major market pro, local/GSM/national experience. seeks metro-medium GM or large market SM opportunity. Excellent references. 305-437-5839.

I find good people and lead them to create great radio stations. Medium and major market G.M. and former owner. Experienced with start-ups, turnarounds and improvement of already successful facilities. Put my wealth of experience and skill to work for you. Box G-105.

Experienced GM/GSM looking for position in the New England area. Contact Bob Mooney, 9 Connolly Drive, Groton, MA 01450 517-448-2614 (Call after 6 p.m.)

13 years experience in one ownership group, 8 years station manager and 5 years sales at KWIX/KRES, Moberly KAAN, Bethany, KJEL, Lebanon, all Missouri, owned by Jerrell Shepherd, Moberly, Missouri. 37 married, college graduate, Steve Cochren 417 Harris Lane, Lebanon, MO 65536 417-588-3818 (evenings).

Experienced general manager: Sales and bottom-line driven; currently employed is looking for a long term challenge. Large and medium markets desired or smaller market with equity opportunity. Talk to a proven leader. Box H-54.

Do you have an operation that needs help? We may both get what we want. Strong background in programing, operations, and sales. Open for management possibilities in Kentucky, Tennessee, and borders. Box H-47.

SITUATIONS WANTED SALES

I sell radio! Selling GM or GSM. Prefer urban, country AM information. Call Don 301—742-1345. Will relocate.

SITUATIONS WANTED ANNOUNCERS

Young, personable announcer with sales and production experience looking to relocate near Southeast coast. Looking for long term. Box H-6.

Announcer looking for boardshift and production, possibly leading into more responsibilities. Bill, 308—534-1211.

SITUATIONS WANTED TECHNICAL

CE, with big production voice. Over 10 years hands-on engineering experience. Strong maintenance, repair and installation skills. Seeks CE position with production in a competitive top 100 market. 704—563-8676.

Engineer specializing in transmitters desires position with professional broadcaster, consulting firm or manufacturer. 22 years experience, SBE certified, has own test equipment. Box H-30.

SITUATIONS WANTED NEWS

Sports play-by-play position is wanted. 5 years sales experience. Will relocate anywhere. Combo sports-selling position can be accomplished. Call Bill at 803—223-4755.

8 A.P. awards for best PBP. Your coverage can sound like more than just another game. 303—241-6452.

Wheeling news/talk ND, talk experience, seeks larger market anchor/reporter job. Prefer East, surrounding states. After 4 pm, 412—225-0969.

Eager, enthusiastic, hard-working college grad with experience in sports PBP/color and news reporting/anchoring. Looking for a place to start, willing to relocate. Call Marc Ernay anytime at 201—287-3327.

Financial news programing: Fully licensed financial professional with over two years experience writing and reporting brief financial news spots on daily basis. Have reported on over 20 stations across the nation. Various formats, network affiliates, etc. Suprisingly low cost. Everyone is looking for high-integrity timely financial news these days. Box H-50.

SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

Classical broadcaster with exceptional background and capabilities seeks PD position with major fine arts station, public or commercial. Box H-53.

PROGRAMING

Exciting new format! Confidentially contact: Consultant, Box 2741, Montpieler Station, Laurel, MD 20708 -- "Where the numbers live".

TELEVISION

HELP WANTED MANAGEMENT

Local sales manager for group owned affiliate in fast growing market. Must possess strong sales track record with ability to train and motivate. Send resume to GSM, WBKO, Box 13000, Bowling Green, KY 42102. No phone calls. EOE.

General sales manager of market size 100+. Western network affiliate. Applicants must be aggressive, self slrater, people and leadership skills, possess strong marketing abilities, and be a motivator. This is an ideal position for a sales manager with a proven track record to move into general manager position. Applicant must be presently employed and have minimum of 5 years in television sales management. Send resume and details to Box H-24. EOE.

Management opportunity: Midwest independent seeks successful account executive to train as local sales manager. Reply in confidence Box H-39. EOE, M/F.

Promotion manager. Top 50 NE affiliate. Prior experience as manager or assistant. Must be able to take projects from conception to air. Box H-35.

Traffic manager: A great opportunity for person with Col-umbine experience. Midwest location. Call Ms. Kollstedt in confidence. 513—351-9112. EOE, M/F.

Director of development & community relations: University of Florida Public Broadcasting position for WUFT-TV/FM. Develops and coordinates fundraising and promotion activities including membership/special fund drives, special events, promotion and corporate support. Develops goals for acquisition of community financial support for WUFT-TV/FM and is liaison with Friends groups. Requires Master's in marketing, communications, business administration, or related field, plus two years' directly related professional work experience; or a bachelor's plus four years' experience as above. Prefer public broadcasting experience in fundraising. Salary range \$27,470-49,400. Anticipated hiring range: \$35,000-38,000. To apply: Send cover letter referencing position #83824 and resume to Mr. Steven Wing, Central Employment Center, 446 Stadium West, University of Florida, Gainesville, FL 32611. Deadline: June 1, 1988. It is university policy to conduct all searches in the open subject to the provisions of existing law. Equal employment opportunity/affirmative action employer.

HELP WANTED SALES

Sales manager: For UHF network affiliate in Midwest. Strong television sales background required. You may be an account executive now but feel you are ready to lead. Please send resume to: Box H-13.

Television syndicate salespersons: Experienced salespersons for major market sales of television program to broadcast stations. Drea against substantial commission. All travel expenses paid. Contact Telstar, Inc., P.O. Box 388, Westport, CT 06881. Telephone 203—2263379.

Pacific Northwest network affiliate is looking to fill a newly created position of sales and marketing director. The candidate selected must have proven creative sales and presentation skills and possess the ability to coordinate special events for client/dealer groups. Send resume and letter of introduction to: GSM, KREM-TV, P.O. Box 8037, Spokane, WA 99203. EOE, M/F/H.

Account executive for "on fire" Fox affiliate in top 50 market. Career opportunity for experienced, aggressive, marketing oriented person. Resumes to: Box H-42.

Local sales manager. S/W major market independent. Must have experience in planning and executing local/regional and direct television advertising and the ability to manage seven salespeople and television inventory. Send resumes to Julio Bermudez, 8950 Kirby, Houston, TX 77054. TVX is an equal opportunity employer.

HELP WANTED TECHNICAL

Maintenance technician: Installation and repair of studio equipment. Some design, planning, and training responsibilities. Rotating shift including nights and weekends. Requires associate's degree in electrical technology or equivalent formal training, plus experience in electronic repair/troubleshooting. FCC license or SBE certification. Send resume: Manager of Human Resources, WMHT-TV, Box 17, Schenectady, NY 12301. EOE.

Maintenance technician. Aggressive New England independent station seeking a maintenance technician. If you are self-motivated with an extensive technical background, looking for a challenging opportunity to join a fast-growing team, please send your resume in confidence to Box H-16.

Chief engineer: WMCC TV-23, Indiana, is seeking a chief engineer, must have 5 years experience as chief or as assistant chief, in medium to large market station. Send resume to: Dave Turner, 2250 Seymore Ave., Cincinnati, OH 45212. WMCC TV-23 is an equal opportunity employer.

VT editor: Prefer experience with AMPLEX VPR3's and ACE MICRO. Send resume: Manager of Human Resources, WMHT-TV, Box 17, Schenectady, NY 12301. EOE.

Remote truck supervisor: Florida based firm has an immediate opening for a remote truck supervisor/maintenance engineer in the Chicago area. Must have 5 years broadcast television experience. Must be a self starter, motivator, highly organized and possess excellent client relations. Travel required. M/F EOE. Send resume to: Bill McKechney, F&F Productions, Inc. 10393 Gandy Blvd., St. Petersburg, FL 33702.

Engineer for cable ad company, maintain 3/4" studio and field equipment. Travel within 100 miles radius, company vehicle. Salary commensurate with qualifications. Resume: Box 15434, Hattiesburg, MS 39404.

Chief engineer: Top 50 market group-owned network affiliate is seeking a chief engineer. Some group corporate responsibilities included. Along with total supervision of day to day engineering areas of the station, position will be involved in special projects, capital expenditures and long range planning. Ability to effectively manage people as well as equipment is a requirement. Experience as a chief engineer is required. Send resume with salary history, to Box H-44. An equal opportunity employer.

Chief engineer needed for network affiliated coastal sunbelt station. Prior experience necessary. EOE, M/F. Send resume to Box H-49.

Master control/video tape operator. Fox Television, KRIV in Houston is seeking a qualified master control/video tape operator. Must have 3 years broadcast television experience and must be able to operate 1", 1/2", and 3/4" VTR's. FCC license is required. Please send resume to KRIV-TV, P.O. Box 22810, Houston, TX 77227. Attn: Personnel Dept. No phone calls. EOE.

HELP WANTED NEWS

Evening anchor. Aggressive small market news team seeks seasoned reporter with solid producing skills and camera charisma to join top male anchor for 6 & 11 casts. No beginners. No phone calls. Letter, videotape, resume and salary hopes to: ND, WVIR-TV, P.O. Box 769, Charlottesville, VA 22902. EOE.

Reporter - We are looking for the best. If you are a strong writer, aggressive, independently motivated and streetwise, you should apply for this reporter position. Send tape and resume to Billye Gavitt, KWTW-9, P.O. Box 14159, Oklahoma City, OK 73113. M/F. EOE.

News director: Number one station looking for the best. If you have superb managerial skills along with the aggressiveness that it takes to be with the number one station in the market...then you should apply. We already have at the top tools and technology and the best newpeople going. If you're the person we're looking for then rush resume and philosophy outline to A.R. Sandubrae, Station Manager, KWTW, P.O. Box 14159, Oklahoma City, OK 73113. All replies will be handled confidentially. EOE, M/F.

Travel reporter: We need an excellent writer/talent/producer for news & magazine style TV features. Extensive world wide travel. Hands-on offline editing experience a plus. San Francisco company. Send resume and tape to: Reporter, Prod. Dept. 1160 Battery, Suite 100, SF, CA 94111.

News photographer wanted by 60's market NBC affiliate looking at expansion. Must have 2 years experience. No beginners. Send tape with resume to Jon James, News Director, WHO-TV, 1801 Grand Ave., Des Moines, IA 50308.

Large, Southeastern net affiliate continues its search for the best newscast producers around. Experience, creativity and the ability to lead and motivate people are the requirements. We're equipped with SNG, Newstar and Beta. We offer excellent compensation and a commitment to award-winning television news. Send resume and brief writing sample to Box h-21. EOE.

Reporter: Is your reporting a "cut above"? Your writing and producing "special"? If so, and you have minimum five years television news experience, I'd like to see your work. Send non-returnable tape, resume, references to Ken Middleton, WTSP-TV, (Tampa-St. Petersburg), P.O. Box 10,000, St. Petersburg, FL 33733. EOE.

Southeastern top 80 market looking for anchor to complement our female co-anchor in growing news operation. Need enough experience to step in and help immediately. Candidates need dedication, a willingness to learn and grow, good reporting skills, and the ability to handle both hard news and softer features. Prefer someone who understands and appreciates the Southeast. Send tapes and resumes quickly to Rich Klos, News Director, WDEF-TV, 3300 Broad St., Chattanooga, TN 37408. No phone calls please. EOE.

Weathercaster, West Coast, dynamic personality and strong weather experience. Spanish speaking candidates encouraged to apply. Reporter, major Midwest market, strong journalist. Resume, non-returnable tape, references, current salary: Joseph Barnes & Associates, Television News and Promotion Consulting, 930 Granite Court, Martinez, CA 94553.

Assignment editor: Idea and people person to be spark-plug of 21 person staff, and get the most out of our people. NBC affiliate in medium market. Tape, resume to Jack Keeffe, WICD-TV, Box 3750, Champaign, IL 61821. EOE/M/F.

News director/anchor Aggressive small market station wants news director/anchor combination to finish the job of taking us to the top. Amazing staff and equipment for the market size and a commitment from ownership down. If you want to move up and have fun doing it send letter, resume and salary requirements to Box H-41.

Co-anchor/reporter. To join male anchor on weekday 6PM newscast. Two years experience minimum. Send resumes & tapes to George Stephenson, WSEE-TV 35 (Price Communications), 1220 Peach Street, Erie, PA 16501. EOE.

Managing editor. Top 50 network affiliate looking for strong manager to lead aggressive, award winning show. Must have strong background in reporting, photojournalism or producing. Ability to work with people a necessity. Resume and references to Box H-37. EOE.

Executive producer. Outstanding individual to work with news director in coordinating dynamic on-air presentation. Will be responsible for producing early hour newscast and election coverage. Resumes to Craig Alexander, News Director, WTVQ-TV, Box 5590, Lexington, KY 40555. EOE.

Shine in the Tampa Bay sun! News, weather, sports, production, and promotion. We're looking for broadcast professionals who don't mind a little sand in their shoes! Send resume/references/salary history/non-returnable demo tape. P.O. Box 22607, Tampa, FL 33622-2607

HELP WANTED PROGRAMING PRODUCTION & OTHERS

LESEA Broadcasting Corporation, A Christian broadcaster with television stations in South Bend, Indianapolis, Tulsa Honolulu and construction permits for Denver as well as Kenosha, Wisconsin, currently has opening in operations, traffic, engineering, production and sales. Send your confidential resume to: Peter Surrall, GM, LESEA Broadcasting, P.O. Box 12, South Bend, IN 46624

Senior editor. Growing facility in Pittsburgh seeks person with 3-5 years experience in 1" editing. Must have ADO experience. Send resume to Box G-97.

KTVN-TV, Reno, is looking for a creative person who is highly organized, a good writer, producer, and possesses good managerial skills to run its promotion department. Individual must be able to balance creative and administrative details, be a good writer with visual sense, have a strong working knowledge of current video production and post production technology, and experience in designing print, radio and outdoor advertising. Send resume and salary requirements to: Dennis Siewert, KTVN-TV, P.O. Box 7220, Reno, NV 89510. Equal opportunity employer.

TV producer/director: No. Calif. station expanding into advertising production needs energetic person to manage production dept. including sales. Must have technical directing, lighting and engineering experience. Salary and comm. Send resume only. Box H-10.

Commercial producer. We have an opening for a creative professional to lead our commercial production efforts. A minimum of 1-2 years experience necessary in all phases of commercial production. Resume, tape, salary history to: Daniel Kurtz, Director of Creative Services, WVVA-TV, Inc., P.O. Box 1930, Bluefield, WV 24701 EOE.

Associate director: WVVA-TV has an excellent opportunity for a highly motivated and experienced associate director. College degree preferred. Must have experience directing and switching newscasts, commercials, public affairs, and promotion production. Knowledge of studio and location camera operation, lighting and set construction necessary. Quality-minded applicants send resume to Rob Gray, Production/Operations Manager, WVVA-TV, 801 Wavy Street, Portsmouth, VA 23704. No tapes or phone calls accepted. Deadline for receipt of applications is May 18. EOE.

Director. We need a creative, experienced director to join our team for the market's number one newscast. One year's directing experience is a must. Send tape, resume, and salary requirements to: Dan Kurtz, Creative Services Director, WVVA Television, Inc., P.O. Box 1930, Bluefield, WV 24701. No phone calls accepted. EOE.

Television/camera operator - Television station in northern Florida looking for a good camera operator with a broad variety of studio skills and Chyron IV background. Excellent opportunity for a team player willing to work hard to get ahead. Send resume, references and salary requirements. No tapes. Deadline 5/10/88. Reply Box H-28.

TV production director wanted for young, independent station. Write, shoot and edit local commercials and some directing. One-person department. Multi-talented, responsible, hard-working persons only. Resumes to K49AZ-TV, P.O. Box 1924, Twin Falls, ID 83303. EOE/MF.

Television producers. Two full-time professional positions; one located in Bangor and one in Portland. Assignments for Bangor producer will primarily be public affairs programming. Portland producer assignments will be general productions. Both positions must have proven experience in studio and remote productions including directing, videography, editing, coordinating and managing project budgets. Bachelor's degree in broadcasting desired. Applicants for public affairs producer must include production experience in newsgathering, and/or public affairs programming. Salary range—\$16,500-18,000 plus excellent benefits. Send letter of application and resume postmarked by May 20, 1988, to: Suzanne Torrey, Director of Human Resources, Maine Public Broadcasting Network, 65 Texas Avenue, Bangor, ME 04401. An equal opportunity/affirmative action employer.

On-line editor: National program service located in Hollywood. Great environment. Should be flexible, creative. Convergence, DVE, GVG-200. \$30-\$40,000. Call Rick Portin. 213-460-6975.

Promotion director, beautiful West Coast market. Strong on news promotion. Resume, non-returnable tape, references, current salary: Joseph Barnes & Associates, Television News and Promotion Consulting, 930 Granite Court, Martinez, CA 94553.

Promotion producer. Medium market, Mid-Atlantic needs production pro who can script, edit, implement promotion plans. News a priority. Box H-36.

Program syndication/station sales: Great opportunity for experienced pro to place our live sports events on regional network of stations. Send resume and salary requirements to Creative Sports Marketing, 7621 Little Avenue, Suite 516, Charlotte, NC 28226.

Commercial producer/announcer/writer. Need experienced director with skills in location and studio tape production. Send 3/4" demo cassette with photo to Lew Koch, Operations Manager, WAAV-TV, P.O. Box 2555, Huntsville, AL 35804. EOE.

Ready to direct? Or directing already. Production company specializing in broadcast promotion seeks an additional director. Send letter, resume and reel to: President, PRIME Productions, 207 S. State Rd., Upper Darby, PA 19082.

If your first love is photography, and you've got a killer reel, we want to see it. Top 20 network affiliate needs an experienced photographer with an eye for outstanding station promotion. We are looking for a high degree of lighting skill, top notch editing and some knowledge of ADO. Some film experience helpful, but not required. Send your resume and reel to: Ginney Morris, KSTP-TV, 3415 University Ave., St. Paul, MN 55114. Equal opportunity employer, M/F.

SITUATIONS WANTED MANAGEMENT

Sharp professional radio television news, sports director anchor, solid sales, promotional, managerial, talk background. 904-673-5215

General sales manager—professional/innovative/aggressive/goal-oriented/motivated by challenge—extensive experience with group-owned operations in local sales/sales management and on-job experience with national at both station/rep level with both affiliates and independents—knowledge of retail development/media research/traffic systems/inventory control. Reply Box G-80.

SITUATIONS WANTED TECHNICAL

Free lance mobile video/transmission/maintenance engineer. 15 years staff or free-lance experience with all major networks and mobile production facilities. For resume and information. 412-264-4756.

Technical EIC/video engineer: 15 years television experience including major television network and nationwide production facility. FCC licensed/SBE senior television certified. For resume and information. 412-264-4756.

Electronic tech looking for a technical position in television or radio. Prefer Plains, Midwest, or Rockies. 312-345-4700 ext. 8176 ask for Don.

SITUATIONS WANTED NEWS

Sportscaster: Charismatic & knowledgeable personality in #150 seeks mid market opportunity. Will make a lucky news director very happy. Box H-26.

CAM/editor. Responsible, dependable, motivated, hard-working, eye for detail, extensive ENG/EFP experience, versatile willing to relocate. Vaughn, 313-773-6977 or 313-569-0101, ext. 13.

Weathercaster or reporter/weathercaster position sought by highly experienced, personality-packed reporter with passion for meteorology. All markets considered. Contact through: 607-785-8128.

Meteorologist, grad May, 1988, seeking entry-level on-air position. Top-20 intern experience, some on-camera. Tape available. John Lewis. 314-821-3872.

Personality with your precipitation. Smiles with your sunshine. Meteorologist, 15 years top twenty, AMS seal. Reply Box H-45.

Money no object! 10 year radio SD w/TV PBP/editing skills. Seeks entry level TV sports anchor/reporter position. Syracuse University degree. 704-529-6514.

15 years of accomplishment and stability in radio. Announcing, news, sports, management. Would like to bring my experience and maturity to television. On-air desired. Wayne 303-453-1582.

WX caster for small market, temporary or morning position, preferred, in the South Carolina area. 3 years experience in radio and 2 years behind the scenes with affiliated TV newscast. Warm and funny, inspite of intelligence and beauty! Perfect for station seeking black female or "other." 704-547-4865.

SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

Producer/director/camera/editor: 7 years experience. Betacam, 1", 3/4" SP, and Sony 900 edit system experience. Creative hardworking individual with strong technical ability. Looking for a position in western New York area. Box H-29.

Aggressive broadcasting graduate with minimum experience seeks entry level production position in television. Experience in film and television on location shooting. Michael 415-672-2178

PRODUCTION SERVICES

Got Vidifont blues? We offer an alternative Graphics V training program that stresses a thorough understanding of the basics plus consistency in their applications. Vidivote and Font Compose training are also available. Call ProTech Graphics at 219-233-6192.

MISCELLANEOUS

Be on TV Many needed for commercials. Casting info. 1-805-687-6000 ext. TV-7833.

News ratings down? Winning newscasts can tell you why, with specific recommendations. Multi-award-winning newscaster will evaluate your news, weather, and sports in 16 critical categories. Send for details: 4713 Panorama Drive, Huntsville, AL 35801

Primo People seeking newscast producers, executive producers and news directors all market sizes. Send tape and resume to Steve Porricelli or Fred Landau, Box 116, Old Greenwich, CT 06870-0116. 203-637-3653.

Entry-level opportunities nationwide! News, sports, production, sales, promotion, public relations. Media Marketing, P.O. Box 1476-PD, Palm Harbor, FL 34682-1476. 813-786-3603.

ALLIED FIELDS

HELP WANTED INSTRUCTION

Florida International University. The State University of Florida at Miami invites applications for a tenure track position in telecommunication for innovative, professionally oriented undergraduate -- and beginning in Fall -- graduate mass communication program. Responsibilities include teaching courses in basic writing, broadcast writing, broadcast management, principles of broadcasting, and video field production. Strong commitment to research and/or creative/professional work is expected. Student advising and active participation in university and department committees is required. The successful candidate should have at least three years full-time teaching experience at college level and a demonstrated record as a successful professional in his/her field. Master's degree is required, PhD preferred. Professional experience in Latin America is a plus. The position at the assistant/associate professor level is available Fall 1988. FIU's Department of Communication has grown 60% in the past three years. It currently has 400 undergraduate majors and expects to become a school later this year. Send application, vita, at least three letters of recommendation, and writing samples to Dr. Peter Habermann, Chair, Telecommunication Search Committee, Department of Communication, Florida International University, North Miami, FL 33181-3601. Deadline is May 30, 1988. Florida International University is an affirmative action, equal access, equal opportunity employer.

Chairman. Department of Communication, Stephen F. Austin State University. Responsible for leadership of an academic unit consisting of undergraduate and graduate programs in speech, journalism and radio-television. Applicants must have an earned doctorate and demonstrate excellence in teaching and research. Media experience and commitment to service concept highly desirable. Successful candidate must have an interest in both undergraduate and graduate program planning. In addition, the successful applicant must hold an integrated departmental perspective. This will be exhibited by the capacity to envision future resource and curriculum development in a unified, message-centered and skills-based context. This is an eleven-month appointment with one-half time teaching required. Rank and salary dependent on qualifications. Three letters of recommendation required. Send application letter and resume by June 1, 1988, to: Dr. Robert T. Ramsey, Chairman, Search Committee, P.O. Box 13002, SFA Station, Nacogdoches, TX 75962. Stephen F. Austin State University is an affirmative action equal opportunity employer.

Telecommunications. (Full-time, temporary position) The Dept. of Telecommunication at Michigan State Univ. is seeking an asst. professor or instructor to teach audio and video production with an emphasis in advanced interfacing techniques. Other teaching from include: production management, marketing, distribution, corporate media, aesthetics, remote production. Requires evidence of effective teaching, professional production experience, academic training in field of specialization. M.A. required, Ph.D. preferred. Salary competitive. Application by May 1 or until filled. Start September 1. Submit letter of application, vita, graduate transcripts and teaching experience to: Gary Reid, Chair, Faculty Search, 409 Communication Arts & Sciences Building, Michigan State University, East Lansing, Michigan 48824-1212. 517-355-8372. MSU is an equal opportunity employer.

Graduate assistantship in radio/television/film (stipend plus tuition waiver). Also five undergraduate degree options. Contact: Dr. William Ramin, Department of Communication Arts, Northeast Louisiana University, Monroe, LA 71209. 318-342-2144. EOE/AA.

Broadcast Journalism. Marshall University seeks an instructor/assistant professor/associate professor of journalism to teach undergraduate and graduate courses in broadcast news (an ACEJ/MC accredited sequence). This is a tenure-track position. Salary and rank commensurate with qualifications and experience. Master's degree and professional experience required. Preference will be given to those with previous teaching experience. Deadline is May 20 or until position is filled. Send letter, resume and the names of three references to Dr. Deryl Leaming, Director, W. Page Pitt School of Journalism, Marshall University, Huntington, WV 25701. Marshall University is an equal opportunity, affirmative action employer.

HELP WANTED MANAGEMENT

Ithaca College School of Communications. The School of Communication seeks a media director/producer for its professional production unit. Responsibilities include managing, coordinating and administering the day-to-day operation of film, video and multi-image contract productions at the college. Bachelor's degree with strong managerial and professional production experience required; Master's degree preferred. Send letter of application, including resume and list of references to: Jeff Taylor, Chair, Search Committee, Professional Production Unit, School of Communications, Ithaca College, Ithaca, New York 14850. 607-274-3242. Screening will begin May 24, 1988, however, applications will be accepted until the position is filled. Position to begin July 1, 1988, or as soon after that date as possible, but no later than August 1, 1988. Ithaca College is an affirmative action/equal opportunity employer.

HELP WANTED TECHNICAL

Major Southwest production facility needs maintenance engineer. Must have minimum 4 years experience in broadcast or 1" post-production facility. All replies will be confidential. Send resume to: Texas Video & Post, 8964 Kirby, Houston, TX 77054.

Established southern California commercial post production company has opening for an experienced broadcast engineer/technical manager. Electronic knowledge of CMX, Sony 1", Betacam, ADO, etc., necessary. Send resume and compensation history to 1701 East Edinger, Ste. B-10, Santa Ana, CA 92705.

SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

Creative? You bet! General assignment reporter seeks new challenge in PR or corporate video. I'm a class act available now. Box H-31.

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.

Airlines now hiring. Flight attendants, travel agents, mechanics, customer service. Listings. Salaries to \$105K. Entry level positions. Call 1-805-687-6000 ext. A-7833.

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 June 11 and July 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-best prices. We buy TV transmitters, towers, and transmission line. Bill Kitchen, Quality Media. 303-665-3767

1" videotape. Looking for large quantities. 30 minutes or longer will pay shipping. Call 301-845-8888.

Wanted: Any Ampex 2, 4 or 24 track audio tape recorders, any condition. Also wanted any NEVE or API consoles any configuration any condition. Also wanted Lang and Pultec EQ's and tube mics. Please call Dave Rosen 818-707-9270

Help!!! Donated television equipment needed non-profit tax-exempt organization cameras, V.C.R.s, antenna, transmitter, switcher, monitors, any donation appreciated. 1-800-468-0055 extension 7959 - Elaine.

FOR SALE EQUIPMENT

AM and FM transmitter, used excellent condition. Guaranteed. Financing available. Transcom. 215-884-0888. Telex 910-240-3856.

FM transmitters **Harris FM 25K (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

50KWAM **Gates BC-50C (1966) on air w/many spares, in STEREO.** Transcom Corp. 215-884-0888, Telex 910-240-3856.

Silverline UHF TV transmitters. New, best price and performance. 35 Kw, 70 Kw, 140 Kw, 280 Kw, also brand new air cooled 10 Kw klystrade transmitter. Bill Kitchen or Dirk Freeman, Television Technology, 303-665-8000.

1000' Kline tower. Standing in Nebraska. Available immediately. Can move anywhere. Call Bill Kitchen, Television Technology 303-665-8000.

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.

Over 100 AM-FM transmitters in stock. All powers - all manufacturers - all spares. AM - 1Kw thru 50Kw/FM 1Kw thru 40Kw. World leader in broadcast transmitters. Besco Internacional, 5946 Club Oaks Dr., Dallas, TX 75248. 214-226-8967, 214-630-3600.

Kline tower: Overall height is 645 feet with two platforms. Tower will be dismantled by June 30th. Excellent condition. Ready for sale. WBRC-TV 205-322-6666.

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.

SMC 3060 automation system, complete in good working order. 4 Revox A77, 3 Carousel 350s, 3 RSC-50 random access controllers, control-switcher, 1 721 double play, 1 time announcer, power supply, 1 record deck, English logging encoder and printer, 4 racks, spare parts. Instant station! \$9500 or best. 916-842-4158. Gary Hawke.

Channel 3 antenna. 5 bay Superturnstile, RCA-TF5CL. On ground ready to ship. Will need feedlines and sails. Negotiable. WPSX-TV, Penn State University, 814-865-1423.

Grass Valley 100 switcher. Chyron 4100 EXB single channel, Otari MX-70 1" eight-track ATR, Evertz emulator to interface Otari with Grass Valley editor. All equipment like new. 314-533-1777.

Sony 3/4" editing system. Mint condition, virtually new. Priced for immediate clearance --- \$10,800! Includes player (5800), recorder (5850), control unit (RM-440), and two 12" receivers/monitors (CVM-1271). Contact J.M. Ragan. P.O. Box 5146, Clearwater, FL 34618-5146.

Channel 8 transmitter and antenna GE4TT6E2/4TF4A1 Good condition available immediately, Bill Kitchen 303-665-8000, ext. 101.

Blank tape half price! Perfect for editing, dubbing or studio, recording commercials, resumes, student projects, training, copying etc. Field mini KCS-20 minute cassettes, \$6.49. Elcon evaluated 3/4 videocassettes guaranteed broadcast quality. To order call Carpel Video Inc. 301-845-8888, or call toll free, 800-238-4300.

2 Farudja encoders. Like new. 202-333-3320 (Fritz).

Southern Tower Service Co., Inc. is now offering an expanding range of services: Tower modifications based on your engineering specs or ours. Antenna, transmission line and wave guide installation. Special mounts designed and fabricated to mount any antenna on any tower in any configuration. We also buy and sell, rent or lease, gin poles, used towers, transmission lines, etc. Send for complete list. P.O. Box 1387, Suffolk, VA 23434, Telephone: 804-539-8365. FAX: 804-539-2047.

We have M-format, AU-300s, AU-100s, AX-100s, AU-200s, Beta BVW-10s, BVW-40s, TK-28 film camera, 2 TK-29 film islands, VPR-20s, 2 new Ikegami SC-500s with lense, CCU, and cable only \$13.5K each. 2 TCR-100s for \$5K, Vital squeezeooms as low as 7K, Vital 114s as low as 6500. Grass Valley 1600-1As, 1600-1Xs, 1600-7K with EMEM and DVE. Call Media Concepts 919-977-3600, ext. 45.

Used towers: 450 ft. Rohn 83 P - \$10,000.00. 220 ft. Pirod AM - \$3,500.00. 254 ft. Truscon self-supporting - \$15,000.00. 430 ft. of 3/8" in heliax - \$2,000.00. DJ Enterprises 507-895-2285.

Consoles, cassette deck, reel to reel, turntables, etc. cartridge machine. Call Alex Efthymiou 312-889-5326.

Broadcast equipment (used). Transmitters, STLs, remote, antennas, monitors, consoles, processing, tape equipment, automation, turntables, Continental Communications. Box 78219, St. Louis, MO 63118. 314-664-4497.

FM and AM transmitters (used): Most powers. Continental Communications, Box 78219, St. Louis, MO 63118. 314-664-4497.

RADIO Help Wanted Technical

DIRECTOR OF ENGINEERING

Southern California based group owner of 15 radio stations requires seasoned manager to oversee its technical operations. Responsibility includes technical procurement, evaluation and, where necessary, upgrade of all stations, physical plant construction and modification and FCC compliance. Requires minimum of 10 years radio engineering, a significant portion of which is at the group level. Theoretical and practical knowledge of RF, management/administrative strengths and extensive knowledge of AM directional patterns. Send resume in confidence to:

Mr. Russ Hauth
Salem Communications
2310 Ponderosa Dr., Ste. 29
Camarillo, CA 93010

ASSISTANT CHIEF ENGINEER

Tired of keeping ancient equipment working for a station management which treats your department like a second-class citizen? Come join a company with a real commitment to doing engineering right. The top rated AM/FM combination in Philadelphia needs an assistant chief to join our team in completing a massive studio rebuild. If you bring with you at least three years' experience in AM and FM engineering positions, a desire to work with state-of-the-art equipment in a stable, pleasant environment full of growth opportunities, and hard-working "can do" attitude, we'd like to hear from you immediately. Please send resumes in confidence to Larry Paulasky, Chief Engineer, WPEN/WMGK Radio, One Bala Cynwyd Plaza, 3rd Floor West, Bala Cynwyd, PA 19004.



A GREATER MEDIA STATION

EQUAL OPPORTUNITY/AFFIRMATIVE ACTION EMPLOYER

Help Wanted Announcers

Major Market Morning Music Anchor

The format is FM soft adult contemporary. The need is for an intelligent, articulate and interesting male or female performer with presence. Talent only. Mindless card readers need not apply.

LCD Associates
Suite 452
301 North Harrison Street
Princeton, NJ 08540

Help Wanted Sales

PREMIERE RADIO NETWORKS NEW YORK • LOS ANGELES • CHICAGO

We have immediate openings for Senior Account Executives in our New York Sales Office. If you are serious about radio and committed to excellence, we need to talk.

All inquiries are confidential.

Address your information to:

Mr. Kraig T. Kitchin
Vice President
Premiere Radio Networks, Inc.
6255 Sunset Boulevard, Penthouse
Los Angeles, CA 90028
(213) 467-2346

RAB REGIONAL DIRECTOR

The Radio Advertising Bureau has an immediate need for 2 radio broadcasters with extensive sales experience (5-8 years) preferably at the GSM level to serve as regional representatives.

The ideal candidate will have outstanding speaking/presentation skills, a thorough knowledge of marketing and media issues, a demonstrated ability to close and a track record of success based in client-oriented selling. The individuals selected will be calling on owners, GMs and GSMs at radio stations, clients, ad agencies and local radio associations and must be intelligent, savvy, highly motivated, and a self-starter.

Salary is competitive. RAB is an equal opportunity employer. Send resume and compelling cover letter to Raymond Holbrook, Vice President for Station Relations, Radio Advertising Bureau, 304 Park Avenue South, New York, NY 10010

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 H-32.

Help Wanted Management

GENERAL MANAGER WANTED

Our group is looking for that unique person who can sell radio on the street, as well as manage and motivate others. In return, we offer an exceptional opportunity for personal and financial growth. We are a small market group expanding in the Northeast. Please forward your current resume to Box H-51.

For fast
Action Use
BROADCASTING'S
Classified Advertising

Help Wanted Management Continued

GENERAL MANAGER

Group owner is selling a solid medium market FM powerhouse and the new owners will assume G.M. duties. We have a great G.M. with no place at our other stations for him. Strong sales background, excellent with people, been through the battles and ready for a challenge with a quality owner. We'd move him if we could. For references and to arrange an interview contact Box H-4.

Situations Wanted Management

STATION AND GROUP OWNERS

Currently employed, successful, experienced, Broadcast Manager with a real understanding of the needed balance between station, community and profit. I am a team player who loves to WIN and knows how to build and motivate a WINNING STAFF. Box H-14.

PROFIT ORIENTED GENERAL MANAGER

Strong leader with unequalled skills in programming, sales, promotion and financials. Looking for an owner with an eye to the future. Prefer medium market in Top 100. Box H-12.

TELEVISION

Help Wanted Management

TECHNICAL OPERATIONS MANAGER

Fox Television WNYW, New York, has an opening for a results- & employee-oriented manager in the Engineering Department. The selected person will be responsible for co-ordinating and assuring quality control for all engineering operations.

Candidates must possess excellent knowledge of TV production techniques, be proficient in all areas of technical operations, and possess strong people skills. Position also requires a working knowledge of broadcast engineering standards and practices.

Candidates should have a minimum of 5 years experience in TV or related industry and a minimum of 3 years supervisory experience required.

Send resumes to:

FOX TELEVISION STATION WNYW
205 East 67th Street
New York, New York 10021

Att: Kathleen D'Angelo

FOX TELEVISION STATIONS, INC. IS
AN EEO EMPLOYER



From Communications Press—

Cable Programming Resource Directory 1987

A Guide to Community TV
Production Facilities and
Programming Sources & Outlets

More than 1,000 Community Programming Centers

The CPRD lists cable systems, access studios, schools, local governments and other organizations managing local cable channels—local origination, P-E-G and leased access. Provides detailed information about type and amount of programming produced and acquired, as well as budget, staff, equipment and other data.

For Independent Producers

The CPRD lists contacts at local cable channels who buy or borrow noncommercial programming, and program buyers at more than 50 national cable programming services—basic, pay and pay-per-view.

For Local Cable Programmers

The CPRD lists contacts at associations, government agencies and clearinghouses from across the U.S. and around the world that lend or rent PSAs, Video News Releases and longer-length video programming covering a wide range of topics and issues.

This unique guide to the field of local cable programming will plug you in to a national network of producers and programmers. Order yours today!

Only \$34.95, prepaid.

Next edition: 1989

Broadcasting Book Division
1705 DeSales Street, N.W.
Washington, D.C. 20036

Please send _____ copy(ies) of the CABLE PROGRAMMING RESOURCE DIRECTORY 1987. I enclose \$34.95 per copy.

Name _____

Address _____

City _____ St. _____ Zip _____

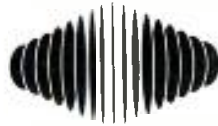
Help Wanted Management Continued

GENERAL SALES MANAGER

Does the prospect of building an advertising sales organization for a new company excite you? If so, Adlink has an excellent opportunity. We are a partnership of cable television entities formed for the purpose of interconnecting the Southern California cable television systems to sell regional and national spot advertising on basic cable networks.

The ideal candidate will have a college degree, a solid record of sales achievement in a major market with a **minimum** of 5 years broadcast or cable experience and a **minimum** of 3 years in sales management. Strong written, oral and interpersonal skills and the ability to work overtime and travel (occasionally) are also required.

Adlink offers a very competitive salary and benefits package. For immediate consideration, please send your resume along with salary history/requirements to **Adlink, 1900 S. Sepulveda Blvd., Suite 308, Los Angeles, CA 90025.** We are an equal opportunity employer.



ADLINK

Help Wanted Programing Production & Others Continued

FORMER NETWORK TV NEWS PRODUCER

Sought for a very lucrative (\$75K + minimum) L.A.- or N.Y.C.-based freelance position as a consultant to an expanding, high-powered TV publicity firm with national clients and contacts. We are a group of former producers doing TV publicity to high journalistic standards. We require the same commitment plus a good working relationship with the most influential contacts at the network TV news level. Work from your home year-round, on easy schedule. Send resume plus general outline of areas of media influence to:

PRIMETIME
240 MOUNTAIN VIEW LANE
MILL VALLEY, CA 94941

PUBLICIST

On-site Publicist needed for major syndicated talk show. Minimum two years of television publicity experience with some station background required. Excellent writing, communication skills and press contacts a must. Send resumes to: Burt Dubrow, Executive Producer, SALLY JESSY RAPHAEL, WTNH-TV, 8 Elm Street, New Haven, CT 06510.

PROMOTION MANAGER

WKBW-TV Buffalo, ABC affiliate. Head promotion department for market leader. Primary requisites: High voltage creativity, unthrottled thinking, colorfully aggressive verbally and visually, desirous of pushing the innovative envelope, dynamically edged and competitively spirited, community committed. Must be experienced in television production. Contact:



Stephen H. Kimatian
Pres. & G.M.
7 Broadcast Plaza
Buffalo, N.Y. 14202
E.O.E.

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 H-32.

Help Wanted News

TV NEWS DIRECTOR

Sunbelt small-market affiliate needs a news manager with the right stuff!!! Group-owned station has news expansion plans requiring an experienced, "hands on" leader at the helm. If you have television news credentials surpassed only by your desire to run your own news department, let us know. Send resume and salary requirements to Box G-59 EOE.

Help Wanted Programing Production & Others

SENIOR EDITOR

Lifetime Cabletelevision is currently staffing for its new playback and post-production facility in Astoria, Queens. We are seeking a highly skilled on-line Senior Videotape Editor with a minimum of 4 years experience required. Our state-of-the-art facility will include GVG/ISC 51 editor, GVG 200 switcher, Abekas A-62, Kaleidoscope, and Chyron Scribe. Senior Videotape Editor must be able to provide technical guidance to the post-production staff. Full Health benefits including Dental, 401K Savings Plan, Discounts. Interested applicants should send resume with salary history to:

Lifetime Cabletelevision
Attn: Personnel Manager
1211 Avenue of the Americas
New York, NY 10036

WRITER/PRODUCER ON-AIR PROMOTION

We're looking for a seasoned professional to join our Creative Services Department at our Top Market station. If you are an inspired writer, an innovative and conceptual thinker and possess a strong working knowledge of current video production and post-production technology, send us your resume. We're looking for an individual who is particularly strong in movie and entertainment promotion but who can jump in and take over on News projects when needed. If you are committed to producing high quality spots and your work reflects a discernible sense of humor we'd like to talk with you. Send Resume - including salary requirements - to box:

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ATTENTION AM STATION OWNERS!

Is there a format:

- 1) that generates cash from the first day and never stops?
- 2) that fills a vital community need, assuring positive listener and advertiser response?
- 3) that is virtually "ratings-proof"?
- 4) that requires only minimum staff and overhead?
- 5) that works for daytimers, directional, and less-dominant signals?

The answer to all these questions is "YES"! Let us show you how it can work for you.

Call:

Joel Rose
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216-526-6017



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...piling up profits
for sponsors and stations.
15-minute programs from
the golden age of radio.

PROGRAM DISTRIBUTORS ■ P.O. Drawer 1737
Jonesboro, Arkansas 72403 ■ 501/972-5884

Help Wanted Instruction

PENNSYLVANIA STATE UNIVERSITY



JAMES R. AND BARBARA R. PALMER PROFESSOR OF TELECOMMUNICATIONS SCHOOL OF COMMUNICATIONS FACULTY POSITION

The School of Communications at Penn State has opened a search for the newly-established James R. and Barbara R. Palmer Chair of Telecommunications. James Palmer, founder of C-COR Electronics, intends by the leadership gift which he and his wife have made to the University, to create a pathbreaking opportunity for telecommunications study.

The newly established School of Communications has five programs including an innovative BA in broadcast/cable studies.

The Palmer Chair will be a full tenured professor and would have primary responsibilities in creating a parallel innovative graduate program for cable, uniting technology and assessment with public policy and management issues in telecommunications. The Palmer professor would also be responsible for extensive program of seminars, conferences and research.

It is anticipated that the successful applicant will possess broad experience in telecommunications at a high executive level.

The position will begin in January, 1989. Salary is competitive. Send letters of application or nominations to:

Brian Winston, Dean and Chair
Palmer Search Committee
Box P-2

Penn State School of Communications
201 Carnegie Building
University Park, PA 16802

Application Deadline is September 1, 1988

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Women and Minorities Encouraged to Apply

Employment Services

10,000 RADIO-TV JOBS

American Radio TV

Up to 300 openings weekly over 10,000 yearly-The most complete and current job listings published ever by anyone. Disk Jockeys, Newspeople, Programming Engineers, Sales. **Money Back**

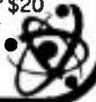
Guarantee- One week \$7.00 **Special:**

Six weeks \$1595. You save over \$20

AMERICAN RADIO TV JOB MARKET

1553 N. EASTERN Dept F

LAS VEGAS, NEVADA 89101



Public Notices

PUBLIC NOTICE APPLICATIONS FOR CABLE TELEVISION LICENSE BOLTON, MASSACHUSETTS

The Town of Bolton will accept applications for a cable television license pursuant to the regulations established by the Massachusetts Community Antenna Television Commission. Applicants may be filed at the address below until 1:00 p.m. on July 1, 1988. Applications must be filed on the Massachusetts C.A.T.V. Commission Form 100 and must be accompanied by a \$100.00 non-refundable filing fee, payable to the Town of Bolton. A copy of the application shall also be filed with the Massachusetts C.A.T.V. Commission.

All applications received will be available for public inspections in the Town Clerk's office during regular business hours and for reproduction at a reasonable fee.

This is the only period during which applications may be filed. There will be only one round of applications. The Issuing Authority Report is available with a minor modification.

Board of Selectmen
Houghton Office Building
Bolton, Massachusetts 01740

PUBLIC NOTICE

The Board of Directors of National Public Radio will meet in open session on Sunday, May 22, 1988, beginning at 9:30 a.m. in the St. Louis Ballroom of the Adam's Mark Hotel, Fourth & Chestnut, St. Louis, Missouri. The Committees will meet on May 21 at the Adam's Mark Hotel. Subject to amendment, the agenda includes: Chair's Report, President's Report, and committee reports.

Miscellaneous

VENTURE CAPITAL DEBT FINANCING

For broadcasters

Sanders & Co.

1900 Emery St., Ste. 206

Atlanta, GA 30318

404-355-6800

Business Opportunities

PARTNER

Seasoned broadcaster currently owning 3 radio stations looking for partner (silent but active) to build radio broadcast group. Individual must have strong financial background or be experienced known broadcaster. New York based. Box H-34.

Blind Box Responses

BOX ???

c/o Broadcasting Magazine

1705 DeSales St., NW

Washington, DC 20036

(No tapes accepted)

Wanted to Buy Stations

WANTED: STATIONS TO BUY

Lester Kamin has qualified buyers!
Financial services also available.
When you're ready to sell, call us.



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FM CP WANTED WILL CONSIDER BUYING FM CP ANY SIZE MARKET BOX H-33

CAL. STATION WANTED

Looking for small AM or FM in growth area. Up to 1.5M with or without terms. Minority cert. available. Reply with full financials or phone # to: President, P.O. Box 1290, Secaucus, NJ 07096.

For Sale Stations

BROADCAST MEDIA ASSOCIATES

RENO • 702-789-2700 • SEATTLE • 206-643-2116

MAJOR MARKET COMBOS & FM'S
\$2,500,000 - \$8,000,000

CALIFORNIA COMBOS & FM'S
\$900,000 - \$4,500,000

NORTHWEST COMBOS & FM'S
\$450,000 - \$2,750,000

CLIFF HUNTER
800-237-3777

Nationwide Media Brokers
Chapman
Associates

FLORIDA AM

Small central Florida growth market. Billings growing. Asking \$425k with 25% down.

JIM BREWER
904/730-2522

Utah AM/FM less than 150 miles SLC. Transmitter land included. \$265K with \$90K down. Contact broker: MECI, POB 1347, San Francisco, CA 94101. 415-221-2000 Ext. 11.

CLASSIFIED ADVERTISING IS YOUR BEST BUY . . .

This space could be working for you for a very low cost . . . and it reaches a most responsive audience.

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 Serving Aspen & Vail. Positive cash flow, well-equipped, assumable debt, upside potential

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Hogan - Feldmann, Inc
 MEDIA BROKERS - CONSULTANTS
 P. O. Box 146
 Encino, California 91426
 Area Code (818) 986-3201

Nationwide Media Brokers
Chapman Associates

TOP 100 COMBO
 Southeast suburban combo. Aggressive operator needed. Asking \$950k w/poss. terms.

ED SHAFFER
414/998-1100

- 100,000 watt CP plus fulltime on-air. Eastern S.D. \$380,000. Terms
- AM/FM near Terre Haute \$380,000. Terms
- 100,000 watts plus powerful fulltime in a Colorado city \$1.5 million

Broadcast Communications Division
BUSINESS BROKER ASSOCIATES
 615-756-7635 — 24 Hours

BILL - DAVID ASSOCIATES
BROKERS-CONSULTANTS

719-636-1584
 2508 Fair Mount St.
 Colorado Springs, CO 80909

Michigan FM/AM - Cash flow/terms
 Northwest FM/AM - \$100,000 down/terms

Jerry Dennon
THE MONTCALM CORPORATION
 206-622-6236

SOUTHEAST SUNBELT
CAPITOL CITY
CLASS C
\$1,700,000.00 CASH
Box H-27

SW FLA COASTAL
FM/AM COMBO
TREMENDOUS GROWTH
POTENTIAL
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CASH FLOWING
MIDWEST FM
 with B-1 authorization
 college town ■ small mkt. ■ \$560M

BURT SHERWOOD, INC
312-272-4970

BROADCASTING'S CLASSIFIED RATES

All orders to place classified ads & all correspondence pertaining to this section should be sent to: BROADCASTING, Classified Department, 1705 DeSales St., N.W., Washington, DC 20036.

Payable in advance. Check, or money order only. Full & correct payment MUST accompany ALL orders. All orders must be in writing.

Deadline is Monday at noon Eastern Time for the following Monday's issue. Earlier deadlines apply for issues published during a week containing a legal holiday, and a special notice announcing the earlier deadline will be published above this ratecard. Orders, changes, and/or cancellations must be submitted in writing. NO TELEPHONE ORDERS, CHANGES, AND/OR CANCELLATIONS WILL BE ACCEPTED.

When placing an ad, indicate the EXACT category desired: Television, Radio or Allied Fields; Help Wanted or Situations Wanted: Management, Sales News, etc. If this information is omitted, we will determine the appropriate category according to the copy. NO make goods will be run if all information is not included. No personal ads.

Rates: Classified listings (non-display). Per issue: Help Wanted: \$1.00 per word, \$18.00 weekly minimum. Situations Wanted: 60¢ per word, \$9.00 weekly minimum. All other classifications: \$1.10 per word, \$18.00 weekly minimum.

Rates: Classified display (minimum 1 inch, upward in half inch increments), per issue: Help Wanted: \$80 per inch. Situations Wanted: \$50 per inch. All other classifications: \$100 per inch.

For Sale Stations, Wanted To Buy Stations, Public Notice & Business Opportunities advertising require display space. Agency commission only on display space.

Blind Box Service: (In addition to basic advertising costs) Situations Wanted: \$4.00 per issue. All other classifications: \$7.00 per issue. The charge for the blind box service applies to advertisers running listings and display ads. Each advertisement must have a separate box number. BROADCASTING will not forward tapes, transcripts, writing samples, or other oversized materials; such materials are returned to sender.

Replies to ads with Blind Box numbers should be addressed to: (Box number), c/o BROADCASTING, 1705 DeSales St., N.W., Washington, DC 20036.

Word count: Count each abbreviation, initial, single figure or group of figures or letters as one word each. Symbols such as 35mm, COD, PD, etc. count as one word each. Phone number with area code or zip code count as one word each.

The publisher is not responsible for errors in printing due to illegible copy—all copy must be clearly typed or printed. Any and all errors must be reported to the classified advertising department within 7 days of publication date. No credits or make goods will be made on errors which do not materially affect the advertisement.

Publisher reserves the right to alter classified copy to conform with the provisions of Title VII of the Civil Rights Act of 1964, as amended. Publisher reserves the right to abbreviate, alter, or reject any copy.

Fates & Fortunes

Media

Appointments at Jones Intercable Inc., Englewood, Colo.: **Gregory Liptak**, VP, operations, to president. He succeeds **Glenn Jones**, who will retain his positions as chairman and chief executive officer; **John Mathwick**, VP, marketing, to group VP-marketing; **James O'Brien**, fund VP, to group VP-operations; **Kevin Coyle**, treasurer, to VP-treasurer.

William Roskin, senior VP, human resources, Coleco Industries, Hartford, Conn., joins Viacom International Inc., New York, as VP, human resources and administration.

Robert Nelson, VP and general manager, CBS-owned KNX-FM Los Angeles, retires. He is succeeded by **Charlie Seraphin**, news and programing director, CBS's KCBS(AM) San Francisco.

Len Spagnoletti, president and general manager, KGO-TV San Francisco, resigns to enter field of commercial real estate.

Thomas Bresnahan, VP and general manager, KFKF-AM-FM Kansas City, Kan., joins WMAL(AM) Washington as president and general manager.

Lee Carlson, general manager, KGMB(TV) Honolulu, resigns.

Jeff Evans, general manager, WFFT-TV Fort Wayne, Ind., named VP and general manager.

Appointments at KTRV(TV) Nampa, Idaho: **Rex McArthur**, station manager and acting general manager, to VP and general manager; **Diane Frisch**, program director, to station manager; **James Barto**, business manager, to treasurer and chief financial officer.

Brenda Brown, general sales manager, WCHY-AM-FM Savannah, Ga., named general manager.

Henry Strong, VP and general manager, WENE(AM)-WMRV(FM) Endicott, Pa., joins WPLJ(AM)-WKRZ-FM Wilkes-Barre, Pa., in same capacity.

Appointments at KNCN(FM) Sinton, Tex.: **John Marim**, sales manager, KLZE(FM) Los Altos, Calif., to general manager; **Randy Marx**, continuity director, KHFI-FM Austin, Tex., to operations manager.

Phil Maglione, account executive, WJOY(AM)-WQCR(FM) Burlington, Vt., joins WMRC(AM) Milford, Mass., as general manager.

Leigh Earle, general manager, WMYI(FM) Hendersonville, N.C., joins WFBC-FM Greenville, S.C., in same capacity.

Jim Bradenburg, production facilities supervisor, WTOL-TV Toledo, Ohio, joins KPLC-TV Lake Charles, La., as director of broadcast operations.

Appointments at CBS Television Network

affiliate relations, New York: **Lee Certilman**, account executive, J. Walter Thompson, New York, to district supervisor representing stations in Connecticut, Maine, Massachusetts, Michigan, New Hampshire, New York, Pennsylvania, Rhode Island and Vermont; **Kristen Jordan**, associate director of revenue and market analysis, to district supervisor representing stations in Kentucky, Maryland, North Carolina, Ohio, South Carolina, Virginia, West Virginia and Washington.

David Fogarty, manager of broadcast projects and senior producer, Twin Cities Public Television, St. Paul, Minn., joins Greater Dayton Public Television Inc., Dayton, Ohio, as director of broadcasting telecommunications.

Jay Golan, president, Jay Golan Associates, New York-based consulting firm specializing in marketing, development and strategic planning for large not-for-profit cultural institutions, joins The WNYC Communications Group, New York as director of development.

Cary Colwell, trust relations associate, University of Illinois Foundation, Champaign, Ill., joins noncommercial KAET(TV) Phoenix as major gifts-planned giving manager.

Marketing

Changes at DDB Needham Worldwide Chicago: **Al Wolfe**, president, U.S. Division, New York, resigns; **Vicki Mondae**, VP, management representative, to VP, group account director.

Steven Hunter, VP, Hunter/Brodsky & Associates, new business development company based in Carmel, Calif., joins Warren Anderson Advertising & Public Relations, Davenport, Iowa, as senior VP-client services.

Alan Cohen, director, marketing, NBC-TV, New York, named VP, network television marketing.

Alan McGlade, VP of programing and sales, Choice Television, Pasadena, Calif., joins Adlink, Los Angeles-based cable television advertising interconnect, as executive VP-general manager.



McGlade



Palumbo

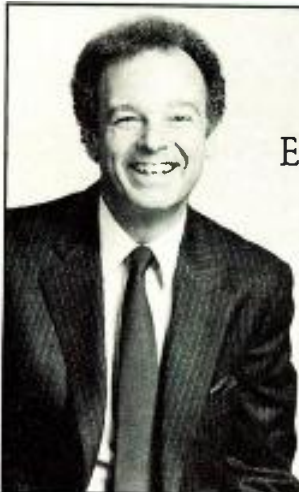
James Palumbo, VP-management supervisor, DMB&B/St. Louis, named senior VP.

Appointments at BBDO New York: **Eugene (Gene) Lofaro**, director of creative operations, and **Debra Starkman**, director of marketing sciences, to senior VP's; **David Freeman** and **Richard Hanson**, creative supervisors; **Richard Kronengold** and **Leonard Susman**, account supervisors; **Gail Stein**, international media manager, to VP's.

Appointments at Lintas: Campbell-Ewald, Warren, Mich.: **Harvey Briggs**, supervisor of Chevrolet's Motorsports advertising, to VP-supervisor; **LuAnn Rooney**, copy supervisor, to VP, copy supervisor.

Appointments at Turner Cable Network Sales, Atlanta: **Peter Gochis**, director for Western region, to VP, Western region; **Wes Hanemayer**, director of direct broadcast sales and operations, to VP, direct broadcast sales; **Robert Thalman**, director of marketing, to VP of marketing.

Appointments at Earle Palmer Brown, Bethesda, Md: **Robin Soslow**, creative group head, to VP, associate creative director; **Carla Marran**, VP, account supervisor, Rapp & Collins USA, New York, to account supervisor; **Pam Kenealy**, art director, to senior art director; **David Carlson**, art director,



The Most Experienced Executive Search Firm In Broadcasting.

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Executive Search and Recruitment
340 W. 57th St., New York, NY 10019
(212) 765-3330

The person you describe is the person we'll deliver.

Bozell, Jacobs, Kenyon & Eckhardt, Dallas, to senior art director; **Claire McCarthy**, account executive, Henry J. Kaufman & Associates, Washington, to senior account executive; **Sean Gleason**, assistant account executive, to account executive; **Molly Flynn**, billing manager, to assistant account executive.

Gary Simcox, director of operations, WGN-TV Chicago, joins Nissen Advertising Inc., Lakeland, Fla., as VP.

Dean Craun, account executive, KBAK-TV Bakersfield, Calif., named general sales manager.

Tom Gebhart, account executive, KOKE(AM) Austin, Tex., joins KNCN(FM) Sinton, Tex., as general sales manager.

Appointments at Katz Communications, New York: **Kim Capria**, marketing analyst, Katz Management Services, to senior marketing analyst; **Faith Oakes-Rossi**, account executive, Harrington, Righter & Parsons, New York, to sales executive at Katz American Television; **Meredith Sweeney**, associate consultant, Shearson Lehman/Hutton Corp., New York, to PC analyst at Katz Media Data; **Suzanne Abair**, senior research analyst, John Blair Communications, New York, to media analyst at Katz Management Services; **Renee Schops**, member of sales training program, to sales executive at Katz Independent Television.

Meredith Smulian, supervisor of spot buying management group, Dewitt Media Group Inc., named director of spot buying and barter management.

Appointments at Wyse Advertising, Cleveland: **Linda Sellers**, senior media planner, to media supervisor; **Daina Auzenburgs**, media estimator, to assistant media planner; **John Cimperman**, assistant account executive, to account executive.

Lisa Smith, media assistant, HBM/Creamer, Boston, named media analyst.

Sheldon Moss, account executive, WVEU(TV) Atlanta, named local sales manager.

John Brickley, regional manager of Boston office, Hillier, Newmark, Wechsler & Howard, New York, named regional manager of Detroit office.

Tony Adams, Newark, Ohio-based advertising sales manager, Times Mirror Cable Television, Irvine, Calif., joins Warner Cable

Communications Inc., Dublin, Ohio, as manager of national advertising accounts.

John Beebe, account executive specializing in agriculture sales, WGN(AM) Chicago, named national-agriculture sales manager at WGN and Tribune Radio Networks.

Jill Butler, national sales manager, KHGI-TV Kearney, Neb., joins KPTM(TV) Omaha as assistant national marketing manager.

Mitch Jackson, art director, Bozell, Jacobs, Kenyon & Eckhardt, Dallas, joins Gardner Advertising Co., St. Louis, as art director and associate creative director.

Appointments at D'Arcy Masius Benton & Bowles, St. Louis: **Laura Frerichs**, account representative, J. Walter Thompson, Chicago, to account supervisor; **Thomas Gooch**, account executive, Tracy-Locke Advertising, Dallas, to same capacity.

Melissa Brewer, account executive, KBCI-TV Boise, Idaho, and **Jeanne McKissic**, sales representative, American Directory Co., Seattle, join Northwest Cable Interconnect (NCI), Seattle, as sales representatives.

Cathy Taylor, public relations manager, Saatchi & Saatchi DFS Compton, New York, joins Grey Advertising there as corporate affairs account executive.

John Lynch, assistant account executive, HRP Television Station Representatives, New York, named Los Angeles-based account executive.

Anne Farrell, account executive, Torbet Radio, Dallas, joins Banner Radio there in same capacity.

Appointments at Seltel Inc., New York: **Nancy Mayers**, national sales manager, WSYT(TV) Syracuse, N.Y., to account executive; **Robert Bailin**, account executive, Dallas office, to same capacity in New York.

Denise Caminite, general sales manager, WBVP(AM)-WWKS(FM) Beaver Falls, Pa., joins WKBN-TV Youngstown, Ohio, as local account executive.

Jim Toellner, group sales manager, *Buffalo News*, joins WKBW-TV Buffalo, N.Y., as account executive.

Erik Amsel, managerial sales assistant, WYNY(FM) New York, named account executive.

Sally Goldstein, account executive, WIOQ(FM) Philadelphia, joins WPVI-TV there in same capacity.

David Jacobson, general sales manager, WCFX(FM) Clare, Mich., joins WCZY-FM Detroit as account executive.

Programing

Brian Firestone and **Bob Cohen**, sales executives, Barris Industries, Los Angeles, join Palladium Entertainment Inc., New York, as executive VP's.

Appointments at Arts & Entertainment Cable Network, New York: **Andrew Orgel**, VP, affiliate sales and marketing, to senior VP, programing and production; **Whitney Goit II**, VP, advertising sales and marketing, to senior VP, sales and marketing.



Katz

Howard Katz, executive VP, Ohlmeyer Communications Co., Los Angeles, named president and chief operating officer.

George Krieger, senior VP, home video and pay television, 20th Century Fox Film Corp., Los Angeles, named president and chief executive officer of CBS/Fox Co., New York-based partnership of 20th Century Fox and CBS Inc.



Hanson

Randall Hanson, VP, Western division manager, Worldvision Enterprises Inc., New York, named senior VP, domestic sales.

Appointments at Rainbow Program Enterprises (RPE), Woodbury, N.Y.: **H. Thomas Chestnut**, VP and general manager, SportsChannel, New York, to senior VP, planning and development, for SportsChannel network; **Robert Pollichino**, VP and chief financial officer, to VP, general manager of SportsChannel; **Andrew Rosenberg**, VP and assistant to president, to VP, financial and strategic planning; **Michael DiPasquale**, controller, to director of corporate finance.

Charles Ward, director of programing, Times Mirror Cable Television, Irvine, Calif., joins Reiss Media Enterprises Inc., New York-based owner and operator of Request Television, pay-per-view service, as Los Angeles-based VP, studio relations.

David Raith, director of internal activity for 1990 Goodwill Games, Turner Broadcasting System Inc., Atlanta, named VP and director-Goodwill Games.

John Fodor, director of marketing, Radio Express, Los Angeles-based international syndication company, named VP-general manager.

Ruth Dreier, music director, WNYC-FM joins The WNYC Communications Group, New York, as director of music and cultural programs at WNYC-AM-FM.

Geanne Finney, manager of daytime programs, East Coast, ABC Entertainment, New York, named director of daytime programs, West Coast.

Ellen Berliner Davis, network clearance coordinator, NBC Radio Network, New York, named manager of entertainment programing.

Sue Abruzzese, manager of programing, Madison Square Garden Network, New York, named director of programing.

Appointments at The National Satellite Programing Network, Rosenberg, Tex.-based membership organization that provides satellite programing and other managing and marketing services to cable companies: **Diane Maruca**, accounts manager, to director of sales and programing; **Mike Zimmer-**

Executive order. The Cable Television Public Affairs Association has named Ed Dooley to be its executive vice president and plans to set up an office in Washington. Dooley, now a business consultant, was once a spokesman at the National Cable Television Association.

Elected president was Bonnie Hathaway, HBO director, consumer and affiliate press relations; vice president, Elaine Tarant, director of public relations, Centel Cable; secretary, Susan Swain, vice president, C-SPAN, and treasurer, Jim Ewalt, executive vice president, Community Antenna Television Association.

man, sales manager, to director of sales and marketing.

George Bodenheimer, national accounts manager, Rocky Mountain region, ESPN, Bristol, Conn., named director, affiliate marketing, central division.

Appointments at CBS, New York: **Roger Welsch**, professor of American folklore, University of Nebraska and Nebraska Wesleyan University, both Lincoln, Neb., joins CBS News' *Sunday Morning*, as contributor; **Mark McEwen**, weather reporter, *CBS This Morning*, named popular music editor there.

Rob Wussler, account executive, Blair Television, New York, joins Genesis Entertainment, Westlake Village, Calif., as regional sales manager for Southeast region.

Appointments at NBC's *A Different World*, Los Angeles: **Debbie Allen**, actress, choreographer, director and producer, joins as director and producer; **Thad Mumford**, supervising producer, to head writer and co-executive producer.

Maureen Duggan, director, WABI-TV Bangor, Me., joins WMTW-TV Poland Springs, Me., as director.

Rosie O'Donnell, stand-up comic and actress, joins VH-1/Video Hits One, New York, as on-air personality.

Pam Thomson, co-host of national edition of *PM Magazine*, joins *The Entertainment Report*, Group W Television's daily satellite entertainment news service, Burbank, Calif., as entertainment reporter.

Appointments at KYSM-AM-FM Mankato, Minn.: **Toni Ross**, on-air personality, WSBW(FM) Sturgeon Bay, Wis., to morning drive personality for AM station; **George Miller**, on-air personality, KFMC(FM) Fairmont, Minn., to morning drive personality for FM station.

Jerry (Romick) Williams, afternoon drive announcer and program director, WFIA(AM) Louisville, Ky., joins WLIX(AM) Islip, N.Y., as host of morning show.

Neice Colon, on-air personality, WBLS(FM) New York, joins WQHT(FM) Lake Success, N.Y., in same capacity.

Daniel Ruth, national television critic, *Chicago Sun Times*, joins WMAQ(AM) Chicago as entertainment critic.

Appointments at Raycom Inc., New York: **Ken Ceric**, account executive, Harrington Righter & Parsons (HRP), New York-based rep firm, to senior account executive; **Laurie Greenberg**, network supervisor, Wells Rich & Green, New York, to account executive.

Marlene Rochman and **Mari Kimura**, station sales executives, Blair Entertainment, New York, join Select Media Communications there in same capacity.

Appointments at Sunbow Productions Inc., New York-based producer of syndicated animated children's series: **Susanne Pollak**, staff accountant, to assistant controller; **John Cadwell**, administrative assistant to manager of contracts administration.

News and Public Affairs

Ron Becker, VP of news, WXIA-TV Atlanta, joins WLVI-TV Cambridge, Mass., as VP of news and operations.

Tim Larson, executive news producer, WDIV(TV) Detroit, joins WIVB-TV Buffalo, N.Y., as news director.

Rick Wagner, news anchor, WHTM-TV Harrisburg, Pa., named managing editor.

Julio Bermudez, general sales manager, KTXH(TV) Houston, named VP, general manager.

Steve Hurst, Moscow bureau chief, NBC News, New York, joins CNN, Atlanta, in same capacity.

Appointments at NBC News, New York: **Jim Miklaszewski**, Pentagon correspondent, to White House reporter; **Michele Gillen**, anchor and investigative reporter, WPLG(TV) Miami, to investigative correspondent.

Appointments at WTAE-TV Pittsburgh: **Michael Fountain**, 11 p.m. news producer, KDKA-TV Pittsburgh, to executive producer; **Sue Brozek**, general assignment reporter, WRAL-TV Raleigh, N.C., to reporter.

Appointments at Centel Cable Television Co. of Illinois, Elgin, Ill.: **Karie Angell**, reporter, to assistant news director, *The Fox Valley Report*; **Mollie Nesler**, sales coordinator/news, WTTE(TV) Columbus, Ohio, to reporter.

Harry Jenness, farm and news director, KXLP(FM) New Ulm, Minn., joins KYSM-AM-FM Mankato, Minn., as assistant news director.

Don Roy King, director, ABC's *Good Morning America*, New York, joins CBS News there as director of *CBS This Morning*.

Karen Coulon, morning news anchor, and **Bill Norwood**, weatherman, WLOS(TV) Asheville, N.C., named anchors of new morning news program.

Appointments at WJLA-TV Washington: **Rea Blakey**, weekday news anchor, KTUL-TV Tulsa, Okla., to weekend news anchor and general assignment reporter; **Henry Tenenbaum**, syndicated entertainment editor, Post-Newsweek TV stations, to reporter.

Emily Langlie, general assignment reporter, KING-TV Seattle, joins KOMO-TV there as weekend anchor and general assignment reporter.

Linda Schmidt, news and sports director, WEEX(AM)-WQQQ(FM) Easton, Pa., joins KOLR(TV) Springfield, Mo., as weekend weather anchor and reporter.

Robert May, owner and operator, Designs for Living, Dallas-based sales consultancy, joins Metro Traffic Control, Houston, as Dallas-based marketing director.

Jerry Penacoli, 5:30 p.m. co-anchor, KYW-TV Philadelphia, adds duties as permanent host of morning talk show, *People Are Talking*.

Laura Ann Taylor, general assignment reporter and substitute anchor, WSET-TV Lynchburg, Va., joins WVEC-TV Hampton, Va., as general assignment reporter.

Tony Gwynn, outfielder, San Diego Padres baseball team, joins KGTW(TV) there as special reporter for Padres.

Appointments at WGAL-TV Lancaster, Pa.: **Clark Focht**, overnight assignment editor-producer, to full-time producer of *The Morning Report*; **John Lecomte**, associate producer-weekend assignment editor, to overnight assignment editor-producer; **David Silverstein**, production assistant, to night assignment editor; **Myles Snyder**, intern, to file coordinator-character generator operator.

Richard Beyer, news producer, WNEV-TV Boston, resigns to become freelance producer and writer in Boston.

Appointments at WRC-TV Washington: **Barbara Emshwiller**, freelance production manager, to talent coordinator; **Wendy Rieger**, reporter, WTOP(AM) Washington, and Washington-based television reporter, CNN, Atlanta, to general assignment reporter.

Vera Moroz, assistant managing editor, WEEI(AM) Boston, joins WCVB-TV there as night assignment editor.

Technology

Brad Stensberg, VP of operations, Primavera Video, Denver, joins Mincey Film and Video Facility, San Diego, Calif., in same capacity.



Friedrich

Brad Friedrich, marketing manager, magnetic products division, Fuji Photo Film U.S.A., Elmsford, N.Y., named director of marketing for magnetic tape division.

Robert Polan, national sales representative, Vinten Equipment Inc., Hauppauge, N.Y., named product manager, camera support system.

Dale Williams, manager of information systems, United Video, Tulsa, Okla., named director of information services.

Appointments at Centel Cable Television Co. of Illinois, Elgin, Ill.: **Omar Vega**, communications specialist and producer of health shows, Cancer Information Service, Chicago, to technician; **Sherri Romano**, Wheaton, Ill.-based production assistant, to technician; **Rebecca Ryan**, intern, to part-time reporter; **Steven Albright**, intern, to technician.

Appointments at The American Home Satellite Association (AHSA), Bellevue, Wash.: **Robert Angus**, writer, *Satellite Times*, to editor of AHSA's newsletter, *Sky Report*; **Kathryn Haas**, marketing research and editor of legislative newsletter, United Way of King County, Seattle, to assistant to president; **Mike Knight**, technical support-customer service representative, Luxor North America Corp., Seattle, to technical

adviser and technical support representative.

Promotion and PR



Vorce

Betsy Vorce, VP, public relations, King World Productions Inc., New York, joins Viacom Entertainment Group there as VP, public relations.

Lew Allison, freelance producer, Public Broadcasting Service, Alexandria, Va., joins Hill & Knowlton Inc., New

York, as VP-deputy director of media services/broadcast.

Robert Wheeler, on-site publicity for 1988 winter Olympics, ABC public relations, New York, named manager of sports information.

Pedro Melgarejo, partner-director, Summit Bilingual Advertising, Houston, joins Starstream Communications Group Inc. there as promotion manager for *Budweiser Gran Concorso Musical*.

Michael O'Connor, sales manager, Black Duck Woodworking, Alfred, Me., joins WMTW-TV Poland Springs, Me., as assistant creative services director.

Lois Ruben, coordinator of The Wave Net-

work, KTUV-FM Los Angeles, joins KNX-FM there as promotion director.

Yvette Perez, promotion director, KVII-TV Amarillo, Tex., joins WTAE-TV Pittsburgh as promotion writer-producer.

Colette Roof, writer-producer, WALA-TV Mobile, Ala., joins KREM-TV Spokane, Wash., as writer-producer-director.

Allied Fields

Bob Elliot, VP, Burkhart, Abrams, Douglas Elliot, Atlanta-based radio consultancy, joins Joint Communications, radio consultants, there as chief operating officer.

Bill Little, general manager, Paragould Cablevision, Paragould, Ark., elected VP and member of board, Arkansas Cable Television Association, Little Rock, Ark.

Laurie Jacoby, director of placement, Geller Media Management, New York, named VP.

Appointments at Hogan & Hartson, Washington-based law firm: **Patricia Brannan**, **David Kikel**, **Wendy Kirby**, **Mark McConnell**, **George Mernick III**, **John Roberts Jr.**, **Paul Skelly**, **John Stanton**, **Mark Sterling** and **Ann Morgan Vickery** promoted from associates to partners.

James Artz, senior VP and general counsel, Philadelphia Newspapers Inc., joins Dilworth, Paxson, Kalish & Kauffman, Philadelphia-based law firm, as counsel.

Appointments to board of directors at Washington Women in Public Relations: **Ellen Werther**, manager of special media services, U.S. Council for Energy Awareness, to president; **Mila Albertson**, freelance public relations consultant, to VP; **Kate Egan**, account executive, Daniel J. Edelman, to secretary; **Stephanie Strass**, VP, Levy Zimberg Inc., to treasurer.

Rod Louden, general manager, SRO Broadcasting's KDKO(AM) Littleton, Colo., retires to form his own consulting firm, R-D-L Broadcast Consultants, Sun City West, Ariz.

Appointments at Telescript Industries Corp., Van Nuys, Calif.-based telecommunications company: **James Christiansen**, chairman of board, to president; **Allan Adler**, board member, to secretary.

Deaths



Hinckley

Robert H. Hinckley, 96, former ABC executive, died April 30 of heart failure at his home in Eden, Utah. Hinckley entered radio in January 1946 after career in government service and private business. He became member of Utah State House of Representatives in

1918. He established Utah Pacific Airways in 1928. From 1938 to 1940 Hinckley was member of Civil Aeronautics Authority and was appointed assistant secretary of commerce when two departments merged. He accepted VP position at Sperry Gyroscopes in July 1942 but returned to government service in 1944 as director of newly established office of contract settlements. Hinckley in 1946 joined ABC as VP, Washington. (He had served with then owner of network, Edward Noble, on Civil Aeronautics Authority.) He became member of ABC board in 1953. Hinckley retired as VP in June 1959 and left board of directors 10 years later. He is survived by two sons and one daughter.

Charles Debenport, 60, engineer, KQIP(FM) Odessa, Tex., since 1968, died April 13 of lung cancer at Medical Center Hospital in Odessa. Debenport was private pilot and also served as contract engineer for 10 other radio stations in Texas and consultant for numerous stations in Southwest. He is survived by his wife, Jane, two sons and one daughter.

Ken Fanazini, 58, program director and operations manager at WJET-TV Erie, Pa., died April 25 of cancer at his home in Erie. Fanazini began his broadcasting career in 1953 at WICU-TV Erie. In 1966 he joined WKYC-TV Cleveland as program director. He returned to Erie in 1967, joining WJET-TV where he was instrumental in bringing Muscular Dystrophy Telethon to station. He is survived by his wife, Laurretta, one daughter and one son.

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Making news at CTS

Ask Eric Ober the key to successfully operating a television station and you'll get a list of four priorities—"in no particular order": news, programing, sales and promotion. Those basically add up to everything, he says. In accordance with that description, Ober characterizes his work overseeing the four CBS-owned television stations as diligence to details, coupled with an understanding that batting 1.000 is impossible.

"It's a vicissitudinal business. Depending on the day, the date and the year, you can either be very smart—or very dumb," Ober says, referring to such factors as news talent, local programing and local and national advertising markets—factors that have monopolized his attention for the past year at CBS's WCBS-TV New York, KCBS-TV Los Angeles, WBBM-TV Chicago and WCAU-TV Philadelphia.

Ober took over at CTS in the wake of a quick succession of division heads—Neil Pilson left to become president of CBS Sports; Peter Lund, to become president of Multimedia Entertainment. Among the challenges Ober has faced since that time are improving news ratings (especially in Los Angeles and Philadelphia), improving early fringe programing across the board, and thoroughly reviewing the operations of CBS Spot Sales (the in-house unit that handles national spot sales for the stations).

Successfully running CTS as the value of television properties rises ever higher (along with the pressures on their managers), Ober, a self-described "newsman" whose 22 years at CBS include 20 directly connected to news, refers to newsrooms as "crucibles" where managers—himself included—can be forged. That understanding of the importance of news to network-owned stations, and the 20% of pre-tax profits that local news contributes to those stations, apparently caught the eye of CBS Inc. President and CEO Laurence Tisch when he was looking for a new CTS president. Says Ober: "There is no question in my mind [Tisch] thinks local television is a good business."

Ober, a native of Brooklyn, N.Y., calls his involvement in newsroom decisions as a writer, producer and news director at three of the CBS O&Os, and then as vice president for programing at CBS News (where he was responsible for such programs as *60 Minutes* and helped launch *West 57th*), "preparation for everything I've had to do in life.

"I firmly believe that producing broadcasts, where you have to worry about journalism, production and other details, gives you a sense of how to manage people. I think it's a great base for anything that I've done," he says. "The nature of news is you take reasonable risks every day, and I think running television stations is the business and profession of taking real risks. . . . When



ERIC WAYNE OBER—president, CBS Television Stations, New York; b. June 11, 1942, Brooklyn, New York; B.A., history, Yale, New Haven, Conn., 1962; U.S. Army 1963-65; sales promotion writer, WCBS-TV New York, 1966-67; press representative, 1967-68 WCBS-TV New York; news writer, news editor, associate producer, assistant news director, WCBS-TV New York, 1968-76; news director, WCAU-TV Philadelphia, 1976-79; news director, WBBM-TV Chicago, 1979-81; vice president, news, CBS Television Stations, New York, 1981-82; vice president, station manager, WCBS-TV New York, 1982-83; vice president, general manager, WBBM-TV Chicago 1983; vice president, public affairs, CBS News, 1984-87; present position since, April, 1987; m. Lisa Anderson, Aug. 23, 1981.

you're dealing with very large departments under the enormous pressure of daily news coverage, I think you get an accelerated course in management."

Of his own style, Ober says, "I believe in positive management." He also believes in managers who knows when not to manage.

"I am convinced that *60 Minutes* as a creative vision was really Don Hewitt and Mike Wallace," Ober says. But if it were not for "a bunch of very smart CBS News executives who knew when to butt in and when to butt out," the program "wouldn't have worked," Ober says.

He was also "very aware of that" when *West 57th* was put together, he says, adding that he and executive producer Andy Lack "didn't always agree on everything, but one of the things I did try to do—which was against my nature—was to defer to him because I knew there could only be one executive producer."

Although CBS has been home to Ober since he got out of the Army (he was stationed in the Far East) in 1965, he spurns the appellation "lifer," since "it seems to connote somebody who gets one job and stays there forever. To me, it seems like I've had 22 jobs—and I have if you add up all the jobs I've had in newsrooms," he says.

Ober's introduction to the television newsroom came while he was working as a

press representative for WCBS-TV, a job in which he was assigned to write press releases on news staff meetings. It was not long before Ober became more than just an observer in those discussions. When a news writer position opened up, he was asked to join the team.

From that start in the Channel 2 newsroom Ober tackled a series of jobs at the CBS flagship over the next eight years that included editing news copy, producing news pieces and producing separate broadcasts of the news, beginning with the 1 a.m. edition and working up to the "big hour," 6 p.m. news. By 1976, Ober was assistant news director at WCBS-TV, eventually moving on to news director positions at WCAU-TV and WBBM-TV before taking over management of news for all the CBS stations from 1981 to 1982.

Based on his programing experience at CBS, especially with the failed *America*, a much-vaunted early fringe talk-variety hour on the CBS TV stations produced and distributed by Paramount in association with various broadcast groups, Ober is unsure of the future of the production consortiums currently being formed by syndicators and station groups. "I think a consortium will work [only] if the consortium agrees to buy into one producer's idea and lets that producer exercise his vision," he says.

Says Andy Lack, Ober was "a great soul mate" who became "a great protector" of *West 57th* amid dissent within CBS News ranks that the program was too radical a departure from time-honored CBS News traditions. "Eric is very respectful of the creative process. He's not just a good administrator, he is a very experienced producer," says Lack. "I know him to be very straightforward. That is rare in network television."

CBS News President Howard Stringer is no less an Ober fan, calling him "part scholar, part manager, with the spirit of Kris Kringle." It was "a tough loss for us" when Ober moved to CTS, says Stringer.

After graduation from Yale, and before enlisting in the army (the alternative was the draft), Ober studied history and African studies as a Woodrow Wilson Fellow at Columbia graduate school. These days, literary pursuits are not forgotten altogether. Ober says that he often goes through three books a week.

Ask Ober about his spare time spent in Greenwich Village as a young man, and he might roll his eyes in amused disbelief. But prior to his days in TV newsrooms, Ober remembers nights in coffeehouses seeing the first performances by Bob Dylan, Bill Cosby, Jose Feliciano and Peter, Paul & Mary ("when they were still doing separate acts"). And, if you happened upon the right coffeehouse at the right time, you might even have heard a poetry reading—by Eric Ober.

In filing supporting reimposition of syndicated exclusivity rules, **Meredith Broadcasting** told FCC last week its **WOFL-TV Orlando, Fla.**, is losing as much as \$6 million annually due to absence of syndicated exclusivity rules. Totals are result of "apples vs. apples" study in which ratings of station's programming on cable systems that carry superstation WGN-TV Chicago were compared to ratings of programming on systems that do not carry superstation. Meredith said WOFL-TV owns "exclusive" local rights to almost 60% of WGN-TV schedule. Among findings: "In critical time periods, WOFL-TV's ratings are significantly lower in cable households where WGN is available and running programming owned by WOFL-TV than in cable households where the WGN-TV-duplicated programming is not available. . . . WOFL-TV concludes it is currently losing between \$500,000 and \$1 million per year in the 7-8 p.m. time period, and between \$1.5 million and \$6 million per year total, due to WGN's duplicated programming." □

FCC sent out survey to cable systems last week in effort to gauge impact that dropping of FCC must-carry rules in July 1985 has had on broadcasters. In four-page voluntary survey, systems are asked to list stations that would have been entitled to carriage under rules, but that are not now carried or that have been repositioned. Also, cable systems are asked to show any consideration they receive for carrying broadcast signals. Survey is being conducted at request of Congress, but FCC Chairman Dennis Patrick notes in letter that participation is voluntary. □

Viacom reported first-quarter 1988 loss of \$61 million, primarily due to \$65 million in interest expense and \$15 million in preferred stock dividends. **Revenues for quarter were up 25%** over 1987 period, at \$293 million, with \$58 million in operating income, up 33% (last year's figures are adjusted to account for merger with National Amusements). Cable TV operating income was up 21% to \$32 million on 18% higher revenue of \$78 million, resulting from additional basic and pay customers and higher basic rates, company said. Company's networks segment, including Showtime/The Movie Channel and MTV Networks, had improved revenue from increase in customers, higher affiliate fees and, in MTVN's case, higher ad revenues. Networks had operating income of \$16 million, up 57%, on 18% higher revenue of \$148 million. Entertainment operating income was up 128% at \$10 million, on 132% higher revenue of \$40 million, and broadcasting operating income was just 2% higher at \$10 million on 9% greater revenue of \$30 million. □

Turner Broadcasting System reported net loss of \$14.1 million in first quarter, 64% improvement over last year, when company

lost \$39.7 million. **Operating income rose 71%**, to \$76 million, on revenue that rose 35%, to \$188 million. □

HBO is negotiating with MCA and 20th Century Fox for extension of movie deals pay service has with both studios. Sources say Fox deal could come within next several weeks. Although HBO is not strong advocate of exclusivity in film deals, exclusivity is reportedly part of present negotiations. □

ABC announced new Saturday morning lineup for next season, which includes three new shows—*New Adventures of Winnie the Pooh* (Disney); new *Beany and Cecil* series (DIC Enterprises), and *A Pup Named Scooby Doo* (Hanna-Barbera). Two shows have been expanded to one hour—*The Bugs Bunny and Tweety Show* and *Slimer and the Real Ghostbusters*. Also returning next season are ABC's own two productions, *Animal Crackups* and *ABC Weekend Specials*. Canceled are *Little Clowns of Happy Town*, *Little Wizards* and *Flinstone Kids*. □

Representative Mike Synar (D-Okla.), at request of constituent United Video, common carrier for superstation WGN-TV Chicago, **was considering sending letter to FCC to register opposition to commission's pending syndex proceeding.** Congressman, however, after discussing matter with several colleagues, is not expected to send letter and instead will wait to see what FCC actually does. Meanwhile, **National Association of Broadcasters** got wind of what was afoot and **sent letter to Synar urging him to drop idea.** "Syndex would stimulate program diversity and restore contractual freedom and a measure of balance to purchase of programming rights by local television broadcasters," wrote NAB President Eddie Fritts to Synar. □

National Association of Broadcasters is preparing **paper** to be presented at this week's House cable oversight hearing as part of NAB President Eddie Fritts's testimony. (Association of Independent Television Stations issued report last week. It will **look at "competitive situation with cable,"** as well as **what competitive landscape will look like in 1995.** NAB hopes document will assist its case for mandatory cable carriage rules (must carry). □

Sunbeam Television Corp., licensee of WSVN-TV Miami (NBC), has **filed complaint in Florida circuit court against NBC and CBS, charging companies with antitrust violations** relating to NBC's purchase of WTVJ-TV Miami, CBS affiliate. In filing, Sunbeam sought disclosure and discovery of internal CBS and NBC correspondence it says "would give it the right to assert claims against

Carson going back to work

Carson Productions announced on Tuesday, May 3, that the Tonight Show will go back into production May 11, after a 10-week hiatus due to the writers strike. "We have been negotiating with the Writers Guild of America in good faith for 10 weeks," said Johnny Carson, "and it appears we have exhausted every possibility of reaching an agreement. There are countless Tonight Show staff members, many of whom have been with the show for 20 years or more, who are in danger of losing their jobs if the strike goes on much longer; I can't let that happen."

Prior to the Tuesday announcement, Carson Productions had agreed to nearly all of the union's demands, according to a Carson spokesman.

"Frankly," said Cheryl Rhoden, a guild spokeswoman, "we're surprised that they [Carson] didn't respond to our last proposals made on April 28, before they made the announcement." As to whether the announcement would cause any erosion among the guild, Rhoden replied: "Despite the fact that the strike is in the 10th week, the union is holding fast. This just demonstrates that pressure is building and the strike is being felt."

One of the proposals put before the Carson group stated that 10% of WGA members would have to be offered employment by independent production companies before any independent contracts could be agreed to. It was this proposal that apparently caused Carson Productions to scrap negotiations and go back to work. When asked if the 10% proposal had been a nonnegotiable requirement, Rhoden replied, "the proposal was just that, a proposal; you can infer from that."

Responding to the announcement by Carson Productions, Herb Steinberg, spokesman for the Alliance of Motion Picture and Television Producers said: "It is indicative of the resolve of networks and producers to get back to work. We're going to provide programming wherever we can."

Late Night with David Letterman, which is coproduced by Carson Productions and NBC, is not expected to be affected by the announcement. According to Rhoden, no further talks have been scheduled with either the AMPTP or Carson Productions. The last discussions between the WGA and the AMPTP were held on April 18, but broke off after 20 minutes.



Moving mountains. The first images to be broadcast live from the summit of Mount Everest were presented in the United States by NBC News last Thursday morning (May 5). A nine-man, \$10-million expedition, the largest number ever to reach the summit and the first in which two parties scaled the two major faces of Everest and reach the top at the same time, was financed by Nippon TV (NTV), a Japanese network. The team of climbers included four Chinese, three Nepalese and five Japanese, including the three-man NTV video crew. Broadcast equipment included a new miniature camera which was attached to the cameraman's helmet. Jane Pauley, anchor of NBC's Today, conducted an interview with Kanji Iwashita (r), who headed the Mount Everest project for NTV.

when fewer children's shows could be on air in syndication, Cosgrove said prices could see benefit. Brian Byrne, president of International Advertising Sales, said, "I'm encouraged by the dollars and the demand out there. It's certainly not less than last year, and it could be more." Byrne and other syndicators reported negotiations for time in children's shows involved both people meters and Cassandra reports. "There is still not a firm decision" among syndicators and advertisers about which ratings technology is more reliable, said Byrne. He said that rating technology being used for buys makes generalizations on whether CPM's are up or down "tough to call"

House Copyright Subcommittee hopes to reschedule another markup on so-called **superstation scrambling bill** (H.R. 2848) this week (possibly Wednesday or Thursday). Little, if any, progress has been made on measure (markup was postponed last week), which has become so controversial that subcommittee was unable to reach consensus two weeks ago.

Two hearings on status of **high-definition television** technology, which Representative Ed Markey (D-Mass.), chairman, House Telecommunications Subcommittee, planned to hold before summer ("Closed Circuit," April 18), will be held in June, according to subcommittee senior counsel Larry Irving. No dates were announced. Also planned is HDTV demonstration, similar to "Tomorrow's Television" display presented by National Association of Broadcasters during its convention last month. Sources say invitations to participate have been sent to transmission system proponents. However, it is believed that congressional display will not include studio, consumer and other equipment which were part of NAB demonstration.

Request by House Telecommunications Subcommittee Chairman Ed Markey (D-Mass.) to Government Accounting Office to conduct study on cable rate increases has gone over to GAO with some outside input. In letter to GAO, Markey, who has asked that survey be completed by Oct. 1, also attached suggestions from National Cable Television Association and National League of Cities

defendants CBS and NBC for violations of the federal and state antitrust laws; against NBC for breach of fiduciary duty, breach of the implied covenant of good faith and fair dealing and interference with advantageous business relationships." Sunbeam said actions by CBS, NBC, WBC Broadcasting and KKR in case "have diminished the value of plaintiff Sunbeam and otherwise injured it in an amount yet to be ascertained." Sunbeam said termination of affiliation agreement with NBC, scheduled for Jan. 1, "would cause Sunbeam irreparable injury."

The Koppel Report, series of quarterly one-hour programs in prime time, gets under way on Thursday (May 12) with **exploration of billion-dollar televangelist industry.** Called "The Billion Dollar Pie," program, which will air at 10 p.m., will examine impact recent scandals have had on economics as well as mission of televangelism. From Central Church in Memphis, Koppel leads discussion on that subject with seven leading televangelists before group of 4,000 people drawn from Arkansas, Mississippi and Tennessee.

Republic Pictures, in conjunction with Woody Fraser Productions and Reeves Entertainment Group, has begun production of **On Trial**, real-life courtroom strip series. First-run syndication series will launch on Sept. 12 and has cleared 54 markets (including 18 of top 20) representing 62% of country. **On Trial** has been committed for 35 weeks of original shows, representing 175 episodes. Show is being sold on cash plus barter basis, with Republic holding one minute each day.

Pepsi-Cola will be first paid advertiser from Western world to appear on television in Soviet Union. Pepsi, whose spots aired in 1986 *Goodwill Games* free of charge, will have five 60-second spots in *Pozner in America*, joint U.S.-Soviet broadcast to air May 17-21 prior to summit talks between Reagan and Gorbachev.

Children's television advertising market neared completion last week for both network and syndicated product, according to agency executives. According to John Mandell, senior vice president at Grey Advertising, pricing of "top-end" syndicated product such as *Double Dare* and *Duck Tails* was up 5%-6% this year, but other children's barter shows were flat with prices of last year. Dan Cosgrove, vice president, media, Group W, said number of shows in syndication and advertising inventory they bring to market continue to keep pricing in check. By 1989,

Ed Allen back in business

Ed Allen retired as president of Western Communications Inc. last March, but he's not about to retire from the cable television business. The former chairman of the National Cable Television Association said last week that he has helped put together a new partnership—Intermedia Partners—to acquire and operate cable systems. Intermedia's managing general partner is Leo J. Hindery, former chief financial officer of Chronicle Publishing, the parent of Western Communications.

According to Allen, he and Hindery are trying to raise \$150 million, and are now closing in on \$100 million. Most are institutional investors, he said, but Tele-Communications Inc., the nation's largest MSO, is in for 20%. TCI's participation is important, he said, because it will allow Intermedia's systems to enjoy TCI discounted programming rates. If the partnership is able to come up with \$100 million, Allen said, it can borrow another \$300 million and increase its buying power to \$400 million.

Intermedia is targeting primarily cable systems, he said, but would also like to have "one-quarter of its assets" in newspapers. But newspapers that meet Intermedia's criteria are rare, he said, and if, after two or three years, no good buys are found, all the money will go into cable. Allen said his basic goal is to duplicate Western Communications; to build a mid-sized MSO with systems serving between 30,000 and 70,000 subscribers. "This is not a five-year flipping play," Allen said. "Our intent is to operate these systems 10 or 12 years."

Editorials

Cable dominated the news last week, primarily because of the annual convention of the National Cable Television Association, which attracted 13,699 to Los Angeles. Reflections about cable dominate this page, which considers how certain of the important issues raised out West may impact on other players in the increasingly intermural Fifth Estate.

From out of the past, into the future

The biggest news at the National Cable Television Association convention concerned a broadcast network: NBC's \$20 million purchase of Tempo Television, becoming in the process the second of broadcasting's big three to enter the cable industry in a sizable way (ABC was first with ESPN). Only CBS is left on the outside looking in—or looking away.

NBC-Tempo is a testament to the vision—and persistence—of Robert Wright, who is bound and determined that his network organization will not be foreclosed from the future. He has made no secret of NBC's ambition to become a player of consequence in the wired nation, and the Tempo deal should be considered as only the beginning of NBC's moves in that medium.

What Wright has recognized is that the new name of the game in television is multiplicity. That is, those with but one channel opportunity to their name are likely to be the odd players out as the American home welcomes an ever-enlarging population of video signals.

NBC will be the better for its new growing room, and cable will be the better for NBC. A win-win situation all around.

Two questions, one answer

This page remains committed to partnership between the broadcasting and cable industries, each of which brings so much to the widening television universe. At this moment in media history, the need for that partnership is nowhere more apparent than in high-definition television.

Each medium has its independent problem with HDTV. To broadcasters the problem is bandwidth, with the standard 6 mhz frequency too narrow to pass the full HDTV signal that is at present the only actual system in existence. The obvious solutions: reallocate spectrum space to provide broadcasters with dual channels (an answer whose feasibility has yet to be demonstrated) or squeeze the signal sufficiently to fit within the NTSC band (an approach that at present abandons true HDTV in favor of an enhanced signal).

To cable, the problem is less of bandwidth (having a far wider spectrum, it is relatively easier to go to one-and-a-half or two channels, which will carry full HDTV) than of signal fragility. All those amplifiers and other electronics between the headend and the home can destroy a signal not hardy enough for passage.

It is possible, of course, that broadcasting and cable could adopt competing HDTV systems—akin to betting on the 45 rpm record versus the 33 $\frac{1}{3}$. But the resulting carnage would be awful to contemplate, carrying with it the wreckage not only of one system but possibly of the medium that chose it. Not to mention the millions of dollars from consumers caught in the crossfire.

There are some signs of mutuality on this issue (HBO has

pledged \$200,000 to HDTV development at the David Sarnoff Research Center), but there is far greater evidence that the two media may try to go it alone. The broadcasters have set up their Advanced Television Test Center, with a budget of upwards of \$2.8 million over two years. The cable industry has established Cable Television Laboratories Inc., with an annual budget of \$7.5 million for three years. It is harrowing to think that each could devote so much effort to examining the same general technology—albeit from different ends of the microscope—and, worst still, that each might eventually decide to differ.

One need not concede the superiority of one approach over another to conclude that the public interest lies not only in reaching the right HDTV decision, but one that both cable and broadcasting can live with. The sooner their two tracks converge, the better.

Less than inevitable

If there is a shadow across cable's future, it is the threat that telephone companies may one day be admitted into practice within that industry. In the opinion of Mark MacCarthy, key communications aide to the House Energy and Commerce Committee, the burden is on cable to prove that telcos should continue to be excluded. Given the formidable lobbying muscle the telephone companies can bring to bear, that is an ominous burden.

But it's far from clear that telco entry makes sense. Cable already passes 83% of U. S. television homes and hasn't yet stopped stringing wire. One NCTA panelist last week reported that the existing drops into customers homes are capable of carrying 150 video channels, and that with present-day fiber optic technology the industry's truck lines can be upgraded to carry 80 channels at a cost of \$32 per subscriber. That's a fair amount of television.

Where telephone companies are said to provide a technological advantage is in the area of interactive services—one of the blue sky areas that customers have knocked out of the box about as often as they've been offered. More to the point, cable has shown it can offer those services, too, if demand should ever assert itself.

Even those most sanguine about eventual telco admission concede that it would be under severe restrictions—the most likely a prohibition against providing programming services. In other words, the telephone company might then be a common carrier, providing haulage to all comers. All it would cost is countless billions to carry fiber optics that last mile to the home—billions that many believe would be cross-subsidized out of the rate base.

The game may not be worth the candle.



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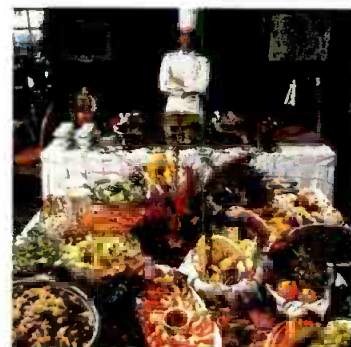
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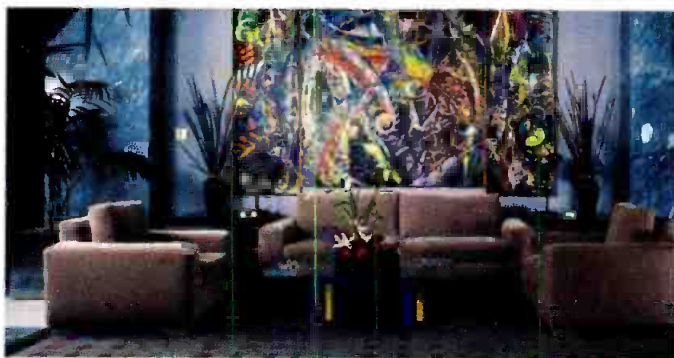
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