

The Fifth Estate

RADIO TELEVISION CABLE SATELLITE

Broadcasting May 23

The most
talked about
new show of the
'88 season.

GROUP ONE
Medical

Sold in 70% of the country,
including all 15 of the top 15 markets.



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57th Year 1988

SYNDEX II

NBC, Fox focus
on fall



Buena Vista
Television

Make them laugh till it hurts.

In a business where funny is money, GOLDEN GIRLS is the funniest show of its time.

Its universal appeal cuts across racial, sexual and demographic groups, to deliver blockbuster audiences week after week.

The numbers prove it. So do the awards.

Every season it's been on the air a Golden Girl won an Emmy for Best Actress, while the show itself walked away with Best Comedy Series. That's on top of Emmys for Best Writing and Best Directing, along with the Golden Globe for Best Comedy each year.

GOLDEN GIRLS has never lost an award (or an audience) to the competition. That's why it will totally dominate any daypart, any audience, and every other station in town.

NBC proved this by picking GOLDEN GIRLS to anchor Saturday night, the night they had to win to become America's dominant television choice. Viewers proved it by making the show absolutely, unarguably #1. Now it's your turn to take advantage of the only super-show coming to syndication for at least the next five years.

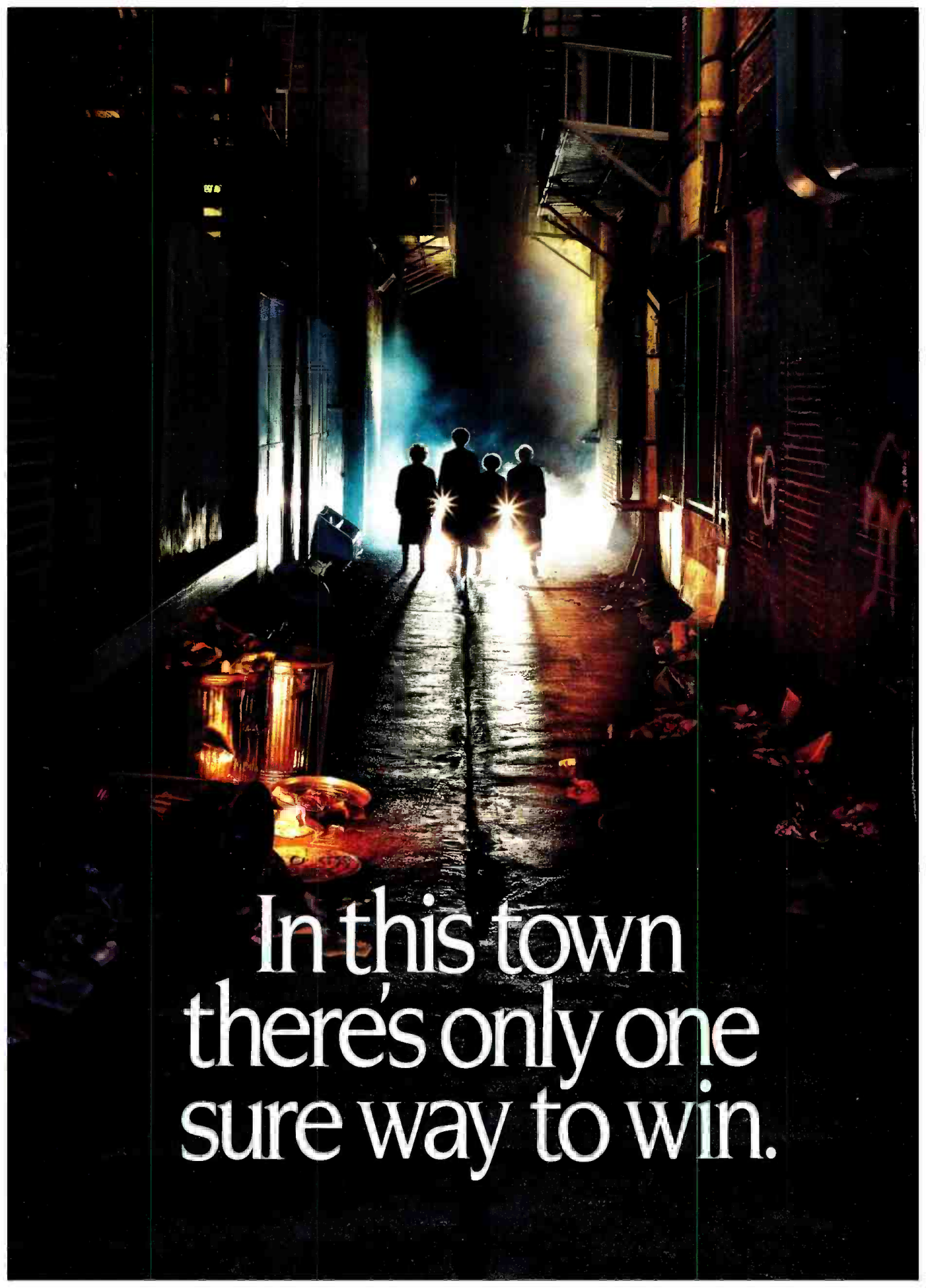
GOLDEN GIRLS. It's the breakthrough comedy to keep you laughing all the way to the bank, all the way through the 1990's.

The toughest bunch of mothers on TV.
Available for Fall, 1990 or 1991.

THE GOLDEN GIRLS



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In this town
there's only one
sure way to win.

Broadcasting **May 23**

FCC brings back syndex rules...page 31

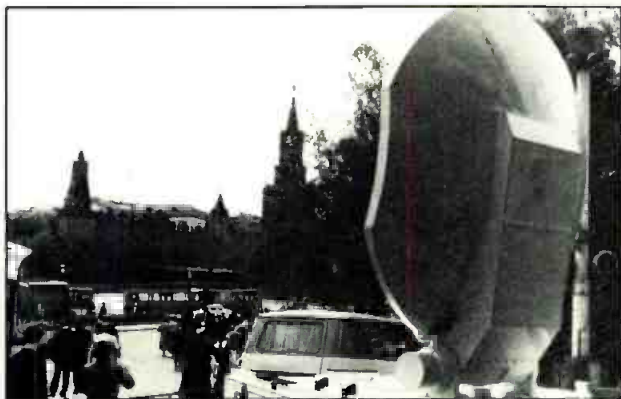
Fall previews for NBC, Fox and ABC...35, 36, 88

HDTV: a technology on fast-forward...page 37

SYNDEX: THE SEQUEL □ Commission restores syndex rules in new form. **PAGE 31.** Explanation of rules, as presented by FCC's Kenneth Gordon, principal author, begins on **PAGE 58.**

PEACOCK'S FALL COLORS □ Brandon Tartikoff announces next season's quest for NBC's next generation of hits. **PAGE 35; MORE FROM FOX** □ Fox Broadcasting Co. will expand its program lineup to three nights next May; spin-off of *21 Jump Street* will lead network's Saturday schedule next fall. **PAGE 36; ABC ADVANCE** □ ABC's new schedule includes five new dramas and at least one new comedy. **PAGE 88.**

HEADING TO THE SUMMIT □ Preparations for coverage of fourth summit meeting between Ronald Reagan and Mikhail Gorbachev are under way, with networks, co-operatives and few stations reporting live to U.S. from Moscow. **PAGE 37.**



IDB earth station sits in shadow of Kremlin, ready to transmit coverage of summit to U.S.

OLYMPICS '92 □ International Olympic Committee begins auctioning of 1992 winter Olympic games, in Albertville, France. **PAGE 34.**

HDTV REPORT RELEASED □ Interim report of FCC's ATS Advisory Committee on HDTV includes call for terrestrial standard. **PAGE 37.** ATS Chairman Richard Wiley expands on report's HDTV agenda on **PAGE 38.**

PRIORITY FOR A FEW □ Corporation for Public Broadcasting board of directors approves plan that focuses CPB funds on limited number of higher priority issues. **PAGE 42.**

CABLE LAUNCH □ New advertising cable network, ATV, ties its fall start-up to Turner Network Television, offering to rebate cable operators for carriage of TNT. **PAGE 50.**

PRIMER ON PAYOLA □ FCC outlines provisions of Communications Act that outlaw payola and details consequences. **PAGE 53.**

SECOND TIME AROUND □ DIR Broadcasting President Bob Meyrowitz buys back company from Lorimar that he co-founded 15 years ago. **PAGE 54.**

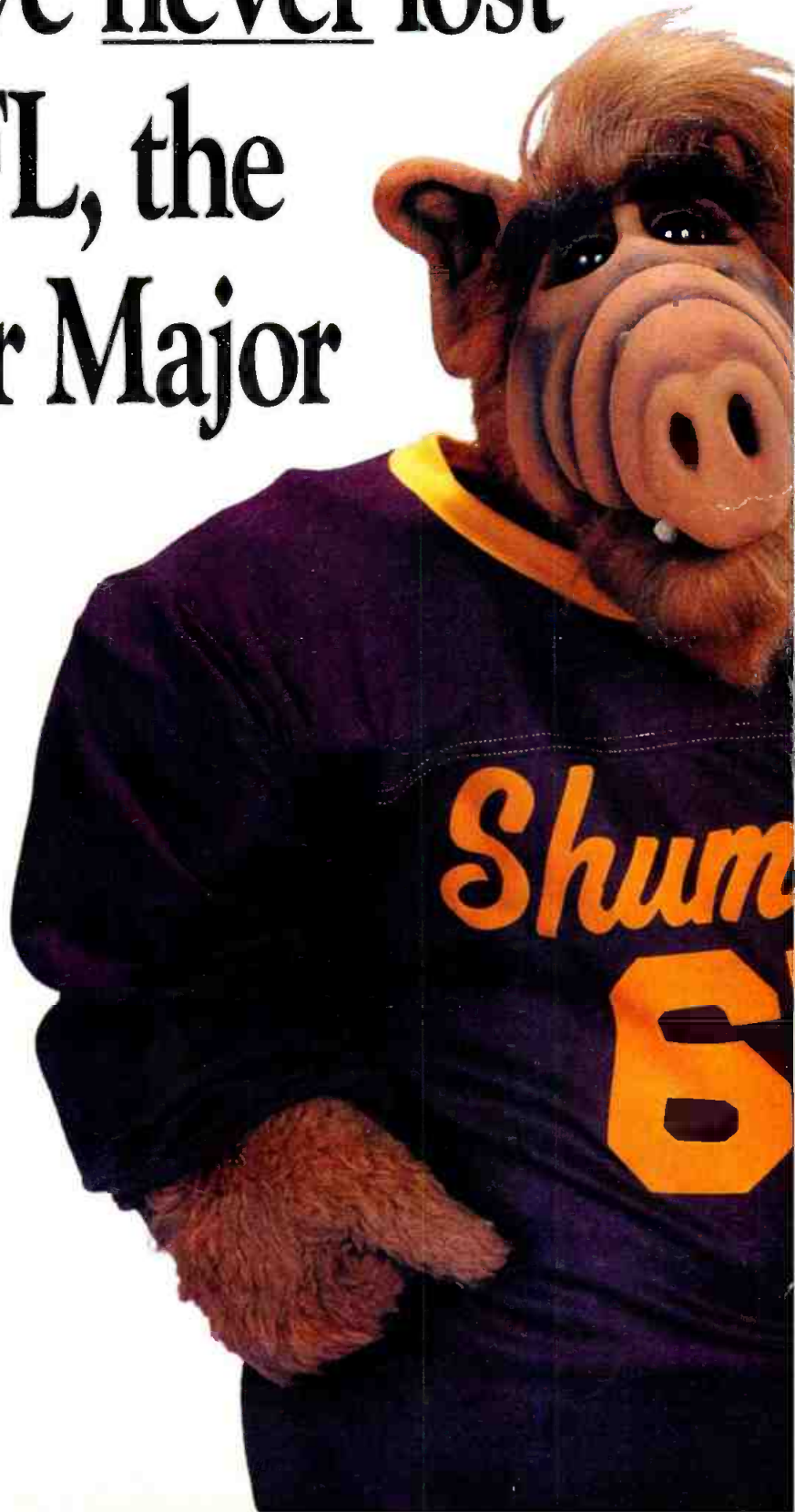
AT THE STARTING GATE AGAIN □ Turner Broadcasting System's Gerry Hogan began his association with Ted Turner when superstation WTBS(TV) Atlanta was still struggling independent. After deciding to leave company last year, his mind was changed by challenge of TNT start-up. **PAGE 87.**

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**Q: Do you know
that you've never lost
to the NFL, the
NCAA or Major
League
Baseball
in Men
18-49?**



**ALF: Why should I?
I've got more hair
on my chest than
Mark Gastineau!**



ALF

alien productions

LORIMAR
SYNDICATION

A LORIMAR TELEVISION COMPANY

100 Half-Hours Available Fall '90

Next up

What's next on agenda of Patrick FCC after tour de force in passing syndicated exclusivity rules? Comparative renewal, which will be approached next month on broad front. Specific and comprehensive attention will be paid to abuse-of-process considerations. Also to be examined: comparative criteria.

Biggie on block

Indications are KJOL(FM) Los Angeles may be spun off by Robert Sillerman within next couple of weeks to accommodate his acquisition of Metropolitan Broadcasting last month for \$302 million (BROADCASTING, Apr. 11). Included in that deal was KTWV(FM) Los Angeles. Sillerman, who is partner in Legacy Broadcasting, owner of KJOL, needs to sell one Los Angeles FM to comply with FCC multiple ownership rules. KJOL price, according to industry sources, could top \$70 million, record for FM station.

Double whammy

Deal to bring up FCC nomination of Washington communications attorney Susan Wing (Hogan & Hartson) while bypassing that of commission official Brad Holmes ("In Brief," May 16) reportedly has come a cropper, with result that neither nomination is now moving on Senate track. There's growing belief that White House may resort to recess appointment route to get FCC back up to speed—or that, if nominations go to hearing, both now will go together.

Out and in

Word is that ABC, which along with CBS will announce new fall prime time slate this week, has bought out Dolly Parton's contract, and her series will not return. Initial \$40-million deal struck last season was for two-year run. It's possible she'll be back with special or two. It's also understood ABC has persuaded Glen Caron, executive producer of network's *Moonlighting*, to do at least one more season of show. Meanwhile at CBS, final decision is in on Vietnam War drama, *Tour of Duty*—renewed. Feeling among CBS executives was program—scheduled against two strongest nights of programming last season, Thursday and Saturday nights—deserved another shot.

Kahn's calendar

If all goes according to plan, Irving Kahn's Choice Cable TV hopes to have first cable subscribers on line in its Cherry Hill, N.J., overbuild by Nov. 1. Company is working with city on ordinance, which also will require state approval. Kahn then needs to get clearance from local telephone company for pole attachments before beginning construction. Company plans to sign subscribers as it strings wire. Initial construction calls for fiber optics from headend to hub, then coaxial cable from hub to home. Eventually, company plans to go from headend to home using fiber.

Waiters

Announcement of Lorimar-Warner marriage (BROADCASTING, May 23) did not set off heavy buying of stock that usually accompanies merger announcements. Many arbitrageurs, who account for most post-merger volume, say they are sitting on sidelines. Some may already have stock, acquired during earlier merger talk in March. But many say they are nervous about option Lorimar has to withdraw from deal should Warner's stock not average at least \$36 per share during 10 trading days just before merger. Toward end of last week, Warner's stock was below \$32.

Exclusively yours

Following FCC's syndex decision (see page 31), Association of Independent Television Stations is covering all bases. Last week INTV sent letter to entire program distribution community thanking it for support in syndex fight. Letter also emphasizes that broadcasters "may need to seek clarification of contracts" and expressed interest in working with syndicators to achieve that goal.

Aerial detente

Turner Broadcasting System's close operating ties with Soviet Union are proving useful in easing pressure on facilities to transmit video coverage of summit from Moscow to U.S. TBS's Cable News Network will use Soviet earth station to uplink its material to Intersputnik satellite for relay to TBS's earth station in Atlanta. Use of Intersputnik bird required clearance from FCC and Intelsat. CNN spokeswoman said reason for that route is that only limited number of earth stations can "see" Intelsat

satellite from Moscow and there is heavy demand for such uplink service. Intersputnik route is no trick for CNN. "We have been downlinking signals from Intersputnik in Atlanta for two-and-a-half years," said spokeswoman.

Defusing syndex

Prior to FCC's action on syndex, Chairman Dennis Patrick sought Hill advice on proposed rule. He called House Copyright Subcommittee Chairman Robert Kastenmeier (D-Wis.), May 13, to brief him on intricacies of proposal. It is believed Patrick was responding to reports that Kastenmeier thought agency had left him out of loop on syndex.

Sports spurt

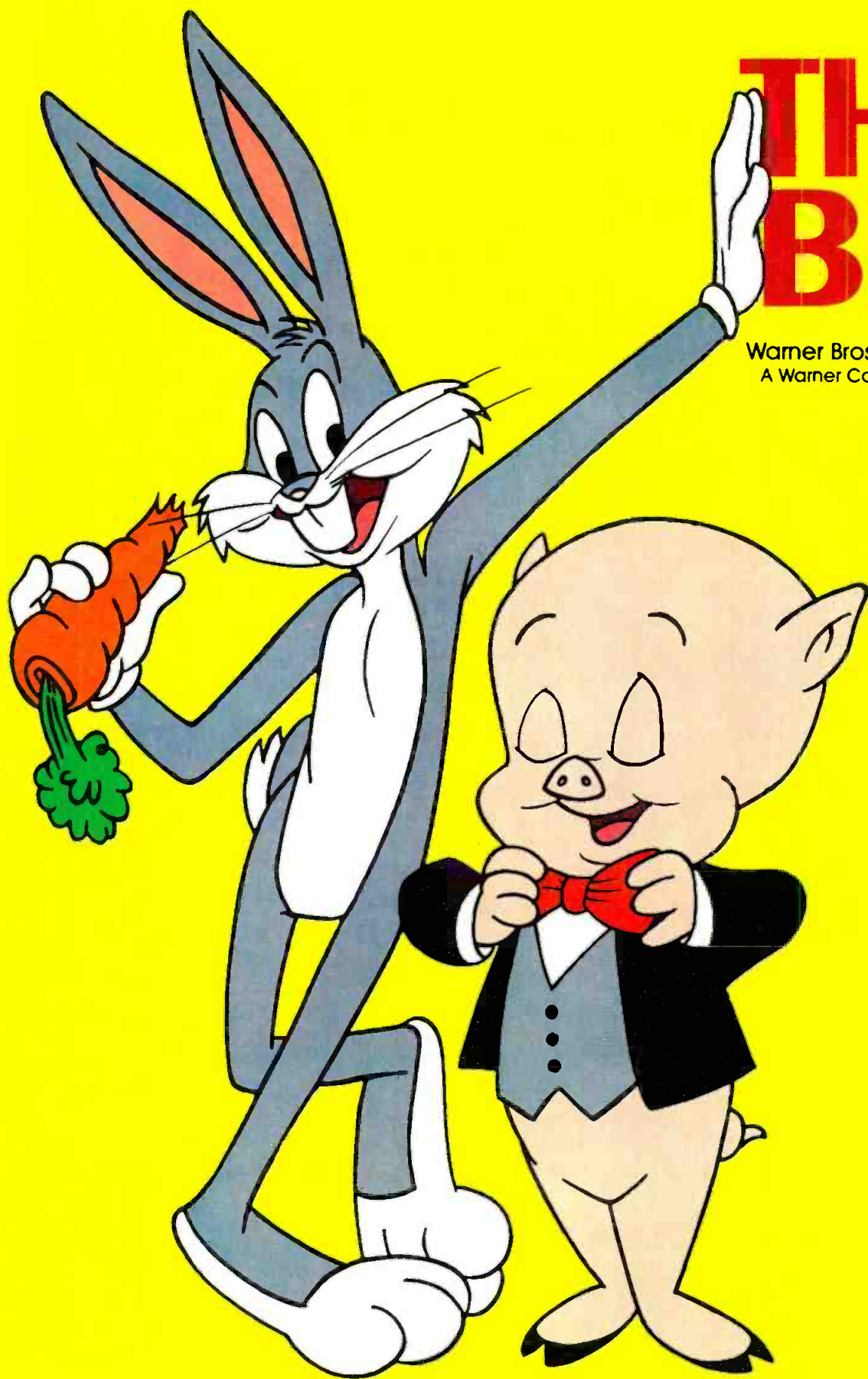
First-quarter revenues of three television networks were up 17.91% this year, due primarily to Super Bowl and winter Olympics. Overall total: \$1,884,937,000. Sports revenues were up 95%. News, late night and daytime also were up, while prime time and children's revenues were down. Source: Arthur Young & Co.

On the level

Network radio sales for second quarter are expected to be flat compared to last year's second-quarter mark of \$96,541,000, according to Radio Network Association President Peter Moore. April sales figures (collected by Ernst & Whinney), which RNA will release this week, show billings off 1.5% from April 1987 to \$29,522,000. Network ad dollars for May appear to be following suit, although June sales may finish "slightly up," Moore said.

One way or another

Senator Al Gore (D-Tenn.) is making good his promise to move home satellite bill (S.889). He has asked Commerce Committee Chairman Ernest Hollings (D-S.C.) to get time agreement for vote on floor when Senate returns June 6 from Memorial Day recess (May 30-June 3). If agreement can't be reached (Gore aide Roy Neel thinks it may be difficult to get because of possible holds on bill), senator will look for appropriate legislative vehicle to carry S.889 as rider. Most likely candidates would be FCC and Corporation for Public Broadcasting authorization bills.



THE BEST

Warner Bros. Television Distribution
A Warner Communications Company



Where Things Stand

■ Solid box indicates item has changed since last issue.

AM-FM Allocations

In April, FCC changed its rules to allow class A FM stations moving to elevated antenna sites to reduce power below 100w minimum to preserve 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 part of comments

opposing proposal

of New Jersey

class A FM Broad-

casters to allow

almost all class

As to double pow-

er. 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 short-

spaced positions. NAB opposed rulemaking,

saying it would lead to AM-ization of FM band.

However, several FM broadcasters comment-

ing disagreed, contending directional anten-

nas would benefit FM radio and public. Com-

mission said it had no plans to change table of

FM allotments.

FCC launched inquiry March 24 into FM

translator service—FM translators rebroad-

cast signals to areas where terrain, distance

or obstructions weaken original signal—and

in meantime, froze applications for new trans-

lators. NAB, alleging widespread abuses in

translator market, petitioned FCC for changes

in rules; others pressed for expansion of ser-

vice to allow for local origination.

FCC initiated inquiry into extension of do-

mestic 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 re-

gional channels and 940 khz and 1540 khz to

operate at night with 500 watts. Earlier, com-

mission had authorized 21 of 41 AM's on

foreign clear channel 1540 khz to operate at

night. Actions are part of steps to allow night-

time 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 autho-

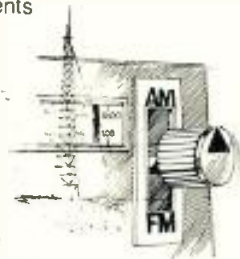
rize new nighttime service on interim basis

until comprehensive review of AM inter-

ference standards in separate proceeding is

completed. Others said FCC should defer ac-

tion until review is completed and new inter-



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ence standards are adopted. NAB board has called for freeze on additional AM allocations, except where they relieve 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, which was subject of Senate Commerce Committee hearing in April (BROADCASTING, May 2). Based on comments made by Hollings and Daniel Inouye (D-Hawaii), chairman of the Communications Subcommittee, they appear intent upon moving proposal. Prospects for action, however, are more likely next year. Legislation was offered in House and Senate last year that would resurrect rules requiring broadcast stations to be owned three years before sale, but no action is anticipated.

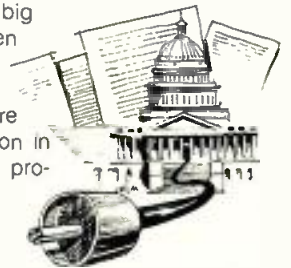
Cable Regulation

■ 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.

House Telecommunications Subcommittee cable oversight hearing May 11 (third hearing is expected in June) served as forum for discussion of cable's growing market power (BROADCASTING, May 16). Other than criticism from Hollywood and broadcaster witnesses, lawmakers seemed unpersuaded by arguments calling for reregulation. Cable industry has been under increased congressional scrutiny. At first hearing in March, Subcommittee Chairman Ed Markey (D-Mass.) announced he was asking Government Accounting Office to study cable rate increases.

Allegations that cable industry has been anticompetitive were subject of March hearing 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



COMING THIS SUMMER

ORION

ORION IV

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COMING SOON

NEXT ATTRACTION
COMING SOON

NEXT ATTRACTION
COMING SOON

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anticompetitive behavior. Metzenbaum staffer said Senator would survey cable competitors to gain input before taking next move (BROADCASTING, May 2).

Cable and Hollywood executives are holding meetings to try to resolve differences, but whether talks will bear fruit is uncertain, according to latest reports (BROADCASTING, May 16).

FCC has adopted new rules that more narrowly define 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.

Children's Television

■ House Telecommunications Subcommittee was expected to mark up children's television bill late last week. Measure is product of negotiations between Subcommittee Chairman Ed Markey and National Association of Broadcasters and is believed to have been signed off by association leadership. Bill proposes limits on commercial time in children's programs, but would not include original requirement that broadcasters air one hour per day of informational and educational programming (see "Top of the Week").

Association of National Advertisers in letter to Markey said limits on commercials would be "counterproductive" and "straitjacket the ability of advertisers and programers to respond to the marketplace and the public they serve."

Bill introduced by Representative Tom Tauke (R-Iowa) would eliminate antitrust restrictions and let industry arrive at code to govern children's advertising. Children's television legislation is also pending in Senate, but no action is imminent.

In response to U.S. Court of Appeals in Washington and petitions from Action for Children's Television, FCC launched broad inquiry into children's advertising. In its comments, ACT asked FCC to limit children's advertising to 9.5 minutes per hour and require two-year period before toys featured in programs can be promoted.

Comparative Renewal

FCC is moving ahead with plans to revamp comparative renewal process. FCC Chairman Dennis Patrick has called for changes to curb use of process to force broadcasters into lucrative settlements and 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 renewal.

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.

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 National Cable Television Association board meeting during association's annual convention, Patrick said he favors complete elimination of license, acknowledging that abolishing it for carriage of local stations would create some practical problems.

Reexamination of license on Capitol Hill could occur in context of broadcasters' efforts to resurrect must-carry requirements there. House Telecommunications Subcommittee member John Bryant (D-Tex.) has offered legislation (BROADCASTING, April 4) to 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 long-standing opposition, arguing that license should be left alone for time being.

Crossownership

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

Question of whether telephone companies should be allowed to offer cable service within their telephone service areas has been central to separate FCC proceeding that could lead to dropping of FCC rules barring such crossownership and recommendation to Congress to eliminate redundant prohibition in Cable Communications Policy Act of 1984. Not waiting for FCC, Representative Howard Nielson (R-Utah) introduced legislation to eliminate statutory ban. Nielson said measure could make headway in next Congress.

Even if FCC and Congress drop crossownership prohibitions, seven Bell operating companies would still be prevented from entering cable business by Judge Harold Greene's modified final judgment in consent decree that led to breakup of AT&T and cre-

ation of seven operating companies. National Telecommunications and Information Administration has petitioned FCC to preempt Greene's regulation of BOC's, arguing that Greene is hampering BOC's entry into information services, including cable. President's Cabinet-level Economic Policy Council is considering legislation that would deregulate BOC's.

Duopoly/one-to-a-market. FCC officials, speaking at NAB convention (April 9-12), said record in duopoly and one-to-a-market rule-making supports some relaxation of rules. But officials indicated that opposition from Hill to any FCC initiative involving liberalization of broadcast ownership rules makes any action on rules unlikely at this time. Also wishing to keep peace with Congress, NAB is not pressing for FCC action.

Broadcast-newspaper. Rupert Murdoch won victory in U.S. Court of Appeals in Washington March 29 when court ruled that statute passed by Congress in session's final hours violated First and Fifth Amendments by prohibiting FCC from extending current waivers of rule banning newspaper-television station crossownership. Action came too late to enable Murdoch to retain *New York Post*, which he sold in February to real estate developer Peter Kalikow for \$37 million so that Murdoch could keep WNYW(TV) New York. Ruling gave Murdoch opportunity to retain *Boston Herald* and WFXT(TV) Boston, but Murdoch announced that he would sell station.

Court did not rule on constitutionality of substance of provision that bars commission from repealing or modifying television-newspaper crossownership ban.

Senator Edward M. Kennedy (D-Mass.) and Senate Commerce Committee Chairman Ernest Hollings (D-S.C.) had attached measure to catch-all spending bill just before Christmas recess. Court, which heard oral arguments Feb. 11, has granted stay of Kennedy-Hollings measure until 45 days after it issues decision.

Meanwhile, FCC received comments on Freedom of Expression Foundation petition calling on FCC to repeal crossownership rules.

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 sta-

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KNBC-TV, Los Angeles and WMAQ-TV, Chicago!

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 Kingston
 Atlantic City



Advertising Sales

TV HORIZONS

a division of LBS Communications Inc.

tions.

Death of West Germany's start-up DBS bird, TV-Sat1 (BROADCASTING, Feb. 22), left two state-owned programmers and two commercial programmers 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 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 programming on C-band satellites got start in January 1986, when HBO 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 programming has grown as more cable programmers have scrambled feeds and begun selling subscriptions directly or through cable operators and other third parties. HBO now wants other major cable programmers to join it in stepping up from C-band to medium-power Ku-band satellites that can beam signals to one-meter dishes.

Equal Employment Opportunity

■ FCC's enforcement of broadcast equal employment opportunity rules and reporting requirements along with agency's implementation of EEO section of cable act were subjects of House Telecommunications Subcommittee hearing last week. FCC's decision not to launch formal investigation of Mass Media Bureau's EEO branch in wake of allegations leveled by branch employees of lax enforcement of cable EEO rules, mismanagement and unfair hiring and promotion practices, was called "sham and mockery," in letter from National Treasury Employees Union on behalf of branch employees.

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

Federal Trade Commission

It is going to be difficult for Congress to answer FTC's \$67,503,000 fiscal 1989 budget request, said Representative Neal Smith (D-Iowa), chairman of House commerce subcommittee, which held March 28 hearing on FTC appropriations. House and Senate, Smith said, are proposing freeze plus only 1% across-board increases for 1989; FTC request is 1.9%, \$1.26-million increase over 1988. \$700,000 of increase, said hearing witness, FTC Chairman Daniel Oliver, is attributable to

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	4,912	170	5,082
Commercial FM	4,058	418	4,476
Educational FM	1,324	173	1,497
■ Total Radio	10,294	761	11,055
FM translators	789	444	1,233
Commercial VHF TV	540	23	563
Commercial UHF TV	485	222	707
Educational VHF TV	119	3	122
Educational UHF TV	214	25	239
■ Total TV	1,358	273	1,631
VHF LPTV	102	74	176
UHF LPTV	267	136	405
■ Total LPTV	369	210	581
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.

High-Definition TV

■ Draft of first interim report to commission involving spectrum needs and outlines for future terrestrial transmission system testing has been sent to parent "blue ribbon" panel by steering committee of FCC's Advanced Television Services (ATS) Advisory Committee. Report concludes that commission should "ultimately" set full HDTV broadcasting standard, either at once or through evolutionary EDTV system as first step. Blue ribbon panel is expected to approve report for sub-

staff and salary matters; \$500,000 is due to miscellaneous inflationary increases.

Results of preliminary antitrust investigation of National Football League television rights contracts for 1987-88 have yet to be released. Justice Department has concluded that NFL-ESPN deal for that season is not exempt from antitrust laws, but declined action since FTC investigation is already under way (BROADCASTING, May 9).

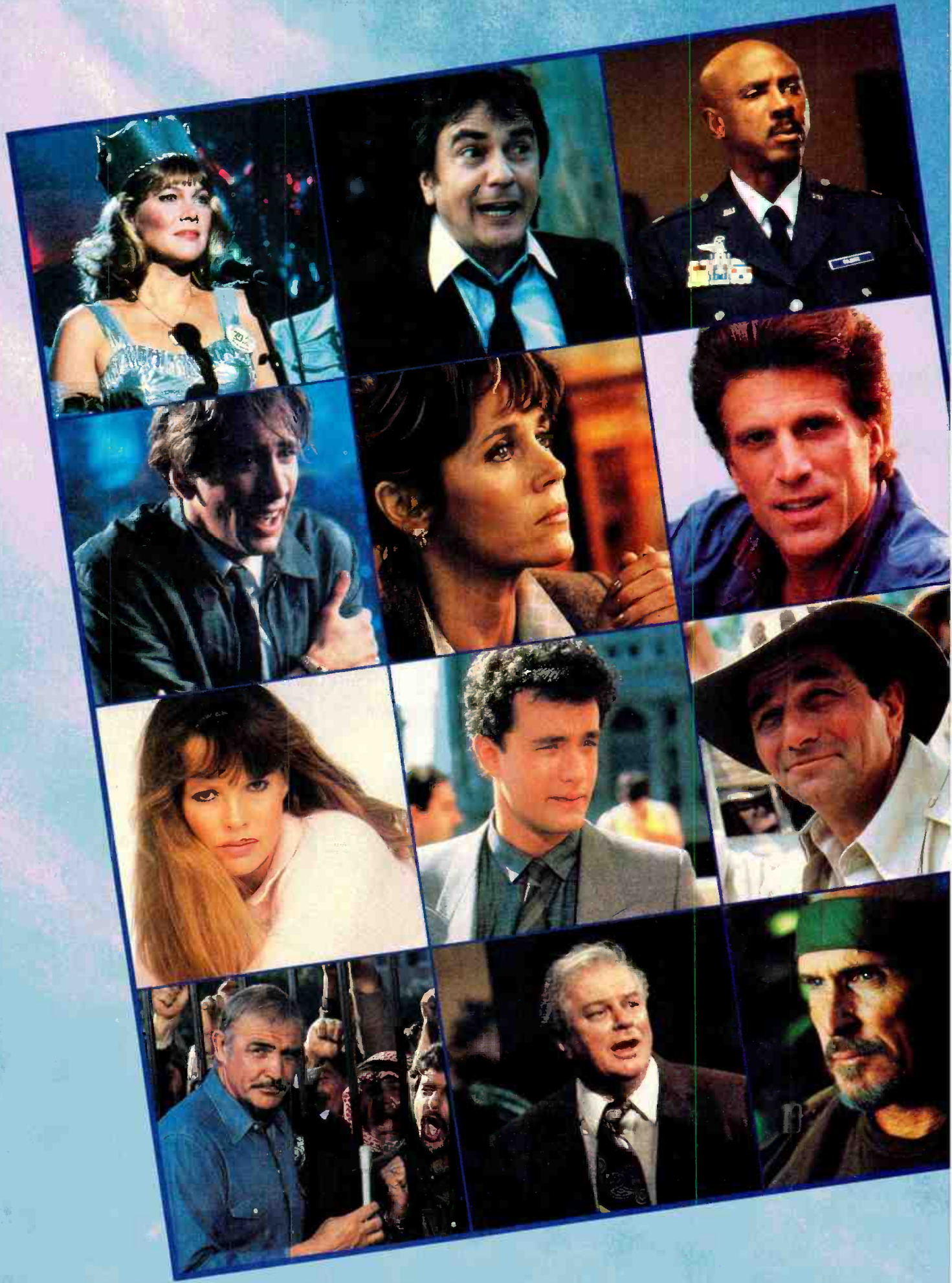
mission to June 3 FCC meeting.

Advanced Television Test Center (ATTC), project co-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. Search committee has submitted three names to ATTC board and interviews continue with more candidates. 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.

Cable industry is still considering participation in ATTC, but operators may put any dollars available for study or testing of HDTV into Cable Television Laboratories Inc. (Cable Labs), newly created research and develop-



P E G A S U S I



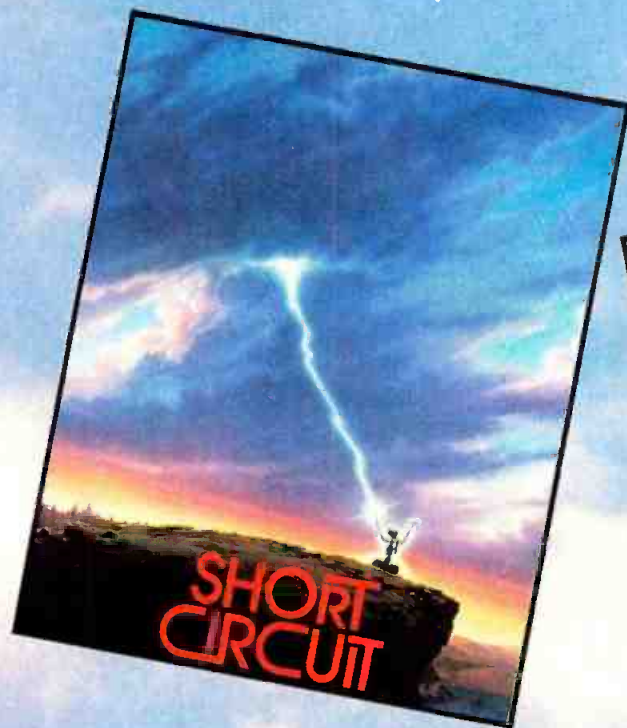
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PEGASUS I has it all...

Award-winning titles with mass appeal. Popular movies such as "Peggy Sue Got Married," "Blind Date," "Nothing In Common," "Short Circuit," "Iron Eagle," and 15 other major theatrical films!

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ment consortium of major cable operators.

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 *Pacific* 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 *Pacific* 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 com-

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

Intelsat

Intelsat and Hughes Communications have not commented on May 10 *Washington Post* story quoting Intelsat attorney Ray Banoun saying that both organizations have conducted investigations into reports of Hughes employe or employes paying Intelsat officials for inside request-for-proposals information. Hughes is building \$785-million satellite series for Intelsat.

In dramatic end to investigation by U.S. attorney for District of Columbia, former Intelsat director general, Richard Colino, and business associates in July of 1987 pleaded guilty in U.S. district court to criminal fraud and conspiracy charges growing out of what prosecutors said was siphoning of \$4.8 million from Intelsat during construction of addition to its headquarters building. Colino and Deputy Director General Jose L. Alegrett were fired by Board of Governors in December 1986 after outside lawyers and auditors submitted report indicating their possible involvement in financial irregularities. And in September 1987 U.S. District Judge Gerhard A. Gesell, saying loss to Intelsat had been \$4.5 million, sentenced Colino to six years in minimum security prison and ordered him to make restitution of \$865,000. Colino began serving his sentence on Oct. 31 in Petersburg, Va., prison camp. One associate was sentenced to three years and fined \$100,000; other was sentenced to two years. Intelsat in May filed civil suit against Colino in U.S. district court in Maryland, claiming his activities resulted in damage to organization of \$11.5 million (BROADCASTING, May 25, 1987). Colino at about same time filed for bankruptcy to protect his assets. Both cases are pending. Intelsat members in April confirmed Board of Governors selection of Dean Burch as Colino's successor.

Land Mobile

Statements by Mass Media Bureau Chief Alex Felker to Land-Mobile Communications Council (LMCC) suggest 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

■ FCC has set lottery date of May 27 to pick "tentative winner" from among mutually exclusive LPTV applications for some four dozen markets. Those applications were among original 1,635 filed in June 1987. Next filing window for low-power applications at FCC is June 15-24. There is \$375 filing fee per application and FCC has imposed limit of five applications per entity.

Members of Community Broadcasters Association will travel to Washington May 18 to meet with members of Congress and FCC. Contingent, which includes John Kompas, director of CBA, will be in Washington to discuss role of LPTV and what Kompas characterizes as its "second class status" in broadcasting community. One of trip's purposes, according to Kompas, "is to gain recognition for community service-type programing that LPTV provides that full-power stations have ignored."

Progress of CBAs programing co-op, headed by Joe Loughlin (former general manager of WGN-TV Chicago), has been slow. Loughlin is in process of lining up 15-20 stations to participate.

Mergers

■ Burt Sugarman has made informal \$70-per-share—or roughly \$2 billion—bid for Richmond, Va.-based group owner, MSO, publisher and media placement service, Media General. Sugarman also said that price could be raised higher if company would negotiate. Bryan family, whose members include company's chairman and vice chairman, have steadfastly refused to entertain offers from Sugarman for company. Family, through trust, owns 70% of outstanding 559,000 class B shares, which have right, upheld April 27 by district court, to reject any merger proposal and elect six of company's nine directors. Lawyer for Sugarman had previously said ruling would be appealed. Sugarman continues to conduct proxy battle for remaining three board seats, elected by shareholders owning 27.6 million class A shares. Voting for directors took place last Friday at company's annual meeting in Richmond. Company's stock continues to trade at large discount to Sugarman offer. ¶ Proxy battle for Centel Corp. will culminate at annual meeting rescheduled for June 28. One issue at meeting is whether Chicago-based telco and MSO will eliminate cumulative voting for directors. Change is enabled by recent change in Kansas law, where company is incorporated. At same meeting, shareholders will choose between company-nominated directors and alternative slate of three directors proposed by cellular operator, Metro Mobile, and investor, Asher Edelman, who are urging sale of company's assets. Company and Edelman group recently reached agreement to end all litigation. ¶ Rogers Cablesystems International announced in April intention to sell all U.S. cable systems,

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Carol Burnett is an American Institution.
Now she has become a national treasure.

The Smithsonian Institution

National Museum of American History
Washington D.C. · May 19, 1988

Carol's Charwoman costume becomes a permanent part of Americana.

The Horatio Alger Association of Distinguished Americans Award

Washington D.C. · May 20, 1988

Carol is honored as a role model for young people today.

The Museum of Broadcasting

"The Many Worlds of Carol Burnett"

New York City · May 23 to September 15, 1988

Carol's television career is celebrated with special screenings and presentations.

Television stations across America and throughout the world who broadcast CAROL BURNETT AND FRIENDS congratulate her on receiving these outstanding honors. We're proud to be part of her continuing success.

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which serve 525,000 subscribers. ¶ Robert M. Bass Group is taking bids on Wometco properties, serving 440,000 subscribers. ¶ Warner Communications Inc. agreement to acquire Lorimar Telepictures was made definitive last week and approved by both companies' boards of directors. Agreement calls for tax-free stock-merger of roughly 2.4 Lorimar shares for each common share of Warner. Clause permits Lorimar to cancel agreement if, during "specified period before the closing," average price of Warner stock falls below \$36.14 per share, or Lorimar receives higher offer. If Lorimar accepts third-party offer, Warner has option to purchase 18.5 percent of newly issued Lorimar stock at \$15 per share. Merger is still subject to approval by Lorimar shareholders, two of whom filed suit last week charging that directors failed to consider other offers and obtain best price for shares. Marvin Davis has resubmitted request asking Lorimar's board for inside look before deciding whether to make all-cash bid for Culver City, Calif.-based programming company. ¶ United Cable in March agreed to merge with United Artists Communications Inc. into new company, United Artists Entertainment Co. (UAE). Tele-Communications Inc., which holds 45.9% of United Cable Television and 65.5% of UACI, will have at least 52% in new company. Merger is expected to be completed in second half of year and will create third largest cable system operator in U.S., with 2.3 million-subscriber cable systems (including UACI's recent purchase of Daniels's cable interests) to be operated under United Cable name.

Must Carry

■ FCC, responding to congressional pressure, sent survey to cable systems and broadcasters to gauge effect dropping must-carry rules has had on broadcast industry. Responses to survey, which has come under fire from both industries, are due June 6.

In April, House Energy and Commerce Committee Chairman John Dingell (D-Mich.) and others asked FCC to collect data on rules. Dingell supports rules, although action on item, he says, is dependent on broadcaster's willingness to accept codification of fairness doctrine.

National Cable Television Association President James Mooney had good news for public television audience in Washington in April. He told them cable industry would help them "put on books rules similar to those promulgated by the FCC last year to require cable systems to carry the signals of local public stations."

Those 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. Decision was replay of same court's decision two years ago in overturning original must-carry rules. Broadcasters suffered further setback when Solicitor General declined FCC's request that his office join broadcasters who were urging Supreme Court to review appeals court's decision.

Last February, National Association of Broadcasters television board directed NAB staff to seek all avenues to restore must carry.

Public Broadcasting

■ CPB board of directors approved package of resolutions at May 16-17 meeting that, in future budgets, will "focus CPB's resources on limited number of higher priority issues" with "measurable" contribution to programming as single criterion for each budget decision. Board also resolved to extend use of all appropriate programming for educational purposes and approved radio program fund top priority of creating "major new services and series" at NPR.

NPR and APR held annual meetings 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 APR president.

PBS and National Cable Television Association appointed liaisons in early May to discuss channel placement issues with respective camps. PBS and NAPT's for first time ever joined other exhibitors at NCTA April 30-May 3 convention in Los Angeles, and PBS President Bruce Christensen took part in opening session panel. April public TV meeting in Washington featured NCTA President James Mooney offering cooperation.

PBS board April 13 approved \$24.7-million fiscal 1989 budget. NAPT's board approved \$1.9-million budget that same day.

Series of congressional hearings on 1991-1993 CPB reauthorization have been held this spring. Process now awaits markup of proposed House and Senate authorizations of \$304 million for FY 1991 (plus \$200 million for replacement of satellite), \$353 million for FY 1992 and \$404 million for FY 1993. CPB is asking increase from \$232 million in 1990 to \$395 million—plus one-time \$200-million appropriation for replacement of satellite—in 1991. Administration has recommended freeze at 1988 level, \$214 million.



Syndex

At last Wednesday's (May 18) open meeting, FCC adopted unanimously new syndicated exclusivity rules empowering television stations to enforce exclusivity of their syndicated programming against cable systems.

In adopting rules, which are similar to those dropped by agency eight years ago, FCC said they would end "the reign of re-runs" on cable and increase the diversity of programming on broadcast and cable. They would also make television marketplace fairer by allowing television station to contract for true exclusivity as cable programmers do, FCC said.

Today, typical cable system imports several distant broadcast signals; some of syndicated programming on signals duplicates that on local television stations. Under syndex rules, stations could force cable systems to delete duplicative programming.

The FCC acknowledged that cable systems

would suffer increased costs from having to delete and, if they wish, substitute programming, but said benefits outweigh costs. What's more, FCC added several provisions to mitigate impact of rules. Rules will not take effect for one year and system with 1,000 or fewer subscribers are exempt. Also, exclusivity in existing contracts may not be immediately enforceable.

Broadcasters applauded decision (see "Top of the Week"). They say syndex will restore equity within marketplace and that consumers will benefit. "Diversity again will be the watchword in programming, with viewers having a greater choice than ever before," said Eddie Fritts, president of National Association of Broadcasters. Cable, on other hand, was not pleased. United Video, common carrier for superstations WGN-TV Chicago, WPIX(TV) New York and KTVT-TV Dallas, says it will appeal decision, and National Cable Television Association is promising to do same. NCTA President Jim Mooney said decision was "scheme designed to allow the Hollywood cartel to flex its muscle."

Unions

With Writers Guild of America strike entering 11th week, no new talks have been scheduled between negotiating committees for guild and Alliance of Motion Picture and Television Producers. At networks, executives concede strike will delay start of new entertainment season—probably at least until latter part of October and possibly later. Competitively, NBC would appear to be in best position because it has major sports events—summer Olympics from Seoul and World Series—to fill void through October. Meanwhile, another potential strike situation looms on horizon—contract between Alliance and craft unions affiliated with International Alliance of Theatrical Stage Employees expires in June, and two sides are said to be far apart on agreement on new pact. Some observers believe Writers strike could continue through Labor Day, if no settlement is reached by June as Alliance shifts focus to talks with IATSE.

Wireless Cable

■ Having completed financing, Microband Companies Inc., New York, has begun test marketing wireless cable service in Washington. If all goes well, Microband plans to begin full-scale marketing in month or two. In addition to off-air signals from Washington and Baltimore, service features 10 cable programming services, including Home Box Office. With some cooperation from FCC, Microband hopes to increase number of cable services to 21 by end of year.

Wireless cable, which uses mix of ITFS and MDS channels to broadcast multiple cable programming services to subscribers, is now available in several other large markets. Microband operates systems in New York and Detroit.

Wireless Cable Association, trade association representing wireless cable operators, has elected Robert Schmidt president. Schmidt is former president of National Cable Television Association.

Cable Exclusive

During the Moscow Summit, The Discovery Channel will put Russia and America on the same wavelength.



What will the Russian people be told of the Reagan-Gorbachev Summit? Millions of Americans will find out when The Discovery Channel airs "As They See It: The Soviet Nightly News."

For one hour each night of this historic meeting, television journalist Hodding Carter will present a fully translated version of "Vremya," the official Soviet evening newscast watched by up to 150 million people.

This cable TV exclusive, produced in cooperation with Orbita Technologies Corporation, continues in the tradition of last year's pioneering event, "Russia: Live from the Inside."

And it is further proof of The Discovery Channel's commitment to explore innovative uses of television to bring the world closer to home.

Don't miss this unprecedented opportunity to see first-hand how state-controlled Soviet television reports news about its superpower rival.



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As They See It: The Soviet Nightly News

Hodding Carter, host
May 29 - June 2, 9 pm ET

Datebook

■ indicates new listing

This week

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 24—*New York Television Academy* forum. "Does Television Elect the President?" Panelists: Sander Vanocur (moderator), ABC News: John Deardourff, media consultant; Philip Dusenberry, chairman, BBDO; Geraldine Ferraro, former vice presidential candidate; Louis Harris, pollster, and Larry Speakes, former White House press secretary. New York Hilton.

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 25—*Women in Cable, Philadelphia chapter*. "Cable Pursuit '88: The Game Show." Contestants: Gerry Lenfest. Group W; Brian Roberts. Comcast; John Calvetti. Heritage Wilmington; Steve Joyce. Wade Cablevision; Steve Davidson, HBO. Valley Forge Convention Center. Valley Forge, Pa. Information: Liz Bacon. (215) 293-8681.

May 25-28—"Global Communications—A Network of Cooperation." conference organized by *Center for International Cooperation*, based in Shannon, Ireland. Speakers include Ted Turner, Turner Broadcasting System; Sir Donald Maitland, deputy chairman of Britain's Independent Broadcasting Authority; Gaston Thorn, former president, Commission of the European Communities, and Dr. Mikhail Kuzin, Soviet co-chairman, International Physicians for Peace, Dromoland Castle, near Shannon Airport, Ireland. Information: (212) 921-1414.

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 26-27—*Kentucky Broadcasters Association* spring convention. Brown hotel, Louisville, Ky.

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.

Also in May

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 Robert 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 2-5—*Investigative Reporters and Editors* national conference. Hyatt Regency, Minneapolis. Information: (314) 882-2042.

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**—"The Overseas Market for Communications Equipment: The Issues of Trade, Marketing and Regulation Between Europe and North America," seminar sponsored by *Columbia Business School's Center for Telecommunications and Information Studies*. Columbia Business School, Uris Hall, Hepburn Room, New York. Information: Sherry Collins, (212) 280-2747.

■ **June 7**—Ninth annual Pinnacle Awards, sponsored by *American Women in Radio and Television, New York chapter*. Marriott Marquis hotel, New York. Information: (212) 752-7510.

June 7-8—*Museum of Broadcasting* seminars (each day at 5:30-7 p.m.) featuring Garrison Keillor, formerly with public radio show *Prairie Home Companion*. MOB, New York. Information: (212) 752-4690.

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 Confer-

ence," sponsored by *Executive Enterprises Inc.* Park-er Meridien, New York.

June 8-11—*American Women in Radio and Television* 37th annual convention. Theme: "The Turning Point." Speakers include: Sally Jessy Raphael, talk show host and James Quello, FCC commissioner, 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 9-11**—*South Dakota Broadcasters Association* annual convention. Ramkota Inn Convention Center, Pierre, S.D.

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*. Wcvtv 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 10-12**—"The Economics of Urban Poverty and Welfare," conference for journalists co-sponsored by *Foundation for American Communications, Ford Foundation* and *Chicago Tribune* in association with *Illinois Press Association*. Indian Lakes Resort, Bloomington, Ill. For information: (213) 851-7372.

■ **June 11**—"The Business of Reporting Business," sponsored by *Society of Professional Journalists* and *Robert G. Merrick School of Business*. University of Baltimore Law Center, Baltimore. Information: (301) 625-3256.

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**—"Sports on Cable...What's the Score?" meeting of *Southern California Cable Association*. Panelists: Herb Granath, ABC Video Enterprises; Tony Acone, Prime Ticket; Joe Cohen, Z-Channel; Don Ellis, TBS Goodwill Games, and Don Ohmeyer, Ohmeyer Communications. Pacifica hotel, Los Angeles.

June 14—*Los Angeles Advertising Club* breakfast meeting and creativity seminar. Speaker: Writer Ray Bradbury of USA Network's *Ray Bradbury's Theater*. Information: Gladys Yonick, (213) 382-1228.

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**—*Institute of Electrical and Electronics Engineers, New York Section, Broadcast Technology and Vehicular Technology chapters* meeting, "Professional certifications programs: an overview." New York City Technical College, Klitgord Auditorium, Brooklyn, N.Y. Information: Mike Hayden. (212) 246-2350.

June 16—*Philadelphia Advertising Club* creative awards gala with inauguration of Philadelphia Advertising Club Hall of Fame. Franklin Plaza hotel, Philadelphia. Information: (215) 874-8990.

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

June 16-19—*Kansas Association of Broadcasters'*

A New Video Guide From The National Association Of Broadcasters

RADIO STATION ACQUISITION:

How to Value, Locate and Finance a Radio Station

If owning a radio station is your dream, then this video presentation on radio station acquisition can help turn your dream into a reality.

In answer to the many requests we have received for information on how to acquire a radio station, the National Association of Broadcasters, along with Tom Gammon of Americom Radio Brokers, assembled a cast of experts—experienced radio station owners, brokers, entrepreneurs, lenders and radio industry consultants—to bring you this comprehensive 3½ hour video guide to successful radio station acquisition.

Hear From These Distinguished Experts

These experts share their vast radio industry knowledge and expertise that has helped them and others acquire radio stations.

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Robert E. Beacham, Executive Vice President, Caravelle Broadcasting Group Consol. Inc.

Jeffrey H. Smulyan, President, Emmis Broadcasting Corp.

Bob Dodenhoff, General Partner, WKLX-FM Radio

Dan Wachs, Co-Owner, First Valley Broadcasting

Ragan A. Henry, President and CEO, MediaComm National, Inc. and President Broadcast Enterprise, Inc.

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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**—"Western Water Crisis," seminar sponsored by *Associated Press Television-Radio Association of California-Nevada*. Peppermill Casino-Hotel, Reno. Information: Rachel Ambrose, (213) 746-1200.

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

June 19-22—*National Broadcast Editorial Association* convention. Boston. Information: (301) 468-3959.

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. Williamsburg Lodge, Williamsburg, Va. Information: (301) 995-0844.

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, Public Broadcasting Service. Copacabana, New York.

July

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

July 10—Deadline for applications for 1988 Radio Broadcasters' Award, "designed to acknowledge the role radio plays in educating teens and adolescents on sexuality issues," sponsored by *Center for Population Options*. Information: (818) 766-4200.

July 10-13—*New York State Broadcasters Association's* 27th executive conference. Concord Resort hotel, Kiamesha 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 14-16—*National Federation of Local Cable Programmers* 11th annual national convention, including presentation of 1988 Hometown USA Video Festival. Hyatt Regency, Tampa, Fla. Information: (916) 456-1757.

July 19—*Seattle Advertising Federation* luncheon meeting. Speaker: Kay Koplovitz, president-chief executive officer, USA Network. Westin hotel, Seattle. Information: (206) 623-8307.

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 21-23**—*Montana Cable Television Association* annual meeting and convention. Fairmont Hot Springs Resort near Anaconda, Mont.

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.

Aug. 5-9—*Georgia Association of Broadcasters* summer convention. Callaway Gardens, Ga. Information: (404) 993-2200.

Aug. 6-13—TV weathercaster workshop, offered by *Lyndon State College*, Lyndonville, Vt. Information: (802) 626-9371.

Aug. 19-20—*Utah Broadcasters Association* annual convention. Cliff Lodge at Snowbird resort, Utah. Information: (801) 328-8400.

Aug. 24-28—13th annual National Association of Black Journalists newsmakers convention. Adam's Mark hotel, St. Louis. Information: (703) 648-1270.

Aug. 25-27—*West Virginia Broadcasters Association* fall meeting. Greenbrier, White Sulphur Springs, W. Va.

Aug. 30—Presentation of Community Service Programming and Public Service Announcements Emmy Awards, sponsored by *National Academy of Television Arts and Sciences*. Marriott hotel, New York. Information: (212) 586-8424.

September

Sept. 5-7—*Satellite Broadcasting and Communication Association* trade show. Opryland hotel, Nash-

Major Meetings

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

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

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

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

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

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

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

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

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

Sept. 22-25—*Society of Broadcast Engineers* third annual national convention. Convention Center, Denver. Information: John Battison, (614) 388-3364. 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 Convention 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. 2-5, 1989—*Radio Advertising Bureau's* Managing Sales Conference. Loews Anatole, Dallas.

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

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

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 10-12, 1989—*Cabletelevision Advertising Bureau* eighth annual conference. Waldorf-Astoria, New York.

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.

THE WAVE™

.9 - 3.8

CLEVELAND

MARBRIDGE

M-F
 6-10A.M.
 10A.M.-3P.M.
 3-7P.M.
 7P.M.-MID.

~~1.0-2.5~~
~~0.8-3.6~~
~~0.7-4.4⁰⁰~~
 1.7-6.4^{WAVE}

WEEKEND

6A.M.-MID.

PARTY TONITE!!

0.9-4.2

CALL JOHNNY
KATHRYN

From a .9 to a 3.8, Monday through Sunday, 6am to midnight, in its desirable target demographic of 25-54...Cleveland's Wave™ is coming on strong in the heart of the midwest.

"My revenues were up 243% for the January-April period, compared to last year," said WNWV-FM GM Gary Kneisley. "And now that the Arbitron is on the streets, our sales have taken a real jump."

For complete details and a demo tape of The Wave™, call Howard Bloom or Charlie Strickland at 1-800-527-4892.



Source: Arbitron Fall 1987, Winter 1988, Cleveland metro shares, Adults 25-54

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ville. Information: (703) 549-6990.

Sept. 6-9—Fourth *Pacific International Media Market*, film and television market. Old Sydney Parkroyal hotel, Sydney, Australia. Information: (03) 500-9311.

Sept. 8—Presentation of news and documentary programming Emmy Awards, sponsored by *National Academy of Television Arts and Sciences*. Waldorf-Astoria, New York. Information: (212) 586-8424.

Sept. 12-15—Nebraska Videodisk Symposium, sponsored by *Videodisk Design/Production Group of KUON-TV/University of Nebraska-Lincoln*. UN-Lincoln. Information: (402) 472-3611.

Sept. 13-16—*International Institute of Communica-*

tions 19th annual conference. Westin hotel, Washington. Information: Eduard Berlin, (212) 559-3419.

Sept. 14-17—Radio '88, sponsored by *National Association of Broadcasters*. Convention Center, Washington.

Sept. 16—*Society of Broadcast Engineers, Central New York chapter*, 16th annual regional convention. Sheraton Convention Center. Liverpool, N.Y. Information: (315) 437-5805.

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



Cable defender

EDITOR: Your May 9 report on the opening panel at the National Cable Television Association convention certainly fell short of telling the full story.

It is most unfortunate that your reporter did not deem it necessary to relate the cable-bashing which Bruce Christensen, president of PBS, tried to engage in by criticizing Nickelodeon, for example. He said that, since he does not have cable, he watched Nickelodeon once and all he saw were Popeye cartoons. I defended Nickelodeon, stressing their fine programming, and stated that Nickelodeon does not run Popeye cartoons—a fact which was later confirmed to me.

Concerning the discussion of sports on cable, I defended cable's right to bring sporting events to its subscribers by comparing it to other events that take place. I clearly recall mentioning that if cable was only for the "haves," stadia for baseball and football should be closed, as should motion picture theaters, which now charge \$7 per ticket in New York City.

Finally, on reflection, it isn't even the cable television industry that should be burdened with this "haves" vs. "have-nots" discussion, but some of the promoters to whom profit seems to be paramount. In discussing the "have-nots," possibly these same sports promoters should be approached about offering a few hundred ring-side tickets to the local "have-nots" at the next championship boxing event.—*Ralph M. Baruch, senior fellow and chairman, board of governors, National Academy of Cable Programming, New York.*

Canadian clarification

EDITOR: In his March 14 "Monday Memo" John Eger makes a regrettable misstatement when he says "Canada continues to expropriate American television programs at the border, delete the U.S. commercial messages, insert Canadian commercials and relay those programs by cable or satellite to receive-only earth stations throughout Canada."

Because this misstatement has appeared in other U.S. media and because of the

impending legislation to implement the Canada/U.S. Free Trade Agreement, it is important to correct it.

Cable television systems in Canada are required, by federal regulation pursuant to the Broadcasting Act, to carry out simultaneous program substitution. When a local television station and a distant station (whether Canadian or U.S.) distribute the same episode of the same program at the same time, the cable television company is required to distribute the local station simultaneously on both channels. This regulatory policy was instituted as a mirror of the old syndicated exclusivity rules adopted by the FCC to protect program rights licensed by local stations. Cable systems are prohibited from altering any broadcast signals. Commercial messages are not deleted. Canadian commercials do not replace U.S. commercials except as part of the Canadian release of the program for which the exhibition rights have been licensed for a fee.

The alternative would be a blackout of the cross-border version of the program. This would serve neither the interests of the U.S. distributor, the U.S. border stations that value their distribution by cable in Canada nor the Canadian subscriber.—*Michael Hind-Smith, president and chief executive officer, Canadian Cable Television Association, Ottawa.*

Call for scripts

EDITOR: I'd like to invite news writers, reporters and anchors to submit their best scripts for inclusion in a book consisting of topflight news scripts. Scripts are sought from news people at radio and TV stations, local and network, and staff members at the wire services. The scripts may deal with any subject and run any length, and writers may submit as many as they wish. On the back of each page, the writers should print their names and call letters. No scripts will be returned, so entrants may wish to send in photocopies. Scripts not chosen will not be published.

Entries should be sent to me c/o Bonus Books, 160 East Illinois Street, Chicago 60611. Deadline: June 15, 1988.—*Mervin Block, author of "Writing Broadcast News—Shorter, Sharper, Stronger" and columnist, Radio-Television News Directors Association's Communicator.*

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Broadcasting Publications Inc.

A Times Mirror Business Publication

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THE WAVE™

1.0 - 2.9

MARBRIDGE

DETROIT

M-F
6-10AM.
10AM.-3P.M.
3-7P.M.
7P.M.-MID.

0.6-1.4
1.4-3.2
1.4-4.0
0.5-3.9
OUTSTANDING
!!!

WEEKEND

6A.M.-MID.

0.8-3.1
THE WAVE COMES THROUGH!!!



From a 1.0 to a 2.9, Monday through Sunday, 6am to midnight, in its desirable target demographic of 25-54...that's the growth that WVAE-FM in Detroit chalked up in its first book with The Wave™. And look at the dayparts. Look at the evenings and weekends! In Detroit, one of the most intensely competitive markets in the country, The Wave™ is scoring a resounding success.

For complete details and a demo tape of The Wave™, call Howard Bloom or Charlie Strickland at 1-800-527-4892.

THE WAVE



Source: Arbitron Fall 1987, Winter 1988
Detroit metro shares, Adults 25-54

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A commentary on radio programming from Robert Mounty, Mounty Communications, New York

Creativity and risk keys to reviving radio

Almost since its birth radio has been repeatedly threatened with violent demises. Radio was supposed to exit when television made its entrance. Competitively priced hi-fi phonograph equipment was destined to cripple radio. Ratings were bound to plummet and in-car audience evaporate in favor of eight-tracks and CB's. Yet somehow radio tenaciously clings to a vital mass audience.

Much of this almost self-perpetuating dynamic is rooted in technology.

Just 20 years ago FM gave radio a new lease on life. Albeit the government virtually had to force this superior technology on us with a "program the station or relinquish the license" regulation. FM stereo was another bonanza. Miniaturization and mobility made radios as personal as toothbrushes.

Our record of successfully maximizing technical advances is quite good, but creative breakthroughs have historically been embraced very slowly.

TV didn't close us down but it sure made us tremble. The fates smiled on us with McClendon- and Storz-style format radio. We turned out to be wonderful imitators, and before long listeners could hear the same kinds of stations in every market. The concepts were solid. Stations became profitable in spite of similarity, and radio became ubiquitous.

What limited variety that existed was almost always infused by an occasional unique personality working for a rare gutsy station management. These individualists were also promptly imitated.

Very little nuance was applied to the basic formats. These highly controlled systems were adapted to every sound from AOR to classical with only minor adjustments but major successes.

Similarly, successful advertising, promotion and contesting efforts were widely duplicated.

Station operators can't claim creativity for the music aired. Disco, new age and new wave were all popularized long before a few daring broadcasters risked adding them to the mix and even fewer built formats around them—bless the risk takers.

When research-oriented program directors made the scene about a dozen years ago, they brought a new dignity to the job. No longer was a PD expected to do a full air trick and program the station too. They supervised "passive" or "call out" research based on the "radical" idea of asking the audience what songs it liked. Unfortunately, this sometimes led to more creative inhibitions when the technique was used as a shield instead of a weapon by timid practitioners. By then an industry that had always been extremely cautious with "new" music



Robert Mounty, a 30-year radio veteran, has spent almost his entire career in management positions at Metromedia and NBC. He started New York-based Mounty Communications in the fall of 1987 to invest in, operate and consult broadcast and related enterprises.

became *rigid*, resulting in more sameness and a lower boredom threshold. We are now slowly moving away from this extreme for dial scanners.

Of course there are lots of great radio stations: AM monuments that do not and never have had "formats" and continue to maintain huge audiences and AM and FM stations that execute formats with perfection in markets large and small. Attempts to imitate these giants are usually flawed, but they add to the plague of sameness.

Taking chances today requires more guts than ever. Radio stations are now recognized as great (or potentially great) businesses. Sale prices reflect this assessment. New owners must demand strict cost controls to develop adequate cash flow. Half of all U.S. radio stations have been acquired at the higher prices. Owners of the other half are operating with the same firmness now that they know how much their properties are worth. And who can blame them?

Essentially, our industry consists of 9,000 small businesses. Even the biggest radio stations are relatively small enterprises when compared to many other industries. Most well-run businesses dedicate at least some resources to research and development. We actively measure and research our audience, which is our end product. But we do pitifully little experimenting with the raw materials (our on-air offering) that create our merchandise.

Since we are exposed to the world 60 minutes each hour, 24 hours a day, we can hardly do major testing without huge risk.

While we've been short on creativity, our electronic siblings have been taking pieces of our audience. I once thought that radio's ubiquity protected us from audience erosion. Wrong. While we cannot accurately

quantify each individual incursion, there is no doubt that cable and broadcast television have taken a toll.

Until five or six years ago, most respondents to surveys identified radio as their *first* source of news. Today network and local TV newsbreaks and bulletins along with expanded evening and daytime newscasts have made television the first news source. CNN has further diminished our news audience. These phenomena just happened to coincide with a wave of newscasts cut by many music radio stations.

MTV cost us audience too.

Technological advances are not the private domain of radio either. You can see lots of Watchman-type TV sets wherever people relax. We can't stop competitive technologies, but we can wage war on boring radio. If we don't launch an all-out attack now, we will lose audience to the worst place of all—not TV, not cable—the "off" button.

I believe we have the creative talent to excite the FM band and resurrect the AM band. We have to give our bright people a little space and a lot of encouragement. We can experiment during the overnight and some other light listening fringe hours. We can stop simulcasting on our AM's. As noted, it's tough to take risks under today's fiscal pressures; but we must begin to apply some of our resources to R&D now.

It is "super-gutsy" to try a whole new format. I hope the all-sports stations are able to hang in long enough to become successful as I believe they can. Remember when the nay-sayers said all-news would never work? Group W and CBS had faith and they were richly rewarded. Did the all-joke and all-game formats get enough support? Will the "money" stations work? Fresh approaches like those just might save AM radio, if given a chance.

Somewhere out there some bright people are going to come up with programming on AM that might cause young people to try something "new" that their parents don't listen to. A couple of decades ago a lot of kids switched to FM largely because Mom and Dad didn't listen to that band.

"Shock" radio has shown that AM's demos can be lowered. There must be other more acceptable ways to accomplish this. Sally Jessy Raphael's personal advice has brought younger women to nighttime radio. There must be more vehicles worth trying.

We can't sabotage cable and TV.

We can't depend on promotion entirely.

We can't wait for exotic new technology not yet imagined.

We can't totally rely on the music industry to create excitement.

We must look to ourselves and re-direct our tremendous resources now. This ain't a dress rehearsal.

It's show time.

THE WAVE™

2.1-3.5

SAN DIEGO

MARBRIDGE

M-F

6-10A.M.

10A.M.-3P.M.

3-7P.M.

7P.M.-MID.

WEEKEND

6A.M.-MID.

1.3-2.3

2.6-2.8

2.7-3.8

1.5-4.2
HOT!

2.1-(4.9)



From a 2.1 to 3.5, Monday through Sunday, 6am to midnight, in its desirable target demographic of 25-54...that's an increase San Diego's Wave™ affiliate is finding easy to sell.

Chris Conway, General Manager of KSWV-FM, said "I'm delighted with the ratings increase." "I'm thrilled with how easy it is to sell," added KSWV-FM Sales Manager Dianne Ingle. "Our buyers and advertisers love it."

For complete details and a demo tape of The Wave™, call Howard Bloom or Charlie Strickland at 1-800-527-4892.

THE WAVE



Source: Arbitron Fall 1987, Winter 1988, San Diego metro shares, Adults 25-54

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News Directors Had 3,000 Reasons To Call The NEWSFEED Network Last Year.

"It was a typical day in my newsroom until the sniper report came in. With a group of *our* senior citizens being held hostage a thousand miles away at a Florida resort hotel, we *had* to have coverage, and we needed it *fast*. With an hour and a half to go until news time I couldn't afford to wait. So I picked up the phone and dialed **1-800-922-NEWS**. That's the toll free request hotline for The NEWSFEED Network. With NEWSFEED on the job, I knew that I could relax. Sure enough, the video was there on the feed just like I had requested. Our viewers saw pictures of the incident, while folks watching the competition just got a copy story—that's all.

"Competition, eat my dust!

"I call The NEWSFEED Network because they get me what I want. In fact, last year they handled over 3,000 requests like mine. Whether it's breaking news, a sports interview, file footage or weather video, they *always* come through. The folks at NEWSFEED are an extension of our news team. They're part of our family, because they get us what we need to win! Group W set the standard for satellite news gathering when they started The NEWSFEED Network back in 1981. And they've been innovating ever since.

"They've helped me to show my viewers who's the best news station in town. So if you want to be tops in your market, you ought to call them on their toll free number, **1-800-922-NEWS**. They show you all the ways that their request service can help you beat your competition, too."

.....

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Broadcasting May 23

Vol. 114 No. 21

TOP OF THE WEEK

Syndex redux: FCC levels the playing field

FCC votes unanimously to reimpose new rules giving broadcasters exclusive rights to syndicated programing; cable vows to challenge

Despite warnings of program blackouts and threats of court challenges, the FCC brought back syndicated exclusivity rules last week in the hope of improving the quality and diversity of programing on broadcast and cable television.

"The big winners today are the consumers," said FCC Chairman Dennis Patrick, principal architect of the rules, just before they were unanimously adopted at last Wednesday's open meeting. "They will benefit by a smooth transition to a fair and more competitive market structure which promises richer, more diverse programing."

Commissioner Patricia Diaz Dennis, whose vote was in doubt until the meeting, said she, too, was convinced the rules would eventually bring more and better programing to the public. "Although American consumers will find this syndex medicine very bitter at first, because they may not see such programs as *Alf* three times a day, in the long run, the medicine should work. Although TV viewers may initially be alienated, programers may find an even better alien to deliver to consumers' TV sets."

The rules will encourage cable operators to carry original programing, Dennis said.

"Instead of a so-called rule of reruns, which is what we have now, I think we can, through syndex rules, better achieve program diversity that will appeal to differing viewer preferences."

Kenneth Gordon, senior economist, Office of Plans and Policy, who is the principal author of the rules, said the rules will also lead to better broadcast programing. With the rules in place, broadcasters will be able to stem the loss of audience caused by duplicative programing on cable systems. "The ability to limit diversion means broadcasters will be able to attract larger audiences, making them more attractive to advertisers, thereby enabling them to obtain more and better programing for their viewers." (The entire text of Gordon's presentation at the meeting appears on pages 58-59.)

The rules, similar to those dropped by the FCC eight years ago, will permit television stations to enforce the exclusivity of syndicated programing not only against other broadcast stations in the market as they do today, but also against cable systems that bring in duplicative programing on distant broadcast signals, most notably the satellite-delivered superstations like WTBS(TV) Atlanta and WGN-TV Chicago (see box).

Unlike the commissioners, the cable industry could see little good coming from the rules. Following the vote, it renewed its warning that the rules, if allowed to stand,

would cause cable systems to either blackout programs on distant signals or save themselves the trouble and expense by simply dropping the signals. The net result is that viewers will not be seeing more programing as the FCC hopes, but less, they said. "Somewhere in all this, the commission's primary responsibility to stand for the public has gotten lost," said National Cable Television Association President James Mooney. "People whose favorite programs disappear will be angered and bewildered."

Because of the rules' legal vulnerabilities, Community Antenna Television Association President Steve Effros does not believe they will ever go into effect—as least not as now written. But if they do, he said, the impact would be profound. Large cable systems would eventually drop superstations, and smaller ones would drop regional independents as well. WTBS may continue to be widely carried, he said, but not the others. "A hell of a lot of people are going to be upset when they lose WGN-TV and WWOR-TV [New York]," he said.

"We expect the rules... will discourage the carriage of some stations," said Bob Thomson, vice president, government relations, Tele-Communications Inc., "but those that make an effort to adjust during the year period and clear all their programing nationally will probably fare better."

Thomson said TCI would make "a major

The ABC's of Syndex II

- Stations may now enforce their exclusive right to syndicated programing against cable systems attempting to import duplicative programing on distant signals.
- Syndicators also may enforce exclusivity against cable systems in all markets for one year after their first sale to a television station.
- Stations that sign exclusive contracts must furnish details of the deal to affected cable systems within 60 days. They must also give systems at least 60 days' notice before asserting exclusivity.
- Once a station or syndicator asserts exclusivity, affected cable systems must either delete the program or reach an independent agreement with the station or syndicator. Ignoring exclusivity claims is a violation of FCC rules and federal copyright law.
- To be enforceable against cable systems, new programing contracts must contain language specified by the FCC. Claims of exclusivity under existing contracts will be upheld if such contracts make clear they were written in anticipation of the reimposition of syndicated exclusivity. Even absent such language, stations may assert exclusivity by having syndicators confirm in writing that exclusivity was implicit in the original contract.
- All stations are now permitted to negotiate national exclusive rights to syndicated programs, a provision of particular advantage to superstations.
- Exempt from syndex: cable systems with fewer than 1,000 subscribers, or programs on stations generally available off the air (an example: Baltimore stations viewed in Washington).
- The rules do not go into effect for one year.



Syndex restorers: Quello, Patrick and Dennis

effort to keep those portions of superstation programming which are not subject to blackout and which are extremely popular among our subscribers." But it could present financial problems for operators who pay full copyright fees for distant signals, no matter whether they take all or part of the signal. Broadcasting and motion picture industries, which have encouraged the FCC to reimpose syndex, cheered the FCC action. "Both television viewers and broadcasters, who provide free programming, should rejoice at today's ruling," said Benjamin McKeel, vice president for television at Nationwide Communications and chairman of the National Association of Broadcasters TV board.

Charles Edwards, chairman of the INTV board and executive vice president of Gaylord Broadcasting, which operates KTVT(TV) Dallas, a regional superstation which reaches two million cable subscribers, said the decision was long over due. "After 25 years of backing away from the issues, of giving up another piece of pie without a decent attempt to defend ourselves, we have achieved what some indicated was close to impossible," said Edwards.

NAB President Eddie Fritts took excep-

tion to NCTA's assertion that syndex will result in the public losing its "favorite TV programs." If blackouts occur, he said, it will "only be a penalty imposed by cable on their subscribers." Cable, he said, has stated that it must have exclusive rights to programming. "What's fair for the goose is fair for the gander," said Fritts.

INTV President Preston Padden agreed. "There are lots of options to cable operators to fill blackouts; they can fill it with any programming," he said. And if it was not for cable's compulsory copyright license, he said, "there would be no need for syndex."

WGN-TV and WTBS do not like the rules and are considering legal action. But with the one-year transition and given the fact that the rules are, as Dennis put it, "almost entirely prospective," they seemed willing to live with them last week.

Bert Carp, vice president, government affairs, said WTBS(TV) will take the new rules in stride if it has to. The superstation will not lose cable affiliates or cable homes because it will not schedule programming susceptible to being blacked out, he said.

The "great bulk" of TBS's syndicated programming will be unaffected, Carp said. According to TBS's lawyers, he said, WTBS

has paid a stiff premium for much of its syndicated programming because of the station's national audience and national advertising. As a consequence, he said, the lawyers do not believe the syndicator can extend syndex protection to local broadcasters for the same programming and force black-outs on WTBS.

Because WTBS's "national" programming rights are implicit in its programming contracts, Carp acknowledged that they will not be easy to assert. It will take "a lot of sweating, tugging and hauling." And while the return of syndex will not necessarily harm TBS, the provision granting the superstation the right to contract for exclusive national programming rights may benefit it, Carp said.

Turner could benefit in another way. "In the long run, it could create additional channel capacity for services like TNT," Carp said. TNT, or Turner Network Television, is the general entertainment cable network TBS plans to launch next October.

Shaun Sheehan, vice president, Tribune Broadcasting Co. (Washington office), said the rules are bad, but could have been worse. "It was like going to the dentist and thinking I was going to have four root canals, but they only did one."

Tribune will do whatever it has to do to keep WGN-TV and three of its other stations (WPIX(TV) New York, KTLA(TV) Los Angeles and KWGN-TV Denver) on the satellite. The out-of-market coverage is critical to the barter programming the stations air and in which Tribune has an interest, he said. Tribune may sue, or it may decide to fill out its schedule with nonexclusive national programming and live with the rules, he said.

The third largest superstation, WWOR-TV New York, has no plans to change. Robert Kunath, the station's general manager, said the decision "really has little effect on us" because "we didn't use it [the extra reach] in the first place."

And that's not all

In adopting its syndex rules, the FCC granted a blanket exemption to the territorial exclusivity rule to allow broadcasters, particularly satellite-delivered superstations, to secure national exclusive rights to programming. And the FCC decided to launch a further rulemaking to determine whether the territorial rule, which restricts the reach of exclusivity agreements to 35 miles of the station, should be retained and, if so, whether it should be extended to public broadcasters. According to the FCC, if the rule is retained, and the exemption goes into effect, broadcasters would be left with two options at contract time: 35 miles or the entire country.

In the context of syndex, the FCC also expanded the protection afforded under its network nonduplication rules, which now empower network affiliates to demand protection against duplicative network programming aired simultaneously. Under the new rules, affiliates can demand protection against all duplicative network programming, regardless of whether it is aired simultaneously.

The FCC settled one of the most controversial questions in the rules by deciding that the rules should not apply to existing contracts unless the contracts contain explicit language anticipating the return of syndex or unless the broadcasters can go back and persuade the syndicator to amend or clarify the contract to afford syndex protection. "The commission's intent... is to give effect to whatever is the parties' intent," said Gordon. "We don't want to substitute our judgment as to what they meant or what they presumably know they meant."

Reflecting the broadcasters' and syndicators' point of view at the meeting, Quello complained that the rules do not apply to existing contracts. "What it means now is that unless a broadcaster had the exact words... [he or she] will have to negotiate for syndicated exclusivity with the syndicator or program producer," Quello said. And broadcasters may find that renegotiating the contracts may be "a costly step," he said. "I was looking for a more direct reimposition of syndex without having to go through another contract negotiation."

Dennis disagreed, saying she supports rules that are "almost entirely prospective." "We are not the federal contracts commission and I believe we should be very cautious about getting into the business of interfering with existing contracts," she said. "I am reluctant to assume that parties who negotiated a deal when there was no syndi-

cated exclusivity in place intended and actually meant to be covered by the rule. It simply defies logic."

Some cable executives were saying privately last week that syndicators are apt to demand higher licensing fees for syndex protection in existing contracts as well as in future ones. They pointed out that programmers have been collecting millions of dollars a year from a compulsory license surcharge that was imposed to compensate programmers for the loss of syndex in 1980. With the return of syndex, they said, the Copyright Royalty Tribunal, at cable's urging, may drop the syndex surcharge. And if the surcharge goes, they said, the programmers will be looking to be compensated for its loss. The Copyright Office estimates that 20% of the \$160 million in total 1987 cable royalties derives from the surcharge.

The broadcasters disagree with cable's analysis. Fritts said it was not in Hollywood's interest to try and "gouge broadcasters." Furthermore, he said Motion Picture Association of America President Jack Valenti has told him syndicators do not "think they will be charging extra for exclusivity."

INTV's Edwards also said he did not believe syndicators would take advantage of syndex to hike prices. He said he spoke with Mel Harris, president, Paramount Television Group, who assured him that "they will do everything they can to make this work." Edwards admitted that many broadcasters

may have neglected to include exclusivity language in their contracts, but did not think getting the language needed to claim exclusivity will be a problem.

Later, Harris confirmed speaking to the broadcasters but would not elaborate on the substance of those talks. Dick Robertson, a member of the office of the president at Lorimar Telepictures Corp., however, said Lorimar would be willing to extend syndex rights to broadcasters.

Few think the rules are final. Opponents of the rules believe they have solid jurisdictional and procedural ground to challenge the rules in court. Mooney said the NCTA will appeal.

Opponents of the rules believe the FCC has overstepped its jurisdictional bounds in adopting the rules. They claim a provision (Section 624) of the Cable Communications Policy Act of 1984 prohibits the FCC and other governmental authorities from passing any regulations that affect the content of cable programming.

The FCC counters that the provision does not apply in this case. "Readoption of syndicated exclusivity protection does not... fall under that prohibition," it said. "By reestablishing syndicated exclusivity, the commission is not dictating the program services that a cable system must carry. Instead, it is permitting broadcasters to enforce contracts for which they have negotiated exclusive rights." □

Smooth sailing forecast for children's ad bill

Congress, citizen groups appear satisfied with H.R. 3966; broadcasters won't fight it; legislation would limit commercials in children's TV and add to licensees' public interest obligations

A bill that would restrict advertising in children's programming and require broadcasters to serve the "special needs" of children sailed through the House Telecommunications Subcommittee last week by a vote of 22-2 (Representatives Tom Tauke [R-Iowa] and Thomas Bliley [R-Va.] opposing). Support of the legislation (it has undergone considerable revision) is formidable, and the bill is expected to breeze through the parent Energy and Commerce Committee and on to the floor. The National Association of Broadcasters is refusing to endorse the measure (H.R. 3966). But NAB President Eddie Fritts has promised Subcommittee Chairman Ed Markey (D-Mass.), a principal sponsor, and Commerce Committee Chairman John Dingell (D-Mich.) that broadcasters will not fight it, although he told the lawmakers that NAB is reserving the right to oppose any alterations that might surface when the Senate acts. NAB's position has been sanctioned by the networks, their affiliate groups, and the Association of Independent Television Stations. "Our lawyers say we can live with it," said Fritts.

The bill is the product of nearly two months of intensive negotiations between Markey and the NAB (BROADCASTING, April 4). Originally, the measure (offered by

John Bryant [D-Tex.], Terry Bruce [D-Ill.] and Markey) would have required broadcasters to air one hour per day of informational and educational programming. Also absent in the final bill are provisions aimed at eliminating so-called program-length commercials (removed a day prior to the subcommittee's action). However, Markey said he is prepared to "revisit this issue if it is not resolved satisfactorily by the commission or courts."

And broadcasters were able to "water down" language tying the renewal process to children's programming. In the initial version, the FCC would have had to review "the extent to which the licensee has provided programming specifically designed to serve the educational and informational needs of children." But under the revised bill the FCC would have to determine whether the licensee has "served the educational and informational needs of children in its overall programming." The NAB believes the subcommittee will further dilute that requirement in its report.

In this case, said Fritts, "we truly met in the spirit of compromise." Moreover, the NAB president said he believes the bill will help cement a "good working relationship" with the subcommittee. He may be right. Markey praised broadcasters for negotiating in "good faith." And the chairman said he believes the compromise will serve as the "framework for future compromises with the industry."

The subcommittee approved a substitute bill offered by Markey and Matthew Rinaldo

of New Jersey, the ranking Republican on the subcommittee. It would impose advertising limits of 10½ minutes per hour on weekends and 12 minutes per hour on weekdays. (Those constraints are more liberal than the old NAB code, which allowed 12 minutes per hour on weekdays, but only nine-and-a-half minutes on weekends.) The jump in weekend time is attributed to requests from ABC, which has reported to BROADCASTING that it carries 11 minutes per hour on weekends (BROADCASTING, April 25).

The commercial limits would not take effect until after Jan. 1, 1990, and by 1993 the FCC would be authorized to review the standards and modify them if necessary.

The bill's findings state that broadcasters, as a part of their obligation to serve the public interest, "should provide programming that serves the special needs of children." It also recognizes that the "financial support of advertisers assists in the provision of programming to children; special safeguards are appropriate to protect children from overcommercialization on television."

Despite the legislation's transformation, Action for Children's Television President Peggy Charren was upbeat about its potential. There is "no question it's watered down" from the original version, said Charren. Nevertheless, she said she feels it is significant because it limits advertising and puts broadcasters on "notice" that they have to serve children. She is eager and optimistic about the bill's prospects for passage. Said Charren: "It is obvious...if the NAB isn't opposed to it, why fight it?" □

1992 winter Olympics: Clue to sports pricing?

Bids for broadcast rights to games to be opened this week; broadcast-cable deals in sight at lower cost than Calgary

The television world will learn some critical new information about the direction of sports rights prices when the International Olympic Committee begins its auctioning of the 1992 winter Olympic games in Albertville, France, tomorrow (May 24).

For the first time since 1960, CBS plans to be a player in the negotiations. Its preparation for a possible bid has included talks with a number of cable programmers, including HBO, USA Network and, presumably, Turner Broadcasting System. Having cable share part of the rights costs for the games, which many say will go for between \$175 million to \$250 million, would help the winning bidder avoid losses on the games. That price would be significantly below the \$309 million paid by ABC for the 1988 games in Calgary, Canada, which contributed to a \$65-million first-quarter loss at the network.

Barry Frank of Transworld International, the firm handling the sale of the television rights, said that he expects to have a deal for the games wrapped up by the end of the week. Frank and the networks have had discussions on scheduling and other specifics on the package preceding the bids, which are due tomorrow.

CBS made its initial interest known for the Olympics at its annual affiliate meeting in May 1987. Helping fuel that speculation is the \$3 billion in cash the company has at its disposal currently. Additionally, CBS's fall to third place in its prime time ratings has been cited as an incentive for the purchase of the winter games. ABC's carriage of the Calgary games, which included 16 nights of prime time programming, including three weekends, were in part responsible for lifting that network out of third place for the 1987-88 season.

From CBS, Neal Pilson, president of sports, would only say that "we will be represented" when the bidding begins this week in New York. Other network executives shared Pilson's reluctance to comment prior to the beginning of the bidding.

If a network were to share the cost of games with a cable service, the prospect of turning a profit would increase. ABC would likely share with ESPN, the sports channel



People of Albertville, France, celebrate in front of town hall after city was selected as site of 1992 winter Olympics

in which it has an 80% stake. NBC could lay off cable coverage on Tempo Television, a cable service it has contracted to purchase from Tele-Communications Inc. Prior to that acquisition, NBC had been discussing the sharing of the 1988 summer games in Seoul (starting this September) with Turner Broadcasting System. An NBC source said the network had made no final decision on whether Tempo or a Turner-owned cable service would complement the network's broadcast coverage of the '92 games. But talks with TBS on the '88 games have reportedly ended.

Among the cable services CBS has spoken to is the USA Network, according to senior vice president of programming Dave Kenin. Kenin said he visited Albertville briefly after attending the recent MIP-TV festival in Cannes, France. Discussions between USA and the IOC began several months ago. "We are very interested," said Kenin, in acquiring some parts of the games. Turner senior vice president Robert Wussler would not comment directly on whether TBS had talked to CBS. "We've had conversations with a number of interested parties regarding the '92 negotiations and we'll leave it at that," he said.

Although a broadcast/cable deal would alleviate some of the rights burden, it may not automatically produce profits. Jim Spence, former senior vice president of ABC Sports, said in a recent book that ABC

had initially intended ESPN to carry some of the 1988 winter games and had allocated \$50 million in its intended \$275 million bid to ESPN. But, said Spence, "one of the problems" of sharing the winter games with a cable service is that "the schedule is relatively thin." Unlike the summer games, there were not enough days of premium events, such as hockey and figure skating, to go around.

But the six-hour time difference with Albertville may make a basic package more realistic. A number of key events will take place in the morning, U.S. time, making carriage on a basic service more feasible than in Calgary.

The problems for a pay service are more acute, cable executives say, because it would only be willing to share an Olympics where it could get several nights of prime time programming, which the broadcaster would be unlikely to grant. As one executive put it, for their monthly fee, pay subscribers would demand more than luge in the afternoon.

Seth Abraham, senior vice president at Home Box Office, said: "We're not going to bid against the three commercial networks. The economics of this prevent that." Abraham added that "from a practical point of view, the list of the winter games is short" and is "not beefy enough for a pay service."

Cable might not be able to make a separate bid in any event. TWI's Frank said that IOC rules requiring the maximum possible exposure for the games prevent an exclusive sale to any of the cable networks, because of their comparative lack of national coverage. "Television must be available to a mass audience," he said, adding that the IOC will deal exclusively with the broadcast networks. "Exclusivity is worth a lot. They can violate it," he said, but the IOC won't.

But as one cable executive put it, Frank has a figure in mind for the rights to the games. If he does not get that number this week, the field of bidders would open up.

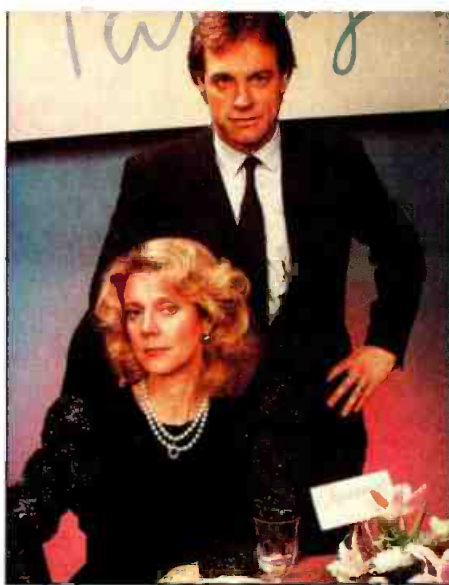
A Fox Broadcasting Co. spokesman said that FBC had not been asked to submit a bid.

Wometco's cable systems sold

Cablevision Industries is expected to announce today (May 23) that it has acquired most of the systems comprising Wometco Cable Co. from the Robert M. Bass Group for roughly \$725 million. The Liberty, N.Y.-based Cablevision is expected to pay Bass by assuming Wometco's debt and preferred stock obligations of more than \$700 million, and issuing its own stock for the difference. Bass, which had retained Morgan Stanley & Co. and Shearson Lehman & Co. to find buyers, will likely first spin off its 140,000-subscriber Atlanta cable system before transferring the Wometco stock and cable systems serving just over 300,000 subscribers to Liberty in a tax-free transaction.



'Dear John,' Paramount



'Tattingers,' Bruce Paltrow Group/MTM



'Empty Nest,' Witt-Thomas-Harris Disney



'Midnight Caller,' Lorimar



'Something Is Out There,'
Columbia Pictures Television

NBC's prime time schedule: looking for 'the next generation of hits'

Tartikoff announces fall lineup of hoped-for hits and departing misses

NBC will replace about one-third of its prime time schedule next season in a quest, as NBC Entertainment President Brandon Tartikoff put it, "for the next generation of hits." The new lineup calls for the introduction of five new one-hour dramas and three half-hour comedies.

Only Monday night will remain intact from last season. Lorimar's *ALF* will again lead off at 8 p.m., followed by *The Hogan Family* (formerly known as *Valerie's Family*, and before that, *Valerie*) from the same producer. *Monday Night at the Movies* returns at 9-11 p.m.

On Tuesday nights, Tartikoff axed two hours—the first-season *J.J. Starbuck* and second-season *Crime Story*, both of which were in the bottom half of all ranked prime time programs last season. Viacom's *Matlock* has been renewed for a third season, and will again lead off Tuesdays at 8 p.m. At 9 p.m., *In the Heat of the Night*, a midseason entry from Fred Silverman, Jadda Productions and MGM/UA, returns. At 10 p.m., a new drama from Lorimar, *Midnight Caller*, has been slated. It stars Gary Cole (*Fatal Vision*) as an ex-cop turned radio talk

show host who continues to solve crimes.

Tartikoff said *Heat*, in its midseason outing, beat *Moonlighting* consistently, while the hope is *Midnight Caller* will provide a strong male-appeal counter to ABC's *thirtysomething*, which in its first season was the 14th ranked prime time show. He said that of the four nights where NBC now is second (Tuesday, Wednesday, Friday and Sunday), Tuesday offers the best chance to move into first, with ABC currently leading by about two share points.

Wednesday is a complete makeover, and will be the most heavily promoted night during the summer Olympics, says Tartikoff. Three one-hour programs from the season just ended have been canceled—*St. Elsewhere* (by producer's choice), *Year in the Life* and the midseason *Aaron's Way*. A fourth, Michael Landon's *Highway to Heaven*, will not return to start the fall schedule, although NBC has ordered 13 more hours for use next midseason.

Tartikoff said his "single hardest decision in nine years" of programming NBC was the decision to drop *Year in the Life*, but that it didn't work in its time period on Wednesdays and no other time period would work without putting other programs at risk.

Wednesday will lead off with *Unsolved*

Mysteries (a Cosgrove-Meurer production) which, in its earliest form, has been around as a series of specials since 1985. "We're in the bring-em-in-the-tent business as well as the quality business," said Tartikoff, adding that a regularly scheduled *Mysteries* could "co-op" the occasional syndicated Geraldo Rivera specials.

The network is moving *Night Court* from Friday (where it moved from Thursdays earlier this year) to Wednesday at 9 p.m., as a lead-in to a new comedy, *Baby Boom*, from MGM/UA, in association with the creative team behind the movie of the same name. Kate Jackson stars. At 10 p.m., a new drama, *Tattingers*, is scheduled. It is from the creative team that produced *St. Elsewhere*, Bruce Paltrow, John Masius, Tom Fontana and MTM Productions.

After Mondays, Thursday night remains the most intact from last season. *The Cosby Show* returns for its fifth season, which, as Bill Cosby pointed out in the network presentation to advertisers in New York last week, "is supposed to be our last." Tartikoff said negotiations would begin, probably after the ongoing writers strike is settled, to take the show to a sixth season.

The *Cosby* spin-off, *A Different World*, returns for a second season, and *Cheers* will

augmentation or simulcast approach." But spectrum is available only assuming the elimination of the UHF-TV taboos (channel separations) and the establishment of adequate interference protection ratios.

As expected, the report says that too little is known about available spectrum and possible interference problems in advanced TV systems. "It is the committee's view that the FCC should not reallocate UHF spectrum to

other uses," the report says. The commission has declined action on a land-mobile/UHF-TV spectrum sharing proceeding until enough information is known.

The Wiley report says that "no attempt should be made to retard the introduction of advanced television systems over nonbroadcast media." But at the same time it says that non-broadcast media should not be allowed to dictate a de facto HDTV standard—one

that broadcasters might not eventually be able to use. "Expedient consideration should be given to the achievement of effective and inexpensive ATV interfaces between broadcast and nonbroadcast media," the report says. To achieve those interfaces, the committee encourages the development of TV sets with "open architecture" containing ports for receiving more than one transmission standard. □

Advancing the ball on advanced TV

Does this report rule anything in or rule anything out? Does it establish parameters within which we'll have HDTV?

My view is that because we're learning as we go along on this, that it should not rule too much out, or take too much off the table. It gives the opportunity for all of the proponents to further develop their systems and show that theirs should be among those ultimately adopted by the FCC if it adopts a standard or variety of standards.

How encouraged should we be that there actually will be a system of HDTV in this country, and how soon?

Clearly, there are going to be advanced television systems coming into our country, and I think early in the next decade. Whether they will be "enhanced" or full HDTV it's hard to tell at this point.

How encouraged should broadcasters be that they will be able to compete in the HDTV marketplace against the best the competition can come up with?

I think terrestrial broadcasting cannot afford to be second best. Therefore, since the competition is going to offer full high-definition television, I think terrestrial broadcasting will want to be there, too; I think the consumers will demand it, once having seen it.

I would like to believe that the spectrum is there; that's one of the reasons I suggested the FCC not reallocate spectrum to other uses until we really know the answers.

Will it require dual channels?

It's possible, although if we were to ultimately abandon NTSC totally, and not try for a compatible system, it might well be that you could get close to full HDTV out of a 6 mhz system.

That's the whole idea of the simulcast concept. You would broadcast in NTSC on one channel and in an advanced television format on another. Both of them at the same time. That gives you a chance to say, someday, we're going to forget NTSC.

The other possibility is to augment the existing NTSC on a second channel, but then you're stuck with the artifacts of NTSC.

Do open architecture television sets play an essential part in this design?

It's an interesting idea that ought to be looked at very carefully, because it might give us an opportunity to interface among different media. You could allow broadcast to do its thing while cable and other media deliver their best formats to the customer base. The television receiver would be modular, multi-formatted—with integrated circuits—and able to accommodate different systems.

Is it realistic to think that stations would accept reduced coverage

limits to get dual channel capacity?

There are tradeoffs here, and one of them is the amount of spectrum you're going to use. The robustness of the system—which means its ability to fend off interference—is a product of how close you're spaced and other considerations. We don't know the answers yet.

How heavy a consideration in your balance is the United States' economic interest?

Here's the way I look at it. Our country is clearly going to be the greatest user, the greatest market for advanced television system improvements, and I think it's highly appropriate for our government and for our industries to consider where the U.S. role is in

this. Maybe what's important is to have one of the proponent systems be an American system. Or maybe it's important to have a U.S. name on the television receiver—Zenith or one of the computer companies, as MIT has suggested. Or is it important that foreign television sets be manufactured here in the United States so we create jobs? Or is it important that U.S. components—IC's—be utilized? And certainly there will be an important U.S. creative involvement in ATV product.

I don't know what the right role of our government is—I don't know that I can make that determination as a lawyer here on K Street. But I do say that it's important for some thought to be given to it. Because here we're talking about a \$100-billion or perhaps \$200-billion industry, and yes, as an American, I think there ought to be some American involvement. We're not just a colony to have someone bring in their television sets, manufactured abroad, with foreign components and a foreign proponent system—and it's all put down here for our consumers to enjoy.

What is the suspense time on getting a

decision out of the FCC?

That's not for me to decide. The lifespan of this committee is two years and we've used up one-fourth of it in producing this draft interim report. We will spend the next year and a half trying to test the systems and develop a proposed standard or standards, and to propose scenarios as to how you would implement new television systems in this country.

Basically, what Chairman Patrick asked us to do was to evaluate the tradeoffs that might be involved in this whole thing economically, technically and spectrum-wise so that the government can make the ultimate decisions. What I'd like to say is that 175 people have been at work on this and have spent a lot of time, drawing from a variety of private sector organizations. I think the commission's basic concept has been given some justification by the work of these people, and that it will have been worth all the effort that has been put into it. We shall see.



ATV helmsman Wiley



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As things stand right now, it can't. A teacher with a master's degree and 15 years' experience can expect to earn only \$26,000 a year, on a national average.

The result is an expanding teacher shortage. This shortage means fewer courses and overcrowded classes. It will lead to a less qualified workforce, to growing numbers of young people who lack the skills they'll need to compete in the complex world marketplace.

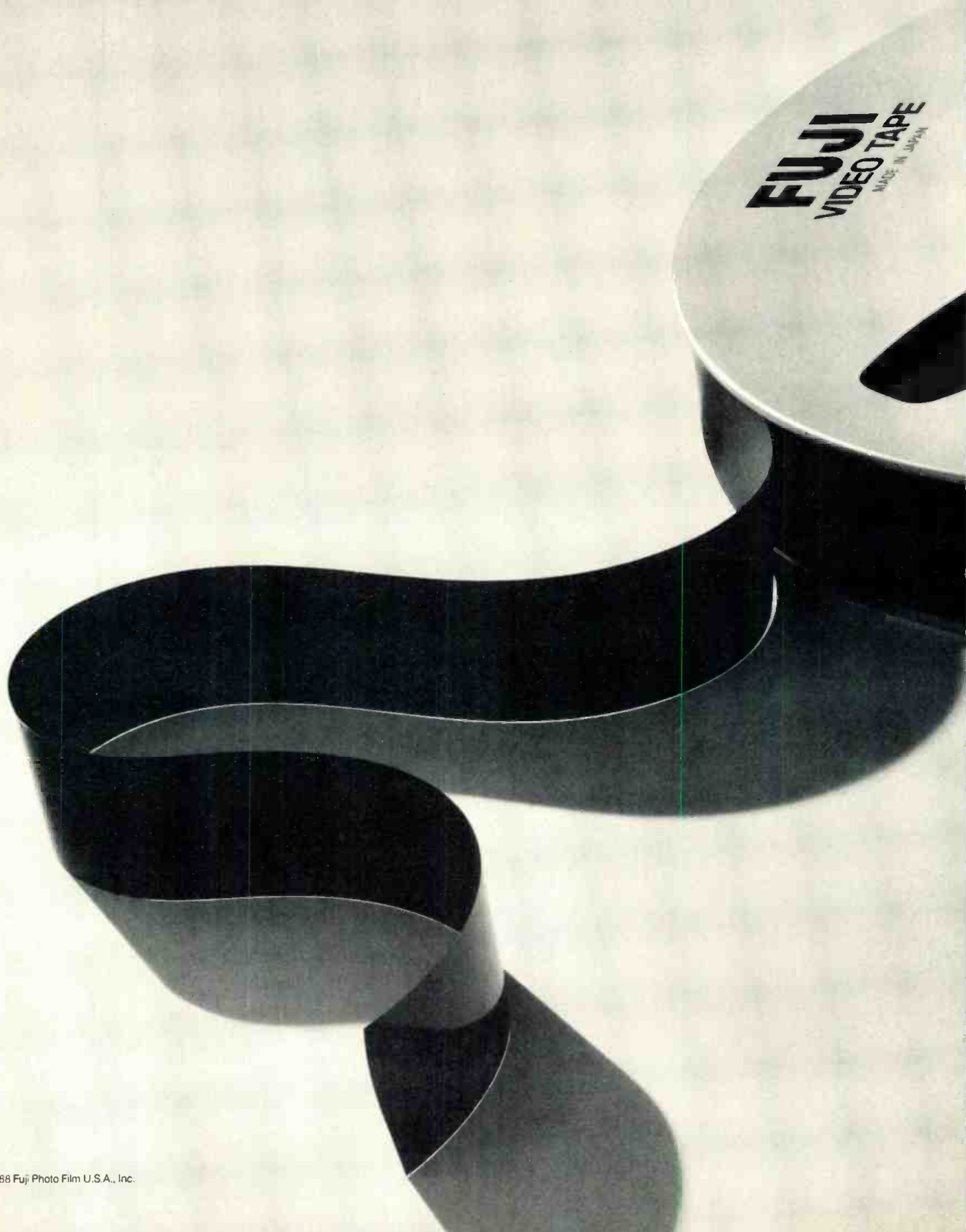
We can't expect to fill teacher ranks without paying teachers the professional wage they deserve.

Because the sale is over.

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National Education Association

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CPB narrows its budgetary focus

Board approves plan for 1990 that will allocate money to fewer items of higher priority; programing development, procurement top list

Meeting at its Washington headquarters last Monday and Tuesday (May 16, 17), a relatively new Corporation for Public Broadcasting board of directors (five of eight directors have joined within the past year and a half) unanimously adopted four resolutions that may represent the most radical "midcourse correction" in the corporation's 20-year history.

The resolutions will direct management to prepare the fiscal 1990 budget as the first year in a five-year plan, during which budgets will "focus CPB's resources on a limited number of higher priority issues...rather than allocating modest levels of financing to many activities." The resolutions also make programing the highest funding priority; adopt a "single criterion" for evaluating budget alternatives—that funding decisions "make a clear and measurable difference in the quality and diversity of video and audio programing services available to all Americans"; further institute CPB's educational mandate within budgetary criteria, aiming toward "extended use of all appropriate...programing for educational purposes," and establish "areas of emphasis" in the following order: children's programing, news-outreach-public-affairs programing and arts and cultural programing.

The language of the budget and priorities resolutions—each recommended by CPB management—indicate little of the larger context that spawned them. But the managerial reasoning presented to the board points to a perception that public broadcasting,

particularly public television, may be weakened irrevocably if the status quo is maintained. That status quo, apparently, has been a limited CPB budget increasingly void of long-term investments and spread too thinly among too many disparate objectives. CPB staff members also point to a media environment within which traditional "signature" PBS programing may become lost, particularly among cable programers competing for the same audiences.

Despite PBS President Bruce Christensen's advice two weeks ago that public TV "should never revolutionize the schedule...throw out the *Novas*" (BROADCASTING, May 16), just such a "revolutionizing" of the PBS schedule could be in the offing. Last week's go-ahead to, in the words of CPB planning and policy director, Rick Grefe, "shift [CPB] funds from many activities to a few," resulted, in part, from a growing acceptance at CPB that "the [programing] successes of the past may no longer be distinctive because they are available elsewhere. With increasing choices available," Grefe's presentation said, "public broadcasting must emphasize its differences" from commercial programers. That effort, he and other staffers made clear, will require focused spending.

Based on discussions with public TV and radio station personnel over the past year, CPB staff created the following as a list of CPB's top responsibilities: producing or acquiring sufficient, original and distinctive television programing and increasing that programing's contribution to solving educational and social issues; doubling the use of public radio services nationwide—with the specific market goal of increasing their coverage to 90% of the population—and replac-

ing the satellite distribution system. Four other needs, for the time being, are expected to be "assumed by others": promoting programs, developing outside funding sources, assuring public access to programing and contributing to technological advancements.

The board also unanimously adopted a resolution approving priorities for the National Radio Program Production Fund in FY 1989. Projects that "may yield major new services and series" top the list. Gleaned from the Audience '88 research project that was the centerpiece of last week's annual Public Radio Conference in St. Louis, the priorities also emphasize the need to "take programatic risks" and to fund programs that "may require some period to become established in the public radio marketplace."

In addition to hearing from staff, the board also heard from James Yee, executive director, San Francisco-based National Asian American Telecommunications Association, and Brock Peters, head of Los Angeles-based MagaLink, each of whom addressed the difficulty of sharing CPB's annual \$800,000 appropriation among the five CPB-funded minority program consortia. Based on that testimony, and on human resources development director Mildred Morse's report which recommended "increasing availability of minority programing" through the minority consortia, the board voted to extend minority programing consortia contracts through fiscal 1989.

Concerning the overall "midcourse correction," CPB President Don Ledwig declined to provide examples of specific current budget items that, under the narrowed budget, might be reduced or cut out. But a graphic attached to the written presentation delineated budget categories over a hypothetical 1989-90 transition period, carrying into 1991 through 1995. "Only...after necessary and sufficient funding is committed to higher priorities" would the five-year plan allow funding of technical assistance to stations, public awareness and promotion activities, professional development and training, spectrum allocation planning and general technology development—all current items in the CPB budget.

Those higher priorities that would see increased allocations during the entire five-year plan include only two categories: general program support and unrestricted matching grants to stations, "primarily for programing." Budget categories that would see no change include national program promotion, international representation, music royalty fees and strategic planning relating to "centralized objective [audience] data."

Ledwig characterized the resolutions as adding up to a simple option for the board:

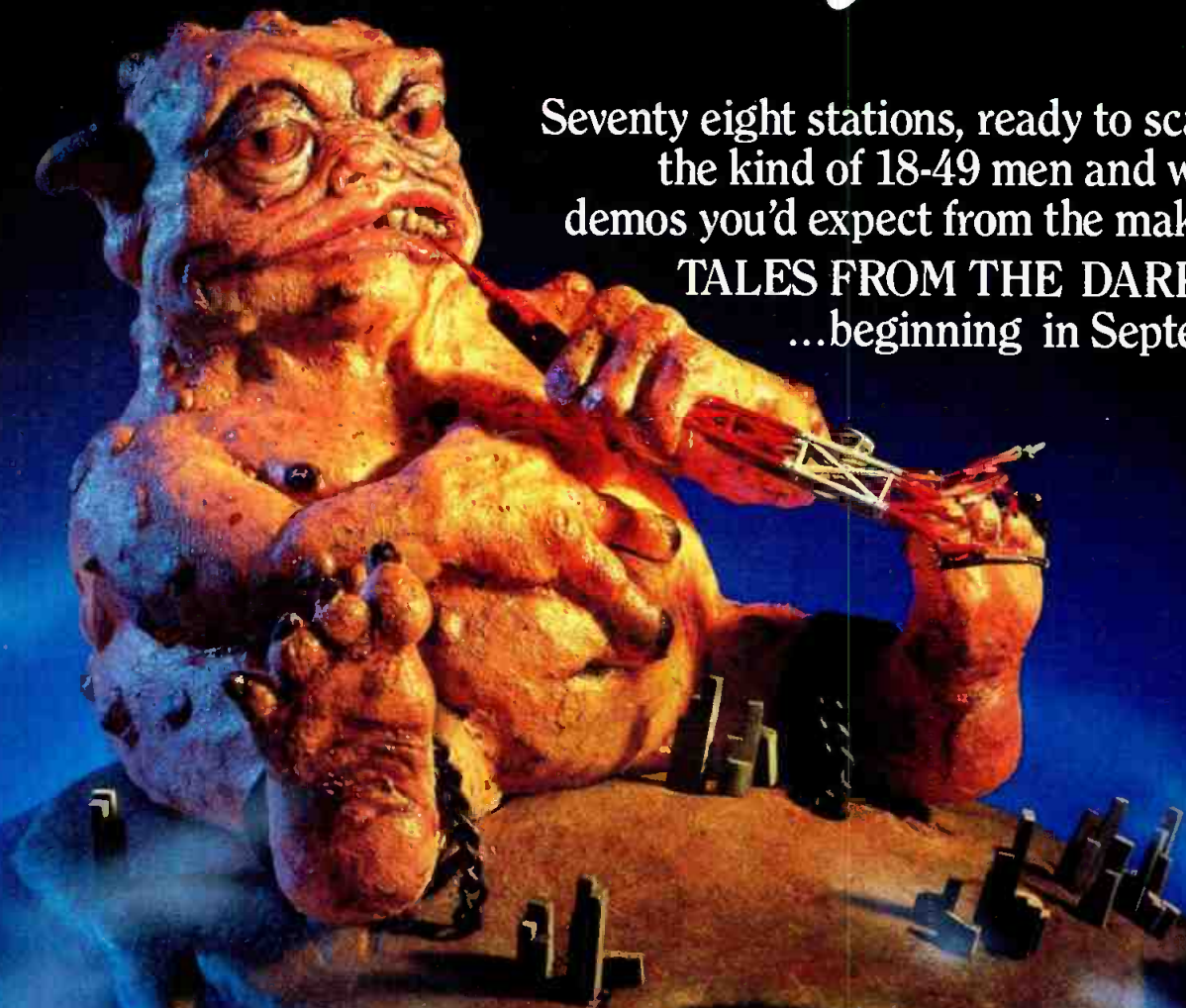
PBS gets a Chrysler. Thanks to a \$3.9-million underwriting commitment from the Chrysler Corp., MacNeill/Lehrer Productions and noncommercial WETA-TV Washington will co-produce *Learning in America*, a five-hour, prime-time series on the state of American education, scheduled to air over PBS in the spring of 1989. Roger Mudd, special correspondent and essayist for the *MacNeill/Lehrer NewsHour*, will be the host. *NewsHour* national affairs senior producer, Joe Quinlan, will serve as the series' executive producer. Aiming to be "the most comprehensive public forum ever on...how American schools should be reshaped to meet the challenges of the 21st century," the series will blend documentary reporting, interviews and discussion.

The five series parts will be *The Real Competition*, examining the differences between American and Japanese high schools; *Upstairs-Downstairs*, examining how young children should be taught; *Wanted: A Million Teachers*, exploring efforts to improve the quality of American teaching; *A Second Chance*, examining efforts to educate and retrain millions of high school dropouts and illiterates, and *Paying the Freight*, considering the financing of colleges.

"We are proud that Chrysler's first major grant to public television is underwriting such an important series," Chrysler chairman, Lee Iacocca, said in a prepared statement. (Chrysler is also the major corporate funder of National Public Radio's *Performance Today* series.) "Providing our young people with a quality education," said Iacocca, "is vital if America is to remain a powerful and competitive nation. We hope...the series will help bring about improvements in the years ahead."

"Monsters" has gobbled up 81% of the country already

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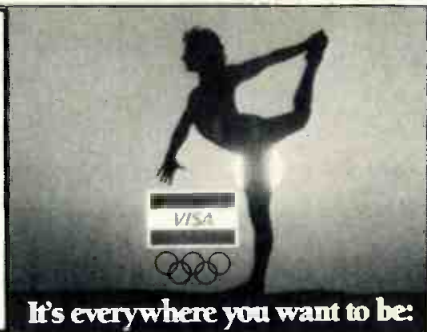
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Selling the Soviets. Pepsi Cola bought six, one-minute spots on a series that aired in the Soviet Union, according to KING Broadcasting, Seattle, which co-produced the series, *Pozner in America*, with the Soviet state broadcasting system, Gosteleradio. Visa and Sony Corp. also bought air time on the five-part series, which featured Soviet TV commentator Vladimir Pozner in hour-long discussions of American cultural and political issues. The spots marked the first time that foreign-paid commercials have aired in the USSR. The shows, taped at King's studios in Seattle, aired on Soviet prime time last week (May 17-21). King plans to air them this summer.

The Pepsi spots included two Michael Jackson ads aired widely in the U.S., while the Visa commercials focused on its sponsorship of the 1988 Olympic games and plans to become the first credit card issued in the Soviet Union.

The spots were sold to Gosteleradio by Global American Television of Colrain, Mass. Global has previously co-produced programming with the Soviet broadcaster, including two specials co-hosted by Pozner and U.S. talk show host Phil Donahue.

The spots are not the first American ads to air on Soviet TV. In 1986, Pepsi had an unpaid ad during the broadcast of the Moscow Goodwill Games.

Shown above are (l) Pepsi logo in Russian and Visa Olympic spot.

"Do you want an incremental or a hard-look budget next year?" he asked them. The resolutions, he said, would "make actions flow from policy," rather than from a process of filling established budgetary pigeon-holes. "You can manage by requirements, by accountants, by the whim of the board or management, or you can manage by clear criteria." Ledwig told the board that CPB

staff would attempt to budget by the same guidelines even without the resolutions in place. But with the resolutions, he said, "We would have to do so."

Early in Grefe's written presentation to the board was the warning that, not only will there be a possible break "from formats and genres which distinguished public broadcasting in the past," but also, in the long

run, PBS programming "may be delivered by nonbroadcast as well as broadcast means." By the mid-1990's, the presentation said, cable television, "will no longer be an alternative way of receiving additional services, but the primary way most homes receive programming." Broadcast distribution is, nevertheless, here to stay, said Grefe.

Although no one at last week's meeting spoke of must-carry legislation or of PBS eventually becoming a cable program service, director Dan Brenner suggested that the staff's presentation could easily have hinged on the question of broadcast television's future in general. In 1973, he suggested as a hypothetical way of expressing one of public broadcasting's current central dilemmas, it made sense to authorize as many stations in as many markets as possible. But in the year 2000, that approach might no longer make sense, he said, implying that an overextended, off-air public broadcasting system might not survive in an environment dominated by cable operators and cable programming—and "environment," said CPB, "offering many more choices than were available when public broadcasting began."

CPB missions and goals committee chairman, Lloyd Kaiser, however, downplayed competition in PBS-like programming as "the biggest red herring." Noting that critics often point to *National Geographic* distribution to commercial broadcasters as a threat to PBS identity, he said exclusivity for that series alone would run \$100 million—out of the question for PBS. Yet, he told BROADCASTING, the program is still identified with PBS and the program's producers—made healthy by strong syndication—continue to provide public TV with more "quality programming; and that," he said, "is public broadcasting's identity." □

Cablecastings

ESPN gets Gator

ESPN signed a multiyear agreement last week for the rights to the Mazda Gator Bowl on New Year's Day, the largest college football prize ESPN has ever won. CBS-TV carried the game last year.

The Jan. 1, 1989, date is a Sunday, when several NFL playoff games will be shown. ESPN said the Gator Bowl is the only college bowl game currently scheduled for that day. The major college bowls (Rose, Cotton, Orange) are scheduled for Monday, Jan. 2, 1989.

ESPN will carry 27 College Football Association games next fall, several Ivy League games, the Holiday Bowl, the All American Bowl and the California Bowl. Terms of the deal were not disclosed, but Gator Bowl organizers guarantee each team playing \$1 million.

USA's new 'Throb'

USA Network picked up the first-run

sitcom, *Throb*, from Worldvision last week. The USA buy is for all 48 half-hours of the series with an option to produce more.

USA senior vice president of programming, Dave Kenin, said that *Throb* is currently set to debut in the fall as part of USA's weekend sitcom block, but he added that a final scheduling decision has not yet been made. Kenin said that the series could also premiere as early as this summer.

Throb entered syndication two years ago as part of a first-run sitcoms boom. At that time there were as many as 12 of those shows on the market.

Throb is a production of Taft Entertainment Television and Procter & Gamble Productions. It concerns a young divorced mother who takes a job with a small New York record company called Throb.

Kenin said that USA and Worldvision had been in negotiations over *Throb* "for a long time." He added that USA has also received presentations from other

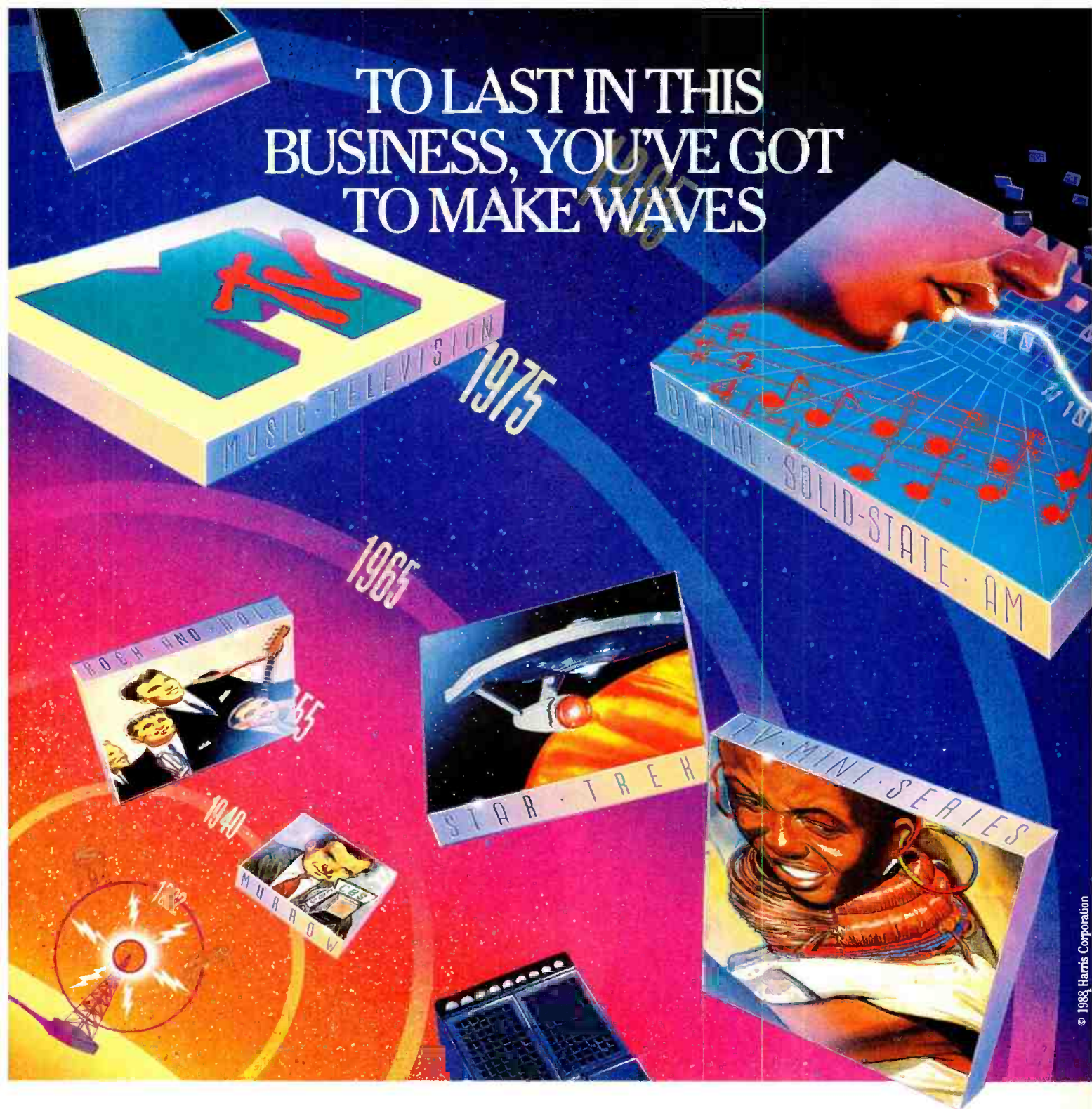
syndicators interested in selling first-run sitcoms, including Lorimar Syndication for its *Mama's Family*. Kenin said USA may purchase one other first-run sitcom in the near future.

USA also said last week that *Street Hawk* will debut on the cable channel on June 27 at 9-10 p.m., and will run each Wednesday. *Street Hawk* stars Rex Smith as a modern day Lone Ranger who works on a secret government project and drives a special motorcycle that can accelerate from 0 to 400 miles an hour in seconds, can jump 30 feet and is equipped with a laser beam.

PTL plan

PTL, which runs the cable Inspirational Network, filed a reorganization plan with a federal bankruptcy judge last week that calls for selling certain assets, including its Heritage USA theme park. PTL owes creditors \$70 million and the Internal Revenue Service \$82 million, although

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June 1, 1988

Westin Hotel, Washington, D.C.

PROGRAM

9:00 a.m.—6:00 p.m.

RECEPTION

6:00—7:00 p.m.

Introduction and Overview
West and Wiley

Keynoting for the Congress

The Honorable John Dingell (D-Mich.)
Chairman, House Energy and
Commerce Committee

Keynoting for the FCC

The Honorable Dennis R. Patrick,
Chairman, Federal Communications
Commission

Independent Voices

FCC Commissioner James H. Quello
and NTIA Administrator Alfred C. Sikes

Speaking for the Industries

Decker Anstrom, Executive Vice
President, NCTA

David Brugger, President, National
Association of Public TV Stations

Steve Effros, President, Community
Antenna Television Association

Eddie Fritts, President, National
Association of Broadcasters

Preston Padden, President, Association
of Independent Television Stations

LUNCHEON

A Network President
Looks to the Future

Robert Wright, President, NBC

Point/Counterpoint:
Broadcasting vs. Cable

Joel Chaseman, Chairman and CEO,
Post-Newsweek Stations

Robert Clasen, President, Comcast
Cable Communication

George Gillett, Chairman, Gillett Group
Inc.

James T. Lynagh, President, Multimedia
Broadcasting

Dr. John C. Malone, President,
Tele-Communications Inc.

Trygve Myhren, Chairman, American
Television & Communications Corporation

HDTV and Beyond:
The Media Futurists

Paul Bortz, Browne, Bortz and
Coddington

Joseph Flaherty, CBS

Irving Kahn, Choice Cable

Donald Jansky, Jansky, Barmat
Telecommunications Inc.

William F. Schreiber, MIT

Patrick White, Bell Communications
Research

Solicitors General:
Plying the Policy Spectrum

Jonathan Blake, Covington &
Burling

Jack Cole, Cole, Raywid &
Braverman

Mary Jo Manning, Wilkes, Artis,
Hedrick & Lane

Erwin Krasnow, Verner, Lipfert,
Bernhard, McPherson & Hand

George Shapiro, Arent, Fox, Kintner,
Plotkin & Kahn

Andy Schwartzman, Media
Access Project

In Conclusion:
A View from the Hill

The Honorable Tom Tauke (R-Iowa)
House Telecommunications
Subcommittee

RECEPTION
6:00—7:00 p.m.



Deadline for registrations May 27.



Baruch to be honored at Kaitz dinner. Organizers of the Walter Kaitz Foundation annual dinner have announced this year's event will take place on Sept. 28 at the New York Hilton, and will honor Ralph Baruch, former chairman of Viacom and senior fellow at the Gannett Center at Columbia University. Shown above making the announcement are (l-r): Michele Synegal-Mitchell, president of the foundation; Amos Hostetter, chairman of Continental Cablevision and chairman of the foundation; J. William Grimes, ESPN president and chief executive officer, and dinner chairman; Baruch; Donald Anderson, senior vice president at HBO and foundation vice chairman, and Spencer Kaitz, president of the California Cable Television Association and son of the late Walter Kaitz, for whom the foundation was established. The foundation promotes the hiring and training of minorities in cable.

those numbers may be reduced or negotiated downward to some extent, sources say.

Several bidders have come forward for PTL, including businessman George Shinn, who owns a minor league baseball team in Charlotte, N.C., and the expansion National Basketball Association Charlotte Hornets. Shinn's bid for PTL is reportedly \$125 million, which would probably cover the eventual creditor amounts. Under Shinn's plan, the present operators of the television network would stay in place and lease back the network and its facilities from the new owner.

Another potential bidder is Family Entertainment of America, which reportedly plans to turn Heritage USA into a theme park and retirement center, and turn the 24-hour network into a news, sports and entertainment network. That group has ties with former PTL head Jim Bakker.

Discussions with several other parties are under way, said a PTL official, including talks with a group of Christian businessmen.

PTL estimated in its reorganization plan that a quick Chapter 7 liquidation of assets (within six months) would bring only \$56 million, while liquidation under Chapter 11 (up to five years) would bring in as much as \$160 million.

No official bids for PTL have been filed with the U.S. bankruptcy court in Columbia, S.C., but some are expected by June 16, the date of PTL's court hearing on amendments to its reorganization plan. It is expected that PTL trustee David Clarke would present to the court the bids that have been received and make a specific recommendation.

Taxing situation

Group W Cable, Chicago Cable Telecommunications Inc. and the Illinois Cable Association have filed suit in state court over the city's passage of a 4% television

watching tax. The tax would be levied on the bills cable subscribers pay each month.

The city says the tax is an extension of its public amusement tax, which is levied on entertainment such as concerts, plays, movies and sporting events. The cable groups charge that the tax violates the cable operators' First Amendment rights and singles out one media, cable, unfairly.

"Watching television in your own home is not a public activity nor a revenue-producing public event," said Vincent Dolan, Group W President. Already cable operators pay standard business taxes (employe head, sales, utility and real estate) and a 5% franchise fee and provide the city with millions of dollars to finance eight access channels, said Dolan.

Subscriber levels have lagged behind other major cities, with basic penetration standing at 38% in Chicago. VCR penetration, on the other hand, is almost 62%. Richard Ehlenfeldt, vice president of consumer affairs, Group W Cable, said a cable customer "will pay 12% to 15% of their monthly bill in local taxes" if the tax stands. "The business environment for cable TV is already very difficult in Chicago," he said, "and the TV Watching Tax makes it even worse."

But there is a movement underway within the city to rescind the tax. Cable officials say a group of 15 alderman have introduced a measure to repeal the tax.

Bane joins Vision

Wilford Bane, who headed the video production unit of the United Methodist Church, has been named general manager of Vision Interfaith Satellite Network, succeeding David Ochoa, who resigned as chief executive officer. The National Interfaith Cable Coalition, the group that will run Vision, announced the appointment on May 13, several days after a board meeting in New York.

Bane organized EcuFilm, which markets

and distributes films produced by Protestant denominations. And he had a major hand in developing *Catch the Spirit*, a Methodist production that has won several awards. Bane has been involved in NICC since its inception. Officials said the board felt that Bane's management style was more in sync than Ochoa's with church officials that are overseeing the network. Dan Matthews, chairman of NICC, said the management shift reflected the network's change from concept to reality. Ochoa will remain with Vision as programing or financial consultant.

At the board meeting, NICC adopted provisional codes for advertising and programing standards and practices and made a request for proposals for uplink services, a transponder and affiliate relations personnel. NICC also discussed the headquarters site for the new service. Denver had been in the running, as had Nashville, where Ochoa, Bane and the Methodist office had been based. But sources in New York, where many of the mainline church groups are based, is also a possibility.

The service is scheduled for launch Sept. 15.

Yankee carriage

New York Yankees, SportsChannel and WPIX(TV) New York have reached a settlement regarding television and cable carriage of Yankee games for 1988. WPIX will carry 53 games this year, as it did last year, while SportsChannel has the rights to 100 games in New York and more in areas beyond the city, principally upstate New York, Connecticut and Florida. The settlement arose from a lawsuit pending since last year before the New York Supreme Court. SportsChannel has a long-term contract with the Yankees, although the team's owner, George Steinbrenner, has a buyout option after this season.

NCTA says court erred

The National Cable Television Association, in a filing before the Supreme Court, said the U.S. appeals court erred in an interpretation of the Copyright Office's authority in a cable copyright case. NCTA said Congress never intended for the office, "which has an institutional bias toward copyright owners, to interpret statute," adding that such interpretation violated the separation of powers doctrine. Furthermore, NCTA said, the office's ruling that copyright calculation on gross receipts based on revenue from broadcast and nonbroadcast "defies common sense."

Dropped stitch

Less than two weeks after the Fashion Channel found an investor, Video Marketing Network, to put money into the ailing network, the deal has come unglued. The service has released a statement saying that certain disagreements had arisen between the

parties and that "VMN has not yet made its initial deposit of \$500,000 as contemplated." VMN was to put up another \$6 million for stock in the service, plus another \$500,000 at the deal's closing. The Fashion Channel said it was still negotiating with VMN, but since the initial accord has fallen through, it has resumed negotiations with other parties. VMN's Robert Murley has been removed from his position as acting chief executive officer of the Fashion Channel.

South of the border CNN

Turner Broadcasting System is discussing distributing CNN to South America through various international satellite systems. The unscrambled signal would be marketed to hotels, cable systems and broadcast organizations on that continent.

Hughes Communications will begin uplinking CNN to an Intelsat bird over the Pacific Ocean for distribution in Japan, Australia and the Pacific basin later this year.

PPV in seconds

AT&T has filed with the FCC to offer an 800 ordering number for the cable pay-per-view business. The service, called AT&T Information Forwarding-1, will allow consumers to order PPV events up to the last minute from their cable systems.

The number is 1-800-INFO-1. When a customer calls, a request is transmitted to the local data base at the cable system for PPV authorization. The process takes about 10 seconds.

Titan subsidiary

Titan Sports, the distributor and promoter of The World Wrestling Federation, has created a production and distribution subsidiary, Titan Entertainment, for WWF broadcast television, cable and PPV programming.

The first project will be WWF's *Summer Slam '88*, on Monday, Aug. 29, as the first WWF event in Madison Square Garden since 1985.

Titan Entertainment plans to look at other PPV projects in music, sports and entertainment. Included in those plans are two pilots TE is showing to broadcasters and cable operators.

Zenith goes Videoway

Zenith Electronics Corp., Glenview, Ill., has announced that it will produce new cable television terminals with greatly expanded capabilities. The "Videoway Terminals" will allow consumers to receive videotex, teletext, closed captioned and computer downloading on their TV sets. The terminals will also have the usual basic cable, pay TV and interactive TV interfaces. The terminals were developed by Les Enterprises Videoway, a subsidiary of Le Groupe Videotron, a Canadian multiple cable system operator of about 1.4 million subscribers. Zenith, in a contract with Videoway, has agreed to produce 55,000 terminals. Shipments from Zenith will begin by the end of this year.

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Infomercial service, ATV, pitches cable

Advertising network offers to pay operators' per-subscriber fees for TNT in exchange for carriage

A new cable network devoted to infomercials is tying its Oct. 3 launch to that of Turner Network Television by offering to pay the cable operators' fees for carriage of TNT, at least for the first two years. ATV: Advertising Television, as part of its marketing campaign, said it will rebate to cable operators the monthly fees they would pay for TNT for the next two years (15 cents per subscriber per month in 1989 and 20 cents in 1990) if the operators carry both services. The company said it was willing to commit \$29.4 million to pay the monthly per-subscriber fees for launch.

ATV is the creation of Web Broadcasting Systems, a private firm that has marketed and promoted products for advertisers. It plans to launch an advertising network on which corporate sponsors buy time in five- or 10-minute increments. Thomas Collins, vice president of marketing, said advertisers will pay a monthly fee, roughly \$45,000, for a five-minute commercial that is rotated

throughout the dayparts in a given month.

The tie with Turner is coincidental: the two companies have no agreement with each other, Collins said. ATV approached MSO's at the National Cable Television Association convention about its offer to pay for carriage of both services, and decided to roll-out the offer to all operators. "We feel that if systems reshuffle their basic service deck this fall, it affords them an opportunity to add two new innovative services without incurring monthly out-of-pocket costs," said Paul Salerno, Web president.

Programming will consist of a 12-hour cycle of hour-long product categories—automotive, movies, fitness, video, fashion, travel, beauty, computer, consumer electronics, home, recreation and leisure, and appliance. The cycle will be repeated, so that each ad will appear twice, although there may not be a full 24-hour schedule at the start. Collins said ATV will disclose in the next few weeks the companies that have signed on, but said he was confident the entire 24-hour schedule would be filled by October.

Throughout that month, the 12 blocks

will rotate time periods throughout the schedule, giving each category a shot at prime time, for instance, Collins said. Each hour will be divided into 11 five-minute segments for infomercials. The other five minutes will be devoted to station identification, Collins said.

The hottest categories, in terms of advertiser interest, said Collins, are automotive, video, movies, computers and appliances. Many advertisers with complicated products are attracted to the longer-form commercial, said Collins. Computer companies, for instance, can spend the time explaining the uses of a spreadsheet. The infomercials will not be "stale generic advertising," said Collins. And he said that ATV "is not a home shopping network." It will be a vehicle, said Collins, for advertisers to provide more information about their products than possible in 30- or 60-second commercials.

In addition to the payment offer to cable operators, ATV will provide an opportunity for local advertisers to place a short billboard, five to 10 seconds, at the end of an infomercial. A local Ford dealer could run a billboard at the end of a piece from

NBC takes prime time, ABC tops in news

NBC won the weekly prime time ratings race once more, for the week ended May 15. In the big movie shootout of the week, NBC's new *Perry Mason* movie (*The Case of the Lady in the Lake*), beat ABC's showing of "Beverly Hills Cop," on Sunday, May 15, at 9 p.m., by a score of 22.2/35 to 20.3/32. CBS's *Beryl Markham: Shadow on the Sun*, placed a distant third in the same period with a 10.4/16.

Other highlights for the week included the continuing strong performance of ABC's mid-season entry, *China Beach*, Wednesday at 10 p.m., which beat the second half of CBS's showing of "Rocky IV," and *St. Elsewhere*, on NBC.

In the evening news race, *ABC World News Tonight with Peter Jennings* was on top for the third consecutive week, with an average 9.4/20, followed by *CBS Evening News with Dan Rather* with 9.1/20 and *NBC Nightly News with Tom Brokaw* with 8.0/17.

Nielsen	Net	AGB	Nielsen	Net	AGB				
1	22.6/35	N NBC Sunday Movie	3.	21.4/34	35.	11.7/20	N Crime Story	33.	11.9/21
2.	21 7/40	N Cosby Show	1.	22.8/41	36	11 5/18	C Designing Women	46.	10.2/17
3.	20 3/32	A ABC Sunday Movie	7	19.2/31	37.	11 2/18	C CBS Spec Movie (Wed)	41	11 1/18
4.	20 3/35	N Cheers	4	21 2/35	38.	11 2/18	C Cagney and Lacey	54.	9 1/15
5	20 0/32	A Barbara Walters Special	9.	18.8/30	39.	11 1/19	C CBS Tuesday Movie	30.	12.1/20
6.	19.9/33	N Night Court	5.	20 3/33	40.	10.9/16	C Eisenhower and Lutz	44.	10 4/16
7.	19.7/37	N Golden Girls	2.	21.5/40	41.	10.9/18	N Highway to Heaven	37.	11 3/18
8	19.0/29	N NBC Monday Movie	8	19 1/30	42.	10.7/18	C Kate and Allie	47	10.1/17
9.	18 5/29	A ABC Monday Movie	11.	17 6/28	43.	10.6/17	N Decision '88: Neb. & WV		
10	18 3/33	A Who's the Boss?	6.	19.3/35	44	10.4/18	A Captain EO Backstage	50.	9.8/17
11.	17 8/31	C Knots Landing	13.	17 0/29	45.	10.4/20	C Beauty and the Beast	56.	8.8/18
12	17.3/30	C Murder, She Wrote	15.	16.3/28	46.	10.4/16	C CBS Sunday Movie	48.	10.0/16
13.	17 3/30	C Dallas	16.	16.0/28	47.	10.4/19	N Family Ties	34.	11.9/21
14.	17.2/29	A Just the Ten of Us	10	17.8/30	48.	10.3/17	C Simon and Simon	36	11.4/19
15.	17 2/34	C 60 Minutes	14	16 8/33	49	10.1/18	N Miami Vice	51.	9.6/17
16	16 3/27	N ALF	12.	17 5/30	50.	9.9/20	A Spenser: For Hire	53.	9.6/18
17	14 8/25	N L.A. Law	23.	14 0/24	51.	9.7/17	A Koppel Report	45.	10.3/17
18	14 7/26	C Falcon Crest	24.	13 7/24	52	9.7/18	A Full House	42	11.1/21
19.	14 6/25	A Head of the Class	19	14 5/25	53	9.6/20	A Perfect Strangers	43	11.0/23
20.	14 4/23	N My Two Dads Special	17	15 5/25	54.	9.4/18	A Disney Sunday Movie	57.	8.8/17
21	14 3/27	A Growing Pains	20.	14 4/26	55.	9.4/17	N NBC Friday Movie Spec.	52.	9.6/18
22	14.3/23	A MacGyver	22.	14.1/24	56.	9.3/16	A Mr. Belvedere	49.	10.0/18
23.	14.2/29	N 227	21.	14.2/29	57.	9 1/16	C Smothers Brothers	39.	11 1/20
24.	14 0/24	A China Beach	31	12.0/20	58.	8.5/15	A I Married Dora	55.	9.0/15
25.	13.8/27	N Hunter	18.	14.7/28	59.	8.4/16	C Tour of Duty	62.	7.2/13
26.	13.4/23	N Matlock	26.	13.0/22	60.	8 1/14	A ABC Thursday Movie Spec.	58.	8.7/15
27.	13.3/20	C Newhart	28.	12.3/19	61.	7.7/15	C West 57th	61.	7.8/15
28.	13.0/23	A 20/20	25.	13 4/24	62.	7.5/16	C High Mountain Rangers	65.	6.5/14
29.	12.6/22	A Thirty-something	40	11.1/20	63.	7.3/14	C 48 Hours	59.	8.3/15
30.	12 4/21	N St. Elsewhere	27.	12.9/22	64.	7.1/14	N Aaron's Way Special	60.	8.3/16
31.	12.0/20	N Day by Day	29	12.2/21	65.	6.9/12	C Houston Knights	63.	6.9/12
32.	11.9/21	N Aaron's Way	38.	11.3/20	66.	6.8/13	A Ohara	64.	6.6/12
33	11.8/26	N Facts of Life	32.	11.9/26	67.	6.3/13	A Supercarrier Special	66.	5.7/12
34.	11 7/19	A Moonlighting	35	11.7/19					

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Ford Motor Co., for example. The cable operator would have the right to sell those 10-second spots and retain the revenue, Collins said.

Collins said ATV is targeting the large systems, many in major markets that have channel capacity to add several services. That universe is six million homes, Collins estimates. ATV's offer to pay for TNT's carriage for the first two years extends to the first seven million subscribers that are committed at launch, he said. The benefits for the operator, Collins said, is that he gets two services for free, plus the ability to sell local avails in both services.

Where does Web get its backing? Collins said the company is funded by private individuals and has been involved with advertis-

ing and promotions for large companies for many years. Its only media exposure had been some cooperative work with a cable guide magazine, said Collins. But he said the company has the wherewithal to make good on its funding promise. If ATV can fill all its spots on the schedule at its announced rate card, it would provide revenue of almost \$6 million per month. (TNT, at 15 cents per month for seven million subscribers, would cost ATV just over \$1 million per month.)

Companies provide ATV with the finished commercial so the company has virtually no production costs. Its other major expense, besides corporate overhead, would be satellite time. ATV is negotiating with General Electric for a transponder on Sat-

com III-R, said Collins, and expects to sign soon.

Collins said subscriber commitments have reached several million, and the ATV expects to launch with seven million. Although that probably won't be enough to get ratings, ATV will do some tracking research to see who is viewing the network. ATV will track viewing impressions and how subscribers feel about the service. Most of the viewing information, however, said Collins, will come from research conducted by the advertisers themselves.

In addition to cable homes, ATV is targeting the TVRO universe. The signal will be unscrambled, providing access for the 2.2 million homes with backyard earth stations. □

Robertson rejoins CBN

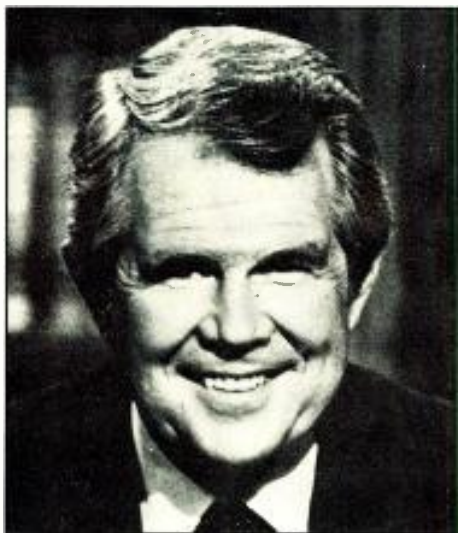
Former Republican presidential candidate returns to cable network with new program ideas

Pat Robertson returned to the Christian Broadcasting Network last week, where he will resume his role as chief executive officer after dropping out of the U.S. presidential race. "I can't abandon CBN," Robertson said, in interviews before returning to make several appearances on CBN's *700 Club* last week.

Speaking with his son, Tim, president of CBN, on the *700 Club*, Robertson reiterated his backing of the CBN ministry activity, the network and the *700 Club*, but said some changes may be made. "We're going to have something like this [the *700 Club*] on forever," said Robertson. "It's not going off the air." But, he said, "there are always more exciting ways of doing things." The challenge, he said, "is how can we make it more appealing so more people will watch." Robertson said he would likely return to CBN to do some news and news analysis. "And I'm playing around with some program concepts in my mind," he said.

Although the cable network is part of the overall CBN apparatus, it has been somewhat insulated from the general problems facing the parent. Donations have fallen and staff layoffs have occurred over the last year since Pat Robertson began his presidential campaign. The network, whose religious programming makes up approximately 25% of the schedule, has been relatively healthy. A source said revenue for the network's fiscal year, which ended March 31, was \$50 million, which had been ahead of projections. And while layoffs were occurring in other parts of the ministry, CBN continued to hire more staffers, a source stated. The network also continues to add cable systems, and passed the 40-million subscriber mark last week.

But the first-quarter ratings took a jolt, dropping from 0.9 to 0.5 from 1987 to 1988. On a 24-hour basis, the ratings dropped from 0.9 to 0.7. The network rearranged its weekday prime time lineup in May, stripping programming throughout the week instead of carrying different programs in the same time period on different nights. *The Big Valley* has been shifted to 6 p.m.,



Pat Robertson

followed by *Remington Steele* at 7 p.m. *Crazy Like a Fox* at 8 p.m., *The 700 Club* at 9 p.m. and *Straight Talk*, a half-hour call-in show, at 10 p.m. At 10:30 p.m., various programs on fishing, cooking and animals are running.

The changes were made to create a more stable viewing pattern, said Earl Weirich, director of public affairs. Additionally, said Weirich, the peplemeters "have not really done us justice." A lack of metering in the South and the Southwest, where a heavy

concentration of CBN viewers live, has hurt the network, he said.

In addition to the weekday changes, the network is contemplating moving more of its original programming to Saturday night. CBN's daytime western lineup on Saturday continues to perform strongly, and its evening lineup will likely follow the same western theme. Its original production, *The Campbells*, runs at 7:30 p.m. and two half-hour episodes of *Crossbow* appear back to back at 8 p.m. and 8:30 p.m. *Border Town*, which is in development and fits the western theme, will likely show up on Saturday night. Weirich said there are other projects and co-ventures CBN is pursuing. And although changes may be made in the *700 Club*, Weirich said religious programming would not be dropped from the network.

In the *700 Club* interview, Pat Robertson said he planned to form a political action committee that would be "totally separate from CBN." "I want to get evangelical Christians into politics," he said, because "they are poorly informed" on issues.

Robertson spoke briefly about events throughout his presidential campaign, including the skirmish with NBC anchor Tom Brokaw, who painted Robertson as a televangelist. "I am not an evangelist," said Robertson. He said the CBN ministries have done evangelistic work, but he said the media attempted to portray him "just like all the others in the headlines." □

Birthday party. Fox Broadcasting Co. has acquired the domestic rights to a six-hour rock/comedy concert called *Freedomfest: Nelson Mandela's 70th Birthday*. The show is being staged in Wembley Stadium, London, to pay tribute to the imprisoned leader of South Africa's antiapartheid movement. FBC won the rights in a bidding contest said to have included both MTV and HBO, and is believed to have paid between \$1 million and \$3 million for them. Radio Vision International, the Los Angeles program distributor, is responsible for worldwide distribution of the live event. The show is being produced by Elephant House Productions on behalf of Artists Against Apartheid and the Anti-Apartheid Movement. Proceeds from the event, which FBC will air Saturday, June 11, from 5 p.m. to 11 p.m., will go to various antiapartheid agencies, Fox said. Performers for the event include: Ashford and Simpson, Harry Belafonte, Chubby Checker, Joe Cocker, Roberta Flack, Whoopi Goldberg, Chrissie Hynde and UB40.

Sunday not live. Lorne Michaels, producer of NBC's *Saturday Night Live*, is developing a Sunday late night musical variety show, although NBC has not yet signed to carry it. The program, which would not air live, features saxophonist David Sanborn and Dennis Miller of *Saturday Night Live*.

Syndication Marketplace

MGM/UA's Group One Medical is a firm go for an Oct. 3 launch. The half-hour strip has cleared 73 markets (representing 72% of the country) including 19 of the top 20. *Group One Medical* is being sold on a cash plus barter basis (four minutes being held back a week). Of the 73 markets, 69 are network affiliates.

The Gong Show has been cleared in 63 markets, representing 64% of the country, it was announced by **Barris Industries**. The New York, Los Angeles and Chicago markets have been cleared as well as 17 of the top 20 markets. *The Gong Show*, hosted by Don Bleu, is being sold on a cash plus barter basis.

Peregrine Film Distribution is renewing *The Spectacular World of Guinness Records* for a second season. The half-hour strip is cleared in 96 markets representing 73% of the country. The show is cleared in New York, Los Angeles and Chicago, and is being sold on a barter basis with two-and-a-half minutes for national and four minutes for local.

Family Medical Center, a **Lorimar** product, has cleared 72 markets representing 64% of the country. The half-hour strip has not been announced as a firm go for the fall. Currently, the New York, Los Angeles and Chicago markets are being negotiated. FMC is being sold on a cash plus barter basis.

Casablanca IV said last week it had signed an exclusive agreement with Bud Granoff Productions to develop and produce a game show for first-run syndication. Veteran game show host Bob Eubanks will host the new game strip, which is targeted for fall 1989. Before founding his own company, Granoff was president and chief operating officer of Chuck Barris Productions (*Gong Show*). Eubanks is currently host of *The New Newlywed Game* and *Card Sharks*.

Samuel Goldwyn Television said last week that its exercise show, *Body by Jake*, was a "firm go," for next fall. The show, representing the company's first effort in first-run syndication, has been placed on 55 stations (in nine of the top 10 markets) covering 60% of the country.

Fries Distribution has pulled first-run *Queen For a Day* from syndication after clearing only 40% of the U.S., including stations in eight of the top 10 markets. According to Ave Butensky, executive vice president, domestic distribution, the program, which is the update of an earlier game show, came up "far short of a reasonable deficit" to go ahead with production. The program had been targeted against talk show, *Oprah*, but only about 30 stations had signed on for next fall. Among the top markets, Fries had agreements from NBC-owned stations in New York, Cleveland, Denver and Washington, from KHJ-TV Los Angeles and from WFWR-TV Gary, Ind. (Chicago).

WJLA-TV Washington has acquired **King World** programs *Oprah* and *Wheel of Fortune*, now on Gannett's WUSA-TV Washington. WJLA-TV, which has also renewed King World's *Jeopardy!* through the 1991 season, will begin airing *Oprah* in the fall of 1989 after it finishes its run on WUSA; *Wheel* will air on WJLA-TV in the fall of 1990 after the conclusion of its WUSA run. Also, in the Seattle market, KIRO-TV has declined to renew King World's *Oprah* for fall 1989, sending the show to its rival KING-TV. The last had previously lost the competing syndicated talk show, *Donahue*, to KIRO-TV. Nick Freeman, KIRO-TV programming vice president, said his station, which has had the show for several years, gave it up because of license fee increases in excess of 50% sought by the syndicator.

All American Television reports its station roster for *Liddy* has grown to about 50, covering more than 40% of the country. The company is still trying to sign up stations in the top three markets (launching a first-run project without New York, Los Angeles and Chicago is considered difficult).

Republic Pictures and Teletrib have announced an agreement for

Teletrib to sell barter advertising time in Republic's colorized feature film package, which includes eight titles that will air nationally over the next two years. Republic has cleared the package on stations covering about 80% of the country, the company said.

Buena Vista is selling a two-hour special for syndication for the Fourth of July called *Disney's Fourth of July Spectacular*, which will originate live from Walt Disney World. Bob Jacquemin, senior vice president, Buena Vista Television, a Disney company, said the program, being offered on a barter basis, is the company's first foray into special event programming for syndication. Buena Vista reported its first group clearance for the special—all six Tribune stations will carry it.

Cluster Television has cleared Sunbow Productions' animated children's programs, *G.I. Joe* and *My Little Pony 'n Friends*, in more than 80% of the country. *G.I. Joe* is being renewed by 85 stations, including WPXI-TV New York; KTLA-TV Los Angeles; WGN-TV Chicago; WTAF-TV Philadelphia, and WLVI-TV Boston. *My Little Pony 'n Friends* is being renewed by 82 stations, including: WNYW-TV New York; KCOP-TV Los Angeles; WFLD-TV Chicago; KTVT-TV Fort Worth, and KBHK-TV San Francisco.

Sports programming syndicators, **Raycom Inc.** and **Rasmussen Communication Management Corp.**, have formed a joint venture to manage, produce and market Big Ten football and basketball TV packages next fall and winter. Rasmussen has had TV rights to the Big Ten Conference games since 1986, while Raycom has held TV rights to Southwest Conference football and basketball and basketball rights for the Atlantic Coast Conference (with Jefferson-Pilot Teleproductions), the Big Eight, the PAC-10 and the Metro Conference.

MCA has renewed its first-run sitcom, *Out of this World*, for a second season, with 81% of the U.S. sold, including 24 of the top 25 markets. Two dozen new episodes will air beginning next September. MCA has also signed a 10-year contract with Australia's Network Ten for exclusive access to MCA's TV programs and feature films for airing on free TV. As part of the deal, MCA will be issued options for a 10% interest in the broadcaster's parent, Northern Star Holdings, exercisable within the next five years. Network Ten also has an exclusive agreement for 20th Century Fox productions.

King World has renewed format rights to the French version of *Wheel of Fortune* for three years. The French network, TF1, which will now air the show through 1991, started airing the show in February 1987, and *Wheel* is now the number-one show in its prime time slot, drawing more than 12 million viewers.

All American Television has cleared *America's Top 10* with Casey Kasem in 18 foreign territories, including Italy's Odeon TV. The weekly half-hour series is broadcast on 135 U.S. TV stations. The distributor has also signed a deal to provide two Group W-produced daily satellite news services, *The Newsfeed Network* and *The Entertainment Report*, to Scandinavian cable service ScanSat. All American said it will work with ScanSat to develop a European hard news and entertainment news feed that could be fed to the more than 200 U.S. TV stations that pick up the services.

CBS Broadcast International has gained international distribution rights to the 1988 motorcycle competition, World Superbike Championship Series, which began last month and will continue through October. Half-hour and one-hour highlights will be available from the distributor in all territories except France, Italy, Japan, Scandinavia, Hungary and the U.S.

Radio Vision International has acquired distribution rights outside the U.S. to *Atlantic Records' 40th Anniversary Special: It's Only Rock & Roll*. The 10-hour concert, held May 14, has already been sold to France's Canal Plus and Italy's Video Music. Home Box Office carried the event domestically.

FCC lays down law on payola

In wake of payola indictments, commission spells out consequences

Reacting to a letter from House Telecommunications Subcommittee member Jack Fields (R-Tex.) expressing concerns about the "reemergence of payola" and to indictments of three individuals on payola charges (BROADCASTING, March 14), the FCC voted unanimously at its open meeting last week to issue a "warning" to broadcasters outlining provisions of the Communications Act that outlaw payola and spell out the consequences.

Given the indictments and congressional interest, FCC Chairman Dennis Patrick said, it is a "propitious time" to set forth the law and remind those in the broadcasting and record businesses that the FCC will take "appropriate action" when warranted.

Commissioner Jim Quello said payola is not as prevalent as it once was. "But what little we do have, let's stop it."

Added Commissioner Patricia Dennis: "This is a good way to let people know we are alert to the issue and that it is a serious issue from time to time."

According to the page-and-a-half statement, Section 507 of the Communications Act, which carries criminal penalties (up to a year in jail and fines of up to \$10,000), prohibits anyone from offering or accepting payments to put any programming on the air without the knowledge of the station management or owner. Section 317 requires stations to disclose on air any payments they receive to broadcast particular programming. Violators of Section 317 are subject to administrative penalties, including fines and revocation of license.

Section 317 and FCC rules require licensees to "exercise reasonable diligence" to prevent payola, the statement said. "The 'reasonable diligence' standard can require a higher duty of care by stations whose formats or other circumstances make them more susceptible to payola. Thus, for example, we would expect stations that report to record charting services to demonstrate greater diligence to prevent improper conduct by its principals and employees than would a station with an all-news format. It may fall short of 'reasonable diligence' if the licensee of such a reporting station does nothing more than require its employees to execute affidavits stating that they will not violate laws and regulations prohibiting payola."

Because licensees are often the "victims" of payola schemes, the statement said, the FCC is willing to advise stations that believe employees are involved in it. It said "licensees play a critical role in preventing payola, and the commission's enforcement staff will investigate substantive allegations of payola that come to its attention."

At a press conference following the meeting, Chuck Kelly, chief of the enforcement arm of the FCC's Mass Media Bureau, gave a little more guidance on what a licensee must do to meet the "reasonable diligence" standard. He suggested that the best thing a music station could do is require disk jockeys to adhere strictly to playlists established by the station management. If a station gives disk jockeys any freedom in selecting records, he said, it "better be careful" to choose trustworthy disk jockeys.

According to Kelly, the FCC has referred "three or four" cases involving allegations of payola—Section 507—to the Justice Department over the past five years. Another is currently under investigation by the FCC and is in the process of being referred to Justice, he said. After referral, the FCC will continue a "parallel" investigation to determine whether the licensee in the case exercised "reasonable diligence" under Section 317, he said.

In what many believe will be the first in a series of actions, a federal grand jury in Los Angeles indicted in March two record promoters for making payola payments to several stations and former broadcaster George

Wilson Crowell for receiving them. The indictments stem from a two-year-old federal payola probe.

Following the indictments, Congressman Fields sent a letter to Patrick expressing concern about the reemergence of payola and urging him to reaffirm and, if necessary, toughen anti-payola policies. He also urged the FCC to consider an investigation "into the present use of payola in the radio and television industry. I am aware these actions may be complex and time consuming. However, I believe that FCC action now will send a strong signal that payola remains an unacceptable and illegal practice for broadcast licensees."

Last week's action was Patrick's response to Fields's call for a reaffirmation of commission policy. But, in a letter sent to Fields last month, Patrick said he would not launch a broad investigation into payola. A 1976 investigation turned up one station involved in payola, but otherwise "produced little in the way of useful results," he said. "Accordingly, I am of the view that such an investigation at this time would be premature and likely duplicative of the efforts of the Justice Department." □

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Meyrowitz buys DIR back from Lorimar

President of radio production firm gets back company he co-founded

DIR Broadcasting, the New York-based radio program producer and distributor, has been sold by Lorimar Telepictures to DIR Broadcasting President Bob Meyrowitz ("Closed Circuit," May 16). It was Meyrowitz and Peter Kauff, DIR executive vice president and co-founder of the firm along with Meyrowitz 15 years ago, who sold the company to Lorimar in late 1985 for a reported \$12 million ("In Brief," Dec. 2, 1985). Terms of this latest transaction were not disclosed.

Concurrent with the DIR move, Warner Communications signed a definitive agreement last week to purchase Lorimar Telepictures, the Culver City, Calif.-based television and film conglomerate, following an announcement two weeks ago that it was seeking to buy the company (BROADCASTING, May 16). The just-concluded DIR deal, however, had been in negotiation for several months. The unit was Lorimar's only entry into radio programming.

Meyrowitz characterized DIR Broadcasting's relationship with Lorimar as an "extremely productive" one that fostered company growth. "But their [core] business isn't radio. They didn't have the time to devote to

radio," said Meyrowitz. "The field of radio programming has expanded so rapidly in the last few years...that this purchase will allow us to be wide open to opportunities."

In a related move, Kauff said he is "ending his full-time commitment" to the company. Kauff said that he will retain an interest in DIR Broadcasting and will continue to collaborate with Meyrowitz on upcoming projects.

DIR, which currently employs about 40 staffers, was launched in 1973 with *The King Biscuit Flower Hour*, a weekly series of taped rock concerts. That show is celebrating its 15th year on the air with a four-hour special this Memorial Day weekend.

Other DIR shows include *Rick Dees Weekly Top 40*, a weekly, four-hour, contemporary hit countdown program; *Gary Owens Music Weekend*, a weekly, four-hour, adult contemporary show; *Scott Muni's Ticket To Ride*, a weekly, one-hour show focusing on the Beatles; *Live From The Improv*, a 90-second, weekday comedy feature, and *This Date in Baseball*, a 90-second, weekday historical look at baseball with veteran sportscaster Mel Allen.

Aside from its current radio roster, DIR is readying a new vehicle for Scott Muni, WNEW-FM New York personality and operations manager, entitled *Scott Muni's World*



Meyrowitz

of Rock. The series, which will highlight new AOR selections, is slated to start the weekend of July 9.

"We will shortly announce two other major program projects," said Meyrowitz, saying that the added programming is part of a new "long-range" expansion plan for the company. The projects are expected to be a one-time special and a new weekly show.

Over the past few years, DIR has also produced several specials for Home Box Office and Cinemax with such acts as Bette Midler, Phil Collins, Whoopi Goldberg and Barry Manilow. □

From 'Hollywood Squares' to 'American Top 40'

Stevens to succeed Kasem as host of ABC's countdown show; seven-year contract worth \$7 million-\$9 million

Shadoe Stevens, *Hollywood Squares* announcer and cast member, has been chosen by the ABC Radio Network to become the new host of its four-hour, weekly *American Top 40* broadcast, beginning this summer ("In Brief," May 16), according to Tom Cuddy, vice president of entertainment programming for ABC Radio. Stevens's new agreement with ABC is for seven years. Total consideration of the deal is said to be between \$7 million and \$9 million.

Stevens, a one-time radio personality and program director who is finishing his second season on *Hollywood Squares*, will replace Casey Kasem, who has served as series host since its inception in 1970. In April, Kasem signed a five-year agreement with Westwood One to host a weekly countdown show starting next January when his current ABC contract expires (BROADCASTING, April 4). Although Stevens is expected to replace Kasem on the air between the July 4 holiday weekend and Labor Day (Stevens's ABC contract takes effect the day he signs on as the new *AT/40* host), Cuddy told BROADCASTING that ABC plans to honor its contract with Kasem through next January. That move would prohibit Kasem from launching his new Westwood show before January. (Contract negotiations between ABC Radio and Kasem broke off at the beginning of the year, leading to Kasem's



L-r: ABC Radio Network President Aaron Daniels, Stevens and Cuddy

new agreement with Westwood ["Riding Gain," Feb. 15].)

"If ABC does let Kasem out of his contract, we would put him on the air earlier," said Westwood One Chairman Norm Pattiz, "but our plans are to start the [new Kasem] program in January. We are affiliating stations and talking to advertisers with that in mind."

Stevens had apparently been ABC's top candidate to replace Kasem once a decision was made to start auditions. "We ran across Stevens during the first week of auditions [in early February]. We were very comfortable with him, but we wanted to make sure we listened to everyone who was interested in doing the show," said Cuddy. That process took nearly four months.

"We also received a lot of feedback from program directors carrying the show that he [Stevens] was the type of personality that would be very marketable for the stations," Cuddy said.

The final tally of those who auditioned for the series, according to Cuddy, stood at 1,004. Cuddy did not divulge other interested parties. He said that the vast majority of people who expressed an interest in the show came from radio. "There were other television personalities and about a half-dozen recording artists who auditioned," he said.

Prior to his current television and announcing career, Stevens had been involved with radio in the late 1960's and throughout most of the 1970's. His radio stints included jobs as both on-air personality and program director for KRLA(AM), KROQ-FM and KMET-FM, all Los Angeles. Stevens also formed his own company, called Shadoevision Worldwide Enterprises, which produces commercial spots for television; most notable of which are TV spots for the Federated Group, an electronics retailing chain. Cuddy said Stevens will continue his role

with *Hollywood Squares* next season.

American Top 40 with Casey Kasem, which is produced by ABC/Watermark, is carried by 480 stations in the U.S. It has been distributed over the ABC Contemporary Network since 1982.

As for the future of *American Top 40*

(ABC holds the rights to the title), which is one of network radio's highly profitable, regularly-scheduled programs, Cuddy said that the current format, producers and writers will all continue with the show. Added Cuddy: "Don Bustany, the co-creator of the show [with Kasem] and its original produc-

er, will remain a consultant along with Tom Rounds, one of Watermark's founders and an instrumental force in the original development of *American Top 40*." (Rounds is now president of Radio Express, a Los Angeles-based, international radio program marketing firm.) □

RIO is stage for AM spectrum conference

ITU meeting to adopt plan for new 1605-1705 khz band

Representatives of the U.S. and more than 20 other western hemisphere countries begin meeting in Rio de Janeiro today (May 23) to conclude work on a plan for use of the additional 100 khz of spectrum that a World Administrative Radio Conference in 1979 allocated to AM broadcasting in this hemisphere. And American officials appear reasonably confident that the conference, which is scheduled to end on June 9, will produce a plan sufficiently flexible to accommodate the "far-reaching," even "visionary" uses the FCC is considering for the new spectrum. The three commissioners' offices and the agency staff, however, were still struggling last week with the language in which those proposals would be expressed, three months after the proposals were first disclosed in a press release.

The second session of the International Telecommunication Union-sponsored Region 2 conference for planning the use of the new 1605-1705 khz band will build on the principles adopted at the first session, in 1986. Thus, the planning will be by allotment, will be based on power limits of 1 kw with a nondirectional antenna at the border and 10 kw anywhere else, provided the power equivalence at the border does not exceed 1 kw, and will employ the technical standards now in force for the AM band. What's more, the propagation will be measured with the aid of what has been dubbed "the FCC model" (BROADCASTING, May 12, 1986).

The U.S. sees such principles as compatible with early implementation of the expanded band. And in that regard, commission officials have been meeting with American manufacturers of radio receivers to urge them to make an early start on producing sets capable of receiving signals in the new band. Not only would use of the expanded band hinge on the availability of the sets that could receive signals transmitted over the 10 new frequencies. But, says, FCC Commissioner Patricia Dennis Diaz, who is chairman of the U.S. delegation to the second session, "we don't want American manufacturers to lose out to manufacturers from abroad."

At least equally important, the U.S. sees the product of the first session—particularly the decision to employ allotment planning, under which designated frequencies are available for use anywhere within a specified area—as providing the kind of flexibility that would facilitate the technical development of AM broadcasting. The

commission is concerned about AM broadcasting's continuing loss of ground in the marketplace to FM. Said Dennis, "We think there's enough flexibility in the allotment plan approach to permit the kind of technical innovation that will allow AM to become more competitive with FM."

The U.S. at previous international conferences on use of the spectrum has opposed allotment planning on the ground it limits the flexibility the U.S. traditionally favors. However, in this case, the band to be used will, in the U.S., be empty of all other services. As a result, there would be no restrictions in the assignment of stations, except, in the case of the U.S., a handful at the Canadian and Mexican borders.

One alternative that had been mentioned at the first session was an assignment plan, under which stations would be assigned in advance to specific locations on the basis of specific powers and directional antennas. That would have posed serious "incompatibilities," that is, interference problems; indeed, countries of the hemisphere are still sorting out incompatibilities resulting from the assignment plan adopted for the AM band at a regional conference in Rio in

1981. That idea was dropped at the urging of the U.S. and Canada.

Dennis expressed confidence the U.S. would be able to achieve its goals in Rio de Janeiro, goals that include adoption not only of an allotment plan but of "flexible procedures involving a minimum of regulatory constraints and providing for the orderly growth of AM broadcasting in the expanded band." Another of its goals is "an agreement that accommodates future changes, technical innovation and effective domestic implementation." "The major issues were well threshed out in the first session of the conference," Dennis said. And most of the detailed technical work was done by the ITU's International Frequency Registration Board since the close of the first session. Furthermore, said Dennis, "We have a lot of old hands on board [the delegation] who are competent to deal with the technical issues. The delegation is more than up to the task."

Yet, Dennis and other officials see potential difficulties. Although the conference is primarily devoted to broadcasting matters, the agenda includes the drafting of regulatory procedures to govern the use of the band by fixed and mobile services and radio

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AM activists. Members of the U.S. delegation to the western hemisphere conference on planning the use of an expanded AM band took time out from their last meeting before departing for Rio de Janeiro. Participating in the meeting were Parker Borg, acting director of State Department's Bureau of International Communications and Information Policy, and two members of the home team, Neal Waldrop, State Department, team head, and Lou Stephens, FCC. Shown sitting (l-r) are Freda Thyden, FCC; Waldrop; William Jahn, State Department, executive director and vice chairman of delegation; FCC Commissioner Patricia Diaz Dennis, chairman; Borg, and Raul Rodriguez, of the law firm of Leventhal, Senter & Lerman.

Standing (l-r) are Frank Williams, FCC; John Boursy, FCC; Mark Bench,

Bonneville International Corp.; Lawrence Palmer, National Telecommunications and Information Administration, vice chairman; Wallace Johnson, Moffet, Larson & Johnson engineering consulting firm, vice chairman; Wilson LaFollette, FCC, vice chairman; Jonathan David, FCC; William Meintel, FCC; Larry Olson, FCC, and Stephens.

Not shown are Daniel Villanueva Jr., Radio America; John Wood, Voice of America, and Bradley Holmes, FCC.

Compared to previous U.S. delegations to International Telecommunication Union-sponsored conferences, this one has considerable foreign language capability. Dennis, Villanueva and Rodriguez speak Spanish; Boursy speaks Portuguese, and Bench speaks Spanish and Portuguese.

location services now allocated to the band on, respectively, a permitted (co-equal) and secondary basis. The U.S. plans to remove all nonbroadcast services from the expanded band. But for a number of South American countries—Argentina, Brazil and Uruguay—the fixed and mobile services in the band are of considerable importance. Accordingly, developing standards to determine compatibility between broadcast and nonbroadcast stations could generate the kind of problems that might stall the work of the conference. The U.S. has offered proposals designed to insure that use of the band by nonbroadcast services does not adversely affect its use by broadcasters.

One question the planned use of the expanded band poses is the number of AM stations it could accommodate in the U.S. Following the first session, James McKinney, the former chief of the commission's Mass Media bureau who headed the U.S. delegation, put the figure at 500. However, Dennis and the State Department's William Jahn, who is executive director of the delegation and one of its vice chairmen, say the number of stations that could be accommodated depends on policy decisions yet to be made by the commission.

They emphasize that the driving force behind those decisions will be a determination to improve AM broadcasting's competitive chances. "You're looking at how to use the advantages of AM to draw listeners," said Jahn. One factor to be considered in that regard, he said, is the nationally assigned frequency proposal. "We have virgin spectrum so far as AM radio is concerned," said Dennis. "We're trying to think futuristically, creatively, differently than we have before with regard to the AM band." □



Riot gear. When prisoners at a Stringtown, Okla., prison agreed on Monday, May 16, to release the last of the guards they had taken hostage in a riot three days earlier, one of the conditions of release was that television crews tape the surrender. Cameramen Harry Dean and Rich Kriegel, from KOCO-TV and KWTW-TV, both Oklahoma City, provided pool coverage of the surrender, and were allowed to record the event from some 100 yards away. Al Hinkle, assignment editor at KTVU-TV Oklahoma City, was permitted by the prisoners to cover the event from close range, according to Dean, so that he could operate a Department of Corrections video camera. Above is the surrender from the KOCO-TV vantage.

The why's and wherefore's of Syndex II

The FCC order laying out the details of the syndicated exclusivity rules adopted unanimously by the FCC last Wednesday (see "Top of the Week") is being polished—and, possibly, changed in significant respects—by the three commissioners and various FCC staffers. As a consequence, it may not be released by the commission for several weeks.

While awaiting the order, the FCC's best explanation of the rules and the reasons behind their adoption comes from Kenneth Gorden, senior economist in the Office of Plans and Policy, who was the primary author of the rules. The following is the text of Gorden's presentation at the open meeting just prior to the vote.

On April 23 a year ago, the commission released a Notice of Proposed Rulemaking seeking comment on whether it should revise its program exclusivity rules by

- Reinstating some form of syndicated exclusivity to permit local broadcasters to buy and enforce the exclusive right to broadcast syndicated programs;
- Expanding the similar protection already afforded to local network affiliates by our existing non-duplication rules; and
- Modifying, or possibly eliminating, the current territorial exclusivity rules, which limit the area within which local broadcasters may purchase exclusive program rights vis-a-vis other broadcasters.

The commission was concerned that the rapid changes in the video marketplace in recent years may have rendered inadequate, or even counterproductive, the existing regulatory framework within which the broadcast and cable industries compete. In particular, the commission was concerned that the current framework may not permit the broadcast and cable industries to provide the quantity, quality and diversity of programming that is otherwise potentially available.

Specifically, with reference to the absence of exclusivity protection for syndicated programming,

- The commission was concerned that the absence of syndicated exclusivity rules, by limiting broadcasters' ability to enter into exclusive contracts for programming, might impair their ability to obtain and efficiently make available the programming quality and variety sought by viewers.
- In addition, the commission was concerned that the inability of broadcasters to enforce exclusive rights to programming, while their cable competitors are able to do so, leaves them at a competitive disadvantage that is a regulatory artifact, rather than a reflection of the real economic advantages or disadvantages of their business.

With reference to the network non-duplication rules, the commission expressed its concern that simultaneous protection might no longer be sufficient to protect networks' ability to efficiently distribute high-quality programming on a regional or national basis. The ease with which network affiliates' signals may be transported to markets in other time zones, and the increasing importance of other means for distributing programming on a national basis, led the commission to question whether an increase in protection was necessary.

Finally, the commission suggested that its current territorial exclusivity rules might no longer be necessary given the strength of competitive forces in broadcast markets, and that they may unduly limit broadcasters' ability to compete both with each other, and with other media that are becoming increasingly important. Additionally, the commission questioned whether such a broad rule, applying to all broadcasters regardless of their individual circumstances, could serve the public interest.

As a result of the notice, an extensive record, particularly as to the first two issues, has been compiled, upon which to base a decision. Although each of these issues is closely related to the others, I shall discuss each

separately.

Syndicated Exclusivity

The record in this proceeding demonstrates that cable, far more than was imagined in 1980, has become an important competitor for programming, viewers and advertising alike. Continued growth and success for cable is predicted. Cable's success is at least partly attributable to the fact that cable programmers are able to purchase exclusive programming and control the distribution of that programming. As you will recall, the commission has recognized and approved cable's distribution methods in other dockets.

The record also shows, however, that this growth has been accompanied by substantial duplication of local syndicated programming as a result of cable's continued use of distant broadcast signals and diversion of viewers of particular programs away from local broadcasters and toward these distant signals. The result has been harm to the broadcasting industry's ability to compete for the best possible programming, and substantial foregone program diversity for the viewing public.

The record also establishes that time diversity, an important consideration in the commission's 1980 decision to eliminate syndicated exclusivity, is much less significant today. The increased availability of alternative satellite-delivered programming means time diversity, per se, is of relatively less importance than it was at that time. Additionally, as the cable industry itself has recognized, the widespread availability of VCR's reduces the need for duplicative broadcast signals as a source of time diversity.

Benefits of Syndicated Exclusivity

Allowing broadcasters to bargain for the same type of enforceable program exclusivity rights that network affiliates, cable, and all the other competitors in the video marketplace may currently enjoy will have a number of benefits.

- First, it means that broadcasters will be able to compete on equal terms with cable operators for desirable programming and will thereby better be able to serve all of their viewers, including those who do not subscribe to cable or may not even have the option of subscribing to cable. Each type of programming, whether it happens to be a network show, a program delivered by a cable channel, or a syndicated program, will be treated alike.

- Second, the ability to limit diversion means broadcasters will be able to attract larger audiences, making them more attractive to advertisers, thereby enabling them to obtain more and better programming for their viewers. Cable viewers as well will reap the benefits of this process, although where they truly value the duplicative programming they now receive it can continue to be provided. In short, we expect that this process will lead to the production of a richer and more diverse mix of programs for all viewers.

- Third, exclusivity will allow more effective promotion of programming and an increased ability by broadcasters to establish themselves as distinctive suppliers of programming in their markets. The ability to obtain programming on an exclusive basis is already available to other video competitors, including cable operators, and is acknowledged by them to be an important competitive tool. This ability may also be important to broadcasters seeking to ensure that their signals are carried by cable systems.

- Finally, restoration of syndicated exclusivity rights for broadcasters will eliminate a patently unfair element of regulation and will help make it possible to apply here our general policy of relying on competition, wherever feasible, to accomplish our goals under the Communications Act.

Costs of Syndicated Exclusivity

The costs involved in reimposing syndicated exclusivity fall into two categories: modification of viewing patterns of cable subscribers and the direct costs to cable operators of complying with the rules. We conclude

that both types of costs have been substantially overstated by those opposing the reintroduction of syndicated exclusivity. Moreover, we have crafted the rules themselves to place the lightest possible burden on cable operators.

■ First, syndicated exclusivity may not be offered, or broadcasters may not choose to purchase it in every case.

■ Second, even if exclusivity is purchased, a cable operator may seek an agreement to forestall enforcement by the broadcaster if the value to cable of the program in question is sufficiently high.

■ Third, if enforcement proceeds, the cable operator may substitute alternative programming for that deleted. Suppliers stand ready to make such programming available.

■ Fourth, broadcasters are currently permitted to buy nationwide non-exclusive rights to the programming they exhibit; that is, the right not to be blacked out. Under the rules that are being proposed today a broadcast station wishing to serve a national market will also be permitted to bargain for exclusive national rights to programming. This will be of particular use to superstations, thereby providing cable viewers with additional protection against disruption. This right will place superstations and others in a better position to compete than they are in today. If superstations avail themselves of these new rights, they need not be blacked out. Relatedly, although it is not directly a part of this proceeding, these options help preserve the ability of home dish owners to view superstations.

To summarize, we believe the cable industry's forecast of severe disruption to established viewing patterns to be seriously overstated.

The estimates provided by cable of equipment, manpower, and other costs of complying with syndicated exclusivity rules also appear to be overstated. Such expenses, in fact, appear to be reasonable ones for cable systems of any but the smallest size.

The item concludes that the benefits of syndicated exclusivity rules outweigh the costs, and that it would be in the public interest for the commission to adopt new syndicated exclusivity rules.

We have also carefully examined the question of whether the imposition of syndicated exclusivity rules would conflict with the First Amendment rights of cable operators, whether the Copyright Act constitutes a bar to such rules, whether the Cable Act of 1984 prohibits such action, or whether any other legal impediment to adoption of syndicated exclusivity rules exists. The item before you concludes that reimposition of syndicated exclusivity is constitutional and within the statutory authority of the commission.

Therefore, in light of this conclusion, and in light of the benefits and costs, the staff recommends that syndicated exclusivity rules be adopted. I shall describe the essential elements of the proposed rules, and comment briefly on each.

Rules

1. The new rule would allow any broadcast station to bargain for and enforce syndicated exclusivity rights as provided for in its contract with the program supplier. The compliance requirement is imposed on the cable community unit. There would be no regulatory restriction as to the period of exclusivity or the size of the broadcast market, and no distinctions made among the types of syndicated programming. Such terms would be governed by the program contract. In these respects the new rules would be considerably simpler than the former rules. The geographic extent of syndicated exclusivity protection is limited to that available under the territorial exclusivity rule. However, as I will discuss later, the staff recommends that the commission issue a further NPRM on the matter of geographic limits generally, to examine this and other issues.

2. In general, only broadcast station licensees would be entitled to exercise syndicated exclusivity rights. An exception is made for program suppliers for a period of one year from first licensing a program to a broadcast station anywhere in the United States, in order to ensure their ability to market their product throughout the country in an orderly way.

3. To exercise any exclusivity rights, a broadcaster would be required to provide details of its exclusivity rights to affected cable systems within 60 days of signing such a contract, and in no case less than 60 days before exclusivity is to commence. Relevant portions of the exclusivity contract, upon request, would have to be made available to the affected cable operator. Cable operators, in complying with requests for exclusivity, may rely on generally available sources of programming scheduling, or may request the information from the station being imported. A good faith effort to respond to such requests is required.

4. The staff recommends two exceptions to the rules as laid out so far: First, we recommend that, for the time being, and in order to facilitate an orderly transition to the syndicated exclusivity environment, a community

unit should not be required to delete a program that is generally available off-the-air, that is, where a cable unit falls, in whole or in part, within the grade B contour of the signal carrying the program or where the signal in question is significantly viewed. Second, the staff recommends that cable systems of under 1,000 subscribers be exempted from compliance with the rule. They are currently exempt from our network non-duplication rules and sports blackout rules, and are small enough that the costs of compliance may be significant on a per-subscriber basis. Exempting these systems would lower overall costs of compliance by cable; about half of all cable systems would be exempt from the rule.

5. For a contract entered into after the publication of the order to be enforceable, it would have to contain syndicated exclusivity language, specified in the rules of the commission, so that there is no ambiguity with respect to the applicability or non-applicability of exclusivity protection. Contracts entered into before the publication date of the order, to be enforceable, must contain clear language indicating that the parties contemplated syndicated exclusivity rights in the event of reimposition of syndicated exclusivity rules. In the absence of such a specific reference, the rules may be invoked if the contract is amended or the parties clarify in writing that the intent of both parties is to include syndicated exclusivity protection.

6. Finally, in order to give both cable system operators and viewers time to adjust to the new rules, they would not be enforceable until one year has elapsed from the date of the order.

I shall be considerably more brief with respect to the second and third issues.

Network Nonduplication

Commenters addressing this issue generally agreed that the commission's concern as to the sufficiency of simultaneous duplication protection was justified. As I noted at the outset, the ability to circumvent the simultaneous exhibition nature of network programming has increased as technology, particularly satellite distribution technology, has evolved. The underlying rationale for providing network non-duplication protection, and the harm that befalls affiliates (and indirectly, therefore, networks) and the viewing public that relies on them for programming, parallel the arguments I have related with respect to syndicated exclusivity.

The staff therefore recommends that the network non-duplication rules be amended so that the period of protection afforded affiliates is that period of time specified in the network-broadcast affiliate contract. While the most likely situations would be taken care of by same-day protection only, there are some exceptions. Moreover, if network arrangements evolve in unexpected directions, the rule proposed here should prove sufficiently flexible to meet new needs.

Only station affiliates, not networks themselves, may invoke network non-duplication protection. We further recommend that, pending exploration in a further notice, the current geographic limits and exemptions from protection be continued.

Finally, the staff recommends rescinding our current waiver policy based on economic harm, and terminating existing waivers that fall into that category as of one year from the date of the order.

Territorial Exclusivity

In general, the comments and record in this aspect of the proceeding constitute a less adequate basis for action than in the cases of syndicated exclusivity and network non-duplication. Of particular concern in this regard are the effects of alternative exclusivity arrangements in local and so-called overshadowed markets. Therefore, the staff recommends that the current 35-mile territorial limit provisionally be retained, pending the outcome of a further NPRM that addresses the appropriate geographical limits for all three of the program exclusivity rules being addressed in this docket. In addition, the notice will explore the question of whether syndicated exclusivity protection should be available to public broadcasters.

There is one respect, however, already alluded to, in which the record does support a change in the territorial limit. In the case of superstations serving a national market, the question of overshadowed stations, or effects within local markets, is not at issue. Superstations compete for viewers in a national market, and compete with a range of networks and cablecasters that also supply programming on a national, exclusive basis. Therefore, we shall allow national superstations the ability to seek and enforce national exclusivity when acquiring broadcast programming.

Mr. Chairman, the staff recommends that the commission adopt this report and order. We also request editorial privileges, and will be happy to answer any questions.

NCTA finds fault with FCC's must-carry survey

Association asks commission to start over; INTV and CATV also critical

As conscientious broadcasters and cable operators labored to fill out and return the FCC's must-carry survey ahead of the June 6 deadline, their Washington representatives were criticizing it, particularly parts seeking information on cable systems' "repositioning"—changing the channel assignments—of broadcast signals.

The National Cable Television Association found so many faults in the survey that NCTA President Jim Mooney sent FCC Chairman Dennis Patrick a letter last Monday (May 16) asking the agency to start over again. "We believe and respectfully suggest that the best course is for the commission to retract the survey and issue a revised version better designed to provide Congress, the commission and the public with useful information." At the very least, Mooney said, the FCC should extend the deadline.

Also finding fault were the Association of Independent Television Stations and the Community Antenna Television Association. But, unlike NCTA, they did not ask the commission for a new survey or a new deadline.

Despite their concerns, all three groups said they are urging their members to fill out the form. Broadcasters believe the survey will show that cable systems have been dropping and repositioning a substantial number of broadcast signals. Cable operators, on the other hand, believe the survey will show that systems have behaved moderately in dropping and repositioning signals.

Bill Johnson, deputy chief of the FCC's Mass Media Bureau, who said he was "as responsible as anyone" for the survey, acknowledged that there are some problems with the forms, explaining that there was "some push to get this done rather rapidly and the forms may not have been checked out as carefully as they ought to be." But, he said, they will provide sufficient information for an analysis of the marketplace in the absence of must carry, although the FCC may have to work harder to extract that information.

The survey, which was sent out May 4 (BROADCASTING, May 9), was prompted by a request from Congress that the FCC find out what impact the elimination of FCC must-carry rules requiring cable systems to carry local broadcast signals was having on television stations. Congress has been asked by broadcasters to bring back some form of must carry in federal law.

After the U.S. Court of Appeal's first

decision striking down the rules as a violation of cable's First Amendment rights took effect in July 1985, the broadcasting and cable industries agreed on a new set of rules less onerous for cable. At the industries' urging, the FCC adopted them. But the same court found them no less unconstitutional and threw them out.

NCTA, CATA and INTV were equally concerned that in the survey sent to broadcasters, repositioning is defined as carriage of a signal on a channel other than the broadcaster's over-the-air channel. INTV President Preston Padden said the definition misses the point. Many broadcasters are not concerned about being shifted off their over-the-air channels, as much as they are concerned about being shifted from low channels—where the most popular services are—to high channels, where the least popular are, and which are sometimes not part of "basic service."

Mooney had another problem. "By defining repositioning in this manner, the survey almost certainly will adduce 'evidence' of repositioning from stations that were never entitled to on-channel carriage, either because they did not request such carriage (as required by the [original] rules), could not be carried on-channel for technical reasons, or were otherwise not entitled to on-channel carriage," he said in his letter to Patrick.

Among Mooney's other concerns:

■ The survey fails to seek information on what happened after the FCC adopted a modified set of must-carry rules in 1986, which were, like the original rules, struck down by the court. It will be impossible to determine how many stations cable systems dropped or repositioned that were not entitled to carriage under the "interim" rules. "Moreover, many systems simply will not have readily available information concerning the status of particular signals under rules that were repealed nearly three years ago."

■ The survey request for information on programing substituted for dropped or repositioned signals is "overly simplistic and likely to produce misleading information." When signals are dropped or repositioned, it is sometimes a part of an overall restructuring of the channel lineup.

■ The survey asks for information on whether a signal is carried on a "basic tier," but never adequately defines "basic tier."

■ The survey's questions about payments cable systems may receive from broadcasters to carry their signals "are particularly subject to misinterpretation (for example, was payment offered or requested?) and are difficult to independently verify."

■ Information requested about signals entitled to carriage under the original rules does not provide "an adequate basis for comparison with the signals dropped. For example, the information provided about dropped signals will indicate whether the stations were network affiliates, independents, religious stations... However, it will not be possible to determine from the survey forms whether

International bill. The House Judiciary Committee passed an international copyright bill, which will bring the U.S. into line with the Berne treaty, but a so-called "moral rights" clause was not included. A faction of stars in Hollywood had backed the provision, hoping it would prevent further colorization of old black-and-white movies. Representative Robert Kastenmeier (D-Wis.) still has plans to conduct a hearing on colorization later in the spring.

the signals are still being carried by a system include stations with the same formats."

■ The survey asks for different information from broadcasters and cable operators. "Yet, the distinctions are often irrational. For instance, broadcasters are asked how many channels and how many "activated channels" a cable system has. "The likelihood of a broadcaster having accurate information on these matters is extremely remote."

CATA President Steve Effros concurred with Mooney on each point, and had some additional complaints. The survey never asks for the kinds of local programing on dropped or repositioned broadcast signals, he said. That is a "vital piece of information" since the push for new must-carry rules is premised on the local service provided by television stations. "How can you make relevant decisions on the basis of localism if you don't know if there is any local programing or not?" he asked.

Effros, who has been sharply critical of the Patrick FCC, said there is a lesson to be learned by the FCC. He said the survey would have been better had the FCC consulted with the affected industries. "Given what came out, it proves once again that the FCC should seek outside input before it goes out and does things." □

Leaders of the PAC's

Broadcasters are tops among Fifth Estate contributors, with Hollywood close behind and cable third

Fifth Estate campaign contributions to presidential and congressional candidates for the current election cycle (January 1987 through March 31, 1988) now total \$779,220, according to reports filed at the Federal Election Commission by 27 of the leading political action committees (PAC's) sponsored by broadcasting, cable and motion picture interests. More than \$1.1 million was doled out by the groups in 1986 (BROADCASTING, May 4, 1987).

So far, broadcasters are outspending cable and Hollywood. Based on tallies from 10 of the major broadcaster PAC's, contributions totaled \$338,444. The production community was close behind with \$334,986 in contributions from 10 of the entertainment industry PAC's (most of them affiliated with studios). Cable PAC's came in last with \$105,790 (based on filings made by seven

Low-power lottery. FCC will conduct an LPTV lottery on Friday, May 27, at 11 a.m., to determine tentative winners. Each applicant's chances of winning are determined by the number of applicants for each station and preference factors awarded to individual applicants.

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committees).

The FEC data showed Democrats, with \$514,405, have received the bulk of the political action money, with Republicans receiving \$260,815. Senate Minority Leader Robert Dole (R-Kan.), however, led all the presidential candidates in Fifth Estate contributions with \$18,500.

Massachusetts Governor Michael Dukakis, the leading contender for the Democratic presidential nomination, has yet to become a recipient of the PAC money. Among the other candidates who did well, Vice President George Bush received \$13,000 and Senator Al Gore (D-Tenn.) received \$12,500.

Generally, House and Senate Commerce and Judiciary Committee members responsible for communications and copyright policy matters, respectively, are the chief beneficiaries of the Fifth Estate PAC money. House Energy and Commerce Committee Chairman John Dingell (D-Mich.), for example, received \$3,100 from Hollywood and \$4,000 each from cable and broadcasters. Broadcasters contributed \$5,000 to Ernest Hollings, the Democratic chairman of the Senate Commerce Committee.

And Senate incumbents facing challenges this fall are faring well. Texas Democrat Lloyd Bentsen, chairman of the Senate Finance Committee and a member of the Commerce Committee, was a favorite of the production community PAC's; he received a total of \$31,300. Other recipients: Senate Copyright Subcommittee Chairman Dennis DeConcini (D-Ariz.), \$15,812; Commerce member Pete Wilson (R-Calif.), \$14,000; Frank Lautenberg (D-N.J.), \$14,000; George Mitchell (D-Me.), \$10,500; Commerce's Donald Riegle Jr. (D-Mich.), \$9,770; Howard Metzenbaum (D-Ohio), chairman of the Antitrust Subcommittee, \$9,585, and John Danforth (R-Mo.), ranking minority member of Commerce, \$7,000.

Broadcaster-based PAC's were also generous to Senate incumbents. Among the combined contributions: John Melcher (D-Mont.), \$11,000; Chic Hecht (R-Nev.), \$10,500; Orrin Hatch (R-Utah), ranking minority member on the Copyright Subcommittee, \$8,000; Bentsen, \$6,000; William Roth (R-Del.), \$5,000, and John Chafee (R-R.I.), \$4,000. Some senators, Terry Sanford (D-N.C.) for example, who received \$17,000 from broadcasters, were helped with old campaign debts (Sanford ran a tough race in 1986).

The cable committees have also backed senators up for re-election, including Hatch, \$6,500; Riegle, \$6,000; Senate Majority Leader Robert Byrd (D-W.Va.), \$5,000; Dave Durenberger (R-Minn.), \$5,000; DeConcini, \$4,000, and Lowell Weicker (R-Conn.), \$4,000.

Among the chief broadcaster PAC's is the National Association of Broadcasters TAR-PAC (Television and Radio PAC), which alone has raised \$249,456. Receipts for the Association of Independent Television Stations PAC were \$54,349. Other broadcast operations, such as American Family Broadcast Group, a Columbus, Ga.-based firm with major insurance interests and owner of seven television stations, reported

\$268,428 in receipts. The Jefferson-Pilot Corp.'s PAC (Jefferson-Pilot Communications is a Charlotte, N.C.-based group operator, also with insurance interests) raised \$30,087. Another notable broadcasting PAC: Nationwide Political Participation Committee (Nationwide is a Columbus, Ohio-based group operator of five AM's, 11 FM's and four TV's with cable and insurance interests as well), \$15,431.

Other broadcaster PAC players: Meredith Corp.; Storer Communications PAC; Susquehanna Broadcasting; Liberty Corp., parent of Cosmos Broadcasting, and Chris-Craft/United Television.

As for the motion picture community, major PAC's are sponsored by studios such as Columbia, Walt Disney, Warner Communications, MGM/UA Communications, Lorimar Telepictures, MCA, Paramount (under the aegis of its parent, Gulf & Western Industries) and 20th Century Fox. Viacom International and the Motion Picture Association of America also have PAC's.

Some of the top money raisers, according to the FEC, were MCA with \$113,127; Gulf & Western at \$93,442; Fox PAC, \$46,618, and MGM/UA, \$25,549.

The bulk of the cable industry's PAC contributions come from the National Cable Television Association and such cable MSO's as Tele-Communications Inc., Heritage Communications, Daniels & Associ-

ates. United Cable Television, and Cablevision Systems. Turner Broadcasting has an active committee as well. For example, NCTA's Cable PAC listed receipts of \$218,416, and TCI raised \$42,676.

In the House, Telecommunications Subcommittee members have also received financial backing from the industry groups. Cable gave a total of \$5,000 to Mickey Leland (D-Tex.) and \$7,700 to Al Swift (D-Wash.); Swift at one point had considered making a run for the Senate. Broadcasters gave Rick Boucher (D-Va.) \$5,800 and \$4,600 to Swift. Boucher sits on the House Copyright Subcommittee. The motion picture interests contributed \$1,400 to Swift, \$1,400 to Leland, \$1,800 to John Bryant (D-Tex.) and \$1,632 to Jim Cooper.

Political contributions from individuals can also fatten campaign coffers. Some members, such as House Telecommunications Subcommittee Chairman Ed Markey (D-Mass.), do not accept PAC contributions. But Markey has not gone unnoticed. Industry leaders have frequently attended fund raisers for the subcommittee chairman. National Association of Broadcasters President Eddie Fritts hosted a fund raiser at NAB last December raising more than \$10,000.

And, cable has been a steady Markey supporter; more than \$25,000 was collected at two industry fund raisers last fall. □

FCC's Dennis wants cable, telephone competition

Cable should be permitted to offer telephone services, and vice versa

Elaborating on comments made at the National Cable Television Association convention in Los Angeles (BROADCASTING, May 9), FCC Commissioner Patricia Diaz Dennis told a telecommunications group in Washington that she would like to see a future "filled with competition between [telephone companies] and cable" and indicated she was prepared to help bring it about.

"From a public policy point of view, I think this future is not only desirable, but it is achievable," she said in a speech before the Computer and Communications Industry Association's Washington Caucus. "It presents definite problems, but if federal and state officials are conscientious, coordinate their policies and cooperate with the telephone and cable industries, the problems can be resolved."

Dennis suggested that the legal and regulatory barriers to cable offering telephone services and to telcos offering cable services could be overcome. Dennis cited the FCC's 1985 *Cox Cable* decision, in which the FCC opened the door for Cox to offer a data communications service over its Omaha system in competition with the local telco by preempting the state's regulation of the service. (The FCC later vacated the ruling after Cox decided not to offer the proposed data service.) And, she said, she sees "the Supreme Court's 1986 decision in *Preferred*

Communications as a First Amendment precedent to limit the ability of regulators and franchising authorities to protect cable operators from competition in their local franchise areas."

Later in the speech, Dennis said there is no immediate threat to the prohibitions against telcos moving into the cable business. "Although some pressure is building to remove these prohibitions, I do not see it happening soon."

As Dennis envisions the future, telephone companies or programmers leasing capacity from the telcos will eventually compete with cable operators in the television business. Such competition will come as the telcos upgrade their networks with fiber optics and other broadband technologies to permit the transmission of television and other information services, she said.

And it will come even if the legal and regulatory bans against the telcos competing head-to-head with cable systems in the telcos' telephone services areas are maintained, she said. Once the telcos' broadband networks are in place, she said, third parties could lease capacity from the telcos to compete.

"In this future world, cable could face more competition than they even now fear from telcos as cable system operators," Dennis said. "The video store down the street, with proper capabilities in an in-house system or in the telco network, could offer consumers video on demand... Cable

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system operators might even become superfluous in a telco broadband network era. HBO, Showtime and other programming packagers and producers could bypass cable as we now know it, cutting out the middlemen . . . and going directly to the consumer over the telco's line."

Cable will recognize that its "best defense" against the competition over telco lines will be a "good offense," Dennis said. "They will look to expand their video entertainment and information broadcasting base into interactive, two-way voice, data and video communications," she said. "In other words, they will begin to do more of what the telcos do now."

Dennis said she envisions "two or more high-capacity wires" serving every home and business. "With two or more wires, each with overlapping capabilities, we would have the benefit of added competition in telecommunications. No longer would consumers be dependent on one supplier of local switched access for a two-way voice and data link to the outside world. Likewise, control and access to entertainment and information in our society would be dispersed and freed up."

But, Dennis added, in "another possible scenario," cable operators and telcos could decide to cooperate and operate complementary systems. "The economics which drive one to install fiber capacity may not work for the other," she said. "An interconnected telco/fiber network may be the answer under some conditions and in particu-

lar markets. Cable may choose to use telco fiber to deliver its product. Or, telcos may link to cable fiber to achieve needed extra bandwidth. Yet each could compete for the other's customers in the supply of certain services or all services."

According to Dennis, the future of telecommunications will be built with fiber op-

tics. The telcos' interest in providing "information services" and the cable operators' interest in providing high-definition television is creating a need for the greater transmission capacity that fiber offers, she said. "Both telcos and cable companies will, therefore, have an incentive to put fiber in their networks." □



WNFI(FM) Palatka, Fla. □ Sold by Drubner Broadcasting to Heritage Broadcast Group for \$10.5 million. **Seller** is owned by Norman S. Drubner, who owns **WNLC(AM)-WTYD(FM)** New London, Conn., **WPAP(FM)** Panama City and **WCOA(AM)-WJLQ(FM)** Pensacola, both Florida, and, with Carl Como Tuter, owns **KRIX(FM)** Brownsville, Tex.; **KSLM(AM)-KXYQ(FM)** Salem, Ore., and **KIVA(AM)** Corrales and **KIVA(FM)** Santa Fe, both New Mexico. Drubner also has interest in **KRGE(AM)** Weslaco, Tex., and **KIKO(AM)** Miami and **KEYX(FM)** Globe, both Arizona. **Buyer** is Tucker, Ga.-based group of four AM's and four FM's owned by James T. Cullen and Adam G. Polacek. **WNFI** is on 99.9 mhz with 100 kw and antenna 1,249 feet above average terrain. **Broker: Media Venture Partners.**

KOMA(AM)-KRXX(FM) Oklahoma City □ Sold by Price Communications Corp. to Diamond Broadcasting for \$4,650,000. **Seller** is New

York-based group of five AM's, four FM's and nine TV's headed by Robert Price, president. It recently sold **WWAY(TV)** Wilmington, N.C. ('Changing Hands,' May 16). **Buyer** is owned by Seth Mason and Danny Lee. Mason owns **wxtr(FM)** Chicago, where Lee is general manager. **KOMA** is on 1250 khz full time with 50 kw. **KRXX** is on 107.7 mhz with 100 kw and antenna 1,027 feet above average terrain. **Broker: The Ted Hepburn Co.**

KLOK(AM) San Jose, Calif. □ Sold by Klok Radio Ltd. to Bahia Radio Inc. for \$4.2 million. **Seller** is owned by Davis-Weaver Broadcasting, San Jose-based group of two AM's and one FM owned by Phillip C. Davis and Bill Weaver. **Buyer** is owned by Daniel L. Villanueva, James L. Villanueva and Judith L. Villanueva. It also owns **KBRG-FM** Fremont and has interest in **KSRF(AM)** Orange, both California. **KLOK** is on 1170 khz with 50 kw day and 5 kw night.

WFBG-AM-FM Altoona, Pa. □ Sold by Gilcom Stations to Empire State Radio Stations Inc. for \$3.9 million. **Seller** is Altoona, Pa.-based group of two AM's and one FM owned by Ed Giller and his wife, Adele. Giller is former member of NAB radio board. **Buyer** is owned by Dennis Israel, who owns **WNYR(AM)-WEZO(FM)** Rochester, N.Y.; **WGIV(AM)-WPEG(FM)** Concord, N.C.; **WIPS(AM)-WXTY(FM)**, Ticonderoga, N.Y., and **CP** for new FM in Hillsboro, N.C. **WFBG** is on 1290 khz with 5 kw day and 1 kw night. **WFBG-FM** is on 98.1 mhz with 30 kw and antenna 1,020 feet above average terrain. **Broker: Communications Equity Associates.**

WOBK-AM-FM Rensselaer, N.Y. □ Sold by Wobk Inc. to Albany Broadcasting Inc. for \$2.9 million. **Seller** is owned by Richard Berkson, who has no other broadcast interests. **Buyer** is owned by Joseph H. Weiss, Charles M. Golden and Jeffrey Chodorow. Weiss and Golden have interest in **wccb(AM)** Levittown, Pa. Chodorow is investor from Philadelphia with no other broadcast interests. **WOBK** is on 1300 khz full time with 5 kw. **WOBK-FM** is on 103.9 mhz with 3 kw and antenna 300 feet above average terrain. **Broker: Jack Maloney Inc.**

KLUZ-TV Albuquerque, N.M. □ Sold by Olivarez Television Co. to Sunwest Communications Associates Inc. for \$750,000. **Seller** is owned by Victor Olivarez, who has no other broadcast interests. **Buyer** is principally owned by Univision Station Group Inc., Secuacus, N.J.-based group of six TV's headed by William D. Stiles. **KLUZ-TV** is independent on channel 41 with 26.5 kw visual, 2.65 kw aural, and antenna 4,144 feet above average terrain.

WAEW(AM)-WXVL-FM Crossville, Tenn. □ Sold by Cumberland Plateau Broadcasting Inc. to Crossville Radio Inc. for \$576,000. **Seller** is owned by Michael D. Stone, who has no other

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Satellite Footprints

Satellite radio winners. WWNN(AM) Pompano Beach, Fla., creator of the Winners News Network, has chosen Tulsa, Okla.-based United Video's audio and data delivery division, SCS Radio Network Services, to transmit its new 24-hour-per-day "positive motivation" radio format nationally via SCS Express service's 7.5 khz transmission format, using Westar V (BROADCASTING, May 9).

□

Deeper pockets. The first three months of 1988 were good for Los Angeles-based IDB Communications, according to IDB spokesman. From Jan. 1 through March 31 of this year, IDB's radio transmission service—the firm's original bread and butter—grew 43% to \$2 million, accounting for much of the 100% increase in total revenue to \$4.3 million, the spokesman said last week. But the addition of new television customers, including Fox Broadcasting, Lorimar Telepictures, Movietime and the Playboy Channel, as well as the addition of 12 transportable uplinks over the past year, have contributed to the biggest boost for the quarter: a 300% increase in television transmission revenue. The period also saw profits of \$535,000, a 137% increase over first quarter of 1987.

□

Hands across the Pacific. Minneapolis-based Conus Satellite News Cooperative now has 71 members, including 67 U.S. television stations; one cable news channel (Long Island, N.Y.-based Cablevision Systems Corp.'s News 12); Biznet; the U.S. Information Agency, and Japan's Fujisankei Communications Group. Freedom Broadcasting's WRGB(TV) Schenectady, N.Y., WTVG(TV) Chattanooga and WLNE(TV) New Bedford, Mass., are the latest U.S. broadcasters to become contributors and users of the news-sharing network.

On April 8, a few days after becoming a Conus member, according to Conus, Fuji-TV went live on a national Japanese newscast from five locations in the U.S. Conus members in New Orleans,

Orlando, Fla.; Boston; Minneapolis, and Washington supplied reporters and SNV units to Fuji. According to Conus, reporters learned Japanese phrases for their introductions, and the remainder of each report was simultaneously translated into Japanese at the other end.

Conus also said that *The Evangelist*, the documentary on defrocked televangelist Jimmy Swaggart produced by a Conus member, WBRZ(TV) Baton Rouge, which is available in hour or half-hour formats through Conus, has earned ratings as high as 21.3/33 for another Conus member, KTVT(TV) Fort Worth.

□

Another sting. The month of May is seeing more battles in General Instrument Corp.'s war against those modifying its Videocipher II descramblers to receive encrypted entertainment programming without authorization. On May 9, FBI agents raided Hot Springs, Ark.-based V.C. Hacker, "one of the five largest pirate operations in the United States," according to Videocipher division security director, Terrence Luddy. Warrants served on V.C. Hacker owner, Jan Manzer, refer to fraud by wire, conspiracy, interception of communications and violation of copyright laws, said General Instrument. A sting operation had offered V.C. Hacker more business if it could modify VC-II descramblers within one day. FBI agents, said GI, raided Manzer's firm as the exchange of units occurred.

Three days earlier, U.S. District Judge Thomas Scott, Miami, had rejected arguments by Shaun Kenny, Bob Cooper and Network Productions that their promotion of a piracy "summit" in the Caribbean last year was protected by the First Amendment. According to GI, Scott ruled that "the First Amendment does not protect commercial speech such as defendants' that promotes illegal activities such as copyright infringement." The same judge had issued a \$340,000 summary judgment against the defendants and in favor of GI, HBO, Showtime/The Movie Channel and M/A-Com.

broadcast interests. **Buyer** is owned by Charles E. Whiteaker, his wife, Debra, and Randel E. Trevena. Whiteaker is stations' sales manager, and Travena is announcer and sports director. They have no other broadcast interests. WAEW is daytimer on 1330 khz with 1 kw. Wxvl is on 99.3 mhz with 3 kw and antenna 170 feet above average terrain.

WPSO(AM) New Port Richey, Fla. □ Sold by Lowrey Communications Inc. to Antioch Communications Inc. for \$360,000. **Seller** is owned by Thad Lowery, who has no other broadcast interests. **Buyer** is principally owned by James P. Gills, who also has interest in WORF(AM) Rockford, Ill.; KAYD(AM)-KAYC(FM) Beaumont, Tex., and WFGX(AM) Fort Walton Beach, Fla. WPSO is daytimer on 1500 khz with 250 w.

WOIN(AM) Lykens, Pa. □ Sold by Robert E. Chernicoff, trustee in bankruptcy for Woin Ltd. Partnership, to Woin Broadcasting Inc. for \$325,000. **Seller** has no other broadcast interests. **Buyer** is owned by Uzal H. Martz, Nadine F. Oswald and Joseph J. Neary. It also owns WMBT(AM) Shenandoah, Pa. Woin is daytimer on 1290 khz with 1 kw.

WHOD-AM-FM Jackson, Ala. □ Sold by Vogel-Ellington Corp to Radio Station WHOD Inc. for \$260,000. **Seller** is principally owned by William R. Vogel, who has no other broadcast interests. **Buyer** is principally owned by Bennie E. Hewett, who also owns WLBA(AM) Gainesville, Ga. WHOD is on 1230 khz with 1 kw day and 250 w night. WHOD-FM is on 104.9 mhz with 1.7 kw and antenna 383 feet above average terrain.

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Gloster, Liberty, Pearl, Pearl River Valley Water Supply District, Pelahatchie, Rankin county and Woodville, all Mississippi □ Sold by Helicon Corp. to Susquehanna Cable Co. for estimated \$15-\$20 million. **Seller** is Englewood Cliffs, N.J.-based MSO with 38 systems in three states. It is owned by Theo-

dore Baum, president. **Buyer** is York, Pa.-based group owner of seven AMs and 11 FM's, and cable MSO with nine systems in five states. It is principally owned by L.J. Appell and family. Systems pass 19,000 homes with 12,000 subscribers. **Broker: Waller Capital Corp.**

Telcomsubcom questions EEO status

Representatives hold hearing to ask whether FCC is doing enough to insure minorities are given fair opportunity

Minority employment in the broadcast and cable industries may be slipping, at least in the fears of several House Telecommunications Subcommittee members. The lawmakers are worried that the FCC's enforcement of equal employment opportunity rules and reporting requirements is too lax. The subcommittee convened a hearing on the matter last week, but no Hill action is anticipated on legislation aimed at codifying EEO requirements for broadcasters (H.R. 202) and strengthening the FCC's enforcement authority (H.R. 1090), according to a House source.

The subcommittee heard from broadcast and cable officials (the telephone industry's EEO record was also scrutinized), who presented a more positive picture of minority hiring practices although they admitted there was room for improvement, and from FCC Chairman Dennis Patrick, who defended his agency's performance. Patrick saw no need for congressional intervention. Minority and public interest groups, on the other hand, said legislation was needed.

Clarence Thomas, chairman of the U.S. Equal Employment Opportunity Commission, and Jerry Blakemore, director of the office of federal contract compliance programs, employment standards administration, U.S. Department of Labor, also testified.

During the hearing, the nomination of Bradley Holmes to the FCC cropped up. Holmes is chief of the FCC's policy and rules division in the Mass Media Bureau and it is believed a deal is being cut between the Senate and White House to bring up the nomination of communications attorney Susan Wing while continuing to ignore Holmes's nomination.

Thomas made a pitch for Holmes, saying that his appointment would be a boost for minorities (Holmes is black). He urged the subcommittee to make sure the nomination is "not derailed." Patrick seconded Thomas's call for action. But the congressmen refrained from commenting. Later the FCC chairman told reporters he was "outraged" by the Senate's treatment of Holmes.

Holmes was also endorsed by Pluria Marshall, chairman of the National Black Media Coalition. Marshall later told BROADCASTING he felt Holmes was "much more qualified than the white woman they're trying to slip through the back door."

"Already, it appears that the steady employment gains that minorities had been making in the broadcast industry from 1968 into the 1980's have begun to slow or decline," said Subcommittee Chairman Ed

Markey (D-Mass.). And Representative Mickey Leland (D-Tex.) said he was "deeply disturbed by recent reports that minorities are either losing ground, stagnating or showing only marginal growth in broadcasting employment." Although, he said, "there have been noticeable gains in the cable industry's employment of women and minorities, I cannot take much solace in those figures. Upon closer inspection I see that since the passage of the Cable Act, minority professionals have lost tremendous ground, and the employment trend for minority officials and managers has remained relatively flat."

Moreover, Leland said there is growing concern among minority groups that women (particularly white ones) are being chosen over minority applicants in general. "I am not trying to pit white females against minorities," he said. It is a problem, he added, but "I am not sure what to do about it."

Patrick, however, interpreted the EEO statistics differently. Overall, he felt the cable and broadcast statistics showed "steady progress" for both women and minorities. Gains are being made, he said, especially in the upper four job categories (officials and managers, professionals, technicians and sales workers).

The FCC chairman said there had been a "slight diminution" in some aspects of the broadcast employment records, but that was reflective of "restructuring" within that industry. Total broadcast employment declined in 1987, he reported. According to Markey, however, "a downward trend has developed" concerning the employment of minorities (especially males). "To the extent that blacks are not represented in those top four categories, we are concerned. It's very subtle, but we know it is real," commented Markey.

According to the FCC's 1987 EEO trend reports, women represent 37.8% and minorities, 16.2% of full-time broadcast employees. In the top four job categories, 29.9% are women and 14% are minorities. Fifteen years ago, Patrick pointed out, women made up 23% (9.7% in the top four) and minorities 9.9% (8.4% in the top four) of the overall broadcast work force.

As for cable, Patrick also reported increases. Minorities represented 11.7% of the overall work force in 1978 and 19.5% in 1987, he said. Women, he said, increased from 30.6% overall in 1978 to 40.4% in 1987. There has also been an increase in figures in the top job categories, Patrick said. Minorities climbed from 10.2% in 1978 to 15.75; women grew from 11.4% to 27.8%.

The congressmen were also interested in the agency's internal EEO record. Patrick told them that the number of minorities

employed as professionals at the commission has increased by 17% from 1983 to the present. However, when asked about minorities on his staff, Patrick said there were none (two males and one female). But, he noted, Holmes was his aide before he was promoted to run the policy and rules division.

Dr. Beverly Chain of the United Church of Christ complained that the FCC had failed in its enforcement of EEO requirements. Women have made few gains in broadcasting, she said, and blacks "have actually lost ground." She urged passage of EEO requirements for broadcasting similar to those contained in the 1984 Cable Act.

Tough enforcement, Chain said, of the cable EEO provisions has led to increases in employment of women and minorities in the cable industry "that were triple the increases in broadcasting in the same period."

Armando Duron, who spoke on behalf of the National Hispanic Media Coalition, cited its efforts to get KCBS-TV Los Angeles to adopt an affirmative action plan. Duron said that in 1980 Hispanics represented 15.71% of the KCBS-TV work force, but by 1987 that figure dropped to 13.43%.

National Association of Broadcasters President Eddie Fritts cited the various activities NAB has conducted through its minority and special services department to promote minority employment and ownership within the broadcast industry. BROADCAST, he said, created by NAB to aid minorities in the acquisition and ownership of broadcast properties, has invested \$15.4 million in 45 stations.

"Clearly, more can be done," said Fritts. "NAB's efforts, and the efforts of our member stations and the state broadcaster associations have been successful. We will continue to strive to provide full equal employment opportunities within the broadcasting industry." The NAB president questioned whether EEO legislation is necessary. The FCC's EEO provisions, he said, have been revised, and "we would prefer that the commission retain its present flexibility to adjust its EEO regulations to respond to changing industry conditions."

Representative Cardiss Collins (D-III.), who chaired much of the hearing, wanted Fritts to provide information on what portion of NAB's budget is spent on minority projects. Collins also asked National Cable Television Association President Jim Mooney to provide information on his association's internal hiring practices. Mooney said NCTA has 43 professionals, of whom 63% are women and 16% are minorities. Seven of the association's vice president's are women, he added.

Mooney restated his industry's support of the EEO provisions in the Cable Act. "Our support of EEO in the Cable Act is not an aberration. Overall, we are doing better, and the difference is being made by including EEO," he told the lawmakers. The association president said NCTA understands their concerns: "Your comments are not just rolling off our backs; we take this very seriously."

He also emphasized that NCTA is not a full-service trade association but rather its primary mission is to address public policy

Try again

The National Treasury Employees Union wants the FCC to conduct a further investigation into charges against management of the agency's EEO branch, calling the initial investigation by Magalie Roman Floyd of the General Counsel's Office a "sham and mockery." Several branch employees who belong to NTEU had charged management with lax enforcement of the EEO rules and with unfair hiring and promotion practices.

In a May 16 letter to FCC Managing Director Edward Minkel, Lloyd Reeves, president of NTEU Chapter 209 and an attorney in the FCC's Private Radio Bureau, asked Minkel to reopen the investigation, saying: "This investigation should be thorough and conducted by an outside party and should begin as soon as possible."

"As a group, the employees believe the commission's [initial] report of inquiry to be a sham and mockery," Reeves said in the letter. "As previously expressed by the employees, they did not believe an inquiry conducted by commission personnel would result in an unbiased inquiry of findings that would appear favorable to the employees."

The initial report, which followed an investigation conducted primarily by Floyd, said nothing was uncovered "to suggest that EEO branch managers have engaged in improper actions."

Reeves has submitted several documents purporting to prove the lax enforcement allegations to the House Telecommunications Subcommittee. Included among the documents are agreements between two cable operators—Cox Cable and Sammons Communications—and EEO branch chief Glenn Wolfe setting out what the operators must do to meet their EEO reporting requirements.

At the subcommittee's hearing on the FCC's enforcement of EEO requirements, FCC Chairman Dennis Patrick was asked about Reeve's May 16 letter. Patrick said he had not read it.

matters. Nevertheless, he isn't suggesting the association be "passive." He listed several initiatives NCTA intends to pursue including: sponsoring training seminars for system managers to implement more effective affirmative action plans; publishing a

list of cable industry resource directors for minority groups; urging programmers to form a pool of funds to help the development of minority programming, and showcasing minority vendors at the association's annual convention. □

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Concern over future of HDTV testing

ATSC studies of different systems may be threatened by lack of money; Crutchfield asks FCC committee to help

Propagation tests for both wide-band and dual-band high-definition television systems initiated by the Advanced Television Systems Committee (ATSC) are progressing steadily. That was the word from a meeting of the ATSC's technical groups last Wednesday (April 18). But the threat exists that those tests might be stalled as the responsibility for their completion is transferred to the new Advanced Television Test Center. Since last September, ATSC's T3S4 specialist group on HDTV transmission and distribution has been conducting propagation tests to study how different types of signals react under varying broadcast conditions. The tests have been conducted using contributed personnel and equipment from several ATSC member organizations, most notably the National Association of Broadcasters. NAB science and technology department staff member Ben Crutchfield serves as chairman of T3S4 and co-NAB engineer Ed Williams is head of the group's task force on terrestrial propagation testing.

But NAB is running out of funds to support the T3S4 tests, Crutchfield said, and is worried that the testing now in progress will be halted before it is turned over to ATTC. The ATTC was formed several months ago by NAB, the three commercial TV networks and three other organizations to be a facility for the ATSC and the FCC's Advanced Television Services Advisory Committee (BROADCASTING, Feb. 22). A board of directors for the group has been established, but testing by ATTC will not begin until an executive director is hired and a site is chosen for the new facility. No target date for completion of either task has been announced by the ATTC board.

Crutchfield read the text of a resolution on the subject adopted by T3S4. It called on

ATTC to devise a plan to continue the tests uninterrupted "in consideration of the NAB reluctance to add to an already substantial commitment to provide major support." The resolution suggests that ATTC provide financial support for continuation of the tests by NAB. Otherwise, it suggests that an interim ATTC organizational plan to continue the propagation tests could be established.

The resolution gives two reasons for insuring that the tests go on without delay. They are needed by the FCC's ATS committee to develop plans for its test program, T3S4 claimed. Also, the specialist group said that propagation results gathered during the coming summer and fall will be more valid than any gathered later: "Winter test-

ing is not only difficult because of adverse weather conditions, but the absence of foliage yields results not typical for the major portion of the year."

NAB's Williams was at the ATSC meeting to inform the group that his task force has "reached a couple of milestones." A 1 kw UHF-TV transmitter and two antennas have been assembled, he said, for testing wide-band propagation on the UHF band. The group has also accepted delivery of 12 ghz transmission equipment donated by CBS. It will later be receiving 2 ghz equipment as well. Dual-channel tests, begun last September, are continuing and "have produced some interesting results" in the time differences in the arrival of the two signals at the test receiver, Williams said. □

HDTV looking for market, say panelists

High definition television is a "great technology in search of a market," said Kay Koplovitz, president and chief executive officer, USA network. Her assessment was shared by the two other panelists who spoke at a seminar sponsored by the Columbia Business School's Center for Telecommunications and Information Studies. All three panelists suggested that HDTV was being

pushed primarily by Japanese consumer electronics manufacturers.

The basic question is: "What does the American consumer think?" said Tony Hoffman, managing director, ComCapitol Group, who answered his own question: They "yawn." HDTV will not only have to overcome indifference, but also the limited market to which the viewing apparatus can



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be sold. It is, said Hoffman, "enormously heavy and expensive...\$2,000 to \$3,000 at retail." The cost to TV stations for accommodating HDTV would be \$2 million to \$3 million. Nonetheless, Hoffman said, broadcasters may want to chase the "demographically upscale" viewers who could afford HDTV systems.

A higher estimate, by tenfold, of converting stations to HDTV was given by Tom Goodgame, president of Group W Television, who said that group owner conducted a study showing that \$100 million would be necessary for its five TV stations. Despite the obstacles the panelists seemed to agree that HDTV, in some form, would be available. Said Goodgame, "After a day it will happen, then the transmission systems will slug it out." Barry Cole, the Center's co-director, chaired the seminar. □

As compiled by BROADCASTING May 11 through May 18 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&V—horizontal and vertical; khz—kilohertz; kw—kilowatts; lic.—license; m—meters; MEOC—maximum expected operation value; mhz—megahertz; mi.—miles; mod.—modification; N—night; pet. for recon.—petition for reconsideration; PSA—presunrise service authority; pwr.—power; RC—remote control; S-A—Scientific-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 change items refer to map coordinates. One meter equals 3.28 feet.

Ownership Changes

- WHOD-AM-FM Jackson, AL (BAL880502GU; 1230 khz; 1 kw-D, 250W-N; BALH880502GV; 104.9 mhz; 1.7 kw; HAAT: 383 ft.)—Seeks assignment of license from Vogel-Ellington Corp to Radio Station WHOD Inc. for \$260,000. Seller is principally owned by William R. Vogel, who has no other broadcast interests. Buyer is principally owned by Bennie E. Hewett, who also owns WLBA(AM) Gainesville, GA. Filed May 2.
- KLOK(AM) San Jose, CA (BAL880504EB; 1170 khz; 50 kw-D; 5 kw-N)—Seeks assignment of license from KLOK Radio Ltd. to Bahia Radio Inc. for \$4.2 million. Seller is owned by Davis-Weaver Broadcasting. San Jose-based group of two AM's and one FM owned by Phillip C. Davis and Bill Weaver. Buyer is owned by Daniel L. Villanueva, James L. Villanueva and Judith L. Villanueva. It also owns KBRG-FM Fremont and has interest in KSRT(AM) Orange, both California. Filed May 4.
- WPSO(AM) New Port Richey, FL (BAL880502EC; 1500 khz; 250W-D)—Seeks assignment of license from Lowrey Communications Inc. to Antioch Communications Inc. for \$360,000. Seller is owned by Thad Lowery, who has no other broadcast interests. Buyer is owned by James P. Gills, Marilyn E. Bryar, Robert F. Bryar, Lew Friedland and David Ford. Gills has interest in WQRF(AM) Rockford, IL. KAYD(AM)-KAYC(FM) Beaumont, TX, and WFGX(AM) Ft. Walton Beach, FL. Filed May 2.
- WTIF(AM)-WJYF(FM) Nashville, GA (AM: BTC880425GE; 1340 khz; 1 kw-U; FM: BTCH880425HZ; 95.3 mhz; 1.8 kw; HAAT: 412 ft.)—Seeks assignment of license from William G. Brown, Clifton G. Moor, Albert M. Cohen and Allen L. Tibbetts to David G. Handy for \$900,000. Sellers have no other broadcast interests. Buyer is former vice president for radio at WSPA-AM-FM-TV Spartanburg, S.C. He has no other broadcast interests. Filed April 25.
- KQAM(AM)-KEYN(FM) Wichita, KS (AM: BAL880506EA; 1410 khz; 5 kw-D 1 kw-N; FM: BAPLH880506EB; 103.7MHz; 95KW; HAAT: 860 ft.)—Seeks assignment of license from Long-Pride Broadcasting Co. to Aberdeen Communications Inc. for \$3,365,000. Seller is owned by Jim Long, who has no other broadcast interests. Buyer is principally owned by Richard Torcasso, former operations manager of WJMI-AM-FM Cleveland. Filed May 6.
- KSNW Wichita, KSNC(TV) Great Bend and KSNG(TV) Garden City, all Kansas, and KSNK(TV) Oberlin-McCook, NE. (KSNW: BTCCT880429KJ; ch. 3; 100 kw-V; 20 kw-A; HAAT: 1000 ft.; KSNC: BTCCT880429KL; ch. 2; 100 kw-V, 17.8 kw-A; HAAT: 970 ft.; KSNG: BTCCT880429KK; ch. 11; 200 kw-V, 24.5 kw-A; HAAT: 800 ft.; KSNK: BTCCT880429KM; ch. 8; 300 kw-V, 60 kw-A; HAAT: 710 ft.)—Seek assignment of license from The Standard Corp. & Communications to SJL of Kansas Corp. for \$40 million-\$45 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. It also sold KSNT(TV) Topoka to SJL (see "For the Record," May 16).

Buyer is New York-based group of six TV's principally owned by George Lilly. Filed April 29.

- WCPM(AM) Cumberland, KY (BTC880429ED; 1280 khz; 1 kw-D)—Seeks assignment of license from Herman G. Dotsen, Elmo Mills, J.P. Mills, and Robert O. Mills to George Bibb for \$175,000. Seller and buyer have no other broadcast interests. Filed April 29.
- KLUZ-TV Albuquerque, NM (BTCCT880429KQ; ch. 41; 26.5 kw-V, 2.65 kw-A; HAAT: 4,144 ft.)—Seeks assignment of license from Olivarez Television Co. to Sun-west Communications Associates Inc. for \$750,000. Seller is owned by Victor Olivarez, who has no other broadcast interests. Buyer is principally owned by Univision Station Group Inc. Secaucus, N.J.-based group of six TV's headed by William D. Stiles. Filed April 29.
- WQBK-AM-FM Rensselaer, NY (BAL880429GN; 1300 khz; 5 kw-U, BALH880429GO; 103.9 mhz; 3 kw; HAAT: 300 ft.)—Seeks assignment of license from WQBK Inc. to Albany Broadcasting Inc. for \$2,900,000. Seller is owned by Richard Berkson, who has no other broadcast interests. Buyer is owned by Joseph H. Weiss, Charles M. Golden and Jeffrey Chodorow. Weiss and Golden have interest in WCB(AM) Levittown, PA. Chodorow is investor from Philadelphia with no other broadcast interests. Filed April 29.
- WQAL(FM) Cleveland; WIRE(AM)-WXTZ(FM) Indianapolis; WEJZ(FM) Jacksonville, Fla., and KBEZ(FM) Tulsa, Okla. (WQAL: BTCH880429GP; 104.1 mhz; 11 kw; HAAT: 1060 ft.; WIRE: BTC880429GR; 1430 khz; 5 kw-U; WXTZ: BTCH880429GS; 103.3 mhz; 18 kw; HAAT: 850 ft.; WEJZ: BTCH880429GK; 103.3 mhz; 18 kw; HAAT: 850 ft.; KBEZ: BTCH880429GT; 92.9 mhz; 100 kw; HAAT: 710 ft.)—Seeks assignment of license from WIN Communications Inc. to M.L. Media Partners, L.P. for approximately \$45 million. Seller is Cleveland-based group of one AM and four FM's owned by Walter Tiburski and Anthony Ocepck. It has no other broadcast interests. Ti-

burski and Ocepck have management agreement to operate buyer's radio division after closing. Buyer is publicly owned. New York-based company headed by former ABC executives Martin Pompadur and Elton Rule. It owns WE-BE(FM) Fairfield, CT.; KATC(TV) Lafayette, LA., and WREX(TV) Rockford, IL., and cable systems serving over 200,000 subscribers in California and Puerto Rico. Filed April 29.

- KHME(FM) Comanche, OK (BALH880503HC; 96.7 mhz; 3 kw; HAAT: 300 ft.)—Seeks assignment of license from #52 Broadcasting Group Inc. to Harold E. Cochran for \$50,000. Seller is principally owned by John C. Schmitt. Buyer owns KKB(FM) Broken Bow and KITX(FM) Hugo, both Oklahoma. Filed May 3.
- KYTT-FM Coos Bay, OR (BALH880502GW; 98.7 mhz; 31 kw; HAAT: 637 ft.)—Seeks assignment of license from Mustard Seed Broadcasters to Support Christian Broadcasting for \$24,000. Seller is nonprofit corporation headed by Ray Penny. It has no other broadcast interests. Buyer is nonprofit corporation headed by John H. Horn, E.L. Knight, Dennis B. Walen, Stanley Merrell. It owns KORE(AM) Springfield, OR. Filed May 2.
- WQIN(AM) Lykens, PA (BAL880502EB; 1290 khz; 1 kw-D)—Seeks assignment of license from Robert E. Chernicoff, trustee in bankruptcy for WQIN Ltd. Partnership to WQIN Broadcasting Inc. for \$325,000. Seller has no other broadcast interests. Buyer is owned by Uzal H. Martz, Nadine F. Oswald and Joseph J. Neary. It also owns WMBT(AM) Shenandoah, PA. Filed May 2.
- KQHU(FM) Yankton, SD (BAPLH880504HA; 104.1 mhz; 100 kw; HAAT: 430 ft.)—Seeks assignment of license from William F. Turner, trustee in bankruptcy to Flagship Communications Inc. for \$599,000. Seller is trustee for Oyat Inc., which has no other broadcast interests. Buyer is owned by Lawrence S. Magnuson, who also has interest in KSCJ(AM) Sioux City, IA. Filed May 4.
- WAEW(AM)-WXVL-FM Crossville, TN (AM: BA-

May 1988

Marsh Broadcasting Corporation

has acquired

KUXL-AM, Minneapolis, MN
 KDCT-AM, Washington, D.C.
 KCNW-AM, Kansas City, KS
 WYLO-AM, Milwaukee, WI
 KTEK-AM, Houston, TX
 KWJS-AM, Dallas, TX

from

Universal Broadcasting Corporation

The undersigned assisted in the negotiations, acted as financial advisor to, and arranged financing for Marsh Broadcasting Corporation.

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PL880427EB; 1330 khz; 1 kw-D; FM: BAPLH880427EC; 99.3 mhz; 3 kw; HAAT: 170 ft.—Seeks assignment of license from Cumberland Plateau Broadcasting Inc. to Crossville Radio Inc. for \$576,000. Seller is owned by Michael D. Stone, who has no other broadcast interests. Buyer is owned by Charles E. Whiteaker, his wife, Debra, and Randel E. Trevena. Whiteaker is stations sales manager and Travena is announcer and sports director. They have no other broadcast interests. Filed April 27.

■ WHDM(AM) McKenzie, TN (BAL880502EA; 1440 khz; 500 w-D)—Seeks assignment of license from Northwest Tennessee Broadcasting Co. to Southwind Communications Inc. for \$140,500. Seller is owned by Ed Perkins, who has no other broadcast interests. Buyer is owned by Bill Teuton and R.E. Bennett, who have no other broadcast interests. Filed May 2.

■ WHDM(AM) McKenzie, TN (BAL880411EC; 1440 khz; 500 w-D)—Seeks assignment of license from William Kurt Schweitzer to Northwest Tennessee Broadcasting Co. for \$3,000. Seller has no other broadcast interests. Buyer is owned by Ed R. Perkins, former owner of station who is selling to Southwind Communications (see above). Filed April 11.

■ KMJQ(FM) Houston, TX, and KKMJ(FM) St. Louis (KMJQ; BALH880503GY; 102.1 mhz; 100 kw; HAAT: 1720 ft.; KKMJ; BALH880503GZ; 107.7 mhz; 100 kw; HAAT: 320 ft.)—Seek assignment of license from Keymarket Communications to Noble Broadcast of Houston Inc. for \$81,000,000. Seller is North Augusta, S.C.-based group of one AM and eight FM's owned by Kerby Confer and Paul Rothfus. Buyer is San Diego-based group of five AM's and six FM's principally owned by John Lynch. Filed May 3.

■ WIZN-FM Vergennes, VT (BALH880420GZ; 106.7 mhz; 50 kw; HAAT: 373 ft.)—Seeks assignment of license from Radio Vergennes Inc. to Burlington Broadcasters Inc. for \$2,350,000. Seller is owned by Arthur J. Levine, who has no other broadcast interests and will retain 20% ownership. Buyer is principally owned by Robin B. Martin and Jay A. Williams, who also own WFGL(AM) Fitchburg and WXLO-FM Worcester, both Massachusetts. Filed April 20.

■ WFN(AM) Christiansburg, VA (BAL880504EA; 710 khz; 50 kw-D; 5 kw-N)—Seeks assignment of license from New River Broadcasting Corp. to WFN Inc. for \$135,000. Seller is owned by Robert Colby, who has no other broadcast interests. Buyer is owned by Lester L. Williams, who also owns WFIC(AM) Collinsville, VA. Filed May 4.

New Stations

FM's

■ Chico, CA (BPED880418MY)—KXOL Inc. seeks 88.1 mhz; 0.109 kw H&V; 0m. Address: 1252 E. 10th St., Chico, CA 95928. Principal is owned by Marcus A. Smith, Matthews D. Jackson and Robert L. Sherrard, who have no other broadcast interests. Filed April 18.

■ Moorpark, CA (BPED880425MA)—Family Stations seeks 88.1 mhz; 4.3 kw H&V; -107 m. Address: 290 Heegenberger Rd., Oakland, CA 94621. Principal is Oakland-based educational station group. Filed April 25.

■ Macon, GA (BPH880421NL)—Pamela R. Jones seeks 92.3 mhz; 3 kw H&V; 100 m. Address: 20 East Wheeling St., Baltimore 21230. Principal has no other broadcast interests. Filed April 21.

■ Cartersville, IL (BPH880421NC)—Meeks Broadcasting Co. seeks 95.1 mhz; 3 kw H&V; 100 m. Address: 2605 Kent Dr., Carbondale, IL 62901. Principal is owned by Wrophas Meeks and Cheryl J. McCullum. It has no other broadcast interests. Filed April 21.

■ Cartersville, IL (BPH880421NX)—R&R Communications seeks 95.1 mhz; 3 kw H&V; 100 m. Address: 9505 Junction Rd., Frankenmuth, MI 48734. Principal is owned by Rebekah L. Roethe and her husband, Larry, who have no other broadcast interests. Filed April 21.

■ Kankakee, IL (BPH880421NT)—Kankakee Broadcasters L.P. seeks 95.1 mhz; 3 kw H&V; 100 m. Address: 26219 North Orchard Rd., Barrington, IL 60010. Principal is owned by Patricia J. Shaffer, who has no other broadcast interests. Filed April 21.

■ Morrison, IL (BPH880421NS)—Morrison Broadcast Associates seeks 95.1 mhz; 3 kw H&V; 100 m. Address: P.O. Box 387, Morrison, IL 61720. Principal is owned by Janet P. Bro and Anthony M. Komlanc Jr. Filed April 21.

■ Oregon, IL (BPH880422MF)—Edward D. Noeh seeks 106.1 mhz; 3 kw H&V; 100 m. Address: 3249 River Falls Dr., Northbrook, IL 60062. Principal has no other broadcast interests. Filed April 22.

■ Peoria, IL (BPH880420MF)—Pinebrook Foundation Inc. seeks 92.3 mhz; 1.44 kw H&V; 144 m. Address: P.O.

Box 1, Peoria, IL 61650. Principal is owned by Richard T. Crawford, Elizabeth P. Crawford, Fred Wolf, Daniel P. Crawford, Richard T. Crawford and Steven L. Snyder. It also owns WPEO(AM) Peoria, IL. Crawford also owns WDAC(FM) Lancaster, PA. Filed April 20.

■ Fort Wayne, IN (BPH880421NY)—Wright Communications of Fort Wayne Inc. seeks 92.3 mhz; 3 kw H&V; 100 m. Address: 2731 Covington Woods Blvd., Fort Wayne, IN 46804. Principal is owned by Marti L. Wright, who has no other broadcast interests. Filed April 21.

■ Fort Wayne, IN (BPH880421NY)—Ft. Wayne Broadcasting Co. seeks 92.3 mhz; 3 kw H&V; 100 m. Address: 4529 Innsbruck Drive, Fort Wayne, IN 46835. Principal is owned by Marianne Centlivre, who has no other broadcast interests. Filed April 21.

■ Fort Wayne, IN (BPH880421MU)—Edgewater Radio Inc. seeks 92.3 mhz; 1.9 kw H&V; 122 m. Address: 3195 Ponce De Leon Blvd., Coral Gables, FL 33134. Principal is owned by Russell Oasis, Bonita D. Griffin and Sylvia Forman. Oasis has interest in WXDJ(FM) Homestead, FL. Filed April 21.

■ Fort Wayne, IN (BPH880421NA)—Fort Wayne Broadcast Partnership seeks 92.3 mhz; 3 kw H&V; 100 m. Address: 2427 East Paulding, Fort Wayne, IN 46816. Principal is owned by Daryl Burnett, who has no other broadcast interests. Filed April 21.

■ Fort Wayne, IN (BPH880421MR)—Pamela R. Jones seeks 92.3 mhz; 3 kw H&V; 100 m. Address: 20 East Wheeling St., Baltimore 21230. Principal has no other broadcast interests. Filed April 21.

■ Eldora, IA (880415MF)—E.W. Bie seeks 99.5 mhz; 3 kw; 100 m. Address: 3911 Mallard Point Dr., Memphis 38128. Principal has no other broadcast interests. Filed April 15.

■ Olathe, KS (BPH880421NH)—James D. Harbert and his wife, Marianne, seek 92.3 mhz; 1.6 kw H&V; 132 m. Address: 12637 Pawnee Lane, Leawood, KS 66209. Principal has no other broadcast interests. Filed April 21.

■ Hamlet, NC (BPH880426MA)—Ghio Broadcasting seeks 104.3 mhz; 3 kw H&V; 100 m. Address: P.O. Box 1233, Rockingham, NC 28379. Principal is owned by Fay S. Rich, Giles L. Cloninger III, Daviv D.M. Raley and Robert E. Perkins. Perkins owns WLWL(AM) Rockingham, NC. Filed April 26.

■ Jacksonville, NC (BPH880421NI)—Shirlee D. Popkin seeks 92.3 mhz; 50 kw H&V; 150 m. Address: 1009 Vernon Dr., Jacksonville, NC 28540. Principal also owns WLAS(AM) Jacksonville, NC. Filed April 21.

■ Jacksonville, NC (BPH880420MG)—Jireh's Broadcasting L.P. seeks 92.3 mhz; 50 kw H&V; 150 m. Address: 121 Henderson Dr., Jacksonville, NC 28540. Principal is owned by Carolyn J. Thompson, who has no other broadcast interests. Filed April 20.

■ Jacksonville, NC (BPH880421MV)—High Communications Partnership seeks 92.3 mhz; 50 kw H&V; 150 m. Address: P.O. Box 1526, Lancaster, PA 17603. Principal is owned by Terry C. Kile, who has no other broadcast interests. Filed April 21.

■ Victoria, TX (BPH880420MA)—Tschirhart Broadcasting Inc. seeks 92.3 mhz; 3 kw H&V; 100 m. Address: 7439 Alverstone Way, San Antonio, TX 78250. Principal is owned by Larry S. Tschirhart and his wife, Shanna. Filed April 20.

■ Killeen, TX (BPH880421MJ)—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. It also owns KEEA(AM)-KJCS(FM) Nacogdoches, TX. Filed April 21.

■ Payson, UT (BPH880421MM)—Moenkopi Communications Inc. seeks 92.3 mhz; 0.058 kw H&V; 659 m. Address: 3631 Summer Hill Drive, Salt Lake City 84121. Principal is owned by Cindy G. Youngren and her husband, Michael, who also own KCNY(AM) Moab, UT. Filed April 21.

■ Bloomer, WI (BPH880419MC)—Northern Hemisphere Entertainment Inc. seeks 95.1 mhz; 3 kw H&V; 100 m. Address: Rt. 2, Box 25, Bloomer, WI 54724. Principal is owned by Peter M. Hable and family. It has no other broadcast interests. Filed April 19.

■ Wautoma, WI (BPH880421NZ)—Wautoma Radio Co. seeks 92.3 mhz; 3 kw H&V; 100 m. Address: 981 Howard St., Green Bay, WI 54303. Principal is owned by Mulic A. Blaser, who has no other broadcast interests. Filed April 21.

TV's

■ New Orleans (880419KQ)—Delta Broadcasting of Louisiana Ltd. seeks ch. 20; 5,000 kw-V; 500 kw-A; HAAT: 276 m. Address: 11 Richmond Place, New Orleans 70115. Principal is owned by John G. Curen, Jr., general partner, and Michael J. Barnes and Peter Carnes, limited partners. It

has no other broadcast interests. Filed April 19.

■ New Orleans (880419KE)—Crescent City Broadcasting Corp. seeks ch. 20; 5,000 kw-V; 500 kw-A; HAAT: 274 m. Address: 210 Baronne St., #828, New Orleans 70112. Principal is owned by M. Chadwick Pellerin and Charlotte Stewart, who have no other broadcast interests. Filed April 19.

■ New Orleans (880419KG)—Tucker Broadcasting Co. seeks ch. 20; 5,000 kw-V; 500 kw-A; HAAT: 273 m. Address: 210 Baronne St., #608, New Orleans 70112. Principal is owned by Robert H. Tucker and his wife, Janee. It has no other broadcast interests. Filed April 19.

■ New Orleans (880419KH)—Traci Lewis Ltd. Partnership seeks ch. 20; 5,000 kw-V; 500 kw-A; 275 m. Address: 4825 Perrier St., New Orleans 70115. Principal is owned by Traci Lewis, who has interest in Inter-Urban Broadcasting, New York-based group of three AM's and three FM's. Lewis is also applicant for six new FM stations. Filed April 19.

Actions

■ North Crossett, AR (BPH870313MD)—Granted app. of Contemporary Communications Inc. for 102.7 mhz; 3 kw H&V; 328 m. Address: P.O. Box 1901, EL Dorado, AR 71731. Principal is owned by Larry Fuss, who has interest in KIXK(FM) El Dorado and KZRQ(TV) Pine Bluff, both Arkansas. Action May 4.

■ North Crossett, AR (BPH870227MD)—Dismissed app. of Alfred L. Roberson III for 102.7 mhz; 3 kw H&V; 328 m. Address: 113 Quapaw Trail, Helena, AR 72342. Principal is owned by Alfred L. Roberson III, who has interest in WJAK(AM) Jackson, TN, and owns WSTN(AM) Somerville, TN. Action May 5.

■ Rancho Mirage, CA (870327MD)—Returned app. of Valerie Winters for 99.5 mhz; 0.78 kw H&V; 175 m. Address: 68135 Espada Rd., Cathedral City, CA 92234. Principal has no other broadcast interests. Action May 9.

■ Rancho Mirage, CA (870330MT)—Returned app. of Pike Family Broadcasting Inc. for 99.5 mhz; 3 kw H&V; 100 m. Address: 72-850 Clancy Lane, Rancho Mirage, CA 92270. Principal is owned by Carl A. Pike, Daniel S. Pike and John Pike. It has no other broadcast interests. Action May 9.

■ Rancho Mirage, CA (870330MU)—Returned app. of Rancho Mirage Broadcasting Inc. for 99.5 mhz; 3 kw H&V; 100 m. Address: 25230 Avenida Dorena, Newhall, CA 92025. Principal is owned by Mary E. Warner, William G. Williamson, Linda J. McCormick and Matthew H. McCormick. Williamson and McCormick own KBEY(AM)-KSHR(FM) Coquille, OR. Action May 9.

■ Rancho Mirage, CA (870331MM)—Returned app. of Rancho Mirage Communications for 99.5 mhz; 0.81 kw H&V; 628 m. Address: RR #1, Box 203, Stockton, IA 52769. Principal is owned by Denny Workman, who has no other broadcast interests. Action May 9.

■ Rancho Mirage, CA (870331NF)—Returned app. of Rancho Mirage Broadcasting L.P. for 99.5 mhz; 0.586 kw H&V; 664 m. Address: 303 N. Indian Ave., Palm Springs, CA 92262. Principal is owned by Milton W. Jones, Wolfram Dochtermann, Richard Finkelstein, Frank A. Sinatra and Daniel Schwartz. Jones and Dochtermann also own KPSL(AM) Palm Springs, CA. Finkelstein has interest in KWVT(TV) Salem, OR. Action May 9.

■ Rancho Mirage, CA (870421MC)—Returned app. of Sundial Radio Broadcasters for 99.5 mhz; 3 kw H&V; 328 m. Address: 73-153 Shadow Mountain Dr., Palm Desert, CA 92260. Principal is owned by Joyce Wade-Maltais. It has no other broadcast interests. Action May 9.

■ Rancho Mirage, CA (870422MA)—Returned app. of Theresa Terrell Zick for 99.5 mhz; 0.83 kw H&V; 166 m. Address: 2819 Glendon Circle, Henderson, NV 89105. Principal has no other broadcast interests. Action May 9.

■ Rancho Mirage, CA (870422MG)—Returned app. of G. Dale Cowle for 99.5 mhz; 3 kw H&V; 100 m. Address: 90 Magdalena Dr., Rancho Mirage, CA 92270. Principal has no other broadcast interests. Action May 9.

■ Rancho Mirage, CA (870422MI)—Returned app. of Jeff E. Walker for 99.5 mhz; 3 kw H&V; 186 m. Address: 72-063 Via Vail, Rancho Mirage, CA 92270. Principal has no other broadcast interests. Action May 9.

■ Santa Barbara, CA (BPED880208MM)—Dismissed app. of KCBX Inc. for 89.7 mhz; 0.245 kw; 258 m. Address: 4100 Vachell Lane, San Luis Obispo, CA 93401. Principal is owned by Frank R. Lanzone Jr., who also owns KCBX(FM), San Luis Obispo. Action May 3.

■ Cave City, KY (BPH861126MQ)—Granted app. of Steven W. Newberry for 106.7 mhz; 1.7 kw H&V; 430 m. Address: Route 1, Cave City, KY 42127. Principal has interest in WSMJ(AM) Cave City, KY. Action May 6.

■ Roseau, MN (BPH870330MZ)—Granted app. of Robert M. Obie for 102.1 mhz; 50 kw H&V; 150 m. Address:

P.O. Box 130, Roscau, MN 56751. Principal has no other broadcast interests. Action May 10.

■ Webb City, MO (BPH871222MB)—Granted app. of Don and Gail Stuhlefeld for 95.1 mhz: 1.6 kw H&V: 135 m. Address: Route 5, Box 136, Joplin, MO 64801. Principal also owns KKL(AM) Webb City, MO. Action May 9.

■ Reno, NV (BPH850712TU)—Granted app. of Susan Lundborg for 92.9 mhz: 39 kw H&V: 2,882 m. Address: Suess Path, P.O. Box 1241, Quogue, NY 11959. Principal has no other broadcast interests. Action May 6.

■ Ravena, NY (BPH870813MB)—Granted app. of Ravena Broadcast Partners for 94.5 mhz: 3.0 kw H&V: 100m. Address: 4433 Wells Parkway, University Park, MD 20782. Principal is owned by Arthur Belendiuk, Jeffery Busch and Darrell Bauguess, who have no other broadcast interests. Action May 3.

■ Ravena, NY (BPH870824MJ)—Dismissed app. of John Anthony Bulmer for 94.5 mhz: 3.0 kw H&V: 100 m. Address: 20 Liberty Ave., Whitesboro, NY 13492. Principal has no other broadcast interests. Action May 3.

■ Mexico, PA (BPH871118MB)—Granted app. of Mid-State Broadcasting Inc. for 92.5 mhz: 180 w: HAAT: 397 m. Address: P.O. Box 209, Mexico, PA 17056. Principal is owned by Richard C. Lyons and William H. Berry, who also own WJUN(AM) Mexico and WKZA(AM) Kane, both Pennsylvania, and WHHO(AM)-WKQP(FM) Homell, NY. Action May 4.

■ Seymour, TN (BPH870619MB)—Returned app. of Seymour Communications for 96.3 mhz: 1.19 kw H&V: 146 m. Address: 9505 Carry Back Lane, Knoxville, TN 37923. Principal is owned by J. Bazzel Mull and family, who also own WDEH-AM-FM Sweetwater, TN. Action May 3.

■ Madisonville, TX (BPH870415MD)—Dismissed app. of Bato Broadcasting Inc. for 96.1 mhz: 50 kw H&V: 150 m. Address: 900 Burr Rd., #3C, San Antonio, TX 78209. Principal is owned by John M. Witherspoon, who has no other broadcast interests. Action May 3.

■ Stanton, TX (BPEI870918NF)—Returned app. of Southwest Educational Media Foundation for 105.9 mhz: 3 kw H&V: 100 m. Address: 2100 Hwy 360, #1204, Grand Prairie, TX 75050. Principal is owned by T. Kent Atkins, Mary H. Atkins and Charles Delap. Action April 15.

■ Jackson, WY (BPH850712P5)—Granted app. of Teton Broadcasting Ltd. Partnership for 95.7 mhz: 100 kw H&V: 322 m. Address: 475 North Cache St., Jackson, WY 83001. Principal is owned by Deborah Blair, general partner, and Sherry Farbo, D. Thomas McKinnon and Glenda Remington, limited partners. Action May 6.

TV's

■ Scranton, PA (BPCT870616KH)—Granted app. of Ehrhardt Broadcasting for ch. 64: 5,000 kw-V: 500 kw-A: HAAT: 298 m. Address: Cedar Ave. and Orchard St., Scranton, PA 18505. Principal is owned by Ted H. Ehrhardt, who has no other broadcast interests. Action May 5.

■ Scranton, PA (BPCT870331K6)—Dismissed app. of Robin C. Brandt for ch. 64: 150 kw-V: 15 kw-A: HAAT: 1,256 m. Address: 1012 3rd St., Juniata, Altoona, PA 16601. Principal has no other broadcast interests. Action May 5.

Facilities Changes

AM's

■ San Diego, KFMB, 760 khz—April 29-Application for CP to increase night power to 50 kw & make changes in antenna system.

■ Gretna, LA, KGLA, 1540 khz—May 3-Application for CP to increase daytime power to 1 kw daytime and make changes in antenna system.

■ Lincoln, NE, KLMS, 1480 khz—April 8-Application for CP to augment the daytime & nighttime radiation pattern.

FM's

■ Santa Monica, CA, KSRF, 103.1 mhz—April 20-Application for CP to change ERP: 3 kw H&V & make changes in antenna system.

■ Milledgeville, GA, WXGC, 88.9 mhz—April 20-Application for CP to change ERP: 4.325 kw H&V.

■ Rockton, IL, WRWC, 103.1 mhz—April 21-Application for CP to change TL to Latham Rd, 0.72 km W of Illinois Hwy 2; change HAAT: 160 m. H&V: change ERP: 1.5 kw (circular).

■ Oelwein, IA, KOEL-FM, 92.3 mhz—April 22-Mod of

CP (BPH850712JG) to change HAAT: 302 m. H&V & make changes in antenna.

■ Austin, MN, KAVT-FM, 91.3 mhz—April 22-Application for CP to make changes ERP: 0.15 kw H&V: change HAAT: 62.18 m. H&V.

■ Alamogordo, NM, KINN-FM, 105.5 mhz—April 28-Application for CP to change freq: 105.3 mhz (Per Docket 87-218): ERP: 6.85 kw H&V: change to Class C2.

■ Marietta, OH, WEYQ, 94.3 mhz—May 9-Application (BPH871130IP) rescinded for CP to change freq: (Per Docket 386-474); change TL: 0.4 km WNW of the intersection of Way Rd & Farson St, Dunham Township, Washington Co, OH; change ERP: 11 kw H&V: change HAAT: 150 m. H&V: change to Class B1; 39 19 27N 81 37 33W.

■ Harlingen, TX, KELT, 94.5 mhz—April 24-Mod of CP (BPH8609251F) to change HAAT: 352.6 m. H&V.

■ Jasper, TX, KJAS, 100.9 mhz—April 25-Application for CP to make changes FREQ: 100.7 mhz (Per Docket 86-411): change ERP: 5.076 kw H&V.

■ Rohstown, TX, KMIQ, 105.1 mhz—April 22-Mod of CP (BPH860317N m.) to change TL: 0.5 km NNW of Petronila & 2.9 km E of State Rte 892.

■ Whitehouse, TX, KEYP-FM, 99.3 mhz—April 22-Mod of CP (BPH8708181B) to change HAAT: 146 m. H&V & change to directional antenna.

■ Centralia, WA, KCED, 91.3 mhz—April 21-Application for CP to change TL to King & Walnut Sts, Centralia, WA; change ERP: 1 kw (H) only; change HAAT: -21.9 m. H&V.

TV's

■ Bloomington, IN, WIIB-TV, ch. 63—April 29-Mod of CP to change ERP vis.: 1838 kw; HAAT: 328.3 meters; ant: BASC Associates Inc. SG-30; TL: 0.6 km SW of Rte 252 & West Rd intersection, Trafalgar, IN; 39 24 16N 86 08 37W.

■ Huntington, WV, WPBY-TV, ch. 33—May 3-Mod of CP to change ERP vis.: 2360 kw; HAAT: 508 meters; TL: Barker Ridge near Milton, WV.

Actions

AM

■ Redding, CA, KVIP, 540 khz—May 4-Application (BMPH80316AB) dismissed for Mod of CP to make changes in antenna system & change TL to: S of Calif. Hwy 299E North end of main runway at Redding Municipal Airport, Redding, CA; 40 37 25N 122 16 49W.

FM's

■ Quartzsite, AZ, KBUX, 94.3 mhz—May 9-Application (BMPH8711271I) granted for Mod of CP to change ERP: 0.203 kw H&V: change HAAT: -49 m. H&V.

■ North Little Rock, AR, WLRP, 91.5 mhz—May 5-Application (BPED880105MD) dismissed for CP to change ERP: 2 kw H&V: change HAAT: 91.5 meters H&V: change TL: 1/2 mi. S of US 70, 1/2 mi. E of Pulaski-Lonoke County Line.

■ Ceres, CA, KBES, 89.5 mhz—May 6-Application (BPED870309MN) dismissed for CP to change HAAT: 40.6 m. H&V.

■ Holtville, CA, KGBA, 100.1 mhz—May 4-Application (BPH8710191B) granted for CP to change ERP: 2.5 kw H&V: change HAAT: 100.7 m. H&V.

■ Ojai, CA, KMYX, 105.5 mhz—May 4-Application (BPH8712111B) granted for CP to change TL to 3 km W of Foster Park at 256 degree true; change ERP: 0.102 kw H&V: change HAAT: 414 m. H&V: 34 20 57N 119 20 07W.

■ Dover, DE, WDSB, 94.7 mhz—May 10-Application (BPH8711061P) granted for CP to change HAAT: 150 m. H&V.

■ Havana, FL, WMLO, 104.9 mhz—May 4-Application (BPH8709181B) granted for CP to change TL to County Rd 159, 1.35 km N of US 90 intersection; change ERP: 1.25 kw H&V: change HAAT: 150 m. H&V: 30 31 08N 84 27 04W.

■ Naples, FL, WLSF, 90.9 mhz—May 9-Application (BMPED8707271A) granted for Mod of CP to change TL to 4 mi. E of Bonita Springs, FL; change HAAT: 277 m. H&V: 26 20 26N 81 42 48W.

■ Naples, FL, WRGI, 93.5 mhz—May 4-Application (BPH8712141C) granted for CP to change ERP to 2.2 kw H&V & change HAAT: 116 m. H&V.

■ Valdosta, GA, WLGA, 95.9 mhz—May 4-Application (BPH8711131J) granted for CP to change freq: 95.7 mhz (Per Docket 86-349); change TL: 7.2 km E of Lake Park, FL on Hwy 376; change ERP: 35.9 kw H&V: change HAAT: 174 m. H&V: change to Class C2: 30 42 17N 83 06 37W.

■ Emmett, ID, KJHY, 101.7 mhz—May 3-Application

(BMPH8608251C) returned for MP (BPH850712LR) to change freq: 101.9 mhz (Per Docket 83-34); change TL: Deer Point Community Antenna site, 10.75 mi. NNE of Boise, ID; change ERP: 57 kw H&V: change HAAT: 2533.5 ft. H&V: 43 45 19N 116 05 52W.

■ Brookhaven, MS, WBKN, 92.1 mhz—May 3-Application (BPH8711251Q) granted for CP to change TL to W side of US Rte 51, 0.24 km N of Brookhaven, MS; change ERP: 2.5 kw H&V: change HAAT: 107 m. H&V: 31 36 00N 90 27 09W.

■ Eldon, MO, KBMX, 101.9 mhz—May 9-Application (BMPH8802031A) granted for Mod of CP (BPH861230MH) to change HAAT to 166 m. H&V: change ERP: 1.1 kw H&V.

■ Gorham, NH, WMIH, 107.1 mhz—May 5-Application (BMPH8708281D) dismissed for Mod of CP (BPH850712HW), as mod) to change TL to North Peak of North Mountain, Berlin, NH; change HAAT: 86 m. H&V: 44 22 16N 71 12 53W.

■ High Point, NC, WMAG, 99.5 mhz—May 10-Application (BPH8703201E) dismissed for CP to change to directional antenna.

■ Robbinsville, NC, WCVP-FM, 95.9 mhz—May 10-Application (BPH8703131C) granted for CP to change TL to Teyahales Bald on Snowbird Mtn., near the lookout tower, Robbinsville, NC; ERP: 0.06 kw H&V: change HAAT: 2008 ft. H&V: 35 15 28N 83 47 44W.

■ Klamath Falls, OR, KLAD-FM, 92.5 mhz—May 4-Application (BPH8703031B) granted for CP to change ERP: 63 kw (H).

■ Ephrata, PA, WIOV, 105.1 mhz—May 3-Application (BPH8703311F) granted for CP to change HAAT to 150 m. H&V: change to nondirectional antenna.

■ Johnstown, PA, WKYE, 95.5 mhz—May 9-Application (BPH8710091B) granted for CP to change TL to approx 7.2 km NW of Johnstown, PA; 40 22 17.5N 78 58 57W.

■ Williamsport, PA, WILQ, 105.1 mhz—May 3-Application (BPH8703311S) granted for CP to change ERP to 9.2 kw H&V & correct HAAT: 346 m. H&V.

TV's

■ Phoenix, KTSP-TV, ch. 10—May 9-Application (BPCT880208KE) granted for CP to change the antenna-supporting structure height: 33 20 03N 112 03 43W; HAAT: 557.5 m.; TL: South Mountain Park, Phoenix, Maricopa Co, AZ.

■ Los Angeles, KTLA, ch. 5—May 9-Application (BMPCT880226KG) granted for MP (BPCT870508KT) to change ERP vis. to 44.7 kw; HAAT: 976 meters; TL: Mt. Wilson Antenna Farm, Mt. Wilson, CA; ANT: Dielectric Comms./TOM-3A5: 34 13 36N 118 03 56W.

■ Columbia, SC, WCCT-TV, ch. 57—May 6-Application (BPCT880222KE) granted for CP to change ERP vis. to 5000 kw; HAAT: 193 m.; TL: 1/4 mi. W of US Rte 1 on Cushman Drive, near Columbia, Richland Co, SC; ANT: Andrew ATW30H3-HTT-57: 34 02 39N 80 59 52W.

Actions

Commission Actions

■ Network Representation Rule—Further comments sought on outstanding inquiry regarding television "network representation rule," which prohibits TV stations, other than those owned and operated by TV network, from being represented by their network in nonnetwork (spot) sales market. Comments due July 25, replies Aug. 24. (BC Docket 78-309 by Furr NPRM [FCC 88-127] adopted March 24 by commission.)

■ Westport, CT—Upheld action by Mass Media Bureau denying request by WEBE-108, licensee of WEBE(FM), for declaratory ruling that appearances by legally qualified candidates on its proposed programming would be exempt from equal opportunities as "on-the-spot coverage of a bona fide news event." (By Order [FCC 88-162] adopted April 25 by commission.)

■ Revision: First Broadcasting Corp. notified of apparent liability for forfeiture of \$20,000 (Report MM-321, Mass

Media Action)—Commission has notified First Broadcast Corp., licensee of WFBL(AM), Syracuse, NY, of 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).

Staff Actions

- United Television Inc.—At request of United Television, licensee of KUTP Phoenix, ruled that appearances by legally qualified candidates in news segments of *Phoenix File* program are exempt from equal opportunities requirements as "bona fide news interviews" exemption. (By staff ruling [DA 88-498] adopted April 8 by chief, Fairness/Political Programming Branch, Mass Media Bureau.)
- Visalia, CA—Designated for hearing mutually exclusive applications of Visalia Broadcast Limited Partnership, Oak Tree Broadcasting and Stillwell Broadcasting Limited for new FM station on channel 241A (96.1 mhz) at Visalia.

(MM Docket 88-228 by order [DA 88-669] adopted April 29 by chief, Audio Services Division, Mass Media Bureau.)

- Aiea, HI—Designated for hearing applications of Tropical Ltd.; Charles R. Crawford; James Conrad Diaz Sr., and Jess and Isabelle Drake, joint tenants for new FM station on channel 300C (107.9 mhz) at Aiea. (MM Docket 88-210 by order [DA 88-604] adopted April 22 by chief, Audio Services Division, Mass Media Bureau.)
- Dwight, IL—Designated for hearing mutually exclusive applications of Dwight Broadcasting Co. and Imagery Inc. for new FM station on channel 255A (98.9 mhz) at Dwight. (MM Docket 88-229 by order [DA 88-663] adopted April 29 by chief, Audio Services Division.)
- Mount Pleasant, MI—Designated for hearing mutually exclusive applications of Great Lakes Radio Corp. and Central Michigan Communications Inc. for new FM station on channel 284A (104.7 mhz) at Mount Pleasant. (MM Docket 88-207 by Order [DA 88-617] adopted April 21 by chief, Audio Services Division, Mass Media Bureau.)
- Spring Arbor and Olivet, MI—Designated for hearing

mutually exclusive applications of Spring Arbor College (WSAE) to modify its facilities by changing its transmitter site and change from channel 207B (89.3 mhz) to channel 209B (89.7 mhz) at Spring Arbor; and Board of Trustees, Olivet College (WOOR), to upgrade its class from 209D to 209A at Olivet. (MM Docket 88-225 by order [DA 88-665] adopted April 29 by chief, Audio Services Division.)

- Cape Vincent, NY—Designated for hearing mutually exclusive applications of Timothy D. Maritz and Cape Al Broadcasting Ltd. for new FM station on channel 274A (102.7 mhz) at Cape Vincent. (MM Docket 88-209 by order [DA 88-619] adopted April 22 by chief, Audio Services Division.)
- Vestal, NY—Designated for hearing applications of Brimark Broadcasting, Vetal Community Broadcasters Inc., Mary C. Murray, David G. Mitchell, Molly A. Waltman, Wiltshire Broadcasting Co., Carol A. Morgan, Sherlock-Hart Broadcasting Inc. and KRB Associates, and dismissed applications of Manuel Angelo and John Anthony Bulmer for new FM station on channel 277A (103.3 mhz) at Vestal. (MM Docket 88-224 by order [DA 88-668] adopted April 29 by chief, Audio Services Division.)

■ Dallas, PA—Designated for hearing mutually exclusive applications of Telecommunications Network Inc. and Mountain Broadcasting for new FM station on channel 229A (93.7 mhz) at Dallas. (MM Docket 88-227 by order [DA 88-662] adopted April 29 by chief, Audio Services Division.)

■ Sioux Falls, SD—Designated for hearing applications of Empire Broadcasting Inc., Samcom Ltd. Partnership, Nehemiah Radio Productions Inc. and Kirkwood Broadcasting Inc. for new FM station on channel 270C2 (101.9 mhz) at Sioux Falls. (MM Docket 88-213 by order [DA 88-615] adopted April 22 by chief, Audio Services Division.)

■ South Padre Island, TX—Designated for hearing application of Spanish Aural Services Co., Betty Howell, R&C Minority Telecommunicate Inc., Nina Jean Rubinsky, Michele Sanchez, Robert G. Kerrigan and Island Radio of Texas for new FM station on channel 224A (92.7 mhz) at South Padre Island. (MM Docket 88-212 by order [DA 88-620] adopted April 26 by chief, Audio Services Division.)

■ Lyndon, VT—Designated for hearing mutually exclusive applications of Markey Broadcasting Co. Inc. and Vermont Broadcast Associates Inc. for new FM station on channel 252A (98.3 mhz) at Lyndon. (MM Docket 88-230 by order [DA 88-664] adopted May 2 by chief, Audio Services Division.)

■ Lebanon, VA—Designated for hearing applications of W.B. Moore Jr., J.T. Parker Broadcasting Corp. and Yearly Broadcasting Inc. for new FM station on channel 297A (107.3 mhz) at Lebanon. (MM Docket 88-211 by Order [DA 88610] adopted April 22 by chief, Audio Services Division.)

■ Narrows, VA—Designated for hearing mutually exclusive applications of Worth M. Miller and Megan H. McWilliams for new FM station on channel 267A (101.3 mhz) at Narrows. (MM Docket 88-226 by order [DA 88-667] adopted April 29 by chief, Audio Services Division.)

■ Review of technical parameters for FM allocation rules of part 73, subpart B, FM broadcast stations—Extended comment period to July 12 and replies to July 27. (MM Docket 86-144 by order [DA 88-704] adopted May 9 by chief, Mass Media Bureau.)

■ Silver King Broadcasting Co.—In response to declaratory ruling request by Silver King, found that its program *In Your Interest* was "bona fide news interview program" exempt from "equal opportunities" requirement of Section 315 of Communications Act. (By staff ruling [DA 88-700] adopted May 6 by chief, Fairness/Political Programming Branch, Mass Media Bureau.)

Review Board Actions

■ Montecito, CA—Ordered Shawn Phalen to submit within 10 days of this order copies of certain documents to Review Board for inspection in camera. (MM Docket 87-426 by MO&O [FCC 88R-26] adopted April 28 by Review Board.)

■ Corrected San Francisco—Review Board denied renewal application of KQED Inc. for KQED-TV, ch. 32, San Francisco, for actively and intentionally attempting to deceive commission. (MM Dockets 85-396, 84-567-568 by decision [FCC 88R-25] adopted April 18 by Review Board.)

ALJ Action

■ Warren, VT—Deleted environmental impact issue designated against Mountain Media Inc. and conditionally granted its application for new FM station on channel 241A (96.1 mhz) at Warren; terminated proceeding. (MM Docket 88-38 by summary decision [FCC 88D-15] adopted May 5 by ALJ Walter C. Miller.)

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Experienced sales manager needed for WIRL/WSWT, Peoria's dominant combo. You'll be working with a great staff, so you must be good. Promotion to GM, equity very possible. Resume to Jim Glassman, President, Community Service Radio, PO Box 3335, Peoria, IL 61614. EOE. M/F.

Strong selling general manager wanted for FM. Ft. Myers - Naples, Florida station. Equity offered. Send resume Box H-77.

General manager: Brattleboro Broadcasters Inc., owners of WKVT/AM-FM Brattleboro, Vermont, planning acquisition of next New England property and seeking experienced small market manager. Strong proven sales track record, community involvement, people skills essential. Our station is a local news leader with numerous AP, state and national awards...our next station will be too! Resume, sales and management history and salary requirements to Dave Underhill, PO Box 1490, Brattleboro, VT 05301. No calls, please...we will answer your inquiry. EEO/AA employer.

Prefer being in charge of your own destiny rather than working in a bureaucratic environment? Prefer a radio company where personnel growth and organizational development are real and not just neat sounding buzz words? Where high standards and commitment are achieved from the bottom up? We're a rapidly growing radio group that needs exceptionally talented and aggressive sales and general managers. Send your management philosophy and resume to: Box H-96. EOE. M/F.

Major group broadcaster seeks sales manager for highly competitive FM in top 10 market. Successful sales management track record in medium/major market required. Send resume and salary requirements. EOE. Box H-97.

Sales manager. Young group has an immediate opening for strong leader with ability to produce and train others. Good compensation with excellent future. Send resume with salary history to H.F. Matthews, VP/GM, WIGL, P.O. Box 1546, Orangeburg, SC 29116. EOE.

General manager KBRF AM/FM, Fergus Falls, Minnesota. Experienced general manager, sales manager. Send resume and salary requirements to Jerry Papenfuss, Result Radio Group, Box 767, Winona, MN 55987.

General manager, Orlando, Florida, area small market fulltime AM. Exceptionally attractive town in fast growing area. GM must lead sales and promotions and enjoy community participation. Equity included in compensation plan. EOE. Send resume to Box H-108.

Live and work in paradise. Small market AM-FM covers Granby, Kremmling, Winter Park, Colorado. Needs husband-wife team for sales-oriented manager and office manager. Send resume by express service to: Bill Kitchen, Quality Media, 740 South Pierce Avenue, Louisville, CO 80027. 303-665-3767.

General manager, Eastern New Mexico, small market AM/FM combo. Exceptionally attractive town with strong economic base. Successful applicant must lead street sales and enjoy heavy community involvement. Compensation plan includes equity. EOE. Send resume to Box H-107.

General manager, West Virginia Public Radio system, Charleston, WV. Responsible for all aspects of station operation -- budget administration, supervision of full-time professional staff of 24, compliance with law and EBA policies, community involvement, grant proposals, etc. Requires: MA or MS, or equivalent, five years' experience (two in management) in noncommercial radio or related field; familiarity with all aspects of public radio and knowledge of applicable laws, rules and regulations; experience in working with community-based board; ability to communicate clearly and effectively in writing and orally, to work well with others, and to appear as on-air spokesperson for stations. Letters of application must be postmarked no later than June 17, 1988. Send to Executive Director, Educational Broadcasting Authority, 600 Capitol Street, Charleston, WV 25301. No phone calls, please. EOE/MF.

HELP WANTED SALES

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.

Jingle sales. Experienced only please for America's hottest (and one of the oldest) jingle companies. 1-800-825-9595

Radio sales...California. KFIG AM/FM is currently seeking a professional, highly motivated salesperson with experience in agency and direct sales. Only persons with proven and documented track record need apply. Draw against commission and outstanding benefits. Contact Jerry Gaulke, PO Box 4265, Fresno, CA 93744. Or call 209-268-8801. EOE. M/F.

Beautiful Finger Lakes college town: Small, but growing broadcast group needs experienced and aggressive account executive for revitalized 5,000 watt AM, award winning news leader. Area's only easy listening music. Do well and become sales manager. Cover letter and resume to Manager, 1470 WTKO, P.O. Box 10, Ithaca, NY 14851.

Account executive: Do you strive to be the best? Do you work harder than your peers? Do you build long term relationships with your customers? If so, we invite you to learn and grow in the company of other achievers. KMGN Magic 93.9 FM in Flagstaff, Arizona, the radio leader in the northern Arizona market, has an opening for a sales account executive. KMGN provides a guaranteed salary, sales training and existing accounts. Interested persons please send resume to KMGN, P.O. Box 3421, Flagstaff, AZ 86003. Attention: Jane Richardson.

Midwest broadcast group looking to expand sales operation. We're looking for aggressive, professional sales people with strong verbal and presentation skills to join our team. Excellent income and benefits. EOE. Box H-95.

NE regional FM looking for experienced AEs and local sales manager. Resume: WYRY, 130 Martell Ct., Keene, NH 03431.

General sales manager: Strong, experienced person to head seasoned sales team. California central coast. Excellent salary and incentives, outstanding growth potential for qualified, goal oriented individual. EOE. Resume to Box H-109.

Eastern Long Island, New York. Sell advertising time in the Hamptons. Unlimited earnings potential. Call Jeff Kimmel, GSM, WBAZ-FM, 516-765-1017. EOE. M/F.

Co-op/vendor specialist: Target vendor and co-op prospects for two radio stations. Write and present proposals. Develop vendor and co-op lists. College degree in business, marketing or communications preferred or work equivalency. Co-op/vendor experience preferred. Self-motivated, aggressive, promotionally creative. Send resume to Personnel Director, WHAS/WAMZ, P.O. Box 1084, Louisville, KY 40201. No phone calls. EOE.

High growth Chicago area market. Requirements: Marketing knowledge, creativity, promotion sales ability, successful radio sales history. CRMC desired. Motivations: winning/money. Must be capable cold caller--ready to hit streets immediately. Salary commission, fringes, excitement! Resume to GSM Mark Dahl, WRMN/WJKL, 14 Douglas Avenue, Elgin, IL 60120. EEO/MF.

HELP WANTED ANNOUNCERS

Good opportunity for the right person to do on-air plus production work at our A/C FM and MOR, news, talk & information AM stations in north-central Illinois. Some nights & weekend work involved. Send tape and resume to Joe Hogan, WLPO/WAJK, PO Box 215, LaSalle, IL 61301.

S.F. traffic service seeks broadcasters with news/info background for airborne/studio reporting positions. Send tape/resume to T.C.I., 20788 Corsair Blvd., Hayward, CA 94545.

Experienced announcer/engineer combo. Professional air talent, repair-maintain equipment. WKVB/WFMG, Box 1646, Richmond, IN 47375. EOE.

Suburban NYC easy listening looking for evening announcer with good production skills. Tapes and resumes to WHUD, Box 188, Peekskill, NY 10566. Attn: Jim Valle. EOE.

Major market (Midwest, not Chicago) classical broadcaster. university FM station needs classical music host. Wanted: pleasant personality, good knowledge of classical music, phonogenic voice and foreign language pronunciation with light, non-pompous manner, with on-air experience. Salary of \$18 thousand and up. Box H-101.

HELP WANTED TECHNICAL

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 1874, Tallahassee, FL 32302.

HELP WANTED NEWS

Hartford's all news radio station needs a strong street hustler with four years on air experience. Send tape and resume to Delcie Mullin, News Director, WPOP, P.O. Box 11-1410, Hartford, CT 06111.

The Weather Channel is seeking a meteorologist with background in radio broadcasting. Successful candidate must complete a preemployment health examination. Send resume, salary requirements and sample broadcast to Bill Campbell, 2600 Cumberland Parkway, Atlanta, GA 30339. EOE.

The Wall Street Journal Report seeks newswriter-backup anchor and welcomes queries from anchors for future openings. Major market experience required. Send resume, airchecks to: Wall Street Journal Radio, 200 Liberty, New York, NY 10281. No calls, please.

Attending AWRT? WTOP NewsRadio 15 is recruiting for future openings, and will be interviewing selected candidates in Pittsburgh. If you're an anchor, editor, reporter or writer send your resume today to Holland Cooke, Operations Manager, WTOP, 4646 40th Street, NW, Washington, DC 20016. No calls please. Outlet Communications is an equal opportunity employer.

Morning edition host/anchor. Bachelor's degree required in broadcasting or related field. Master's preferred. Three years broadcast news reporting, producing, anchoring experience required, preferably in public broadcasting. Experience training students, desired. A strong on-air presence is mandatory. Must produce/anchor local segments of Morning Edition. Salary: \$20,000. Application deadline June 8. It is university policy to conduct all searches in the open subject to the provisions of existing law. Minorities and women urged to apply. The University of Florida is an equal opportunity/affirmative action employer. Send resumes to: News Anchor Search Committee, 2104 Weimer Hall, Gainesville, Florida 32611.

Sportscasters to do sports talk on national radio network. Starting salary \$20,000. Minimum 3-5 years experience. Send tape and resume to RTV-Sports, Box 658, Mashpee, MA 02649.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

When we grow we move mountains. We're a successful broadcast group that loves to diversify. We're now looking for someone to head the marketing department of our new division. If you love to sell and if you love radio commercials then we want you to tell the country about our production services. Mail us a resume with your salary requirements. If you love a challenge come grow with us. We're about to move another mountain. Box H-102.

SITUATIONS WANTED MANAGEMENT

Super pro, super major market background. seeks medium/metro GM job or large market GSM slot. Top references, credentials. 305-437-5839.

Small-medium market GM--19 year vet, turn-around experience. References include current employer. Family man prefers South - all offers considered. Box H-93

V.P. general mgr. with 8 years experience, strong in sales and developing broadcast properties, looking for job where I can settle for life, presently employed, formats, country rock, talk, Christian. Contact Jim Bunn 404-229-8484.

Experienced general manager available now. Prefer Southwest medium market. Contact Doug Stalker 817-322-3819.

Attn: sm/med markets. Former CEO/part-owner now semi-retired available at modest costs for short-term sales direction and/or caretaker-management pending employment of permanent management. Write Box H-105

Experienced people motivator with excellent musical taste has winning formula to discuss with someone. Prefer makeover or underdog. 813-494-2525 mornings for Don Brady.

SITUATIONS WANTED SALES

Urban, country or AM information! GM or GSM. Will relocate for right offer. Call Don 301-742-1345.

SITUATIONS WANTED ANNOUNCERS

Experienced sports personality looking to host call-in sports show and do PBP. Also strong background in reporting and sportscasts. Andrew 516-679-8467.

Air personality presently doing morning drive seeks med or small station & desperately desires warm climate. 312-731-9003.

Energetic broadcast school grad w/burning desire to be #1 seeks fulltime air position at progressive station w/same attitude. Open to any format or region; prefer AOR, AC or CHR in Sunbelt. Mike. 213 426-9260.

Versatile D.J. with 4 years experience. Experience in news, sports & production. Smooth delivery. Dave - 303-278-0106

Dependable, experienced announcer, production, copywriting, sales, or responsible position, team player. Bill 308-534-1211.

DJ who rose in the East wants to settle in the West. College grad. 4 years experience. Mike 213-590-0389

SITUATIONS WANTED TECHNICAL

Top flight engineer available to solve any problem, anytime, anywhere! Studio & transmitter construction, equipment repairs, RF problems, audio, automation, FCC matters and applications. No job too big or too small. Assignments accepted by the day, week or project. Best work in the business! Contact Bill Elliot. 413-442-1283

SITUATIONS WANTED NEWS

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

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

Medium market master: Programming, production, on-air announcer, news. Ready for more. Bill 812-853-3664, days

Go with a 30 year pro.. I have worked all facets in radio. Seeking operations manager (or) program director position in a major/medium market. Team player. Hard working family man. Presently employed. Let's talk today. 517-386-7506 Dick O'Brien

PROGRAMING

Exciting new format!!! Confidentially contact: Consultant, Box 2741, Montpelier Station, Laurel, MD 20708 -- "Where the numbers live."

TELEVISION

HELP WANTED MANAGEMENT

KMPH-TV, the Country's #1 independent, is now accepting applications for the position of co-op marketing director. Applicants should have prior retail experience and/or work experience of no less than 2 years as co-op director or specialist in broadcasting or print. This position requires an extensive knowledge of retail co-op, manufacturer and distributor co-op and vendor plans. Applicants must be detail oriented, organized, aggressive and possess excellent telephone skills. Good public relations skills recommended. Send resume to Lise Markham, Director of Marketing, KMPH-TV, 5111 E McKinley Ave., Fresno, CA 93727. Applications will be accepted until 5/31/88. An EOE, M/F/H

General manager for growth-oriented TV/FM combo located in Colorado Rockies. Must have strong TV/radio sales management experience with proven track record. Excellent salary and benefits, with substantial growth potential. Submit resume, salary history and references to: Dan Denike, 9191 Town Centre Dr., Ste. 290, San Diego, CA 92122

National sales manager. WTLV-TV is looking for an experienced national sales manager. Candidates must have a minimum of 2 years of either national rep or national sales management experience. Send resumes to Ken Bauder, General Sales Manager, P.O. Box TV-12, Jacksonville, FL 32231. All applications will be held in strict confidence. No phone calls, please. WTLV is an equal opportunity employer.

Cabletelevision advertising sales manager. Career opportunity for aggressive, successful professional. Southern Wisconsin is a terrific place to live, work, play - especially the capital city, Madison. We're looking for a leader who can make presentations to key local and regional advertisers and agencies, motivate and lead developing sales team in rapidly growing ad sales field. We offer opportunity for personal and financial growth, including attractive benefits package. Four years experience as sales leader, prefer cable, TV, or radio sales management desirable. Apply to Personnel, Madison Cable Network, P.O. Box 8056, Madison, WI 53708. Equal opportunity/affirmative action employer.

Business manager needed for top 50 independent in Sunbelt market. Excellent opportunity with a great fast growing television group. Must be experienced in Lotus applications. Send resume and salary requirements to Box H-110

HELP WANTED SALES

Account executive for "on fire" Fox affiliate in top 50 market. Career opportunity for experienced, aggressive, marketing oriented person. Resumes to Box H-42

National sales manager. Network affiliate in New England seeking aggressive, creative type to sell beyond the numbers. Prior national rep experience, preferably New York or Boston, most desirable. Great opportunity to grow with media company seeking additional stations. Send resume to Box H-84 EOE

KMPH-TV, the Country's #1 independent, is now accepting applications for the position of co-op marketing director. Applicants should have prior retail experience and/or work experience of no less than 2 years as co-op director or specialist in broadcasting or print. This position requires an extensive knowledge of retail co-op, manufacturer and distributor co-op and vendor plans. Applicants must be detail oriented, organized, aggressive and possess excellent telephone skills. Good public relations skills recommended. Send resume to Lise Markham, Director of Marketing, KMPH-TV, 5111 E McKinley Ave., Fresno, CA 93727. Applications will be accepted until 5/31/88. An EOE, M/F/H

Local sales manager. Exciting opportunity available for results-oriented media sales executive with proven track record. This position reports to the general sales manager, with responsibility for our five marketing consultants and our strategic marketing and sales plans for local sales. As a member of management, this person will play an integral part in defining and accomplishing the station goals and objectives for local sales. Qualified candidates must have 3-5 years experience in media sales and/or management with working knowledge of Co-op, vendor support and media rating services. Applicants are invited to submit their resume by May 30th to Russ Hamilton, General Sales Manager, KTTC Television, Inc., 601 1st Ave., SW Rochester, MN 55902. EOE

TV local sales manager. Fox Television, KRIV in Houston, is seeking a qualified local sales manager. Applicant must have proven sales abilities as a leader, motivator and strong inventory control and co-op/vendor support expertise. Essential 5 years broadcast local sales experience and 2 years TV sales management experience preferred. Send resume, along with salary requirements, to KRIV-TV, P.O. Box 22810, Houston, TX 77227. Attn: VP/General Sales Manager.

Retail marketing specialist. KMPH-TV, America's premiere independent, is now taking applications for the position of retail marketing specialist. If you can create selling strategies and develop new business, you may be what we are looking for. And, if you are self-motivated, organized and looking for a rewarding challenge, we may be what you are looking for. Broadcast experience is preferred. If you are ready for a golden opportunity, send resume and references to: Personnel Department, KMPH-TV, 26, 5111 E. McKinley Ave., Fresno, CA 93727. No phone calls, please. An EOE, M/F/H

Local television account executive: Aggressive professional needed at NBC affiliate in fast growing Southeastern market. 2 years television sales required. EOE. Box H-104

HELP WANTED TECHNICAL

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.

Maintenance engineer: Upstate New York UHF ABC affiliate seeks technician for maintenance and repair of studio/transmitter equipment. Submit resumes to Robert Hajec, WUTR-TV, P.O. Box 20, Utica, NY 13503. EOE

Broadcast television technician. Minimum of 5 years experience required in operation and maintenance of broadcast cameras, microwave systems, video tape recorders, and remote operations. Send resume to Taft Communications, Inc., P.O. Box 2135, Lancaster, CA 93539. Taft is an equal opportunity contractor.

ENG maintenance engineer. Must be extremely familiar with 3/4" VT and ENG cameras. Will perform preventative and corrective maintenance on all news equipment. Send resume to WTKR-TV, P.O. Box 2456, Norfolk, VA 23501-2456. Attn: Gene Gildow, CE. EOE

Chief engineer for Apollo Theatre Production Center in NYC, a new television production facility. Applicant should have strong background in video & audio engineering, maintenance and repair. Experience should include management and production work. Send resumes and call Jerry Kupfer, Inner City Broadcasting, 801 2nd Ave., NY, NY 10017. 212-661-3344 Ext. 252

TV engineer/technician for operation & maintenance of studio, videotape editing & earth station facilities. Video experience necessary. DC area. Box H-74

EFP supervisor. Creativity stressed, strong background writing, shooting, editing, directing. On location 3/4", 1" experience. Deal closely with sales staff, ad agencies. Salary DOE. Send resume and tape to: Bruce Sloan, KTVB, 1007 W 32nd Ave., Anchorage, AK 99503. EOE

TV maintenance engineer. Ever thought about working in Alaska? We are seeking a studio/ENG maintenance engineer with strong background in U-Matic, 1" VTRs, studio, ENG cameras. Send resume, references, salary history to KTVB, 1007 W. 32nd Ave., Anchorage, AK 99503. Attn: Chief Engineer, EOE.

Main't/operating eng.--engineer for mobile TV production truck. Extensive travel--continental US. Experience preferred but not necessary. Call Ken Gardner 317-463-1800

ACT III Position announcement. WTAT-TV 24 Charleston, SC Transmitter/studio maintenance engineer. Requirements: 1. FCC license, 2. Two years transmitter/studio experience, 3. Troubleshoot to component level. Call: Larry Pink, Chief Engineer, 803-744-2424.

Television maintenance engineer. Lifetime Cable TV seeks an experienced maintenance engineer for its new broadcast facility in Astoria, Queens, NY. Knowledge of Sony 1", 3/4", Beta SP and Betacart desired. Familiarity with GVG switchers, editors and FX a plus. Position will involve custom construction and routine maintenance. Available to work evenings. Salary commensurate with experience. Full benefits, dental. 401K EOE. Send resume to Lifetime Cabletelevision, ATTN: Personnel Department, 1211 Avenue of the Americas, New York, NY 10036. Telephone inquiries accepted by contacting Director of Engineering at 212-719-7175.

TV chief engineer. Rapidly expanding So/Cal 'U' seeks dynamic individual to lead our team. Must have strong RF and maintenance background and familiar with state-of-the-art production facility. Must be a good organizer, administrator, and planner. Send resume and salary requirements to Peter Leone, General Manager, KADY-TV, 663 Maulhardt Ave., Oxnard, CA 93030. We are an equal opportunity/affirmative action employer.

Manager of television engineering operations. Reporting to chief engineer. Must have associate degree in electronics or equivalent, and 5 years experience in television operations and maintenance. Supervisory experience preferred. Please send resume and salary requirements to Personnel Department, WDTN-TV2, P.O. Box 741, Dayton, OH 45401. 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, WVRV-TV, P.O. Box 769, Charlottesville, VA 22902. 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 all the top tools and technology and the best newspeople 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.

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.

Reporters: We are a Northeast affiliate looking for aggressive street-smart, and caring reporters. Strong writing and story visualization skills are musts. Feature reporters also needed. No beginners. Send resume and salary requirements to Box H-60. We are an equal opportunity employer.

Our top rated news is expanding. WYFF-TV is looking for a weather anchor with proven reporting abilities. Send tapes and resumes to Kevin Ragan, News Director, WYFF-TV, POB 788, Greenville, SC 29602. No phone calls.

Our top rated news is expanding. WYFF-TV is looking for a photographer/editor. Send tapes and resumes to Kevin Ragan, News Director, WYFF-TV, POB 788, Greenville, SC 29602. No phone calls.

News director - strong network affiliate in 100 plus Midwestern market looking for an aggressive person to lead solid team. Position requires an innovative, quality conscious, competitive individual who desires the freedom to make own decisions. Please send resume and references to Box H-86. EOE.

Co-anchor for 6PM and 10PM Monday through Friday to complement male co-anchor. Small market. CBS affiliate. Great opportunity for growth. 3-4 years experience preferred. Send non-returnable tape, resume and references to Lou Kordek, c/o KLST-TV, P.O. Box 1941, San Angelo, TX 76902. EOE.

Creating a new and exciting TV news anchor team (male and female) now! Must be aggressive, bright and cheerful and community-minded. Small to medium market. If you qualify, send us your information along with an air-check to: P.O. Box 3036, Memphis, TN 38173. EOE.

Aggressive, smart news director needed immediately! Small to medium market. If you can run a quality news department, send us your information to P.O. Box 3036, Memphis, TN 38173. EOE.

Reporter: CBS affiliate serving Joplin, Missouri/Pittsburg, Kansas, is searching for an aggressive television journalist. Anchor capability a plus. Send tape, resume, and salary history to Larry Young, KOAM-TV, P.O. Box 659, Pittsburg, KS 66762. EOE.

Join an aggressive news team in Steubenville/Wheeling. Accepting applications for anchor/reporter, producer, weathercaster, weekend weather/sports, photographer. Must have prior broadcast news experience. Send resume, non-returnable tape and salary requirements to: Bob Palmer, WTOV-TV, Box 9999, Steubenville, OH 43952. No phone calls. Equal opportunity employer.

Talkshow producer. New project at KFMB-TV, San Diego. Send tape and resume to Jim Holtzman, 7677 Engineer Rd., San Diego, CA 92111. EOE.

Work and play in Tampa Bay! News, weather, sports, production, and promotion---only those committed to excellence. Our exciting market offers career challenge, professional growth, and financial fulfillment! Send resume/references/salary history/non-returnable demo tape. P.O. Box 22607, Tampa, FL 33622-2607.

TV assignment editor. 3 to 5 years broadcast news experience. Organizational and people skills a must. Responsible for assignment planning, daily story assignment and live coordination. Contact: Ken Kolbe, News Director, WZZM-TV, P.O. Box Z, Grand Rapids, MI 49501. Salary - open. EOE.

Hate you?---Do the bad guys flinch when you walk into the room? Small station expanding staff to include a second investigative reporter. Need a no-nonsense person ready to make waves, bruise egos and take the heat in one of the hottest spots on the Pacific Rim. No features, no beginners, no mercy. Tape and resume to John Morvant, News Director, Guam Cable TV, 530 West O'Brien Dr., Agana, Guam 96910

News writer: Individual should have minimum five years television news writing experience. Some line production background preferable. Send resume to: Henry Florsheim, WABC-TV News, 7 Lincoln Sq., New York, NY 10023. No calls, please. An equal opportunity employer.

News director/co-anchor. Aggressive So/Cal independent seeks a leader who can manage a 15 person news department and co-anchor the evening news. Minimum 5 years broadcast experience necessary. Strong on-air and producing skills is essential. Send tape and resume to Peter Leone, General Manager, KADY TV, 663 Maulhardt Ave., Oxnard, CA 93030. We are an equal opportunity/affirmative action employer.

Reporter/producer. Statewide public television network needs experienced journalist. Must possess demonstrated writing skill. Experience in broadcast television, government and legislative reporting preferred. Send resume to: Personnel, P.O. Box 20066, Tallahassee, FL 32316 by June 10. EOE.

We need an aggressive, creative producer to do major newscast. Must do good graphics and be more than a stacker. At least 3-4 years producing experience. Send tape with first letter to Jon Janes, News Director, WHO-TV, 1801 Grand, Des Moines, IA 50308.

Television: Reporter/photographer for southeast Sunbelt. Good writer and video editing skills required. Send tape, resume, and salary requirements to News Director, WPDE-TV, P.O. Box F-15, Florence, SC 29501. No phone calls. EOE, M/F.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

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.

Promotion director - WAGM-TV is looking for a director to handle on-air promotion. 1 year of television production experience is required. Send tape and resume to Production Manager, WAGM-TV, P.O. Box 1149, Presque Isle, ME 04769. EOE, M/F.

Promotion specialist - excellent opportunity for experienced creative advertising expert. Ability to write, create and oversee production of TV, radio, outdoor and print advertising. Minimum of 3 years previous promotion experience. ABC affiliate in Southeast top 100 market. Excellent company and benefits. Send resume to Box H-78. EOE.

Post production editor needed for new northwest Ohio production house. CMX experience. Interformat editing preferred. Heavy client contact. Send resume and demo tape to General Manager, Beachwood Studios, 23330 Commerce Pkwy., Cleveland, OH 44122.

Promotion manager. Innovative, self-starter to lead four person department for a highly competitive top 50 network affiliate. Strong commitment to news without slighting other station activities. Heavy emphasis on-air, but responsible for total station promotion. Plenty of challenge. An equal opportunity employer. Send resume and salary requirements to: Box H-75

Major market network affiliate seeks an aggressive promotion manager with a proven record of success. Qualified applicants should send their resume and a demo tape to: Vincent F. Baressi, VP & General Manager, WTSP-TV, P.O. Box 10,000, St. Petersburg, FL 33733. Equal opportunity employer.

Promotion manager: We're looking for a creative self-starter with television production experience. Individuals must have good writing, producing, and organizational skills. Send resume and tape to: J.D. Walls, KCAU-TV, Sioux City, IA 51101. EEO, M/F

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, WAAY-TV, P.O. Box 2555, Huntsville, AL 35804. EOE.

Program director. WPMI-TV, the number one independent for the Mobile/Pensacola market, has an immediate opening for a program director. Individual must have experience with an independent television station. A strong background in production and promotion helpful. Excellent facilities and program inventory to work with. Send resume to William G. Evans, GM at P.O. Box 2766, Mobile, AL 36652, or call 205-433-1500. EOE.

CMX editor: For KUSA-TV commercial production department. Minimum 3 years CMX experience. Ampex switcher and multi-channel ADO experience needed. Send resume to Tim Dietz, KUSA, 1089 Bannock, Denver, CO 80204. We are Gannett, an equal opportunity employer.

Producer: Fast paced product requires a creative touch, must be excellent writer, understand effective use of graphics, ability to convey ideas. We need the best...stackers need not apply! Box H-106.

Leased time officer. WNYC-TV is seeking a leased time officer to communicate with leased time clients regarding compliance with contract specifications, broadcast standards and practices, policies, advertising guidelines and WNYC technical specifications. Requirements include a BA degree with a communications major preferred and 1-2 years of broadcasting experience. Applicants must be completely familiar with broadcast standards and practices, advertising policies and technical requirements. Salary is \$17,260 - \$22,050. If interested, please send resume and cover letter to WNYC, Personnel, 1 Centre St., 32nd floor, New York, NY 10007. EOE. No phone calls, please.

Promotion write/producer: One of America's great stations is looking for a new genius to join its creative team. If your reel is filled with killer promos, and you can produce captivating radio spots, you just may be the one we're looking for. Send along your reel and resume to: Rich Brase, KSDK, 1000 Market St., St. Louis, MO 63101. EOE.

WOSU-TV of The Ohio State University is accepting applications for the following positions: EXECUTIVE PRODUCER to research and propose TV programs and/or series, supervise production staff and produce and direct programs. Candidates must have a bachelor's degree in communications or a related field or equivalent, a master's degree is desired. Considerable experience in TV production, preferably at a PTV station, with supervisory experience as a team leader, and knowledge of TV studio, EFP, and film production methods are required. Starting salary: \$24,480-\$27,960 VIDEOGRAPHER to visualize and create EFP field pieces, supervise sound and tape recording on remote location, and edit. Candidates must have knowledge and experience with EFP video production and editing. Knowledge of common processes used in still photography required. Experience in full crew studio and remote production situation desired. Starting salary: \$17,040-\$19,320. Hours may vary. VIDEOGRAPHIC ARTIST to design and develop sets for television production. This individual will develop staging styles, oversee construction and handling of sets and props, design and develop graphic art work, and prepare two- and three-dimensional visuals. Candidates must have a bachelor's degree in art or related field or an equivalent combination of education and experience. Experience in TV graphics/design and knowledge in using photostatic copying machine, air-brush, silkscreens, water colors, acrylic paints, hot press and other related art materials are required. Starting salary: \$18,720-\$21,240. To assure consideration for any of the above positions, send resume and letter indicating position of interest to: Professional Employment Services, The Ohio State University, Lobby, Archer House, 2130 Neil Ave., Columbus, OH 43210. An equal opportunity/affirmative action employer.

KPTM is looking for a program manager. We're only two years old but you'd think we're going on 20. KPTM is ranked among the nation's top 5 independents. As a Pappas Telecasting station we replace "talent" with "talent." Applicants should have independent station experience and must have a strong knowledge of features. KPTM is located in the growing, progressive city of Omaha, with a metropolitan area of 600,000. KPTM is state-of-the-art all the way, with the market's tallest tower, 5,000,000 radiated watts of power, and a 27,000 square foot facility. If you're a winner and are interested in joining our winning team of 60 pros, send resume to: Gary Nielsen, VP/Station Manager, KPTM 42, 4625 Farnam, Omaha, NE 68132. KPTM is an equal opportunity employer.

Art director: Ready to make your mark on a television station? NBC affiliate in growing market on Florida's coast seeks hands-on person with flair for on-air design. Background in print, outdoor required. Experience with Artstar 3D and Chyron IV helpful. Send tape and resume to Pame Curtis, WTLV-12, 1070 E. Adams St., Jacksonville, FL 32202 by 6/5. EOE.

Production manager. Applicant must have extensive technical knowledge of television, direction and the operation of related equipment. Strong leadership, supervisory and managerial experience required. Applicant must be highly organized experienced in budgeting, planning and goal setting. Please send resume and salary requirements to Personnel Department, WDTN-TV2, P.O. Box 741, Dayton, OH 45401. EOE.

WHYY-TV seeks broadcast editor with two years experience in all facets of computer editing and post-production techniques. Must have hands-on experience and the ability to operate equipment consisting of Ampex ACE computer editor, fully interfaced with A/C switcher, VPR 3s, ADO, etc. Union position. Send resume to: Maureen Pilla, WHYY, 150 North Sixth St., Philadelphia, PA 19106. EOE, M/F.

Talk show host/producer. NBC affiliate in Louisville looking for host/producer of top-rated early morning program. 5 years experience necessary. No phone calls. Send resume and demotape to: Roger Roebuck, WAVE 3, Box 32970, Louisville, KY 40232.

Promotion director: Needed immediately TV promotion experience required. Creative ability and copywriting skills a must. Ability to edit on 1", Beta and 3/4" is desired. Contact Phyllis Q Brooks, Program Director, WJTV, P.O. Box 8887, Jackson, MS 39204. No telephone calls. EOE.

SITUATIONS WANTED MANAGEMENT

AE, no ratings! \$52,000 a month average. Looking to manage in top three market. Write Box H-66.

Business affairs/contracts attorney/executive. Broad corporate experience. Network TV, sports marketing, syndication, licensing, production, sales administration, advertising. Seeks position: consulting assignments. 201—625-2565.

Desire to trade three hours of daily subway for extra time solving your problems! Manager, program operations. New York network O&O, tired of rat race. Seeking TV station manager, operations manager position, market size not as important as opportunity and challenge. MBA, 12 years commercial experience, last 5 in New York management. Box H-100

SITUATIONS WANTED ANNOUNCERS

Talk show host. Seasoned pro with exceptional interviewing skills, fresh topics, warm/friendly personality. All inquiries answered. Box H-99

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.

SITUATIONS WANTED NEWS

Meteorologist, grad May, 1988, seeking entry-level on-air position. Top-20 intern experience, some on-camera. Tape available. John Lewis. 314—821-3872.

Attractive, knowledgeable, and aggressive female sportscaster with 4 yrs radio/2 yrs TV experience desires position. 404—925-2431

Attention small/medium markets. Four years radio in news and sports and some TV experience. Looking for that first TV job. Solid writer, good appearance and very responsible. I will come for an interview with you at my expense and prove I can be a great addition to your staff. Call 717—838-6076. If I'm not home, please leave a message.

Sportscaster: Charismatic & knowledgeable personality in #150 seeks mid market opportunity. Will make a lucky news director very happy. Box H-26

SITUATIONS WANTED PROGRAMMING PRODUCTION & OTHERS

Producer/director: Experienced top ten market producer/director seeking challenging opportunities in production/management. Box H-98

Married couple. He, videographer, editor, director. She, reporter/anchor, promotions, programming. Both degreed with over five years experience. Looking for long-term commitment with medium or small market station. If interested in one or both, Box H-103

Lighting director/cameraman/scenic. "I'm the creative input you need." Seeking fulltime employment. Willing to relocate. Contact Jonathan Bentley, in Virginia Beach, 804—420-6670.

PRODUCTION SERVICES

Got Vidfont blues? We offer an alternative Graphics V training program that stresses a thorough understanding of the basics plus consistency in their applications. Vidvote and Font Compose training are also available. Call ProTech Graphics at 219—233-6192

MISCELLANEOUS

Lucrative opportunities nationwide! From major market to entry level. Management, news, sports, production, sales, promotion, engineering, public relations, Media Marketing, P.O. Box 1476—PD, Palm Harbor, FL 34682-1476. 813—786-3663

Be on TV. Many needed for commercials. Casting info. (1) 805—687-6000, Ext. TV-7833

Book — Reflections of a Research Engineer by Dr. George H. Brown. Angus Cupar Publishers, 117 Hunt Dr., Princeton, NJ 08540. \$20.00. Authoritative and entertaining history of technical development of broadcast antennas and color television by RCA V.P. Research/Engineering.

Television CP expiring? Worth saving? Complete fast operational plan. Details CP Savers 814—944-8571 after 1PM.

ALLIED FIELDS

HELP WANTED INSTRUCTION

Broadcasting: tenure-track position to teach undergraduate courses from radio and television production, mass media writing, mass communications theories. Advise student radio station. Requires masters degree in broadcasting, mass communication. College teaching experience and/or professional field experience desired. Course work beyond masters degree desired. Position available: August 15, 1988. Application deadline: until filled. Send letter of application, resume, record of major course work, and minimum of three recent letters of recommendation or placement credentials to: Director of Human Resources Management, Northwest Missouri 64468. Affirmative action/equal opportunity employer. Northwest encourages women and minorities to apply.

The School of Journalism and Mass Communication at Drake University, Des Moines, IA, seeks a faculty member in radio-television. Candidate should have at least a master's degree and professional experience. Tenure-track position. Resumes and inquiries: Dean Henry Milam, School of Journalism and Mass Communication, Drake University, Des Moines, IA 50311. Equal employment opportunity (M/F) employer.

Radio-TV instructor to teach courses in basic audio and video production, advanced video production, copywriting and introductory broadcast foundations. Production of TV programming for college cable TV station including on-air work. Executive production of student produced programming. Operation of college TV station. Master's degree in electronic media production plus one-two years of TV production experience required, or a bachelor's degree in electronic media production plus three-five years of TV production experience. College teaching experience preferred. Applicants must submit a demo-tape on 1/2" VHS or 3/4" U-matic format at time of application. Tape should include evidence of broad-ranged experience. Salary dependent upon qualifications. Liberal fringe benefits. Deadline for completed applications: June 1, 1988. Starting date: August 25, 1988. Apply to: Dr. Ted D. Spring, Dean of the College, Herkimer County Community College, Reservoir Road, Herkimer, NY 13350.

Two faculty openings in leading broadcast news department. Both require minimum three years professional experience, proficiency in and ability to teach broadcast news skills in both radio and television. Individuals we seek will have classroom teaching responsibilities and will function as one of the faculty editors who supervise student staffs in NPR-member radio station or NBC-affiliate television station, both university-owned. Bachelor's degree required, master's preferred. Opportunity to pursue advance degree. Women and minorities encouraged to apply. Contact: Rod Gelatt, Chair, Broadcast News Dept., School of Journalism, University of Missouri, Box 838, Columbia, MO 65205

Instructor/asst. professor of oral communications. 2 positions available. MA in communication area. Ph.D. preferred. One w/emphasis on teaching broadcast and TV news, and supervision of radio and cable TV stations' news rooms. The other w/emphasis on teaching audio production, announcing, programming and supervision of radio lab and student-operated radio station. Send cover letter, resume, transcripts and three letters of recommendation by June 3, 1988, to: Dr. Clifton Warren, Dean, College of Liberal Arts, Central State University, Edmond, OK 73060-0182.

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.

HELP WANTED PROGRAMMING PRODUCTION & OTHERS

Suburban Video Productions looking for freelance camera/lighting/audio for E.F.P., studio and remote television production. Editor's needed with knowledge of Sony BVE-900. Send resume and per diem salary requirements to: S.V.P., 381 Lord Street, Avenel, NJ 07001.

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

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.

Hiring! Government jobs your area. Many immediate openings without waiting list or test. \$15,000 - \$68,000. Call 602—838-8885. Ext 8435.

Government jobs. \$16,040 - \$59,230/yr. Now hiring. Your area 805—687-6000 ext. R-7833 for current Federal list.

EDUCATIONAL SERVICES

On-air training: For working/aspiring TV reporters. Polish anchoring, standups, interviewing, writing. Teleprompter. Learn from former ABC Network News correspondent and New York local reporter. Demo tapes. Private coaching. Group workshops June 11 and July 23. 212—921-0774. Eckhart Special Productions, Inc.

CONSULTANTS

The best people in radio and television are available to solve any problem at any station. Beat the competition. Contact Bill Elliott 413—442-1283

LPTV applications! Complete engineering and legal preparations for new and major change low-power television applications. FCC filing window opens June 15th! We provide help in channel and site selection, plus height, pattern, and ERP recommendations. We will take the time and attention to detail necessary to file a letter perfect application on your behalf with the FCC. Coverage maps provided. Reasonable rates, plus prompt and complete service. Maximum of five new applications per customer. No limit on major change applications. Respond today! Kidd Communications. 916—961-6411, 4096 Bridge Street, Suite 4, Fair Oaks, CA 95628.

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

FOR SALE EQUIPMENT

AM and FM transmitter, used excellent condition. Guaranteed. Financing available. Transcom. 215—8840888. Telex 910—240-3856

FM transmitters **Harris FM 25K (1983), AEL 25KG (1977)** Harris FM-20H3 (1976), RCA BTF20E1S (1983)** Harris FM10HK (1974), RCA BTF10D9 (1968)**Collins 830E (1965)**Sintronics /SF35 (1986) CCA 30000DS (1968) Transcom Corp. 215—884-0888. Telex 910—240-3856

AM transmitters **Continental 315F (1975), Collins 820E (1978)** Gates BC-50C (1966)**Harris MW1A (1983), Harris BC-1H1, CSI TIA, Gates BC-1T Gates BC-1** Transcom Corp. 215—884-0888. Telex 910—240-3856

50KW AM **Gates BC-50C (1966) on air w/many spares, in STEREO** Transcom Corp 215—884-0888. Telex 910—240-3856

Silverline UHF TV transmitters. New best price and performance. 35 Kw, 70 Kw, 140 Kw, 280 Kw, also brand new air cooled 10 Kw klystrone 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: optical and circular polarized. Jampro Antennas, Inc. 916—383-1177

Equipment financing: New or used 36-60 months, no down payment, no financials required under \$25,000. Refinance existing equipment. David Hill 214—578-6456

Channel 8 transmitter and antenna GE4TT6E2 4TF4A1. Good condition available immediately. Bill Kitchen 303-665-8000, ext 101.

Used towers: 450 ft Rohn 83 P - \$10,000.00. 220 ft. Prod AM - \$3,500.00. 254 ft. Truscon self-supporting - \$15,000.00. 430 ft. of 3/8 in heliack - \$2,000.00. DJ Enterprises 507—895-2285.

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

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.

Wanted to buy: Used radio production room equipment, boards, turntables, reel-to-reels, cart machines, etc. Must be quality. Carl, 813-365-4030.

Two, Microtime 2020 TBC's with image-X. Mint with many extras. GVG 900 series chroma keyer and sync gens. Best immediate offer. 312-803-8443 after 6 PM.

1" Ampex VTR's fully refurbished. Several available for low price - \$16,500.00 - includes Ampex VPR-2b & TBC 2B - 30 day full parts and labor warranty. Call Video Brokers 407-851-4595.

Sony 1" BVH-1100A with TBC-2000 - Low time, fully refurbished - 30 day warranty. \$21,000.00. Call Video Brokers 407-851-4595.

Sony Beta BVW-10, refurbished with warranty - several available as ad was placed. Call Video Brokers 407-851-4595.

Sony Beta Cam/recorder packages BVW-30's (plumbs) like new demo units - save \$\$\$ Call Video Brokers 407-851-4595.

Sony BVH-2000's - Several to choose from - fully refurbished & full warranty. Priced from \$29,000.00. Call Video Brokers. 407-851-4595

Grass Valley-100 switcher - new condition. Also several large G.V. switchers. Call Video Brokers 407-851-4595.

Sony BVU-800's and 820's: also 5800's and 5850's. Call Video Brokers at 407-851-4595.

GVG 1600-7K - 24 input, 3ME's, DAT, Chroma Key & much more. Currently on line and working just fine. Great price. Call for more info. Video Brokers 407-851-4595.

Technics products, now in stock! SP-15, SP-25, SP-10M152A, and SL-1200 turntables, plus SLP-1200 compact disc player. Prepay for best price. Kidd Communications 916-961-5433.

LPTV CP holders! We have the proven reliable Television Technology transmitters, Bogner slot array antennas, and Scala parapanel antennas, and cablewave low-loss transmission line. Kidd Communications has the knowledge and ability to provide the most efficient transmitting system at excellent prices. Call us today! 916-961-5433.

RADIO

Help Wanted Management

FUTURE MANAGERS WANTED

The Ten Eighty Corporation has exceptional Account Executive positions available at one of the industry's premiere radio stations:

WTIC-AM-1080 -- Hartford, Connecticut
96TIC-FM -- Hartford, Connecticut

If you have prior broadcast sales, marketing and/or management experience and would like to work for a broadcast company that promotes from within, please send your resume to:

Jim Simonetti, Sales Manager, WTIC-AM-1080, One Financial Plaza, Hartford, CT 06103.

Paula Wilmer, Sales Manager, WTIC-FM, One Financial Plaza, Hartford, CT 06103.
EOE, M/F

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.

General Sales Manager

Sales manager for growing Connecticut AM. Candidate should be a high performance salesperson seeking a management shot, or successful sales manager seeking to move up in market size. WJBX is turned around and positioned to cross the goal line. Candidates must be aggressive marketers, believe in AM's potential, and be committed to sales training. Send resume to Peter La Rosa, General Manager, WJBX, 1862 State Street Extension, Bridgeport, CT 06605.

Help Wanted Management Continued

RADIO General Sales Manager

Midwest radio chain is searching for a self-motivated, successful General Sales Manager.

Background should include 6 years sales management experience. We are looking for a winner who has worked at a top-rated station and has led their market in billing. Strong leadership and excellent people skills would lead to six figure income potential the first year.

Send resume including salary history in confidence to:

Box H-83

Equal Opportunity Employer M/F

GSM needed for NEW West Texas Combo in ARB market. Must be able to hire, train and lead a sales staff, must be goal oriented and have ability to develop sales promotions. Serious \$\$ for team player with track record. Salary/draw of \$24-30K. Potential for over \$50K. Resumes to: 4600 W. Cypress, Suite 300, Tampa, FL 33607 or call 719-598-3292. EOE.

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.

REGIONAL SALES REP

to sell exciting new DAT programming system and formats to radio stns. via telephone from our No. Calif. hqtrs. Related sales experience required. Send resume, cover letter and salary history/ requirements to:

Concept Productions, 1224 Coloma Way, Roseville, CA 95661

Help Wanted Programing Production & Others

PRODUCTION ENGINEER

Top notch production manager. Must have long form documentary skills. Experienced in music, talk, special effects. Studio Quality. Submit long form work on cassette. Commercial reels not accepted. Top pay for top quality. Martin Greene, 180 N. LaSalle, Chicago, IL 60601.

Help Wanted Programing Production & Others Continued

WRITER/PRODUCER

We're looking for the best documentary writer/producer in America. Top pay for top quality. Must submit minimum 1/2 hour program on cassette. Martin Greene, 180 N. LaSalle, Chicago, IL 60601.

Situations Wanted Announcers

Looking for Television or Radio Talk Show Position, Anchor or Health Related Show in the top 100 markets.

Ted Smith, 97 Rte. 202, Suffern, N.Y. 10901. 914-356-7060, 914-357-9425.

Has Video & Audio Airchecks to be sent.

TELEVISION 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 Management

DIRECTOR OF BROADCASTING

New Hampshire Public Television, a three-station network with 551,000 viewing households in portions of four states, seeks innovative broadcaster to be senior manager. Provide leadership for staff of 30 skilled production, programming, public affairs, traffic, graphics, and on-air promotion specialists. Provide direction and oversight of all programming, both acquired and station produced. Emphasis on maximizing resources including fully equipped mobile unit, and developing new product. Minimum qualifications: Master's degree and three years or Bachelor's degree and five years experience in television programming. Strong production, budget, and management credentials necessary. Salary range \$32,220 to \$50,330, commensurate with experience. NHPTV is located on the seacoast 60 miles north of Boston. Send resume to General Manager, NHPTV, Box 1100, Durham, NH 03824. An EEO/AA employer. Closing date: June 15, 1988.

PROMOTION MANAGER

News Marketing Pro to join New England CBS Affiliate. We will be interviewing at the BPME in Los Angeles. Arrange for an interview by sending resume and salary requirements to Box H-85

Help Wanted Management Continued

GENERAL MANAGER

WSYX-TV, Columbus, Ohio, ABC affiliate seeking experienced general manager to operate this outstanding facility. Individual must be well versed in all aspects of station operation and have strong people skills. Include detailed resume and references in first letter. All applications held in strict confidence. Replies to:

Personnel Department
AnchorMedia
11300 Fourth Street North
Suite 349
St. Petersburg, Florida 33716-2922
An Equal Opportunity Employer

Help Wanted Technical



TELEVISION ENGINEERS

Cable News Network, the leading news system in satellite communications, has career opportunities for engineers with broadcast maintenance experience. These positions demand an extensive background in television engineering. Turner Broadcasting System offers an excellent benefit and compensation program. Send resume to:

Jim Brown, Engineering
Turner Broadcasting System, Inc.
One CNN Center, Box 105366
Atlanta, Georgia 30348-5366

TBS is an equal opportunity employer.

TV CHIEF ENGINEER

Rapidly expanding So/Cal 'U' seeks dynamic individual to lead our team. Must have strong RF and maintenance background and familiar with state-of-the-art production facility. Must be a good organizer, administrator, and planner. Send resume and salary requirements to Peter Leone, General Manager, KADY TV, 633 Maulhardt Ave., Oxnard, CA 93030. We are an equal opportunity/affirmative action employer.

Help Wanted News

CO-ANCHOR!!!

GROUP-OWNED SUNBELT SMALL MARKET VHF AFFILIATE NEEDS A POWERFUL CO-ANCHOR TO COMPLETE OUR ESTABLISHED HEAVY HITTER ON PRIMARY WEEKDAY EARLY AND LATE NEWSCASTS. IF NEWS IS YOUR STRONG SUIT AND FAST TRACK CAREER GROWTH IS YOUR GOAL, SEND A RESUME AND SALARY EXPECTATIONS TO BOX H-68. FEMALE AND MINORITY APPLICANTS ARE ENCOURAGED TO APPLY. EOE.

Help Wanted News Continued

WLNE 6 NEWS

PROVIDENCE/NEW BEDFORD

WLNE 6 News is expanding its news commitment and its news programming. We are still looking for the right people for key jobs. First time applicants only, please.

— EXECUTIVE PRODUCER

Looking for an experienced, aggressive manager to handle the number two job in the News Department. This person must be an outstanding news director, assistant news director or highly regarded line producer in major market, ready to move into management. Applicants must be smart, sharp and great with people.

— WEEKEND METEOROLOGIST/ENVIRONMENTAL REPORTER

Applicant must be a meteorologist with TV experience. He or she must also have environmental or science reporting experience

— 11:00 PM Co-Anchor

Experienced male anchor who is also a good reporter. This person will be used as a "live" reporter on early news.

— MORNING ANCHOR

Experienced anchor/reporter who will co-anchor both an hour long 6:00AM newscast and a half-hour noon news.

— WEEKEND ANCHOR

Experienced anchor with good reporting credentials. Anchor weekends, report three days a week. Specially reporter desirable.

— NEWS SPECIALS PRODUCER

Experienced "specials" producer, only. This person will produce a monthly, prime time half-hour news magazine. This person will also produce half-hour "instant" specials centering on major news events.

— GRAPHIC ARTIST/CHYRON OPERATOR

Experienced graphic artist needed to generate topical graphics daily, operate Chyron for newscasts, supervise other Chyron operators and work on overall look of the newscasts. Strong organizational and leadership skills required.

— CONSUMER INVESTIGATIVE REPORTER

Experienced consumer reporter with a track record for identifying and exposing ripoffs and questionable practices. Looking for a "tell it like it is" consumer specialist.

— INVESTIGATIVE REPORTER

Experienced investigative reporter who knows how to build contacts and find the stories others miss or never see.

— WEEKEND PRODUCER

Experienced line producer capable of turning out weeknight quality newscasts and motivating a solid weekend news-gathering crew.

All persons applying for the above positions, should be able to work well with people within the organization and have good television background experience. Please send resumes (no phone calls) and tapes to:

Dave Layman News Director
WLNE-TV Inc. 10 Orms Street Providence, RI 02904

WLNE-TV Inc. is an Equal Opportunity Employer.

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.

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

NEWS DIRECTOR/CO-ANCHOR

Aggressive So/Cal independent seeks a leader who can manage a 15 person news department and co-anchor the evening news. Minimum 5 years broadcast experience necessary. Strong on-air and producing skills is essential. Send tape and resume to Peter Leone, General Manager, KADY TV, 663 Maulhardt Ave., Oxnard, CA 93030. We are an equal opportunity/affirmative action employer.

NEWS PRODUCERS

needed for medium and large market client stations. 3 years experience with ENG/ SNG background. Send resume, tape, and letter saying what you think makes a good newscast to:

JAR
McHugh & Hoffman, Inc.
4009 Chain Bridge Road
Fairfax, VA 22030

**Help Wanted Programing
Production & Others**

COMPUTER **GRAPHIC
Artist**

Number 1 Market-looking for #1 Artist/Designer to work with award winning team. Experience with Quantel Paintbox, AVA 3 and Liveline V important. Post Production and news graphics experience also necessary. Extraordinary design skills required above all else. Please reply with resume, videotape and letter to:

 Melinda Lawton
Art Director
WABC-TV
7 Lincoln Square
New York, NY 10023

*An equal
opportunity Employer*

News Graphics Manager

are you an artist ready
to make an impression?

Washington, D.C.'s #1 Gannett-owned station is looking for a top graphics designer to be News Graphics Manager. Challenging, newly created position in which you will design and implement the over-all graphic look of D.C.'s top newscast. Make your mark along with a terrific artistic team. Experience with the paintbox a must as well as computer generated animation. Position includes all aspects of news graphics: opens, bumps, fonts, promo graphics, etc. Exciting opportunity to work with one of the finest TV stations and finest media companies. Send tape and resume to (no calls please):

Mark DeSantis
Promotion Manager
WUSA-TV
4001 Brandywine St., NW Washington, D.C. 20016

WUSA 9



EDE



**ALLIED FIELDS
Programing**



**Lum and Abner
Are Back**

...piling up profits
for sponsors and stations.
15-minute programs from
the golden age of radio.

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You will work in conjunction with our Maintenance Training Supervisor to prepare and present courses for field service personnel, customers, distributors and dealers. These courses will cover the maintenance of several types of Ampex equipment to the component and board level and will require studying technical manuals, interviewing engineering personnel, and utilizing other sources to develop course information. A minimum of 2 years' experience with the maintenance and installation of electronics systems is required. At least 6 months' electronics teaching experience is also essential. Knowledge of Ampex equipment is a plus.

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**Marketing
Senior Vice President**

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Responsibilities include development of marketing plans and leadership of all marketing activities. Hands-on responsibilities include product packaging, pricing, positioning, new product development, and market research. Supervisory activities include product and corporate advertising, promotional and sales materials.

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- 5 - Canon 40x13.5 Lenses with extenders
- 3 - Ikegami HL-79-D Cameras
- 3 - Canon 13x9 Lenses with extenders
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- Chyron 4100-EXB Character Generator
- Abekas A-42 Electronic Still Store
- Audiotronics 750 36-Chan. Audio Board
- RTS 6-Channel Intercom, 12-Channel IFB

Interested parties should request bid package which includes full equipment inventory, interior layout drawing, terms of sale and bid submission form. Inspections available by appointment, in Chicago.

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The Executive Committee of Public Broadcasting Service will meet at 9:00 a.m. on June 14, 1988, at the PBS offices, 1320 Braddock Place, Alexandria, Virginia. The tentative agenda includes reports from PBS officers and board committees; budget process; Program Advisory Committee nominations; satellite replacement, board/committee organization/agenda for FY 1989.

Miscellaneous

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- Class C 100,000 watts southern Neb. \$450,000. Terms.
- UHF TV near large Mass. city. \$3.9 million.

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COLORA00 AM-FM

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Within one hour of the Twin Cities. 1000 Watt AM Daytimer. Price reduced to \$195,000 for immediate sale. **NICK STRANDBERG**, Calhoun Companies 612-920-8808.

EARLY DEADLINE

Due to the Memorial Day holiday, all classified advertising for the June 6, 1988, issue is due by noon, Friday, May 27, 1988.

* See page 79 for rate information.

Fates & Fortunes

Media



Wilkinson

Howard Wilkinson, treasurer, Fisher Broadcasting Inc., Seattle-based parent company of KOMO-AM-TV there and KATU(TV) Portland, Ore., named VP-chief financial officer and treasurer.

Allen Feuer, VP and general manager, KLRT(TV) Little Rock,

Ark., joins KTUL-TV Tulsa, Okla., as president and general manager.

James Fellows, operations manager, KCMA(FM) Broken Arrow, Okla., named general manager.

Buzz Floyd, program director, KVBC(TV) Las Vegas, joins KNMZ-TV Santa Fe, N.M., as VP, general manager.

Steven Friedheim, senior VP, Southwest MultiMedia, Houston, joins WGBO-TV Joliet, Ill., as general manager.

Al Marra, general sales manager, WBBJ-TV Jackson, Tenn., named general manager.

Leigh Earle, general manager, WFBC-FM Greenville, S.C., joins WMYI(FM) Hendersonville, N.C., in same capacity.

Ernie Whitmeyer, station manager, WFCT(TV) Fayetteville, N.C., named general manager.

Phil Brassie, VP and general manager, KOAM-TV Pittsburg, Kan., joins KLST(TV) San Angelo, Tex., as general manager.

James Hatcher, assistant secretary and general counsel, Cox Enterprises, Atlanta-based owner and operator of eight TV, six FM and five AM stations, named secretary and general counsel.

Richard Eiswerth, general manager, West Virginia Public Radio, joins National Public Radio, Washington, as director of station services.

Paul O'Dell, program-operations manager, WHTM-TV Harrisburg, Pa., named station manager.

Frank Kinsman, morning air personality, WHHR-AM-FM Hilton Head Island, S.C., adds duties as VP and station manager.

Carol Flynn, manager of external reporting, Warner Cable Communications, Dublin, Ohio, named director-reporting and asset control.

Appointments at WABC(AM) New York: **John Mainelli**, program director, KOMO(AM) Seattle, to operations director; **Bunny Hofberg**, traffic manager, WMAL(AM) Washington, to same capacity.

Marketing

Mary Moore, president and creative director, HBM Creamer-Boston, joins Wells, Rich, Greene/Worldwide, New York, as vice chairman and chief creative officer. She succeeds **Charlie Moss**, who will remain vice chairman, corporate creative director.

Appointments at BHN Advertising and Public Relations Inc., St. Louis: **George Gale**, corporate executive VP and president of St.



Gale



Bell

Louis advertising division, to corporate president and chief executive officer. He succeeds **Kennett Johnson**, chairman of board of directors; **John Bell II**, president of public relations division, to executive VP.

Laurie Kahn, senior VP, director of television production, Young & Rubicam, New York, named executive VP.

Appointments to executive VP's, Saatchi & Saatchi DFS Compton, New York: **Judith Damin**, senior VP, creative director, William Esty Co., New York; **Stephen Dolleck**, **Teresa Gallo** and **Norman Weill**, senior VP's, creative directors.

Hal Zwick, VP, group media director, Ally & Gargano, New York, joins Dewitt Media, New York, as senior VP, manager of media services.

Appointments at Petry Television, New York: **Donald Brownstein**, San Francisco-based sales manager; **Val Napolitano**, Atlanta-based sales manager; **Jack Devine**, Los Angeles-

based group sales manager; **James Ottolin**, **William Carney**, and **Stuart Lutz**, Chicago-based group sales managers, named VP's; **Marty Schack**, sales trainee, to account executive; **Robert Lobis**, sales trainee, to account executive.

Appointments at ABC Radio Network, New York: **Bob Chambers**, VP, special program sales, to VP-national sales manager; **Martin Damin**, account executive, to sales manager of special programming; **Vincent Daraio**, account executive, to New York sales manager; **Susan Love**, account executive, to New York sales manager.

Richard Wexler, sales manager, WWHT [now WHSE(TV)] Newark, N.J., joins HSN Silver King Broadcasting, Newark-based subsidiary of Home Shopping Network and licensee of 11 TV stations, as VP and director of sales.

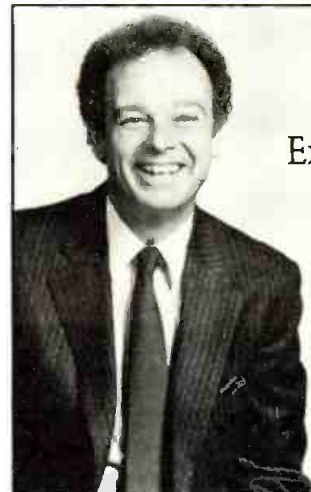
Christopher Gagen, VP, associate media director, Lintas/New York, joins Scali, McCabe, Sloves Inc., New York, as VP, group media director.

Tom Magness, president, Thomas Carew and Co., retail apparel store in Dayton, Ohio, joins TeleRep Inc., New York, as VP of Television Marketing Associates and director of marketing.

Appointments at Katz Radio, New York: **Donna Fee**, marketing manager, to marketing director; **Jeff Stein**, Atlanta; **Bill Sickles**, Dallas; **Jack Saindon**, Detroit; **Phil Culkin**, and **Dave Slazinik**, Los Angeles; **Roger Dawson**, **Drew Dickens** and **Abe Mendel**, New York, and **Cheryl Stewart**, Seattle, promoted from account executives to senior account executives; **Dave Morgan**, Washington-based sales executive, to same capacity in Kansas City.

Timothy Gilbert, local sales manager, KTSP-TV Phoenix, joins KATC(TV) Lafayette, La., as general sales manager.

Appointments at WHQT(FM) Coral Gables, Fla.: **Stephanie Kontzamanys**, regional sales manager, EZ Communications, Fairfax, Va.-based owner and operator of WHQT, to general sales manager; **Steve McCormick**, account



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executive, to regional sales manager.

Dan Gorby, local sales manager, WMYI(FM) Hendersonville, N.C., named general sales manager.

Glenn Yearby, account executive, WKFT(TV) Fayetteville, N.C., joins WFCT(TV) there as local sales manager.

Ron Massey, account executive, KINK(FM) Portland, Ore., joins KRCW(FM) Beaverton, Ore., as local sales executive.

Donna Lewolt, co-op marketing director, KIRO-TV Seattle, joins Radio Santa Barbara Inc., licensee of KIST(AM) Santa Barbara, Calif., and KMGQ(FM) Goleta, Calif., as local sales manager.

John Seabers, local account executive, KMOL-TV San Antonio, Tex., named national sales manager.

Mary Bauer, media buyer, William Cook Advertising, Jacksonville, Fla., joins Ensslin & Hall Advertising, Tampa, Fla., as media planner and buyer.

Paul Kopelke, director of sports sales, WMAL(AM) Washington, joins WABC(AM) New York, in same capacity.

Randy Sims, associate creative director, Tatham, Laird & Kudner, Chicago, joins D'Arcy Masius Benton & Bowles, St. Louis, as senior art director.

Kandi Rubbo, account executive, KTRH(AM) Houston, named director of vendor sales.

James Berman, senior research analyst, Group W Television, New York, joins WGAL-TV Lancaster, Pa., as research director.

Appointments at KDNL-TV St. Louis: **Susan Coleman**, media-marketing analyst, Katz Communications, New York, to research director; **Keith Perlmutter**, account executive, KZKC(TV) Kansas City, Mo., to same capacity; **Yolanda Kronert**, research analyst-assistant to VP of Northeast regional office, A.C. Nielsen, San Francisco, to national sales assistant.

Appointments at DDB Needham Worldwide Chicago: **William Artope**, producer, to executive producer; **Karen Shorr** and **Wendy Wallis**, account executives, to account supervisors.

Jim Daehler, account executive, WHIO-TV Dayton, Ohio, joins Katz Television Group, New York, as Washington-based sales executive.

Susan Russell Bessire, account executive, KQZY(FM) Dallas, joins Hillier, Newmark, Wechsler & Howard, New York, in same capacity.

Appointments at MMT Sales Inc., New York: **Mathew Thornton**, Cleveland-based account executive, to same capacity in Chicago; **David Asseo**, senior research analyst, Blair Television, New York, to Detroit-based account executive; **Kevin Gianatiempo**, New York-based account executive, to same capacity in Houston.

Mike Schafbuch, account executive, KIRO-TV Seattle, named senior account executive.

Appointments at WCBS(AM) New York: **Rolando Herrera**, director, program practices, CBS Radio Division, New York, and **Erlina**

Rodrick, sales planning analyst, CBS Television Network, New York, named sales executives.

Garin Thompson, national sales manager, KLST(TV) San Angelo, Tex., joins Seltel Inc., New York, as account executive.

Appointments at WFXT(TV) Boston: **Diane Ryan**, account executive, TeleRep Inc., New York, to same capacity; **Laura Waite**, sales coordinator, to account executive.

Sherry Terry, account executive, KMEZ-FM Dallas, and **Beth Nunneley**, retail leasing agent, Hopkins-Shafer Co., Dallas, join KQZY(FM) there as account executives.

Bill Lipp, Philadelphia regional account executive, WPMT(TV) York, Pa., joins WEGX(FM) Philadelphia as account executive.

Pamela Kennedy, account executive, KIFM(FM) San Diego, joins KWLTV(FM) there in same capacity.

George Kariotakis, advertising director, *Cleveland Magazine*, joins WPHR(FM) Cleveland as account executive.

Steve Akers, audio engineer, Audio Visual Productions, Dubai, United Arab Emirates, joins HBM/Creamer, Boston, as assistant audio visual director.

Programing



Taussig

Appointments at Data Broadcasting Corp., New York-based subsidiary of Financial News Network: **Joseph Taussig**, president, CableTek, Lexington, Ky.-based firm which provides billing service to cable operators, to president. He succeeds **Paul Steinle**, who became president of United Press International (see "Fates and Fortunes," March 14).

Samuel Goldwyn Jr., president, Samuel Goldwyn Co., Los Angeles, named chairman and chief executive officer. He is succeeded by **Meyer Gottlieb**, executive VP, who assumes title of president and chief operating officer.



Zucker

Michael Zucker, VP, marketing, Columbia Pictures Television, Burbank, Calif., named senior VP.

Appointments at Group W Productions, Los Angeles: **Peter Gimber**, Eastern region manager, to VP, Eastern region manager; **Kim Schlotman**, account executive, to Eastern division manager.

Appointments at Taft Entertainment Co., Los Angeles-based subsidiary of Great American Broadcasting Co.: **Mary Palmer**, assistant controller, Fox Television Stations, Beverly Hills, Calif.-based group owner of seven TV stations, to controller; **William Russell**, direc-

Broadcasting

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Company _____ Bill me

Address _____ Home? Yes No

City _____ State _____ Zip _____

Type of Business _____ Title/Position _____

Signature _____ Are you in cable TV operations Yes
(required) No

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tor of internal auditing, Great American Broadcasting, Cincinnati, to treasurer.

Appointments at ESPN Inc., Bristol, Conn.: **Steven Bornstein**, senior VP, programing and production, to executive VP, programing and production; **Sharyn Taymor**, manager, sales planning, to manager, sales planning and administration; **Maria Mallonee**, sales secretary, to senior advertising sales coordinator.

David Champaloup, VP, international, Children's Television Workshop, New York, joins Fremantle International there as senior VP.

Bill Tush, entertainment correspondent, Cable News Network, Atlanta, named co-host of *Showbiz Today* on CNN.

Mary Murphy, national staff writer, *TV Guide*, Radnor, Pa., joins Paramount Pictures Corp.'s *Entertainment Tonight* as field correspondent.

Barbara Spinelli, part-time air personality, WBUD(AM)-WKXW(FM) Trenton, N.J., named midday air personality at WBUD(AM).

Marc Howard Jones, on-air personality, WKYS(FM) Washington, joins WASH(FM) there as host of *Nightmoods*.

Dick Gunton, on-air evening personality, WVBF(FM) Framingham, Mass., joins WJIB(FM) Boston as freelance announcer.

Bob O'Halloran, afternoon drive personality, WHBY(AM) Appleton, Wis., joins WNAM(AM) Neenah, Wis., as morning drive personality.

Dana Isenberg, graduate, Emerson College, Boston, joins WCVB-TV's *Chronicle* there as production assistant.

Diana Foster, Dallas-based Southwestern account executive, Republic Pictures, Los Angeles, named Chicago-based Midwest account executive.

Michael Krasney, account executive, Malson Advertising, Baltimore, joins Home Team Sports, Washington, as account executive-sales and promotions.

News and Public Affairs

Ken Kolbe, acting news director, WZZM-TV Grand Rapids, Mich., named news director.

Joe Corcoran, executive news producer, WITN-TV Washington, N.C., joins KCAU-TV Sioux City, Iowa, as news director.

Ed Buice, assignment editor, WTVQ(TV) Chattanooga, joins WUSY(FM) Cleveland, Tenn., as news director.

Bob Reichblum, assistant news director of daily news, WJLA-TV Washington, named director of daily news.

Appointments at WNEV-TV Boston: **Maira McNamara James**, 6 p.m. news producer, to senior news producer; **Jaime Cohen**, noon news producer, to 6 p.m. news producer; **Heidi Jensen**, news writer, to weekend news producer; **Mike Cole**, senior writer and producer, WCVB-TV Boston, to news writer for *New England News*.

Kim Lyda, news account executive, Image-matrix Inc., Richmond, Va., joins The Associated Press, Washington, as broadcast executive for Arkansas, Louisiana and Mississippi.

Appointments at News 12 Long Island, Woodbury, N.Y.: **Lea Tyrell**, general assignment reporter, to anchor, *Weekend Daytime Edition*; **Ted David**, news director and morning drive announcer, WNSR(FM) New York, to co-anchor, *Weekend Daytime Edition*.

Deborah Countiss, Columbus, Ohio, bureau chief, WHIO-TV Dayton, Ohio, named permanent anchor-correspondent.

Cater Lee, anchor and producer, 6 and 10 p.m. news, WDEF-TV Chattanooga, joins KESQ-TV Palm Springs, Calif., as anchor-producer of 11 p.m. news.

John Ydstie, executive producer, National Public Radio's *Morning Edition*, Washington, named economics correspondent.

Matt Musil, executive producer of sports and sportscaster, KHOU-TV Houston, named weekend sports anchor.

Appointments at New Jersey Network, Trenton: **Marie DeNoia**, associate producer, to general assignment reporter; **William Turque**, producer, NBC News *White Paper* and *NBC Reports* documentaries, New York, to documentary producer.

Judd Mellvain, consumer reporter, KTTV(TV) Los Angeles, joins KCBS-TV there as trouble-shooter reporter.

Andy Hershberger, reporter-anchor, WEST(AM) Easton, Pa., joins WLYH-TV Lancaster, Pa., as reporter for Lebanon county.

Appointments at WDTN(TV) Dayton, Ohio: **Kris John**, news photographer, to assistant chief photographer; **Valerie Roberts**, producer trainee, to weekend news producer.

Technology

Donald Bogue, VP and general manager, Ampex Corp.'s Audio Video Systems Division, Redwood City, Calif., joins Cubicomp Corp., Hayward, Calif., as acting president and chief executive officer. He succeeds **Harry Taxin**, resigned.



Wilkinson

Don Wilkinson, director of engineering, Fisher Broadcasting Inc., Seattle-based parent company of KOMO-AM-TV there and KATU(TV) Portland, Ore., named VP and director of engineering.

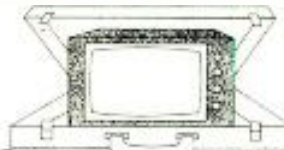
Appointments at Belden Wire and Cable, Richmond, Ind.: **Ed Stull**, VP, sales and marketing for electrical wire products, to VP, original equipment manufacturer sales; **William Donahoe**, general sales manager for electronic wire and cable, to director of sales-distribution.

Leonard Schwartz, VP, general operations, Video Dub Inc., New York, named VP and general manager.

Appointments at ESPN Inc., Bristol, Conn.: **Melissa Lover**, studio technician, to network operations and traffic coordinator; **John**

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Eberhard, technical director, to supervisor, technical and studio operations.

Piet Lesage, European sales manager of broadcast products, BARCO Industries. Kortrijk, Belgium, named national sales and marketing manager, broadcast and graphics products. Barco Industries Inc., company's U.S. subsidiary.

E.L. Corujo, director of international sales, Broadcast Electronics, Quincy, Ill., joins Harris Corp., broadcast division there as distribution manager for international sales department.

Appointments at Utah Scientific Inc., Salt Lake City: **Gary LaMunyan**, national sales manager, to director; **Scott Bosen**, international sales manager, to director of product management.

Bart Van der Cruysse, Mortsel, Belgium-based area manager, Agfa-Gevaert N.V., Ridgefield Park, N.J., named manager of internal audit.

Jason Danielson, director of sales and marketing, Groupe Andre Perry, Orinda, Calif., joins Digital F/X Inc., Santa Clara, Calif., as product marketing manager of 200 digital video production system.

Richard Zabel, dealer sales manager, Quality Video Supply Corp., Hackensack, N.J., joins Nova Systems Inc., Canton, Conn., as national sales manager.

Nigel Spratling, European sales manager, Fortel Sales Ltd., Norcross, Ga.-based manufacturer of digital video equipment, joins Microtime Inc., Bloomfield, Conn.-based producer of video broadcast television equipment, as national sales manager.

Appointments at Anixter Communications, Skokie, Ill.-based supply specialists to cable television industries: **Bob Santini**, Midwest regional manager, to Southeast regional manager; **Pete Wagener**, outside sales representative for Illinois, Indiana and Iowa, to Midwest regional manager.

Paul Insko, regional sales manager for Midwest region, professional products division, Sharp Corp., Mahwah, N.J., joins Pinnacle Systems Inc., Santa Clara, Calif., as Midwest area sales manager.

James Moldow, sales representative, TPC/Channel One Communications, Sewickley, Pa., joins Cycle Sat Inc., Forest City, Iowa-based satellite courier, as regional

sales representative.

Kassie Caffiero, scheduling supervisor, VCA Teletronics, New York-based production/postproduction facility, named assistant operations manager.

Promotion and PR

Barbara Nicely, promotion director, WDBJ(TV) Roanoke, Va., joins WPTF-TV Durham, N.C., as promotion director.

Pat Ryan, promotion director, WFTY(TV) Washington, joins WABC(AM) New York in same capacity.

Sandra Hardymon, Columbus, Ohio-based independent marketing and communications consultant, joins Mangus/Catanzano, Pittsburgh-based public relations firm, as principal with responsibility for Columbus office.

Tracy Hornick, sales assistant-copywriter, Radio Santa Barbara, licensee of KIST(AM) Santa Barbara and KMGQ(FM) Goleta, both California, named promotion director.

Wendy Crandall, promotion assistant, WCIV(TV) Charleston, S.C., named promotion manager.

Kristen Reeder, public relations assistant account manager, Keller-Crescent Co., Evansville, Ind., named public relations account manager.

Randal Tolbert, design director, KDFW-TV Dallas, joins WNEV-TV Boston in same capacity.

Tricia Aaron, director of marketing, Knight Quality Stations, Boston-based group owner of four AM and four FM stations, joins The Marketing Works, Marblehead, Mass., as marketing director.

Appointments at WNEV-TV Boston: **Jackie Comeau**, program coordinator, to research analyst; **Stephanie Giannaros**, freelancer in public relations department, to information coordinator.

Lisa Goddard, senior account executive, Ogilvy & Mather Public Affairs, Washington, joins Earle Palmer Brown Public Relations, Bethesda, Md., as senior account executive.

Jana Kimpel, producer and ITV traffic manager, KSPS-TV Spokane, Wash., joins KREM-TV there as writer-producer for community

relations department.

Ellen Davis, public relations coordinator, Los Angeles Raiders football team, joins News 12 Long Island, Woodbury, N.Y., as promotion assistant.

Lori Huhn, account executive, Ruder Finn & Rotman, Los Angeles, joins Bender, Goldman & Helper there in same capacity.

Allied Fields

John Agoglia, executive VP, business affairs, NBC, and executive VP, NBC Productions, New York, appointed chairman of substance abuse committee, Academy of Television Arts and Sciences, Los Angeles.



Tudryn

Joyce Tudryn, director of programs and services, The International Radio and Television Society, New York, named associate executive director.

Edwin Laverne, associate, and **Rodney Joyce**, of counsel, Washington-based law firm, Finley, Kumble, Wagner, Heine, Underberg, Manley, Myerson and Casey, join

Ginsburg, Feldman and Bress there as partners. Previous to Finley, Joyce served as acting head of National Telecommunications and Information Administration and was also former chief minority counsel of House Telecommunications Subcommittee.

Appointments to board of directors, Electronic Marketing Group, Greenwich, Conn.: **Brian Anderson**, Marcoa DR Group (Omnicom), to president; **Lawrence Butner**, Lawrence Butner Advertising, to executive VP; **Jim Springer**, Ellentuck & Springer, to VP, programs; **Sheila James**, Harbor Associates, to VP, publicity; **Andrea Ingram**, ESPN, to VP, treasurer; **Susan Roschelle**, USA Network, to VP, membership; **Claudia Briggs**, Marcoa DR Group, to VP, secretary.

Elizabeth Karwasinsky, arts and entertainment editor, *Worldnet's America Today*, U.S. Information Agency, Washington, named co-anchor.

Mike Mottler, associate director, Arkansas Educational Television Network, Conway, resigns.

Deaths

Andrew Duggan, 64, TV, movie and stage actor, died May 15 of cancer at his home in Westwood, Calif. Duggan first appeared on television in 1959 as Cal Calhoun in detective series, *Bourbon Street Beat*. He appeared as General Ed Britt in series *Twelve O'Clock High*, which ran from 1965 to 1967. Duggan also starred as Colonel Deiner in mini-series, *Rich Man Poor Man*, and as Dwight Eisenhower in 1979 mini-series, *Backstairs at the White House*. He is survived by his wife, Elizabeth, one son and two daughters.

Gavel passing. Ad sales executive Brian Byrne has been selected as new president of the Advertiser Syndicated Television Association (ASTA), replacing former ASTA president Dan Cosgrove of Group W, who stepped down after a two-year term.

Byrne, president of International Advertising Sales, a joint venture of Paramount, Columbia Pictures and Orbis Communications, had previously served as an ASTA vice president and research committee head.

Among the trade group's goals, Byrne said, would be developing ways to incorporate promotion and merchandising plans into barter syndication, and exploring the delivery of nonnetwork viewers to advertisers, such as through broadcast-cable combination buying, as well as home video and theaters.

Byrne also said ASTA would seek a role in the development of barter syndication outside the U.S., and domestically would elevate its presence on the Washington regulatory scene.

Since the group was founded in late 1983, the sale of commercial time in national syndicated TV shows has grown from \$300 million to an estimated \$875 million in 1988. According to ASTA, its 19 members account for more than 95% of that total, not including syndicated sports ad sales.

Gerry Hogan: helping to put the "super" in superstation and the force behind TNT

Gerry Hogan has been with Ted Turner almost from the beginning. Before there was a TNT or CNN or WTBS, and before the Braves or the Hawks or the America's Cup, there was Turner with a struggling Atlanta independent television station. Hogan was hired as an account executive for then-WTCG(TV) in 1971, and in the next 16 years, he played a major role in supplying the critical fuel that made superstation WTBS and Cable News Network successful: advertising dollars.

Last year, Hogan announced he was leaving Turner Broadcasting System. During a transitional period in which he was a consultant, while still working out of TBS headquarters and on some TBS projects, he and Turner talked regularly. It was obvious that Turner did not want to lose Hogan. "He's bright, he's hard working, he gets along well with people, and he's the kind of guy you're proud to have as an associate in business or as a friend," says Turner.

During that time, the idea for TNT, a broadly based cable entertainment network scheduled for October launch, was coming to fruition. As Hogan mulled over a potential TV station purchase, Turner pitched him the job of developing and running TNT. It was an offer, says Hogan, "that was too good to pass up." But it was also difficult for Hogan to let go of TBS. "I missed the company a little bit," he says, which also played a part in the decision.

Hogan began his professional career in insurance, but it was a job with which he was not enamored. "At lunch one day, I was walking down the street in Chicago and saw a marquee of a hotel that said Career Fair. I walked in there and the first table inside the door was Leo Burnett Co.," says Hogan. A Burnett representative motioned Hogan over and they talked. That led to several interviews, says Hogan, "and I ended up in advertising."

He became a media buyer at Burnett and eventually handled what was then one of the earlier forms of barter syndication. Hogan sold *Untamed World* and *Skippy the Bush Kangaroo* to television stations across the country. That exposure to broadcasting piqued his interest, he says, in "the important part TV had in everybody's life. I wanted to be in television."

He interviewed for jobs in Los Angeles and Sacramento, Calif., but he also became known to an Atlanta businessman who had recently purchased a UHF station in that market. "I had never met anybody quite like Ted Turner," says Hogan. "I told myself it ought to be fun working for somebody like this." With that he signed on.

Hogan handled advertising and production duties. The station was making money



GERALD FRANCIS HOGAN—president, Turner Broadcasting System's Entertainment Network, Atlanta; b. Nov. 30, 1945, Chicago; BA liberal arts, St. Ambrose College, Davenport, Iowa, 1968; insurance agent, Crum & Forster, Chicago, 1968; account executive, Leo Burnett Co., Chicago, 1969-71; account executive, WTCG(TV) Atlanta, 1971; local sales manager, 1972-77; general sales manager, WTBS(TV) Atlanta, 77-80, vice president, then president, Turner Broadcast Sales, 1980-87; present position overseeing WTBS and Turner Network Television since 1987; m. Cathy Burrell, April 12, 1987; child from previous marriage, Jennifer, 21.

in 1972, says Hogan, and by 1975-76, he says, it was one of the highest-rated independents in the country. That WTCG was a struggling independent until it went on the satellite is a misconception the company does not take pains to correct, admits Hogan.

"We already started selling cable coverage as an added benefit," says Hogan, before the station was put up on the satellite. When WTCG became a superstation (the call was changed to WTBS in August 1979), and delivered to cable systems across the country, the extra free reach was emphasized. But it wasn't until 18 months after the satellite launch that TBS kicked in a national rate card and sales effort. Business was tough, says Hogan. "It was terrible. We went four months without an order." As it was, WTBS "went from a rather successful local market independent to a struggling superstation," he says.

"We really worked to establish the business of cable advertising," says Hogan, but at that time cable was a new animal that Madison Avenue had trouble dealing with. Hogan remembers his first sales call, to Dr. Seymour Banks at Burnett, who likened WTBS to a river two miles wide but only three inches deep. "Your signal is going everywhere, but it's not going anywhere," Banks told him. Eventually, Hogan broke through, signing Toyota as WTBS's first national advertiser. By the time WTBS reached five and then 10 million homes, "we began

to get more attention," Hogan says. Advertisers began to spend dollars on cable as a defensive mechanism, says Hogan, "to protect themselves in case it did work. They didn't want to be left behind."

"We took great pride in our tenacity and growth and that's a Ted Turner trait," says Hogan. "We really believed that the product was correct." Within 10 years of that first sales call, WTBS would be making a profit of over \$60 million.

Bob Wehling, general marketing services manager for Procter & Gamble, said Hogan understands the advertiser's side of the business. "He's able to take our needs and translate those within TBS into something that makes sense for them," said Wehling. Hogan played a "very important role" in the development of P&G's ad hoc station buy consisting of WTBS, WGN-TV and several other Tribune stations, said Wehling, a typical example of Hogan constructing what Wehling calls "a win-win deal."

Hogan's next big challenge will be TNT. The pace of the network's development is purposely deliberate. "It is a major challenge to keep realistic expectations in front of our people here and in the industry," says Hogan. The final judgment on TNT, he says, will be rendered five years from now. The network is looking to have seven million subscribers at launch on Oct. 3, and 17 million as an average during 1989. One major event will premiere each month in 1988 and 1989, followed by two events in 1990 and four in 1991. Made-for-television movies will be the principal original fare; TNT's foundation will be the MGM film library.

The thought of programing a new network does not overwhelm Hogan. "Over the years, I have had a lot of experience in scheduling and acquisition," he says, which will take care of most of the schedule. And the day-to-day programing operations are being run by Scott Sassa, as Hogan has overall responsibilities for the network, including operations and business. Still, he says, the majority of his time these days is spent on programing.

"We've gotten a very warm response from a reasonable segment of Hollywood," says Hogan. But since most of TNT's new product will be movies of the week, the service will be dealing more with independent producers than the major Hollywood studios, says Hogan. But the productions will be of "network" quality, he says: "We're paying the same prices. We're trying to do it as well as it can be done."

There is rarely a dull moment at TBS. "All of us here got to be, to a high degree, adrenaline junkies," says Hogan. There is the element of working on a cutting edge, says Hogan, whether its "working out of fear to save the company or out of a pioneering spirit to build a new industry... We're all older and wiser," he says, "but Ted's still Ted." ■

First draft of ABC-TV's 1988-89 fall prime time schedule: Monday—*McGyver*, *Monday Night Football*; Tuesday—*Who's The Boss*, *Roseann* (new comedy from Carsey-Werner), *Moonlighting*, *Thirtysomething*; Wednesday—*Growing Pains*, *Head of the Class*, *Wonder Years*, *Hooperman*, *China Beach*; Thursday—*Nightwatch* (new crime drama from MGM/UA), *Dynasty*, *Heartbeat*; Friday—*Perfect Strangers*, *Full House*, *Mr. Belvedere*; toss-up at 9:30 between two comedies, *Just the Ten of Us* and new comedy from Viacom, *Flamingo Kid*, and *20/20* at 10 p.m.; Saturday—*Murphy's Law* (new light-hearted hour from New World with George Segal as insurance investigator); new rotating mystery wheel at 9-11, with remake of *Columbo* and two others starring, respectively, Burt Reynolds and Lou Gossett Jr.; Sunday—*Incredible Sunday* (new hour-long reality show); *A Fine Romance* (new drama from Indie Prod./Phoenix), and Sunday movie.

□

Management of ABC expects 1988 network profit to decline from last year, said Capital Cities/ABC Chairman Thomas Murphy at

Desnoes leaves TVB during board meeting

Peter Desnoes, secretary of the board of the Television Bureau of Advertising, unexpectedly resigned from the organization at the end of its board meeting in the Bahamas. Desnoes, who was expected to become TVB chairman next fall, said his resignation was a protest against what he saw as the domination of the organization's agenda by TVB Chairman James Babb, of Jefferson-Pilot Communications, Charlotte, N.C., and its president, William Moll. Babb denied the allegations and said he unsuccessfully tried to persuade Desnoes, who had been on the board for 18 months, to stay.

Desnoes's decision took place at the end of a three-and-a-half-hour meeting on Friday, May 13. The day before, he had spoken out about the need to change the board's composition, which does not include any station general managers, and was expecting a fuller discussion of the subject on Friday. He told BROADCASTING: "When the [Friday] meeting began there was a superficial dismissal of the subject on the specious argument that we didn't have [a copy of] the by-laws. If it was generally agreed that we should address the composition [of the board], we could have always, after the discussion, agreed that we needed to doublecheck everything against the by-laws. I just sat there for three hours fuming." Desnoes, the managing partner of group owner, Burnham Broadcasting, also complained that a 30-page strategic plan for the next three years, presented at the meeting, had been developed by TVB's staff without any input from the board's steering committee.

Babb told BROADCASTING there was little time to depart from the agenda, which, he said, had been sent to Desnoes a month in advance. "It is true there was not a full open-ended discussion, but there were no hidden agendas and no attempt to stifle debate. There were people who had airplanes to catch." What bothered some board members was that Desnoes last week sent out a press release stating his views, including a criticism of "much of" TVB's 70-person staff, which he termed "mediocre." Desnoes said that his criticism was not directed at new senior appointments at the organization: "The staff I am talking about are those who have been there for 15 years and who either need to be motivated or rehabilitated." Other board members also commented that Desnoes was not the only one voicing concerns about TVB, which, they said, was already undergoing major changes (BROADCASTING, April 18).



last Thursday's annual shareholders meeting in Chicago. "Demand for advertising at the television network and throughout our operations has slowed, and we see no signs to indicate that this situation will improve," said Murphy, who added that as result of advertising slowdown, operating income for company would grow "only moderately" in 1988. Expected to show improved performance for year are owned television stations, said President Daniel Burke, who said, however, that second quarter "has slowed, reflecting a softening of the national spot advertising market." Moderate growth for radio is expected in 1988, said Burke: "The owned stations experienced a good first quarter and should do well in the second. The radio networks...are now being affected by a general softness of the network radio marketplace." Cable networks in which company has interest, said Burke, are showing continued growth. Shareholders approved new directors: Frank S. Jones, Ford Professor of Urban Affairs at MIT and member of ABC board prior to merger with Capital Cities, and Ann Dibble Jordan, former director of social services, University of Chicago Medical Center.

□

Rate card for 1988-89 off-network *Cosby Show* has now risen to **\$97,000 per 30-second national spot, more than that paid for top two syndicated shows *Wheel of Fortune* and *Jeopardy!***, according to Group W's Dan Cosgrove, VP, media sales. Only 182 national barter spots remain for show's three-and-a-half-year run following Group W's sale last week of two of its three weekly commercial units to RJR Nabisco and Lever Bros. Syndicator Viacom earlier this month sold two-thirds of show's barter spots to Procter & Gamble and General Foods. Cosgrove said Group W plans to sell spots with guaranteed 15 rating and \$14.50 C-P-M for women 18-49 and could package units with other Group W barter syndication inventory. Participants in Group W sale declined to provide price information, but said demographic guarantee for women 18-49 was being provided, along with built-in adjustments for expected audience delivery erosion during run.

□

NBC News will have pilot ready for new midday show at beginning of next month, said division's president, Larry Grossman. Elaborating on "annual report" sent to all division employees, Grossman said show, to be hosted by Deborah Norville, current anchor for *NBC News at Sunrise*, would not be regular newscast; it would more likely have "features." Any news offering would have to displace game show or soap opera currently in place on NBC's schedule. In report, Grossman said it was premature to say whether number of employees at NBC News would be higher or lower next year. Although some personnel working on elections and Olympics will have to find other assignments, NBC News president said, personnel may be needed for daytime show and cable and international programming. Also, he said, "We will have a lot of prime time specials, more than this year, and other initiatives." Other developments in annual report include opening of news division's second mini-bureau, at KING-TV Seattle, and plans to present series of six one-hour specials this summer, most hosted by Connie Chung. Among names considered for series: *NBC News Summer Chronicle* and *NBC News Summer Showcase*.

□

Robert A. McConnell, Washington vice president for CBS, is leaving on May 31 to join Gibson, Dunn & Crutcher, Los Angeles-based law firm. McConnell will establish legislative advocacy division for firm's Washington office. Prior to joining CBS in December 1984, he was former assistant attorney general for Justice Department's office of legislative and inter-governmental affairs under then Attorney General William French Smith (Smith is a partner with GD&C).



□

William G. Connolly, president of Sony Communications Products

Markey says children's TV bill getting closer

Legislation that would "reinstate meaningful commercial time limits" on children's television programming and "prohibit certain abusive advertising practices" directed toward children may be only weeks away from passage.

That prognosis was given by Representative Edward Markey (D-Mass.), chairman of the House Telecommunications Subcommittee and co-author of children's television legislation, before a luncheon gathering at New York's Tavern on the Green restaurant last Monday (May 16) honoring Action for Children's Television's 20th anniversary. (Shown at the festivities are ACT President Peggy Charren, comedian Jay Leno, who was MC of the organization's awards presentation, and friends.)

"As we speak, I believe we are very close to adopting [children's TV] legislation in the House," Markey said. (In fact, his subcommittee passed a children's bill later that week [see story, page 33].) "For far too long," said Markey, we have allowed children's television to be driven solely by commercial consider-



ation. It is time to put the interests of children back into the equation," he told the luncheon group, which included a number of media luminaries.

He continued: "If we are successful in passing a children's bill this year—and I believe we will be—it will cause a dramatic change in the quality and quantity of children's programming on television."

division, Teaneck, N.J., since division's formation in 1986, has been named president of new Sony Advanced Systems Group, which will be concerned mainly with high-definition television equipment development. Sony decided to separate development and marketing of HDTV gear from Communications Products Division because changes in technology of that gear are progressing more rapidly than in that of other types of products, company spokesman said. □

Federal labor negotiation mediator, Leonard Farrell, has called for another meeting between **Alliance of Motion Picture and Television Producers and Writers Guild of America** negotiating committees today (May 23) at 2 p.m. at Alliance headquarters in Sherman Oaks, Calif. □

Prime Cable Corp., Austin, Tex.-based MSO, has **reached agreement to sell Prince George's County, Md., system**, said Rich Atterson, vice president of Waller Capital Corp., which is acquiring the system. According to other sources, probability is acquirer will be new blind pool media fund run by Marty Pompadour and Elton Rule, called ML Media Opportunity Partners. Price was said to be **\$198 million for system with 61,700 subscribers** (as of April)—additional 3,700-subscriber system in Leesburg, Va., was also included in sale. □

Media General executives were claiming victory last Friday following proxy contest with investor, Burt Sugarman, at annual shareholders meeting in Richmond, Va. Final results of vote, pitting Sugarman slate of three directors against incumbents, will not be known until this Friday. □

Hospital Cities/ABC has failed in its appeal of court ruling that eight major Hollywood studios and not Capcities/ABC were entitled to \$500 million in investment tax credits for production of television programs. U.S. Court of Claims had ruled last year that studios were entitled to credits for programs, produced between 1962 and 1979, whose production ABC had financed. Last week, U.S. Court of Appeals for Federal Circuit, in Washington, af-

firmed that decision, as it applied to programs produced by studios since 1972, when commission enacted rules barring networks from acquiring ownership or syndication rights in programs produced by others. Appeals court vacated and remanded to lower court for further consideration that portion of order dealing with 1962-1972 production.

Court upholds cable technical standards

The Supreme Court last week removed any doubt about the FCC's role as the dominant authority in establishing technical standards for cable TV signals, at least those relating to broadcast programming. In a 9-0 decision affirming a decision of a divided, three-judge panel of the U.S. Court of Appeals in Washington, the high court held that the FCC acted within its authority under the Cable Act of 1984 when it preempted state and local regulation of technical standards for so-called Class I channels—those used to relay broadcast signals—for which the commission has set national standards.

A number of cities, backed by the National League of Cities, had challenged the commission's authority to bar state and local authorities from adopting their own standards, as long as those standards were not inconsistent with federal regulations. The cities had argued that the Cable Act limits preemption to areas where local regulations conflict with FCC standards. In all other areas, they said, citing their need to establish standards for renewing franchises, their authority is equal to the commission's.

Not so, said Justice Byron White, writing for the court. "We conclude here that the commission acted within the statutory authority conferred by Congress [in 1984] when it preempted state and local technical standards governing the quality of cable television signals," White said.

Editorials

Miracle on M Street

A miracle more than minor was effected in Washington last week. Not only did FCC Chairman Dennis Patrick succeed in restoring syndicated exclusivity to federal legitimacy, he did it in such a way as to disarm his most severe critic. Broadcasters and Hollywood, of course, are ecstatic about it all. But cable and superstations appear able to live with the new regime without severe dislocation.

The Fifth Estate knew it had something special on its hands when Patrick ushered out the fairness doctrine—in the process incurring more congressional wrath than even his predecessor, Mark Fowler, who took six years to inflame the Hill. Now it has something equally special to consider: not a triumph of the First Amendment, but one of basic free enterprise. Patrick and his colleagues, James H. Quello and Patricia Diaz Dennis, have put substance behind the rhetoric of intellectual property rights, and in the process have restored order and justice to the marketplace. It is a good seed, and we have hope that it will spread to all corners of the electronic press. As the chairman has said, it is a step in the direction of giving the media control of their own destinies in regard to programing.

Whether the Patrick administration will be short or long is beyond knowing at this point, but it has already assured its place in the history of long-ball hitters at the FCC.

Evergreen

The House Telecommunications Subcommittee marked up a children's television bill that is being hailed as a model of practical politics. Broadcasters have agreed to accept quantitative limits on the commercial content in children's television shows and to serve "the educational and informational needs of children" in their programing. In return, they got the elimination of quotas of educational television they would have been bound by law to provide if Peggy Charren's latest ploy in Washington had succeeded. For readers who have been living in Ulan Bator during the past 10 or 15 years, it may be necessary to identify Peggy Charren as the Boston mother who has made a career of keeping Washington stirred up over children's television, while other matters such as wars and deficits go unattended.

But wait. Isn't this where we came in? Note the remarkable similarities between the bill adopted by the subcommittee last week—12 minutes of commercial time per hour on weekdays and 10½ minutes weekends—and those adopted by the National Association of Broadcasters in its television code at the prodding of an FCC that was under Charren pressure back in 1974—12 minutes weekdays and nine-and-a-half minutes weekends. The code standards a year later were officially adopted in the license renewal standards of the FCC. An earlier model of practical politics and clearly the model for this one. Never mind that the NAB code was lost to a consent decree in a federal antitrust prosecution.

What can be bought by the kind of practical politics on display in Washington last week and back in 1974? Some random samples: In 1979 the FCC, again at the urging of Peggy Charren and under the chairmanship of another Bostonian, Charles Ferris, proposed to impose quotas of seven hours a week of educational programing on commercial television stations (the same quotas that the House subcommittee left out last week). That FCC venture was called off only after the chairmanship was passed to

less ham-fisted hands.

In 1978, the Federal Trade Commission undertook a rulemaking to outlaw all advertising in television programing directed to the young, also at Charren's urging. That proceeding went on for three-and-a-half years at a cost of \$200,000 in witness fees that went to Charren and her followers, not to mention much larger expenditures of civil servant time and paperwork, before an FTC under more rational leadership voted to end it.

Who knows what bounty the latest exercise in practical politics will bring?

Quality control

The Supreme Court added its 9-0 stamp of approval to an appeals court decision upholding the FCC's authority to preempt state and local regulation of cable in favor of its own national technical standards—specifically those applying to Class I channels relaying broadcast signals (see page 89).

Faced with what National Cable Television Association President James Mooney characterized as a "patchwork of conflicting signal quality regulations throughout the country," the FCC had correctly exercised its authority to establish uniform signal quality for Class I channel cable transmissions. That authority was challenged by the cities of New York and Miami, buttressed by the National League of Cities, which jealously guards the power of cities over their cable franchises. Those petitioners insisted that the Cable Act gave franchising authorities the power to set standards different from, so long as they were not conflicting with, the FCC's, and hence the power to "set stricter signal standards for quality." The court disagreed, pointing out that that argument "disregards the commission's explicit findings, based on considerable experience in this area, that complementary or additional technical standards set by state and local authorities do conflict with the basic objectives of federal policy with respect to cable television." Myriad local standards the FCC had argued, and the court cited in its opinion, "could have 'a deleterious effect on the development of new cable services,' and could impede 'the development...of signal source, transmission and terminal equipment.'"

The court also pointed out that there was nothing in the recognition of the FCC's standard-setting powers that precluded franchising authorities from petitioning the FCC for waivers when they can demonstrate that local conditions "create special problems that make the federal technical standards inadequate."

Good call.



Drawn for BROADCASTING by Jack Schmidt

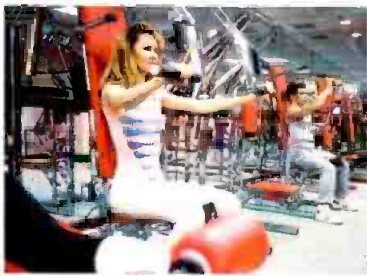
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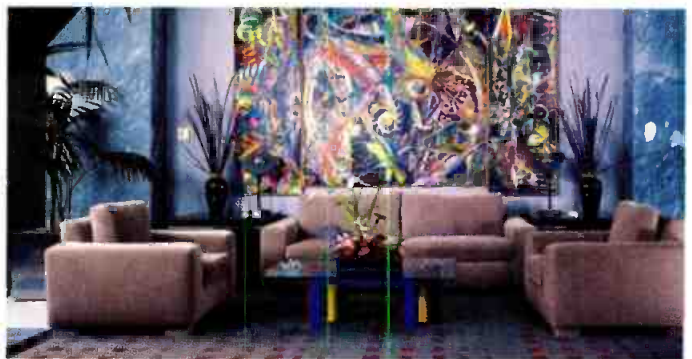
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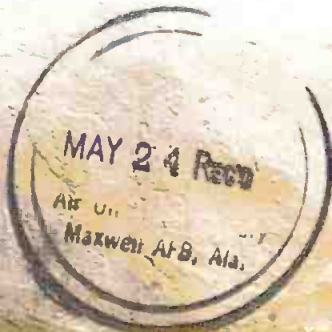
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