

The Fifth Estate

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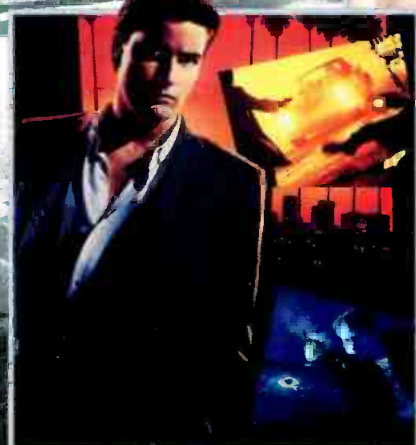
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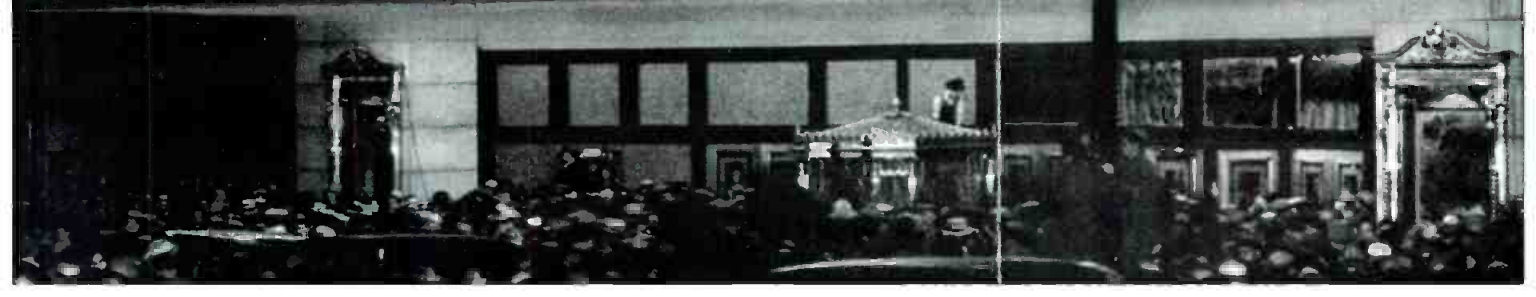
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## Broadcasting and cable side by side...page 27

## Weak market may delay up-front daytime talks...page 36

## Supreme Court says no to must-carry review...page 88

**BROADCASTING/CABLE INTERFACE II** □ John Dingell warns cable it is in tenuous position, but safe for now; tells broadcasters it is fairness doctrine or nothing in House—**PAGE 28**. FCC Chairman Dennis Patrick says comparative renewal process “cries out for reform”—**PAGE 28**. NBC President Robert Wright calls for modification or scrapping of finsyn rules—**PAGE 29**. FCC Commissioner James Quello supports must carry; Sikes says FCC should set HDTV transmission standard—**PAGE 30**. Panel of broadcasters and cable operators offers hope for progress between two industries—**PAGE 31**. Industry trade association executives discuss issues dividing them—**PAGE 32**. TV technology experts tackle HDTV and beyond—**PAGE 33**. Lawyers make their cases for and against such issues as fairness doctrine, must carry and comparative renewal—**PAGE 33**. Tom Tauke criticizes broadcasters for cutting deal on children’s TV bill—**PAGE 34**.

**TIME FOR CHANGE** □ Time Inc. announces high-ranking executive changes at ATC and HBO and move of ATC from Denver to New York area. One company official who has decided not to follow: ATC chairman and chief executive officer, Trygve Myhren. **PAGE 38**.

**CBS SPLIT** □ In effort to build stronger affiliate relations and marketing of network product, CBS separates those two areas. Anthony Malara becomes president of former and Thomas Leahy

named president of marketing division. **PAGE 40**.

**IN SEARCH OF EXCELLENCE** □ This year’s BPME/BDA seminar convenes in Los Angeles under banner: “Marketing and Design Excellence in a New Age of Broadcasting.” **PAGE 44**.

**CLOSING THE WINDOW** □ Hoping to draw attention to video signal piracy, Warner Bros. Pictures “temporarily” withdraws from home dish pay-per-view distribution market. **PAGE 46**.

**FRONT OFFICE** □ As CTAM readies for its annual conference next month, President Margaret Durborow explains why association must “be out front” in bringing issues to attention of operators. **PAGE 48**.

**AT THE CROSSROADS** □ American Women in Radio and Television members face tough issues at group’s annual convention in Pittsburgh this week. **PAGE 50**.

**GETTING THE GOLD** □ Rerun rights of NBC sitcom, *Golden Girls*, sold in New York, Philadelphia and San Francisco, are expected to bring syndicator Buena Vista about \$45 million or more. **PAGE 57**.

**BLUE CHIP ANALYST** □ For top Merrill Lynch entertainment analyst, Hal Vogel, worrying about upsides and downsides of companies is all in day’s work. **PAGE 87**.

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**Q:** Is your show a kid's show that adults like, or an adult's show that kids like?

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answer that question,  
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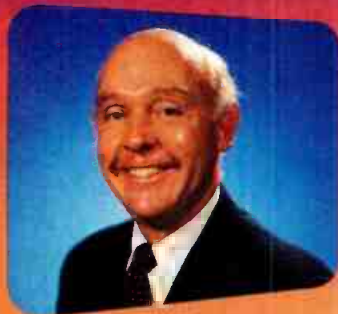
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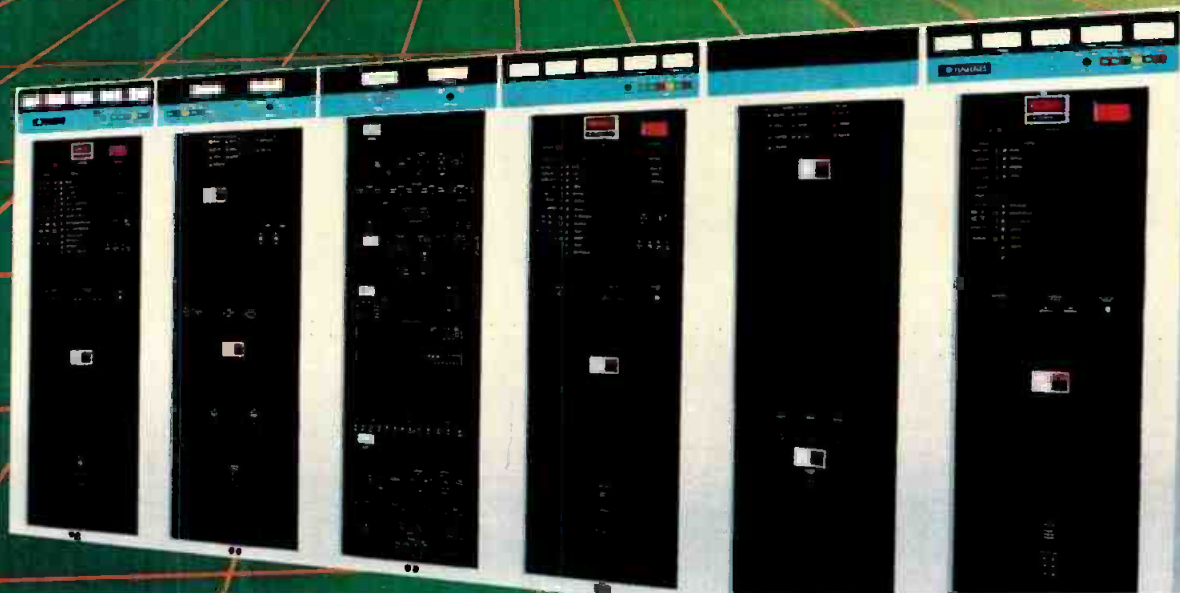
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South Bend/Elkhart, Indiana



"With our new Harris 120 kilowatt external cavity UHF transmitter, we've doubled our power without increasing our power costs," says Thomas A. Oakley, president of WSJV-TV, South Bend/Elkhart, Indiana.

"Not only have we expanded our broadcast area, but we're providing a much stronger signal to our fringe viewers. And, by feeding a stronger signal to the cable systems, we expect to pick up an additional 50,000 television households," Oakley adds.

WSJV also likes other Harris UX features — such on-air exclusives as enhanced protection for klystrons, highly efficient "shell and tube" cooling and extensive front panel status information designed to take the guesswork out of maintenance. Harris' 24-hour technical service is another plus.

"We see Harris as the industry leader in transmitters," says Don Fuller, WSJV's general manager, "and, of course, 'Made in America' is important, because we know we can count

on Harris for fast service or parts support if we need it."

When you're ready to boost your power without boosting your costs, Harris is ready with its complete line of external cavity UHF TV transmitters, available in 60, 120, 180 and 240 kilowatt models. For the full story, call today TOLL FREE: 1-800-4-HARRIS, extension 3010.



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## Sharpening syndex

According to FCC Commissioner James Quello, FCC's must-carry rules succumbed to constitutional challenge in federal appeals court (see "In Brief") due to FCC's failure to set forth clear public-interest rationale for rules. To avoid same fate for syndicated exclusivity rules adopted last month, Quello wants syndex order to have public-interest undergirding: Government has unique interest in making sure free, over-air television can prosper in competition with cable.

Eagerly awaited syndex order will not be released for at least two more weeks. FCC Commissioner Patricia Dennis wants to give it long, hard look, but she is now chairing AM delegation at International Telecommunications Union conference in Rio de Janeiro and will not be back until June 15.

## Slogans

Tag lines for television networks' fall promotional campaigns, to be introduced at affiliate meetings over next three weeks, are as follows: At NBC, "Come home to the best," slight change from last year's "Come home to NBC." At CBS, last year's "Television you can feel" has changed to "You can feel it." ABC will bring back last year's "Something's happening."

## One of their own

Broadcasters' interest in second session of Space WARC, to be held in fall, is indicated by presence on U.S. delegation of Jim Ebel, who has retired from CBS affiliate KOLN-TV Lincoln, Neb., and is now engineering consultant. During his tour at station, Ebel had served as CBS affiliates group representative on U.S. delegation to several International Telecommunication Union conferences. His work as member of delegation to Space WARC's concluding session is being supported by National Association of Broadcasters, Association of Maximum Service Telecasters, Capital Cities/ABC, CBS and NBC.

Three issues on conference agenda are of particular interest to broadcasters. One is proposal for multilateral planning meetings to resolve conflicts over introduction of satellite services. Along with U.S. telecommunications community generally, broadcasters fear multilateral meetings could complicate rather than simplify coordination of uplink transmissions. Another is proposal for further study of allocation of 22.5-23 ghz band for DBS/HDTV. Third deals with search for allocation within 500-2,000 mhz band for radio broadcasting direct from

satellite to receiver, including car radio, concept that has long intrigued Europeans. U.S. will call for further study.

## Out of past

Look for ABC Radio Network to unveil weekly classic rock series beginning in mid-July, entitled *The Live Show*. One-hour program, which will be hosted by radio personality Bill St. James, will feature "historic" concert performances by such artists as Jimi Hendrix. *Live Show* is being produced by Radio Today, New York-based radio program supplier, and will be distributed on compact disk.

## Like ABC, CBS, NBC?

Home Shopping Network has plans for continued expansion in broadcasting but has run into FCC network ownership restrictions it wants altered. HSN made rounds at FCC last week to lobby for action on its standing request for waiver of dual network, network affiliation and prime time access rules. HSN wants ruling on whether its full, 24-hour service and overnight segment are both considered "networks," and, if so, require waiver from dual network rule.

Waiver of PTAR rule would allow HSN to program home shopping segments throughout prime time on affiliated stations once its affiliate lineup passes 25, number kicking PTAR into effect. HSN is also looking for relief from rule requiring network affiliation agreements to be two years or less. Longer agreements, HSN believes, would help unbuilt CP's get financial backing for construction and on-air operation.

## Mas Español

Ethnic radio appears to be gaining some momentum among advertisers and listeners, particularly Hispanic formats, which, according to BROADCASTING data bank, have been in upward mode since 1986. Number of stations programming Spanish-language formats (music and news/talk) on mostly full-time basis has risen 23% over past two years to 211 with several major markets having at least two such outlets.

## Obscene but not heard

Organizers of this week's Broadcast Promotion and Marketing Executives/Broadcast Designers Association conference in Los Angeles are more than little miffed that FCC couldn't come up with representative to participate in panel on obscenity. Association invited

several commission officials to take part, without takers. Some within BPME/BDA ranks felt commission was ducking sensitive issue. But FCC spokesman said association gave only three weeks notice and that travel budgets (set months in advance) could not accommodate trip to West Coast. Show's organizers have found stand-in: Daniel Brenner, current director of communications law at UCLA, and former aide to past FCC Chairmen Charles Ferris and Mark Fowler.

## Attention, brokers

One possible consequence of development of plan for use of 100 khz of spectrum that has been added to upper end of AM band is that U.S. may be in market for AM station. It would serve as backup to 1180 khz frequency now used for Radio Marti broadcasts to Cuba. At present, Radio Marti backup frequency is 1610 khz, at upper end of existing band that ends at 1605 khz. But plan being developed at Rio de Janeiro conference will limit use of stations in new section of band to 10 kw within country and 1 kw at border. That would not be adequate for Radio Marti, which now broadcasts with 50 kw power.

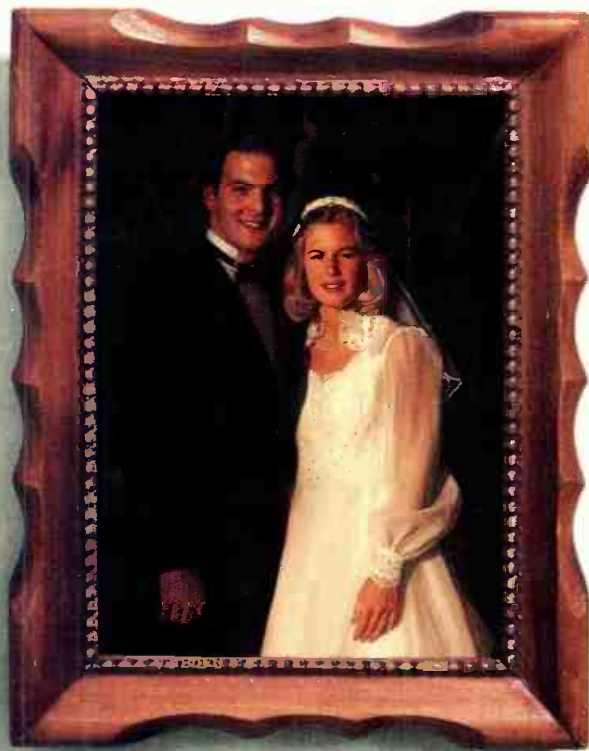
So Radio Marti officials along with those of parent Voice of America have been conferring with allocations specialists from FCC and National Telecommunications and Information Administration to consider options. One involves use of frequency at low end of band, at 530 khz. But another, reportedly, involves purchase of station on frequency within band.

## Test, but...

Jones Intercable plans test later this year of MMDS operation in Albuquerque, N.M., where company owns cable system. Test is result of Jones study that found use of MMDS may not be as widespread as was thought.

Cable operators have looked to MMDS to extend cable service to areas in their franchises with fewer than 30 homes per route mile. To start with, MMDS operation needs about 10,000 subscribers to cover costs (\$1 million plus) of service. That would require large pool of uncabled homes that would be reachable by MMDS transmitter not blocked by terrain, situation Jones found rare. That cable operators are reluctant to encroach on other cable operators' territories closes MMDS window even further. Although Jones executive said there may be some potential for delivery of ancillary services, MMDS is service whose time may have come and gone. Cable operators are eyeing direct broadcast satellite service as way to fill cable gaps.

**AND  
THEY SAID  
IT WOULDN'T  
LAST...**

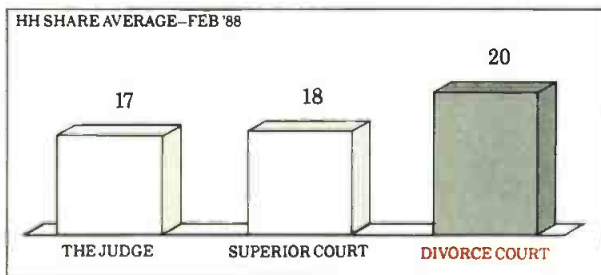


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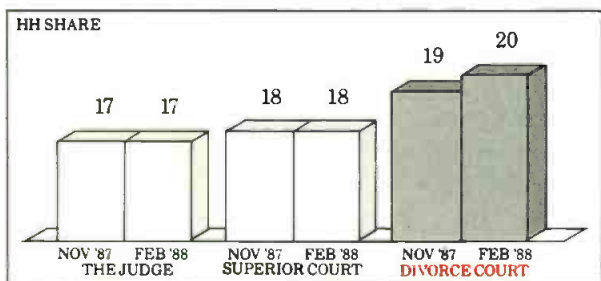
# RENEWED FOR A STRONGER THAN EVER FIFTH SEASON.



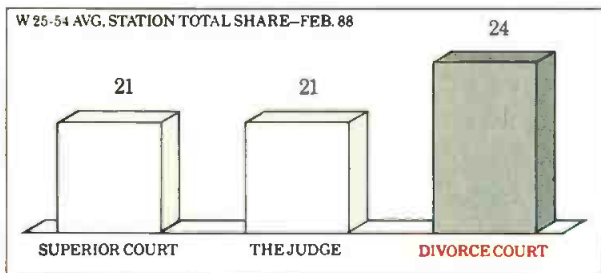
**#1 Early Fringe Courtroom Drama.**



**#1 In Growth. The Only Courtroom Drama Gaining Viewers.**



**#1 With Women 25-54.**



**Divorce Court:** A new, expanded look for 1988-89 with out-of-court locations, celebrity guest stars, and promotable, week-long mini-series.

**PUT THE #1 POWER OF DIVORCE COURT TO WORK FOR YOUR STATION. CALL (212) 603-5990.**



**BLAIR ENTERTAINMENT**

# Where Things Stand

■ Solid box indicates item has changed since last issue.

## 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 majority of 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

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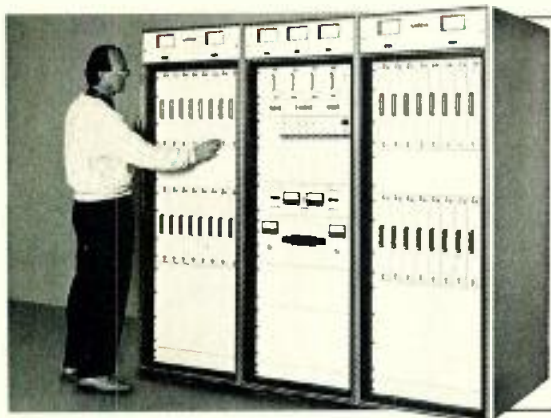
in international marketplace. In filing with FCC in December 1987, Kahn Communications charged that in 1985 Motorola improperly blocked Sony from selling multisystem radios by asserting two AM stereo patents. Kahn further alleged that patents in question were

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, who last year turned back congressional efforts to crack down on perceived trafficking in broadcast licenses, may be at it again. Senate Commerce Committee Chairman Ernest Hollings (D-S.C.) has indicated he will insert language in FCC appropriations measure to reimpose the FCC's three-year rule (BROADCASTING, May 30). Last year, industry gained enough support to sink Hollings's 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). 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.

# 100% SOLID STATE VHF TO 44 KW!



While the others  
are delivering promises  
**LARCAN** is delivering  
**TRANSMITTERS.**

**W**hile other manufacturers are promising no-tube high power transmitters sometime down the road, LARCAN is delivering our advanced M-line 100% Solid State transmitters to KFVE, Honolulu HI; WLBT, Jackson MS; KMSB, Tucson AZ. In fact, the list of stations choosing LARCAN's advanced, field-proven 100% Solid State technology is growing every month.

These stations are making solid transmitter decisions based on solid facts. And solid savings that go on and on: No more ongoing expensive tube replacements. Broadband amplifiers eliminate tuning adjustments and reduce maintenance. Redundant, modular "fail-safe" circuitry

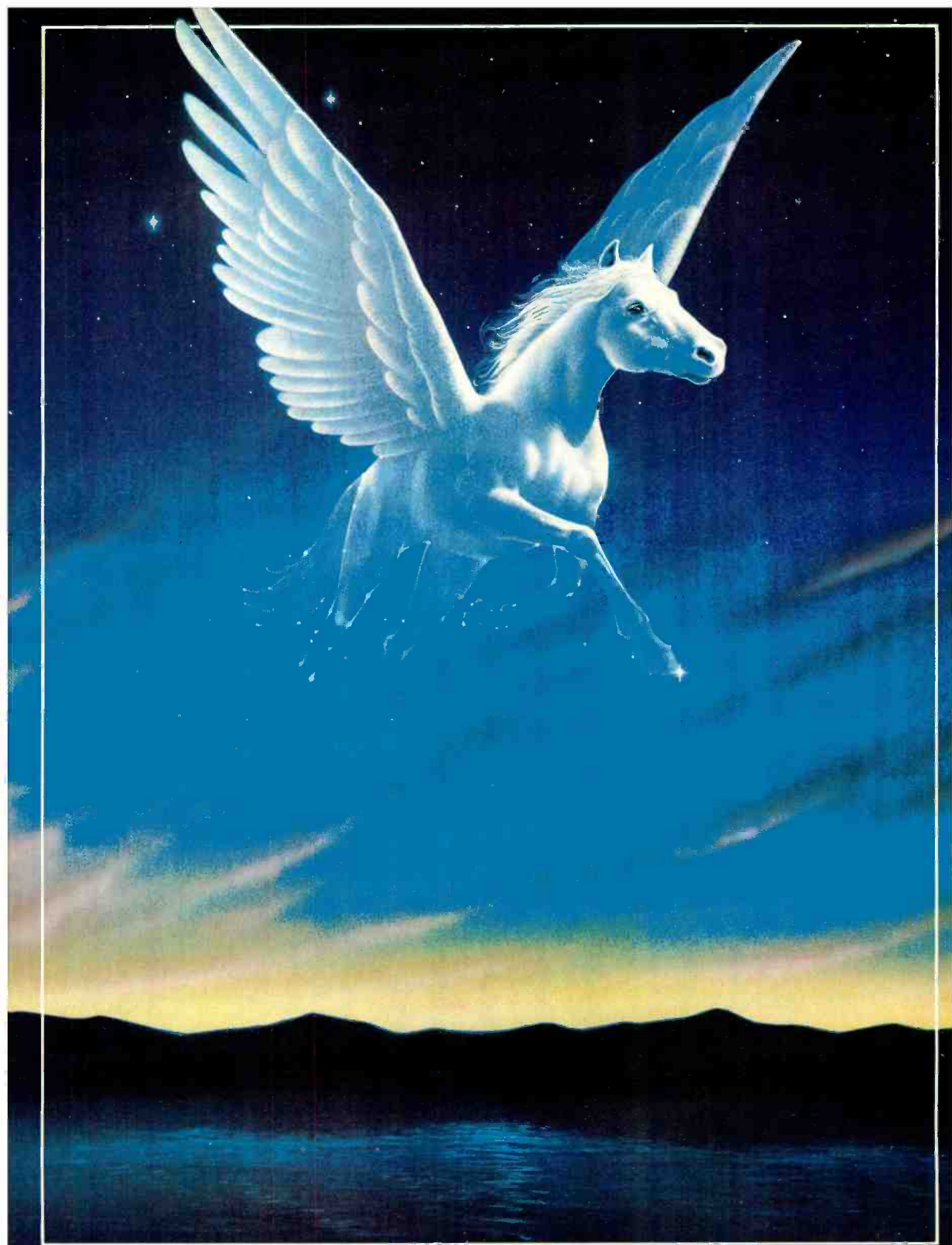
virtually eliminates lost airtime. Plus LARCAN delivers unparalleled performance and ease of operation.

Superior service from the RF experts at LDL Communications, LARCAN's sales and service subsidiary, is also part of the package.

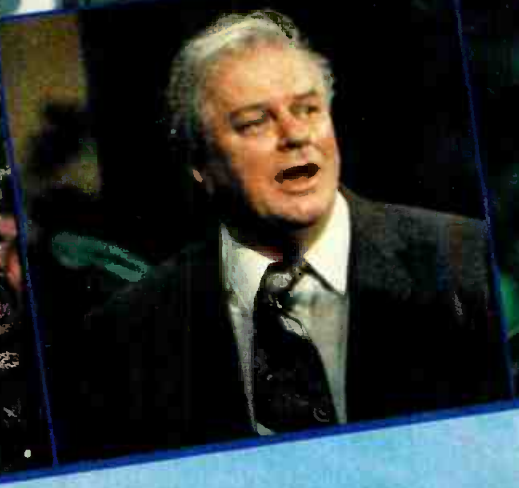
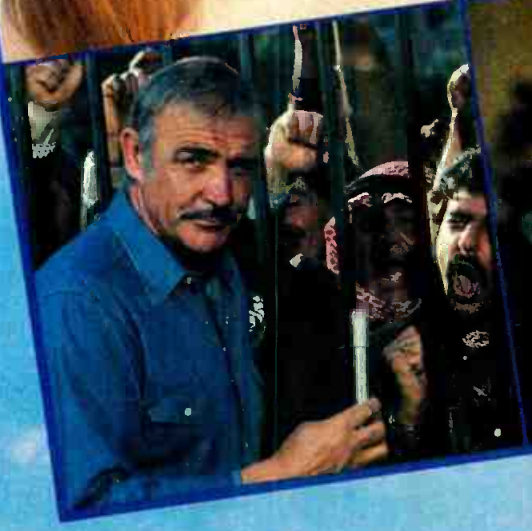
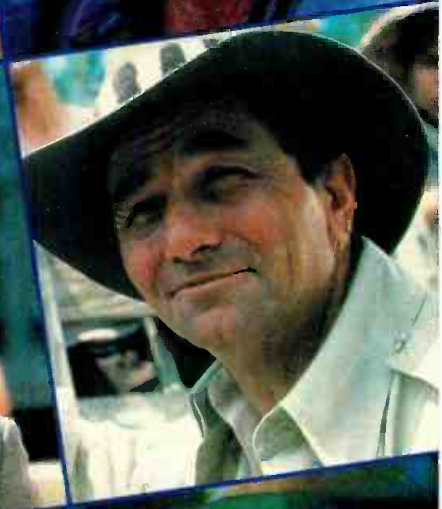
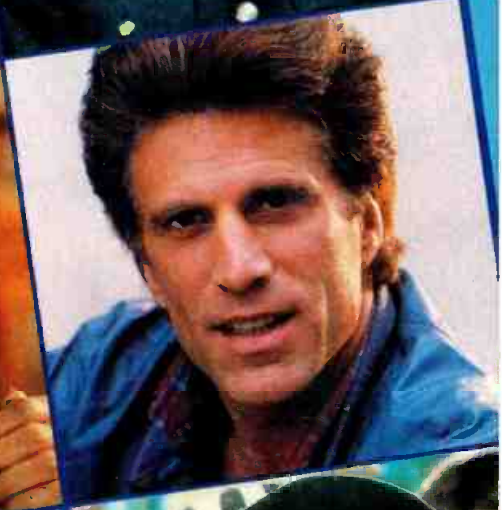
Let us show you how LARCAN 100% Solid State VHF transmitters are eliminating tube replacement costs, vastly lowering maintenance requirements, increasing reliability and providing remarkable operational simplicity, *right now*. Just pick up the phone and call LDL Communications at 301-498-2200. We've got a solid lead over our competition, and so can you!

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Captivating, popular, promotable stars including Bruce Willis, Kathleen Turner, Nicolas Cage, Jane Fonda, Dudley Moore and Sean Connery!

The titles and the stars... together they're just the right formula to light up your station!



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## 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.

In speech last week, House Commerce Committee Chairman John Dingell (D-Mich.) warned cable industry to be on its best behavior or Congress may feel need to reevaluate regulatory environment (see "Top of the Week"). Dingell said members are hearing complaints about rate increases, channel shifting and poor customer service; he urged cable to respond to those concerns.

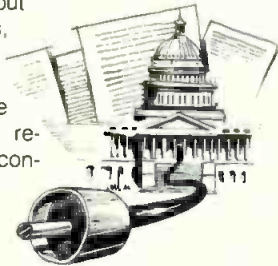
House Telecommunications Subcommittee cable oversight hearing May 11 (third hearing is expected in July) served as forum for discussion of cable's growing market power (BROADCASTING, May 16). Other than criticism from Hollywood and broadcaster witnesses, lawmakers seemed unpersuaded by arguments calling 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 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



## 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.

state-of-art cable systems violate cable operators' First Amendment rights.

## Children's Television

■ House Commerce Committee last month adopted—39 to 3—children's television bill that may go to House floor for vote this week. Bill is product of negotiations between Subcommittee Chairman Ed Markey and National Association of Broadcasters and proposes limits on commercial time in children's programs of 10½ minutes per hour on weekends and 12 minutes per hour on weekdays. Measure has undergone considerable revisions and excisions, among latter language that would have required broadcasters to air one hour per day of informational and educational programming and provisions aimed at curbing so-called program-length commercials. NAB says it won't fight bill but has reserved right to oppose any changes that might occur when Senate acts.

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

With syndicated exclusivity behind it (see below), FCC is reportedly preparing to tackle reform of much maligned comparative renewal process. It is looking to clean up what are widely seen as abuses of process and to rewrite some of the comparative criteria. 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 process.

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

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

### 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 creation of seven operating companies. National Telecommunications and Information Administration has petitioned FCC to preempt Greene's regulation of BOC's, arguing that Greene is hampering BOC's entry into information services, 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 Wash-

ington 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.

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

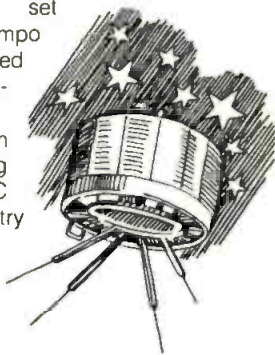
### Direct Broadcast Satellites

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. Dominion Video, granted 1986 construction permit for 16 DBS channels, last week announced finalizing deal to purchase one, possibly two, birds from GE Astro-Space, proposing to launch one by spring, 1989.

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

Death of West Germany's start-up DBS bird, TV-Sat1 (BROADCASTING, Feb. 22), left two state-owned 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 two weeks ago (BROADCASTING, May 23). 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.

### High-Definition TV

■ Blue ribbon panel of FCC's Advanced Television Services (ATS) Advisory Committee was to have held its second meeting last Friday (June 3) and was expected to approve ATS committee's first interim report. Draft of report to commission involving spectrum needs and outlines for future terrestrial trans-



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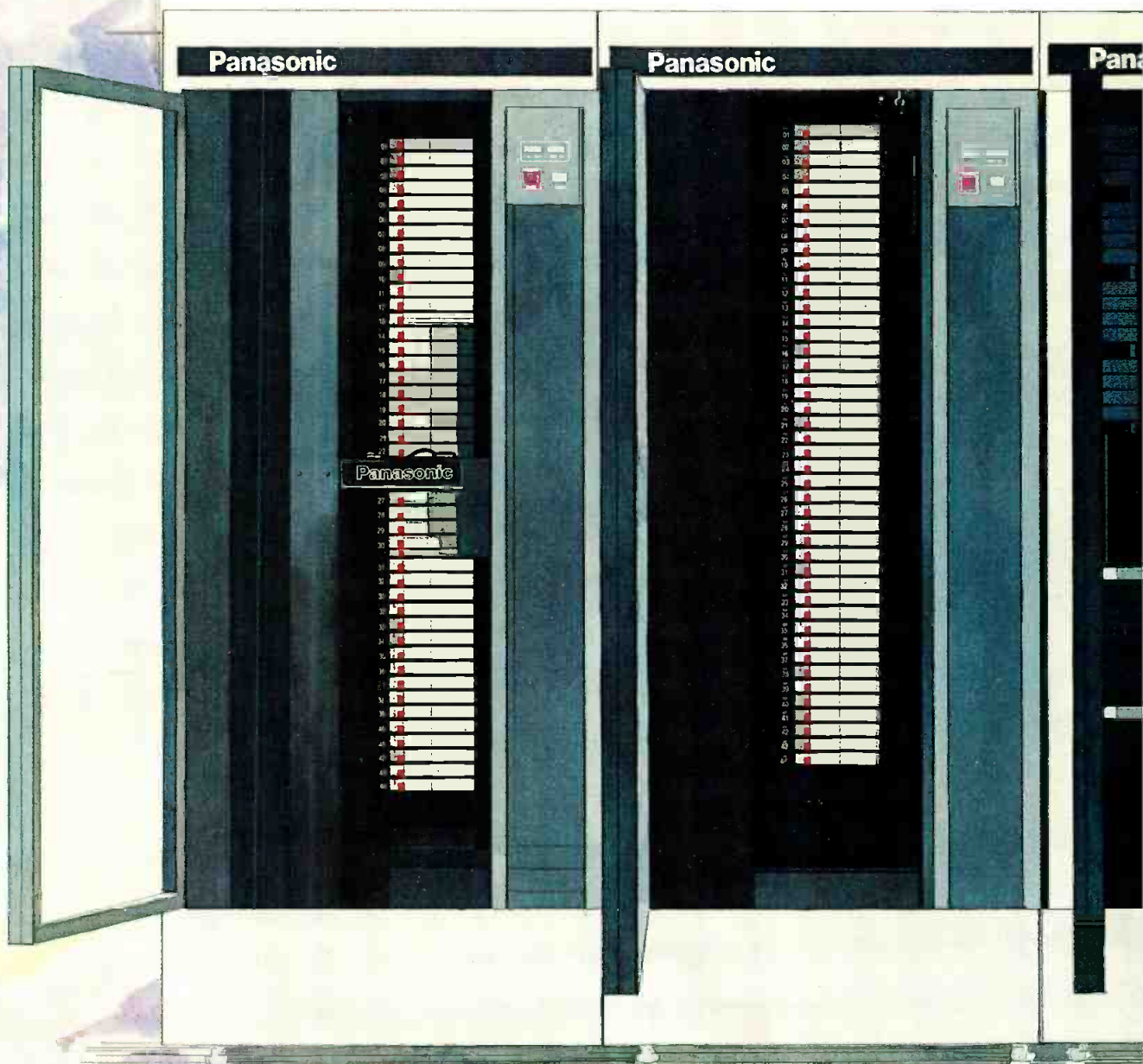
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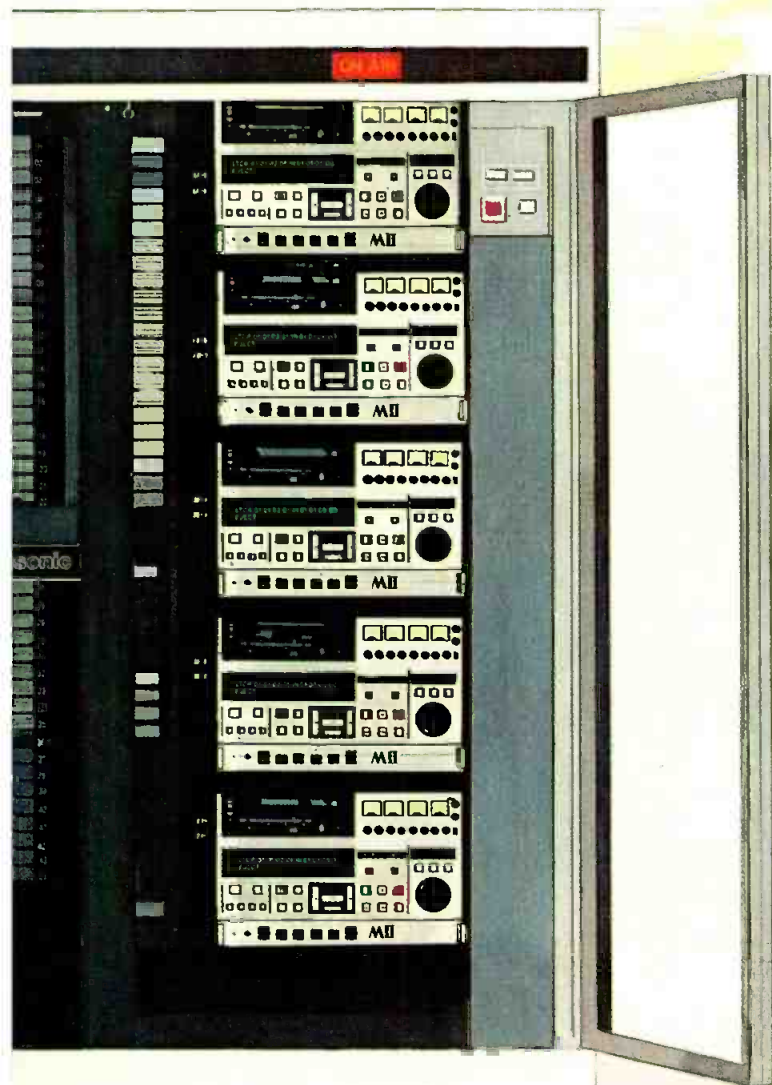
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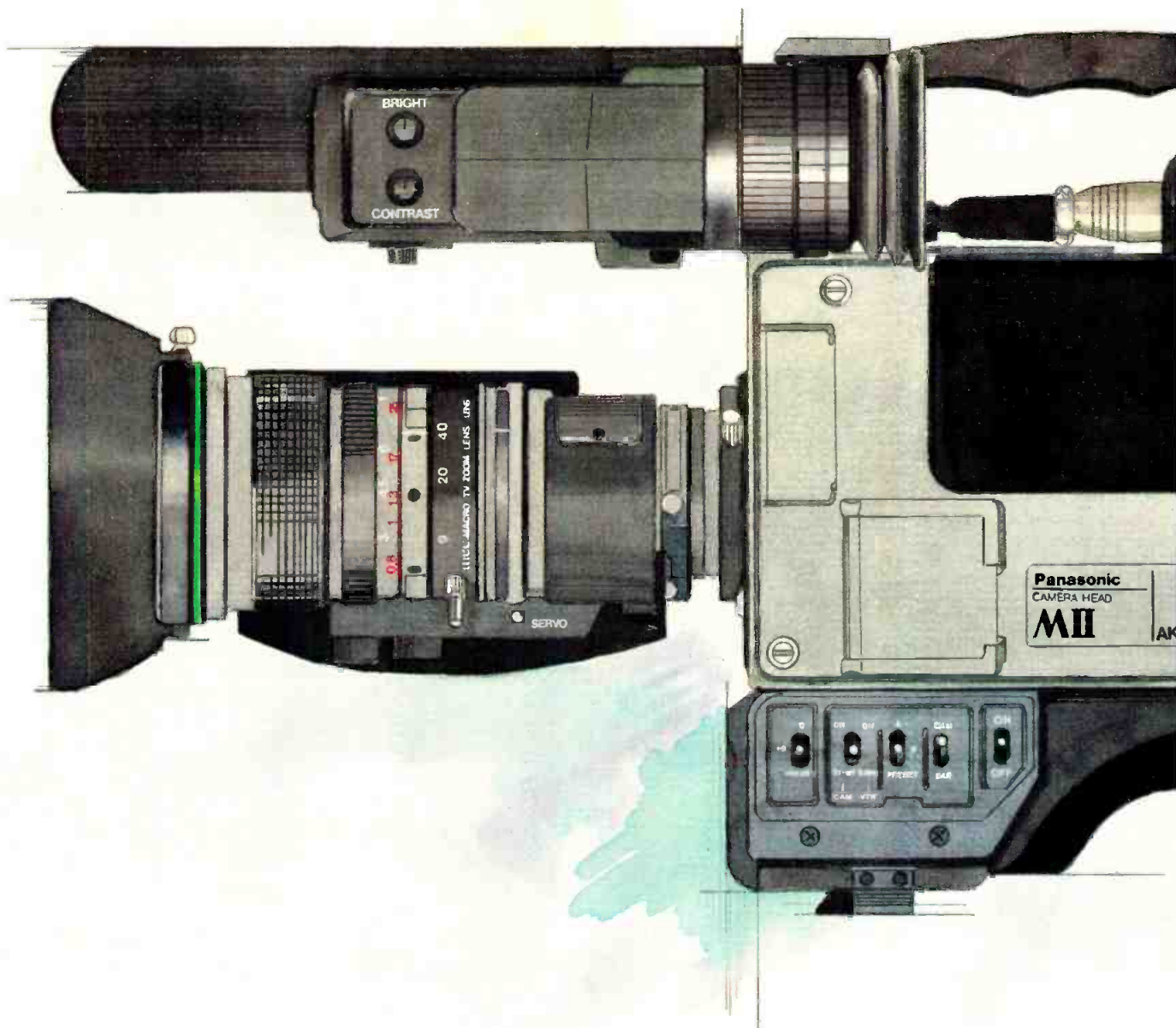
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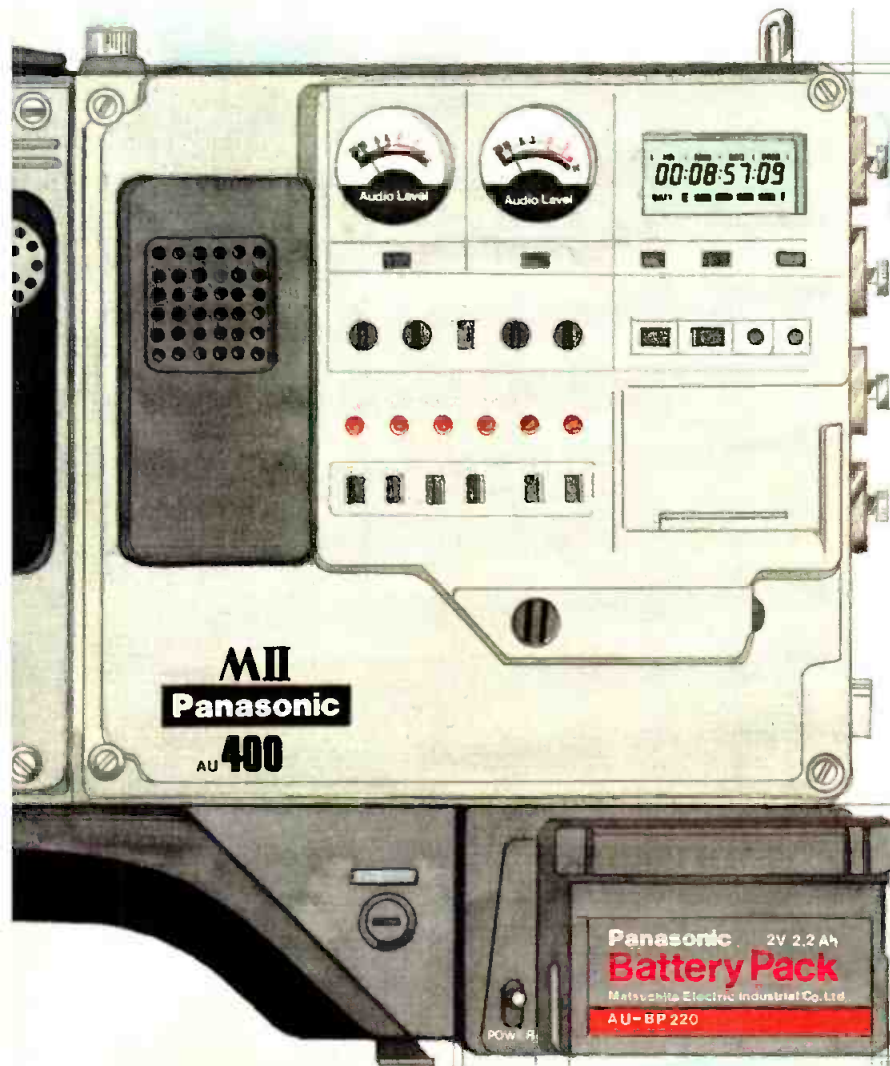
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mission system testing was sent to blue ribbon group by ATS steering committee last month. It concludes that commission should "ultimately" set full HDTV broadcasting standard, either at once or through evolutionary EDTV system as first step. Report is to be sent to FCC for use in making future spectrum policy decisions.

Board of 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 now considering two as-yet unnamed candidates to take over management of facility. One is to act as head administrator and other as chief scientist. 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. Location of facility and date testing will begin will be decided soon after managers are hired.

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 development consortium of major cable operators. Expected to start later this year with annual operating budget of \$7.5 million, Cable Labs has identified HDTV as one of its initial priorities.

## 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 *Pacificia* 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 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 *Pacificia* Supreme Court decision. At same time, FCC sent warning letters to three radio stations. At open meeting last November, FCC reaffirmed indecency policy, but, in doing so, created midnight-6 a.m. safe harbor during which "indecent" programming can be broadcast because of perceived minimal risk of children in audience.

Group of broadcasters joined Action for Children's Television and People for the American Way in petitioning U.S. Court of Appeals in Washington to review, in light of First Amendment, FCC enforcement of tougher broadcast indecency standard. Oral argument was held before panel of U.S. Court of Appeals in Washington last week.

FCC's enforcement of stricter indecency standard has been deliberate. Since standard was adopted in April 1987, it has taken only one additional action—against KZKC-TV.

Child Protection and Obscenity Enforcement Act of 1988 has been introduced on behalf of White House that would implement recommendations of attorney general's commission on pornography. Act would clear way for states or cities to regulate distribution of indecent programming 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 employees 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.

## Low-Power TV

Using ping-pong-ball lottery, FCC on May 27 picked 45 "tentative" LPTV permittees for markets with mutually exclusive applications. Those applications were among 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. Applications are to be delivered to FCC's Pittsburgh office.

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 programming that LPTV provides that full-power stations have ignored."

Progress of CBA's programming 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

■ 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 law of Kansas, 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. Centel recently announced \$775 million acquisition in cellular telephone business. Edelman group last Tuesday made informal offer to buy Centel for \$65-per-share if company abandoned acquisition; \$60-per-share otherwise. ¶ Rogers Cablesystems International has retained Morgan Stanley & Co. to sell all U.S. cable systems, which serve 525,000 subscribers. ¶ Cablevision Industries announced intent to acquire most of systems comprising Wometco Cable Co. for roughly \$725 million, consisting of assuming more than \$700 million in Wometco's debt and preferred stock obligations and issuing stock for difference. Seller, Robert M. Bass Group, will likely first spin off its 140,000 subscriber Atlanta cable system, before transferring the Wometco stock and cable systems serving 311,000 basic subscribers to Liberty, N.Y.-based Cablevision Industries in what is proposed as tax-free transaction. ¶ Warner Communications Inc. has definitive agreement to acquire Lorimar Telepictures in tax-free stock-swap of roughly 2.4 Lorimar shares for each common share of Warner. Clause permits Lorimar to cancel agreement if, during ten-day period preceding 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% of newly issued Lorimar stock at \$15 per share. Merger is still subject to approval by Lorimar shareholders, two of whom filed suit charging that directors failed to consider other offers and obtain best price for shares. Marvin Davis had resubmitted request asking Lorimar's board for inside look before deciding whether to make all-cash bid for Culver City, Calif.-based programing company. ¶ United Cable in March agreed to merge with United Artists Communications Inc. into new company, United Artists Entertainment Co. 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. Merger is subject to approval by shareholders. United Cable is expected to send out proxy statements in five-to-six weeks.

### Must Carry

Fate of must carry is now in hands of Congress. Supreme Court last week rejected petition that it review decision of U.S. Court of Appeals declaring commission's second version of rules unconstitutional. FCC, responding to congressional pressure, is collecting information Congress has requested in connection with must-carry issue. It is querying systems and broadcasters on effect that elimination of must-carry rules has had on broadcast industry. Responses to survey, which has come under fire from both industries, are due June 6.

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

■ PBS, NPR and public TV lobbying arm, NAPTS, have applauded, and CPB has called for withdrawal of, proposed amendments to Senate version of 1991-1993 CPB reauthorization bill that would reroute most national program funding around CPB and directly to

public stations (BROADCASTING, May 30). Measures would codify percentage of appropriations going into unrestricted station grants (70%), into restricted station grants earmarked specifically for national programing (23%) and into CPB (7%). Amendments, said CPB, would leave CPB with "no discretion to carry out our mandate" and "call into question who will answer to Congress."

CPB board, one week before Senate amendments surfaced, had 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 programing as single criterion for each budget decision. Board also resolved to extend use of all appropriate programing for educational purposes and approved radio program fund top priority of creating "major new services and series."

NPR and APR annual meetings at public radio conference May 18-22 in St. Louis focused on new "Audience '88" study. Consensus already began to emerge around vision of individual stations targeting particular segments of core and fringe listeners identified in study.

PBS and National Cable Television Association appointed liaisons in early May to discuss channel placement issues with respective camps. PBS and NAPTS 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. NAPTS 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.

### Scrambling

■ Legislation pending in Senate to regulate home satellite marketplace, mandating that cable programmers permit any qualified third party to distribute their services to backyard dish (TVRO) owners, is expected to hit Senate floor (this month), according to Roy Neel, aide to Senator Al Gore (D-Tenn.), S. 889's chief sponsor. Action on similar measure pending before House Telecommunications Subcommittee is expected this month. Hearing on bill (H.R.1885) is planned June 15, with subcommittee acting on June 29.

Gore's efforts to gain time agreement to bring up bill when Senate returns this week from its recess, however, have not proved successful and it is likely Senator will add measure as rider to another bill.

During National Cable Television Association convention earlier this month, Senate Republican Whip Alan Simpson of Wyoming said there are no plans by Senate leaders to bring S. 889 up for vote this year (BROADCASTING, May 2).

Communications Subcommittee Chairman Daniel Inouye (D-Hawaii) has promised to oppose bill.

On other front, House legislation (H.R. 2848) to permit satellite distribution of broadcast signals—superstations—to backyard dish owners was set for House Copyright Subcommittee vote in May, but because of controversial nature of bill and number of amendments said to be in offing, subcommittee delayed action until FCC decision on syndicated exclusivity (see below).

### Syndex

At May 18 open meeting, FCC adopted unanimously new syndicated exclusivity rules empowering television stations to enforce exclusivity of their syndicated programing 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 programing 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 programing on signals duplicates that on local television stations. Under syndex rules, stations could force cable systems to delete duplicative programing.

The FCC acknowledged that cable systems would suffer increased costs from having to delete and, if they wish, substitute programing, 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.

### Unions

■ Negotiating committees for both Writers Guild of America and Alliance of Motion Picture and Television Producers met last week in series of talks to end 13-week strike. On Thursday, May 26, members of guild ratified 73 independent contracts with producers, enabling "hundreds of writers to go back to work" according to guild estimates. Among those companies that received independent contracts were Carsey-Werner, Alien Productions and Carson Enterprises.

Meanwhile, another strike potentially looms. Contract between Alliance and craft unions affiliated with International Alliance of Theatrical Stage Employees expires in June, with sides said to be far apart on new pact. ■

■ indicates new listing

## This week

**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**—North American National Broadcasters Association executive council. Canadian Broadcasting Corp., Toronto.

**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, Heppburn 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**—Rhode Island Broadcasters Association summer meeting. Marriott hotel, Providence, R.I.

■ **June 7**—National Association of Broadcasters medium market radio committee meeting. NAB headquarters, Washington.

**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.

## Also in June

**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**—Ohio Association of Broadcasters sales workshop. Hilton Inn North, Columbus, Ohio.

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

**June 8-11**—American Women in Radio and Television 37th annual convention. Theme: "The Turning Point." 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 9-11**—Mississippi Association of Broadcasters convention. Royal d'Iberville, Biloxi, Miss.

**June 10-11**—Fifth annual BROADCASTING-Taihoff 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*. Wcve-tv Boston. Information: (312) 922-7424.

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

**June 10-12**—National Council for Families and Television annual conference. Four Seasons Biltmore, Santa Barbara, Calif. Information: (213) 851-5959.

**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) 851-7322.

**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 11-14**—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**—"The World According to BROADCASTING," brown bag lunch sponsored by *Telecommunications Law Committee of Federal Bar Association*, featuring *Broadcasting magazine's* Don West, managing editor; Harry Jessell, assistant manager editor; Len Zeidenberg, chief correspondent, and Kim McAvoy and Matt Stump, associate editors. FCC, eighth floor, Washington.

**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,

## 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 11-14**—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. Future conference: Aug. 20-23, 1989, Marriott, Chicago.

**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) 888-3364. Future conventions: Oct. 5-8, 1989, Kansas

City, and Oct. 11-14, 1990, St. Louis.

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

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

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

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

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

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

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

casters 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 9-11, 1989**—Cabletelevision Advertising Bureau eighth annual conference. Waldorf-Astoria, New York.

■ **April 21-26, 1989**—25th annual MIP-TV, Marches des International Programmes des Television, international television program market. Cannes, France.

**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.





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TBS Goodwill Games, and Don Ohlmeyer, Ohlmeyer 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**—New York Television Academy drop-in luncheon. Speaker: Michael Sobel, vice president, Movietime Channel, on "Diary of a New Cable Launch." Copacabana, New York. Information: (212) 765-2450.

**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 15-17**—Michigan Cable TV Association annual summer meeting. Boyne Mountain Resort, Boyne, Mich. Information: Steve Smith, (517) 351-5800.

**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 16-18**—Iowa Broadcasters Association annual summer convention. Holiday Inn Gateway Center, Ames, Iowa.

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

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

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

**June 18**—"Western Water Crisis," seminar sponsored by Associated Press Television-Radio Association of California-Nevada. Peppermill Casino-Hotel, Reno.

## Errata

Earth station used by Turner Broadcasting System in Atlanta to downlink summit coverage relayed by Intersputnik satellite is owned by Contel ASC, not TBS as reported in May 23 issue of BROADCASTING.

□

Location of WesternWorld, firm of May 30 "Monday Memo" author Gary Worth, is Los Angeles, not Santa Monica, Calif.

□

Jim Gascoigne, regional manager, Hillier, Newmark, Wechsler & Howard, is based in Boston, not New York as reported in May 30 "Fates & Fortunes."

□

Due to editing error, May 30 story, "NBC sweeps May sweeps in record style," incorrectly characterized scope of NBC's winning margin. At 24% over nearest rival CBS, NBC margin was largest ever for May sweeps, not largest of any sweeps period.

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. Luncheon speaker: Massachusetts Governor Michael Dukakis, presidential candidate. Ritz Carlton hotel, 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 19-24**—National Association of Broadcasters radio management development seminar. University of Notre Dame, South Bend, Ind. Information: Joy Dunlap, (202) 429-5405.

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

**June 21**—Women in Cable, Rocky Mountain chapter, meeting, "High-definition television." Denver. Information: Suzanne Stokes, (303) 740-6432.

**June 21**—USA Network seminar to "aid cable affiliates with local ad sales." Westin Benson hotel, Portland, Ore. Information: Barbara Kirbach, (213) 277-0199.

**June 21-24**—National Association of Broadcasters joint board of directors meeting. NAB headquarters, Washington.

**June 22**—USA Network seminar to "aid cable affiliates with local ad sales." Claremont Resort, Oakland, Calif. Information: Barbara Kirbach, (213) 277-0199.

**June 22**—New York Television Academy drop-in luncheon. Speaker: Dean McCarthy, vice president, program services, HRP Inc., on "An Examination of the Upcoming Syndicated Season—Which New Shows Will Work and Why." Copacabana, New York. Information: (212) 765-2450.

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

**June 22-24**—Montana Broadcasters Association annual summer convention. Grouse Mountain Lodge, Whitefish, Mont.

**June 23**—"Tribute to Shelley Duvall," hosted by Kidsnet, computerized clearinghouse for children's television and radio. Charles Sumner School, Washington. Information: (202) 291-1400.

**June 23**—USA Network seminar to "aid cable affiliates with local ad sales." Los Angeles Airport Hilton, Los Angeles. Information: Barbara Kirbach, (213) 277-0199.

**June 23-25**—Maryland/District of Columbia/Delaware Broadcasters Association annual convention. Williamsburg Lodge, Williamsburg, Va. Information: (301) 995-0844.

**June 23-25**—Hawaiian Association of Broadcasters annual convention. Turtle Bay, Oahu, Hawaii.

**June 23-27**—North Carolina Association of Broadcasters summer convention. Stouffer Grand Beach Resort, St. Thomas, Virgin Islands.

**June 24-25**—Texas Association of Broadcasters Radio Day. Hershey hotel, Corpus Christi, Tex.

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

**June 26**—Nontelevised portion of 15th annual Daytime Emmy Awards (primarily for creative arts categories), sponsored by National Academy of Television Arts and Sciences and Academy of Television Arts and Sciences. Registry hotel, Universal City, Calif. Information: (818) 763-2975.

**June 26-28**—Virginia Association of Broadcasters annual summer convention. Virginia Beach Resort, Virginia Beach, Va.

**June 29**—New York Television Academy drop-in luncheon. Speaker: Bruce Christensen, president, Public Broadcasting Service. Copacabana, New York.

**June 29**—15th annual Daytime Emmy Awards telecast (on CBS-TV), sponsored by Academy of Television Arts and Sciences and National Academy of Television Arts and Sciences. Waldorf-Astoria, New York. Information: (818) 763-2975 or (212) 586-8424.

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A commentary on cable television regulation from Glenn Manishin, Jenner & Block, Washington.

## Cable at the crossroads

The cable television industry is facing a crisis of its own making. The industry's successes—both in outperforming "alternative" technologies and in persuading Congress and the courts to substantially dismantle historic regulatory limits on cable's powers—now threaten to ignite a backlash.

The signs are everywhere. Senator Howard Metzenbaum (D-Ohio) warns that the industry has just 60 days to "get its act together." Congressman Ed Markey (D-Mass.) suggests that an in-depth study of cable pricing is necessary to determine whether deregulation had proceeded too rapidly. Utility companies and—heaven forbid—fellow MSO's are aggressively seeking out overbuild opportunities.

One might describe the industry's current dilemma as a "three-edged sword." First, vindication of the First Amendment as a means of attacking municipal abuses in the franchising process, has served as well as a vehicle for affirming the right of competitors to overbuild incumbent systems. Second, deregulation under the 1984 Cable Communications Policy Act, and the consequent spate of rate increases, have precipitated greater, rather than lessened, scrutiny of the industry's pricing, tiering and channel carriage policies. Third, cable's ability to stem marketplace challenge from the host of nascent competitive technologies, from DBS to SMATV to VCR's, has caused legislators to begin to rethink some of the fundamental regulatory decisions of the past decade, from compulsory licenses to scrambling.

The cable industry of today was born out of strategic, long-run thinking. Time's launch of HBO via satellite, Turner's virtual invention of superstations and the marketing foresight that have brought MTV, CNN and HSN to television homes. All of these are in sharp contrast to the current short-run focus of the firms and forces moving the cable industry. Those who aggressively pressed the First Amendment arguments as a shield seem never to have stopped to wonder whether those same positions might also function as a sword, let alone plan for that contingency.

Worse still, the cable industry continues to exhibit unmistakable signs of hubris. After all the victories of the past decade, to compromise is, apparently, to admit defeat. While Hollywood and independent broadcast stations label cable as an unregulated monopoly, the industry mans the barricades and circles the wagons.

This is not to say that the cable industry has not protected its interests and mastered the art of legislative and regulatory persuasion. The record shows it has done so exceptionally well. What these developments suggest, however, is that closer attention may



Glenn B. Manishin is an attorney with Jenner & Block, Washington, specializing in antitrust and communications. Formerly with the antitrust division of the Justice Department, he authored the department's comments in the FCC's 1985 rulemaking implementing the Cable Communications Policy Act and conducted several investigations into cable system mergers and acquisitions.

be—many would say must be—given to the relationship between government and the industry. It is here that the cable industry faces its greatest challenge.

The ultimate question, which remains unresolved, is where cable television fits in the spectrum of American communications. Not in terms of entertainment product, as that is determined by viewership and advertiser support. Rather, in terms of the basic definition of what the underlying nature of the cable television business is, and how government should treat it. Is cable television an "unregulated monopoly?"

I do not pretend to have an easy answer to that question, for there is none. Monopolies are funny things and technology has a way of undermining their strength over time. It is unmistakable that there are serious conflicts in governmental policies toward cable. Some of these policies, like rate deregulation, are premised on the assumption that cable is a competitive industry. Others, like the compulsory license and the once-defunct-but-recently-revived syndicated exclusivity rules, are premised on the assumption that cable is not quite as competitive as broadcasting, or at least has some power to disadvantage competitors.

The basic conflict is between regulation and antitrust. The FCC, now with the acquiescence of the Court of Appeals, takes the position that cable is a fully competitive industry, that there is no cable natural monopoly, and that virtually all cable systems should therefore be free from regulation. (One can question whether this is what Congress had in mind in 1984, but the deed is done, for now.) Historically, the price for being a competitive industry—the quid pro

quo for freedom from regulation, as it were—is that firms are subject to the anti-trust laws, with antitrust serving as the means for preserving the competitive structure of the market.

Yet cable TV hasn't been paying that price. Since 1985 the Justice Department has declined to enforce the antitrust laws in cable, whether in mergers between overbuilt systems, among major MSOs, or in any aspect of the scrambling policy. The rationale, as explained in Justice's approval of the so-called "Phoenix" transaction in 1985—which included buyouts of several competing overbuilds—is that Justice views cable as a natural monopoly. Yet the historic price to be paid for natural monopoly is regulation, typically as a utility.

So there is the nub of policy conundrum. One arm of the government says that cable is competitive, while the other says it is a monopoly. The unfortunate consequence is a schizophrenic approach to the industry, under which cable is treated like a utility for antitrust purposes but treated as a competitive market for regulatory purposes. Which ever position is correct, it is clear that both can't be right simultaneously. If cable television is to be deregulated, it must be fully subject to the antitrust laws.

To answer the question, then, whether or not cable television is an unregulated monopoly, cable is treated like an unregulated monopoly. This is quite obviously an unstable state of affairs.

Ironically, all of these positions have been asserted vigorously from time to time by the most visible firms in the cable industry. It has been amusing to watch as the lawyers who in 1984 argued to the Justice Department that cable was a natural monopoly explained to the Supreme Court—where cities raised natural monopoly as a justification for First Amendment restrictions—that cable isn't really a natural monopoly after all. Perhaps the industry gambled that success in limiting municipal regulation on constitutional grounds would outweigh the precedent set by these decisions in the area of competitive entry. More likely, the industry entered the fray without a clear concept of where it, or its attorneys, were heading.

The most interesting facet of cable today, then, is that it appears few in the industry have taken the necessary time to examine historical parallels and assess the consequences for cable's future.

With the successes of the recent past, of course, cable has reason to boast. But the industry plainly stands at a crossroads of government regulatory and competitive policy and may find itself the unsuspecting victim of its own success. To paraphrase a well-known poet, cable is facing a fork in the road ahead. The road chosen will make a difference.

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# Broadcasting Jun 6

Vol. 114 No. 23



## Closing the gap at Interface II

It was a summit of the Fifth Estate. Businessmen, association executives, lawyers and futurists from the broadcasting and cable industries converged at Broadcasting/Cable Interface II last week in Washington (June 1) to discuss issues that both separate and unite them and to hear top government officials delineate public policy positions.

The seminar, sponsored by the Federal Communications Bar Association and BROADCASTING magazine, addressed the lay of the land today (must carry, syndicated exclusivity, comparative renewal and advertising in children's television) and the prospect for tomorrow (high-definition TV, telco entry and fiber optics).

Representative John Dingell (D-Mich.), the congressional keynoter, began the day by warning the cable industry to respond to consumer complaints on service and rates or face regulation by Congress. But he said passage by the House of a home satellite bill was doubtful this year. He repeated his position that broadcasters "can be unregulated, or you can be special. But you can't be both." Returning the fairness doctrine is a top priority, he said (page 28).

FCC Chairman Dennis Patrick, the FCC keynoter, reiterated his promise to streamline the comparative renewal process and curb the abuses of it that broadcasters face. He criticized broadcasters for their willingness to give up recently acquired freedoms in exchange for protection from competition. He urged cable operators to abandon their objections to syndicated exclusivity (page 28).

Alfred Sikes, assistant commerce secretary and head of the National Telecommunications and Information Administration, urged the FCC to adopt a transmission standard for high-definition television. "If we do not set one in the U.S., a de facto standard will emerge from activity in other markets," he said (page 30).

FCC Commissioner James Quello strongly urged Congress to pass legislation that would reinstitute the must-carry rules. And he

suggested broadcasters should be willing to compromise on other fronts to insure that a must-carry bill would pass (page 30).

In the day's first panel session, association leaders battled over whether syndicated exclusivity would succeed and whether must-carry legislation was needed (page 32).

NBC President Robert Wright, in a luncheon address, urged adoption of the advanced compatible television (ACTV) transmission standard for high definition television being developed by the David Sarnoff Research Center under contract from NBC. The broadcast and cable industries should reach a consensus on ACTV, and the government should adopt it as a standard, he said (page 29).

Later, at a futurist panel, HDTV dominated the discussion, as participants tackled such key questions as whether to adopt a single transmission standard for all media or encourage the development of open-architecture television sets (page 33).

Keystoneing the seminar was an afternoon panel session that paired three major group broadcasting executives with their counterparts at three of the top four cable multiple system operators. The broadcasters sought, and received, reassurance of continued carriage on cable systems (page 31).

Washington lawyers composed a panel, covering a range of topics, from the effect of fairness doctrine repeal on renewals to the effect on cable of compulsory license removal (page 33).

Representative Thomas Tauke (R-Iowa) blasted the broadcasting industry for caving in on a children's television bill, saying it was "short-sighted and myopic." And he said broadcasters should look to "distinctive and desirable" programming, not must carry or HDTV, to stem declining audience shares (page 34).

The seminar was co-chaired by Richard Wiley, a former FCC chairman, now a senior partner with Wiley, Rein & Fielding, and Don West, managing editor of BROADCASTING magazine.



## Stern words for broadcasting, cable from Dingell

Cable was told last week by John Dingell of Michigan, the Democratic chairman of the House Energy and Commerce Committee, to mend its ways. Dingell said that unless cable responds to consumer complaints (chiefly those concerning rate hikes and poor customer service), Congress may be forced to reregulate the medium. "I must tell you [cable] directly that you are in an extremely vulnerable position on the Hill," warned Dingell, a keynoter during the morning session of the Broadcasting/Cable Interface II.

That admonition notwithstanding, cable, for the time being at least, is in the clear. The chairman does not envision any Hill action this year. He told reporters it is doubtful the House will even have time to consider the home satellite bill (H.R. 1885), which is slated for a Telecommunications Subcommittee vote on June 29. And he said the parent Commerce Committee's schedule was busy too. However, Dingell said "something should be done" about the issue, although he personally has not taken a "firm position" on H.R. 1885.

Still, Dingell did not dismiss the possibility of a major cable policy debate in the next Congress. He indicated the question of cable-telco crossownership would crop up as part of the committee's oversight of telephone issues.

As for broadcast matters, the chairman's views were consistent with past statements. "As I've said before, broadcasters face a choice: You can be unregulated, or you can be special. But you can't be both." And the congressman was unequivocal in his stand on the fairness doctrine. Until the doctrine is

*"I must tell you [cable] directly that you are in an extremely vulnerable position on the Hill.... [B]roadcasters face a choice: You can be unregulated, or you can be special. But you can't be both."*

reinstated, there will be no movement on any other broadcast issues, including must carry or any reform of the comparative license renewal process, he insisted.

Fairness is a "top priority.... Sooner or later Congress will enshrine the doctrine in statute," he said. Asked what he might do if the Supreme Court were to eventually throw out the doctrine, Dingell indicated it would not deter the Congress. "I treat the Supreme Court with enormous respect up to a point."

But the issue for Dingell goes beyond fairness. He said the concept of broadcasting as a public trust is at stake. The "attack on the fairness doctrine becomes an attack on all aspects of broadcasting regulation," he said. Furthermore, Dingell continued, if broadcasters are not required to serve the public interest, what is the justification for must-carry rules? "Cable operators have their own rights and legitimate business interests. If the programming provided by commercial broadcasters is not regulated, why should cable operators be forced to retransmit their competitors' unregulated programming at no charge and on a desirable channel location?" he asked.

Without public interest responsibilities, broadcasters will have little defense against spectrum fees or auctions, said Dingell. "In the face of this challenge, verbal flourishes and empty gestures in the direction of public service will not do," Dingell said; the industry will have to accept some regulatory limits. "Broadcasters' proclamations that they provide extensive public service ring hollow when they are fighting to the death to prevent even the mildest form of public interest regulation, as represented by the fairness doctrine," he said.

Nevertheless, Dingell was hopeful the industry and Congress might someday reach an accommodation on the matter. The children's television bill, adopted by the Commerce Committee two weeks ago, is an example of cooperation between the two, he said, expressing his pleasure with the industry's decision not to fight it.

He also referred to the FCC's action on syndicated exclusivity. "If cable operators can contract for exclusive programming, it is hard to see why local broadcasters should be denied a similar ability," he said.

His remarks about cable focused on the current political climate. Members, he told the audience, are hearing that cable subscribers are "aggrieved and feel that they have no alternatives." Besides complaints that operators have raised rates "too much and too quickly" and that the industry's

customer service record is weak, there is concern about dropping independent and public stations or shifting them to other locations on the cable system, he said. Moreover, he explained, city officials are telling consumers they are unable to correct abuses because of the Cable Communications Policy Act. "In short, members are hearing that cable operators are behaving as if they were unregulated monopolies—and that Congress 'unregulated' the cable companies." (Later, Dingell told the press his constituents [his district encompasses suburban Detroit] are expressing concern about subscriber rates, especially when more services are added to the basic package and corresponding rates rise.)

It is important to note, Dingell said, that cable is starting to be viewed as an essential service like over-the-air broadcasting and universal telephone service. "Proposals for 'universal cable service' are beginning to be heard from progressive parts of the industry," the chairman said.

The problems cable faces on the home front, he added, only exacerbate the industry's troubles in Washington. He believes that any consumer outcry tied to concerns about concentration of ownership, vertical integration and possible anticompetitive behavior problems could trigger Hill action. Lawmakers, he noted, will not look at cable concentration as an "abstract matter of economic theory. They have in their mind the complaints they have heard regarding cable in their own districts. And they are predisposed to think that cable has too much economic power, and that it must be controlled in some fashion."

Dingell said he seconded the comments expressed by the "head of the National Cable Television Association...at your recent convention—some of the questions you face on the Hill reflect a perception that some of you are being less careful than you might be."

## Chairman Patrick challenges comparative renewal

FCC Chairman Dennis Patrick last week promised to streamline comparative renewal proceedings and curb "abuses" of the license renewal process.

"This is an issue that cries out for reform," the chairman said during a Broadcasting/Cable Interface speech. "The public is not well served. Our policy goals are not well served. The industry is not well served."

Patrick also urged broadcasters not to swap freedom from regulation for protection from competition in their legislative approaches and called upon cable operators "to make syndex work."

When stations apply to renew their licenses—radio licenses come up for renewal every seven years; television, every five—

## Wright continues push to lose finsyn, rep rules

NBC President Robert Wright is continuing to lay the rhetorical foundation for a possible effort next year to persuade Congress and the FCC to suspend or modify the FCC's financial interest and syndication rules.

In a speech at Broadcasting/Cable Interface II, and in a follow-up press briefing, Wright said the restrictions on the three major broadcast networks' ability to finance and syndicate network programming are regulatory anachronisms that have no place in an era when the networks are under competitive pressure from cable and hurting financially.

"The fresh breeze of deregulation hasn't blown much over the networks," Wright said. "We've felt very little benefit. The network rules still stand like an aging colosseum. We're inside looking over the walls at all of the young lions who have been set free to enjoy an open marketplace."

Wright also said the prime time access rule, which limits affiliates to three hours of network entertainment programming during prime time, and the so-called rep rule, which bars the networks from representing affiliates in the spot advertising market, also should be revisited in light of today's market realities.

"Prime time access was meant to encour-

*"The fresh breeze of deregulation hasn't blown much over the networks."*



offs, in the defense of legitimate enterprise, are oftentimes cheaper than a legal defense. These problems must be corrected."

The FCC has already received comments on proposed rules that seek to stem abuses of the petitions to deny renewal and station transfers by limiting payments to the groups that filed the petitions to their legal expenses. As a result, Patrick said during the Q&A that followed his speech, the FCC may be able to act "more quickly" on the petition to deny problem. But, he said, comments from broadcasters in the proceedings have not been "overwhelming. We need comments to deal effectively with this issue."

Broadcasters have been freed from "various and sundry regulations of business practices" by the FCC over the past 10 years, Patrick said. "But some broadcasters have begun reassessing whether this movement toward greater freedom is the proper course," he said. "They contend maybe it's time to slow up or even turn back the clock. Like the Israelites in the desert, they would rather be in bondage back in Egypt."

"And some in Congress say broadcasters can't have renewal reform, can't have must carry, can't have anything—unless they pay some price, make some trade...and if you persist in your reckless pursuit of freedom, you're told, you may even have to pay a transfer tax," Patrick said.

The chairman said it is not good business to trade freedom for protection. "While government protection is appealing at first, it usually only delays the harm to be avoided. More often than not, it makes the necessary adjustment more painful, if not impossible."

If broadcasters seek out a "special, more regulated" status in exchange for protection, Patrick warned, they will ultimately end up with "a very special, very protected, very minuscule share of the market."

Cable operators have warned that the FCC reimposition of syndicated exclusivity rules last month would lead to blackouts of programs on superstations and other distant broadcast signals, which would, in turn, outrage subscribers accustomed to the programs. The rules permit broadcasters to assert the exclusivity of syndicated programs against cable systems that bring in duplicative programs on the distant signals.

Despite the operators' protestations, Patrick said, blackouts are not necessary. "For the first time, superstations can purchase programs on a national exclusive or non-exclusive basis. Either way, there would be no need to delete those programs from cable carriage. Further, given the one-year transition period, cable can substitute programs where it now imports programs sold for exclusive distribution locally."

Blackouts "would be a self-imposed, self-destructive political red herring benefitting no one," Patrick said. "Worst of all, it would be a serious disservice to subscribers. Unless the cable industry holds its subscribers hostage, the big winners, in fact, will be consumers. They will benefit from a smooth transition to more bountiful and diverse programming resulting from a fair market structure."

*"While government protection is appealing at first, it usually only delays the harm to be avoided."*

others can either petition to deny the license or apply for the license. In the latter case, the ultimate winner of the license is determined in a generally long and costly comparative proceeding before an FCC administrative law judge.

"License holders face the continued threat to defend their licenses in comparative hearings, even when they have functioned in full compliance with commission rules and have supplied programming responsive to the public interest," Patrick said. "The challengers, however, need only make paper-tiger promises intended to threaten the incumbents who have met the rigors of professional responsibilities, the rigors of the competitive process and the panoply of decisions—legal, commercial and societal—that face them daily."

And the process is expensive, Patrick said. A station can spend more than \$1 million to defend itself from a renewal challenge, he said.

Patrick set forth two overall goals: "First, we must resolve to reduce the uncertainties, delays and costs attending this process. Second, we must more clearly define the rules to endow the process with the promise of expedition and fairness."

Patrick said the FCC must also do something about "sham" applications, which push to the fore those with attributes that give them an advantage in comparative proceedings and mask "the real parties of interest."

Petitions to deny are useful in identifying bona fide problems, Patrick said. "But when they are filed in bad faith—to extract money or concessions unrelated to legitimate public interest objectives—they are extortion. Pay-

## Quello: move on must carry; Sikes: no rush on HDTV standard



FCC Commissioner James Quello reiterated last week his belief that Congress has the right and the responsibility under the public-interest standard to pass legislation requiring cable systems to carry local broadcast signals, despite federal court findings that the FCC's must-carry rules were unconstitutional. Quello also criticized those—including BROADCASTING magazine—who suggest that broadcasters should not

make concessions to Congress in other areas of broadcast regulation to win passage of must carry. "Those who believe that congressional intervention is undesirable are forfeiting the best and perhaps only remaining chance of reinstating must carry and restoring balance and equity to the marketplace," he said.

"I believe there is an undeniable government interest in making certain that TV stations licensed by the government to serve the public interest continue to have access to the public they are licensed and required to serve," Quello said. "I believe the obligation and right to serve the local area is required by the Communications Act and by the FCC's careful allocation of channels to the community. I don't believe any monopoly or semi-monopoly transmission pipeline should be able to prevent or obstruct the licensed station's local service to the public."

Quello also argued that the courts' elimination of must carry has "skewed" the marketplace in favor of cable operators. Although the reimposition of must carry will help restore some balance, he said, "the ability to drop or reposition a local broadcast station makes cable the sole gatekeeper among 51% of the TV households. The potential for abuse of this power is great and will probably increase in the future. It could eventually lead to program and advertising domination by pay cable at the expense of free universal TV."

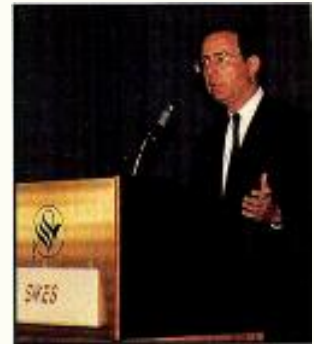
Competition should not be a goal in itself, but a means to improve service to the public. Quello said, "Everyone must face the fact that the public interest standard is congressionally mandated. . . . It can't be willed away by a super deregulatory chairman or editorialized away by BROADCASTING magazine."

■ A high-definition TV transmission standard should be set by the FCC. "When a standard is set, manufacturers quickly achieve economies of scale resulting in frequent price reductions," Alfred Sikes, assistant commerce secretary and head of the National Telecommunications and Information Administration said last week. "If we do not set one in the United States, a de facto standard will emerge from activity in other markets," especially Japan and Europe, he said.

But assuming that a standard must be set, a number of other questions arise, said Sikes: "When should it be set and after what process? Who should be covered by the standard? Should it be preclusive?" Last April, Sikes called for a standard to be set by 1990. However, he said that he has since changed his opinion. The findings of an NTIA study and another survey by MIT "debunk the notion that if we do not act quickly we will be overtaken" by imported technologies. Taking more time to set a standard will give American inventors time to develop and test rival systems, he said. Sikes urged that a later target date be set "to send a signal to equipment manufacturers causing them to await the establishment of such a standard."

Sikes asked the FCC "to develop a blueprint" for future technical integrations among television media. "This means a single transmission standard for both broadcasters and cablecasters at the outset," said Sikes. "It is my intention to urge the FCC not to establish such a standard in a preclusive way." The standard should be a "starting point" in which both cable and broadcasting provide equal quality. The two media will then be allowed to advance technically in directions that are best suited for them.

From a trade standpoint, he said, the governments of Europe and Japan "understand the immense commercial potential of the next generation of TV technology." Those governments are neither "media neutral" nor "trade neutral," he said. They have already made stands for satellite transmission of HDTV and have recognized HDTV as a new way to increase their exports, he said.



age program diversity and creativity in the early evening time period," Wright said. "It created more game shows and succeeded in limiting viewer choice, not broadening it. It has stuffed the pockets of a few syndicators."

Permitting the networks to represent their affiliates would improve the networks' and their affiliates' ability to market themselves—"to get our message to as many advertisers as possible. I don't know if [reprising] is going to save anybody's skin, but it's a smart thing to look at," he said. NBC did not instigate the FCC's current review of the rule, he said, but it "probably should have."

Wright's verbal assault on financial interest and syndication rules was an encore. Two months ago, he made the same points in a speech in Los Angeles before the Hollywood Radio and Television Society (BROADCASTING, April 18). CBS President and Chief Executive Officer Laurence Tisch has also complained publicly that the rules were no longer warranted due to the increased competition faced by the networks (BROADCASTING, Nov. 9, 1987).

For the rhetoric, neither NBC nor CBS has yet taken any steps in Congress or the FCC to do away with the rules. However, Wright said last week he feels both are receptive to considering some relaxation of

the rules and that he and other NBC officials will be lobbying for it.

NBC will start next year on Capitol Hill, he said. The FCC is "sympathetic, but is reluctant to undertake any unilateral deregulatory action for fear of congressional retribution, he said.

Wright said that changing the rules will not be easy. Former FCC Chairman Mark Fowler tried to eliminate them a few years ago over the vigorous opposition of Hollywood and independent broadcasters. That effort was stymied by Congress and by the personal intervention of President Reagan.

But Wright believes a slow-and-steady approach will win the day. "I think it's a lot of explanation. A lot of time has to be spent with a lot of people. . . . We need to get the affiliates on board, we need to get a broader constituency."

And, Wright conceded, a major obstacle may be gone by January. "It would be unusual for another President to have quite that point of view," he said.

The large studios are still opposed to any changes, Wright said. Their response to his Los Angeles speech two months ago was "quieter than a one-handed applause," he said. The big studios, "which act as banks for the production community, want to keep the current situation exactly like it is," he said. "They keep saying they want to sit

down and talk, but realistically, I think they feel they have won that battle. If you feel you have already won. . . there is not a lot of incentive to make any changes."

On the other hand, Hollywood is not monolithic, Wright said. "The smaller, independent producers are much more flexible. Their issue is simply to get financing. . . . They are much more open, but they are much less outspoken on the political side."

As he did in his Los Angeles speech, Wright suggested that the financial interests and syndication rules be suspended for five years to "see if marketplace solutions can be found for our problems." Or, he said, divide prime time in half. "Roughly 11 hours. . . would be supplied under the present rules—that is, within financing and rights negotiations as it presently exists," he said. "The remaining hours would be open to whatever kind of joint venturing agreement individual producers and studios might care to make."

Wright also used the speech to make a pitch for an HDTV standard compatible with current receivers. "Compatibility is the key to improved picture technology that is quickly implementable, less disruptive and more affordable," Wright said. That is why NBC has backed the David Sarnoff Research Center's development of the advanced compatible television system.





CHASEMAN



CLASEN



GILLETT

## Broadcasters, cable operators come together

"I think the partnership is developing, but it's slowly developing," said Joel Chaseman, chairman and chief executive officer of Post-Newsweek Stations, in summarizing the state of relations between broadcasters and cable operators. "But both sides need to push," he said, to continue to come closer on issues. Borrowing a phrase from nuclear missile talks, Chaseman said the operative comment may be: "Trust but verify."

That sentiment, of progress on some issues and a willingness to proceed on others, was the hopeful sign coming out of a panel of six top broadcasters and cable operators. But fundamental differences in how each side approaches general philosophical issues continue to put broadcasters and cable operators on different wavelengths.

The broadcasters, represented by Chaseman, James Lynagh, president of Multimedia Broadcasting, and George Gillett, chairman of Gillett Holdings, spoke of broadcasting's localism and universality and the importance of giving the public "free" news and entertainment services.

The cable operators, represented by John Malone, president and chief executive officer, Tele-Communications Inc.; Trygve Myhren, whose intention to resign as chairman and chief executive officer, American Television & Communications, was announced last week (see page 38), and Robert Clasen, president and chief executive officer, Comcast Cable, said broadcast programming is a core part of cable's service and that cable can't afford to put the broadcast industry out of business. There are many issues cablecasters and broadcasters can work together on, they said, such as must carry, channel positioning and HDTV. But they said broadcasters need to recognize the fundamental shifts occurring in the marketplace and seek other revenue streams.

Lynagh posed the question early: "Can we find enough common interest to make sure we don't kill each other?" Turning to the cable operators, he asked: "Do they expect us to be around?"

Myhren said there were a number of issues on which cable operators and broad-

casters can work together. "Maybe there is a bigger compromise that brings in other issues" beyond must carry, said Myhren.

Lynagh said broadcasters could work with cable on opposition to the Gore bill, but not if cable launches a full-scale assault on syndicated exclusivity.

Malone said TCI has been abiding by the last must-carry compromise and would support efforts to codify it. "Operating a business on a predictable basis" is important, he said, for both broadcasters and cable operators, and must-carry codification would help secure that. "There is no way that we don't want to carry broadcast signals," Malone said. There is a public trust in keeping the broadcast industry in business, said Malone; otherwise government would perceive cable as a monopoly and regulate it as such. "We are a conduit" for programing, he said. And in the business sense, he said, "broadcasters are programmers for cable."

Malone also disclosed that, on the vertical integration issue, he could live with some restrictions on cable operator ownership of program services. "I can see a world," he said, where local broadcasters could own one-third of the channels, cable operators a third and other parties, such as Hollywood, another third. "Something like that would work," he said. Malone said he would be "very concerned if cable was eliminated" altogether from program ownership. Cable operator ownership "keeps the system honest," he said, by allowing operators to start their own networks if program costs of present networks get too steep, and to respond to the programing desires of viewers. "If the cable companies didn't make investments, the cable industry wouldn't be where it is today," Malone said.

But Myhren said: "We'd have trouble living with something like that," referring to the 33% programing ownership splits. "Cable would have to be significantly higher," he said. Cable has produced much of the niche programing now available, and Myhren said there was "no indication from these other industries (broadcasting and Hollywood) that it is going to be done." Too restrictive ownership limits on cable would

mean the consumer would lose, he said.

There was agreement between the two sides that broadcasters need to tap other revenue streams. "We need a second or third or fourth revenue stream," said Chaseman. Malone agreed. "Cable offers broadcasters the best opportunity to get into the subscription mode," Malone said. "It may turn out that HDTV goes through cable for a subscription fee," he said, envisioning broadcasters transmitting a separate HDTV feed of their signal on a separate cable channel. "Broadcasting does need to look at another revenue stream," Malone said. Advertising is not sufficient to support the full diversity the public wants in magazines, said Malone, and publishers sell subscriptions.

But the discussion of subscriptions brought a reaction from the broadcasters. As Lynagh put it, broadcasters provide service at a low price and they deserve to be supported. Chaseman spoke of "that unwanted audience" that chooses not to subscribe to cable. Broadcasting serves as a way to insure that the economically disadvantaged are not disenfranchised, he said, and to turn its back on that idea, "is a very dangerous position for this country to hold."

Panelists also touched on cable's growing stake in local advertising revenue, which is critical to broadcast stations. Although Clasen said cable's local advertising is increasing, it will never become cable's most important revenue stream, he said. Malone said that local advertising only partially offsets programing costs. And Gillett guessed that radio, more so than television, would be affected by growth in local cable advertising.

Lynagh asked why cable was "going its own way" on HDTV. Myhren said the two industries should work together but that cable "should not be in a situation where it is completely restricted from delivering the best signal it can." Myhren indicated that NCTA has some leanings toward working with the broadcaster-supported Advanced Television Test Center on HDTV: "I'd like to see NCTA work with the center," he said.

On telcos getting into cable, Clasen said it was difficult from cable's perspective "to



LYNAGH



MALONE



MYHREN

envision a role for the phone companies, given the history of cable's relationship with the phone companies." He questioned whether telcos had the creative program desire and capability to develop its own product.

Both Malone and Myhren said cable could get into the telephone business. "It is easier to send voice down 550 mhz of cable than it is to send video down telephone lines," said Malone.

And Myhren said as cable rolls out fiber, it "could be using switching technology that could allow it to leapfrog the telcos" and provide cheaper voice service. Common facilities for voice, data and entertainment are more efficient, Malone said, but such a setup would likely trigger government regulation as a common carrier, which is not a line cable wants to cross.

The broadcasters called for reexamination of rules that restrict operation in the marketplace, including those on program and cable system ownership. "Many rules and regulations were put into force at a very different

time," said Chaseman. "The whole package needs to be reexamined."

Lynagh said network television "was still the best national medium" but that the networks and their affiliates need to determine what kind of relationship will exist between them in the future.

Chaseman expressed concern that "the new management [at the networks] will lack a sense of the future and the investment to get there" and that there will be a "gradual erosion in the will to be what you have to be." Programmers will go wherever the marketplace is, and Chaseman said he could envision a reversal of roles, with cable, not broadcasting, becoming the dominant medium.

Cable, said Gillett, is way ahead of the broadcast industry in picking up the knack of being "full on service and low on cost" that has typified other industries. Cable has "the high tech and high touch," he said. The answer for broadcasting is localism, said Gillett. "We have to do a better job on a local basis," he said. It's no coincidence,

said Gillett, that the network that spent the most money on promotion is in first place. "The more we look at the balance sheets," he said, "the more we need to look at the consumer." Local broadcasters need to align themselves both with the networks and the cable companies. And he also said broadcasters need to work without regulations that prevent them working as freely as cable does.

"I feel like the guy on the wharf who's missed the boat for the third time," said Gillett, the only broadcaster on the panel without related cable system ownership interests.

Gillett has bid for both cable systems but without success. "I have enormous regard for the consumer," he said, and "the consumer really doesn't care how programming is delivered." Gillett said cable is learning the lessons of radio by going after narrow audience niches. As long as broadcast television continues to try to be "all things to all people, it will continue to lose share," he said.

## Speaking up for the industries

Finding a common ground continues to present problems for the broadcast and cable industries. Judging from the remarks made by industry trade association executives during last week's Broadcasting/Cable Interface II, there are still some issues dividing the two sides.

There was considerable verbal sparring among Preston Padden, president of the Association of Independent Television Stations; Steve Effros, president of the Community Antenna Television Association, and Decker Anstrom, executive vice president of the National Cable Television Association.

When it comes to must carry, Padden said relying on the "goodwill" of the cable industry to not drop broadcast signals is an unrealistic approach and that a legislative solution is needed. INTV wants to condition cable's compulsory copyright license on whether an operator carries local broadcast signals.

Both Effros and Anstrom insisted cable operators are sticking by the spirit of the

inter-industry agreement on must carry. "It already is working on a voluntary basis. We don't have must carry and cable companies are carrying virtually every broadcast station," said Effros.

The FCC's new syndicated exclusivity rules are another area of disagreement. National Association of Broadcasters President Eddie Fritts maintained that reimposition of syndex will create little or no disruption in cable service. Furthermore, he said, cable operators will have a year to adjust to the new rules.

But Anstrom argued that the rules will have side effects. Consumers, he said, will be denied programming in the short term. And he said the decision would enable broadcasters to "warehouse" product. Both NCTA and CATA will challenge the FCC's syndex decision in court.

Padden, however, said the warehousing argument is a "red herring." Stations, he argued, cannot afford to keep programming on the shelf.

Channel shifting is another source of con-

vention. Fritts acknowledged that NCTA has done a "good job" advising its members to be on good behavior. Still, NAB would like to see some language in a must-carry bill to protect broadcasters from being shifted to different channel assignments. The reason channel shifting has abated, said Anstrom, is because cable operators are acting in their "best economic interest," not because of NCTA's influence.

Effros said cable operators are willing to carry broadcast signals on their over-the-air assignment. But Padden indicated that would not do. Rather, he said INTV is supporting legislation that would require cable systems to carry broadcasters on the channel assignment they had prior to the *Quincy* must-carry court decision on July 22, 1985.

Asked whether cable and public broadcasters have made peace, David Brugger, president of the National Association of Public Television Stations, said he was "not sure we were at war." Instead, he said it was more like, "maybe we were not dating and now we are."





BORTZ



FLAHERTY



JANSKY



KAHN



SCHREIBER



WHITE

## Technologists offer future talk

High-definition television, for the past several months, has been one of the hottest topics whenever broadcasters or cablecasters meet. TV technology experts got together last week at the Broadcasting/Cable Interface II in a panel session titled "HDTV and Beyond: The Media Futurists" to discuss broadcasting's and cable's common concerns and the potentials of transmission media that could rival them both.

Both the broadcasting and cable industries have expressed a preference for the less expensive option of one-channel, compatible systems. "Yes, I guess we could scramble the egg and start all over, but I guess I would rather build on what we have now," said one of the panelists, Paul Bortz, managing director of the Denver consulting firm of Browne, Bortz & Coddington. But some have predicted that broadcasters might adopt an enhanced television (EDTV) system, while cable would opt for a full HDTV system through either a compatible, augmentation channel system, or a system not compatible with NTSC. Consumers would then be able to receive both media through the use of "open-architecture" receivers.

Joseph Flaherty, vice president and general manager, engineering and development, CBS/Broadcast Group, said he believes the FCC set an HDTV standard. But he could not predict whether the government will set

one standard for all media. Flaherty is also chairman of the planning subcommittee of the FCC's Advanced Television Service Advisory Committee.

The term "open-architecture," Flaherty said, often causes confusion because of differing definitions. Many current sets are open-architecture, he said, because they can interface with cable and VCR's. But the costs to consumers will rise "if the standards differ by line number, or, heaven forbid, frame numbers." But William Schreiber of the Massachusetts Institute of Technology said open-architecture sets might be preferable to choosing a single, receiver-compatible standard for all media that "probably cannot produce high enough picture quality...so that viewers will be motivated to spend the money to buy [high-end TV sets]."

A possible alternative to high-definition terrestrial or coaxial cable distribution is fiber optics. Irving Kahn, chairman of Choice Cable Corp., said that with fiber technology today, 40 analog video channels can be delivered on a single fiber and as many as 80 may be possible. "Our company has chosen not to take that route because we figure that if you're just as good, it isn't good enough," he said. Instead, it will develop digital video because, although it will be "more costly, the quality factors are so incredibly greater."

Bell Communications Research experiments have shown that 2.4 gb/s (gigabits per second) of digital video can be sent by fiber "fairly inexpensively," according to Patrick White, assistant vice president, new architecture and service concepts. At a rate of 150 mb/s (megabits per second) for HDTV, which has also been achieved, hundreds of channels could be delivered to homes, he said.

Also, White said, the cost of equipment necessary to operate a fiber optic cable system is falling rapidly. Kahn gave the example of lasers which today are about one-tenth of the cost of two years ago. Splitters and connectors have also become less expensive and easier to obtain, he said. Fiber technology will also facilitate other marketable services. Kahn predicted that a pay-per-view service in which individual movies can be ordered from the home, just as viewers now shop at video stores, will be possible. "There will be valid demonstrations of that in less than a year," Kahn said.

Washington consultant Donald Jansky predicted high-definition television will first be available to U.S. consumers via satellite. Although in the last 10 years the economic incentives for high-powered satellites for direct broadcast service use have dried up, there is still interest in DBS, "perhaps prompted by the great debate on HDTV," he said.

## The lawyers: Taking on the benchmark issues

A half-dozen communications lawyers toured the legal and policy issues confronting the broadcasting and cable industries.

Jonathan Blake, of Covington & Burling, for instance, did not appear to worry about repeal of the fairness doctrine adversely affecting the renewal expectancy. For what is left of what he prefers to call "public responsibility or public interest standard" rather than "public trusteeship" are such matters as responsiveness to community issues, children's programming and equal employment opportunities performance.

Andrew Schwartzman, executive director of Media Access Project, a public interest

law firm, saw the matter differently. The public trustee concept means "entities volunteer to do something in return for something," he said. "As a practical political matter, we see the industry wanting more protection for less public service. That's bad politics and bad public interest."

Then there was the related matter of what to do about what is perceived as the comparative-renewal problem. Many of those commenting seemed to reflect the view that most competing applications were filed with a view to striking a deal with the incumbent. Mary Jo Manning, of Wilkes, Artis, Hedrick & Lane, said the FCC could speed up

the hearing process and require that all agreements providing for payoffs be submitted to it for review.

Erwin Krasnow, of Verner, Liipfert, Bernhard, McPherson & Hand, also suggested that the commission establish financial qualification standards for applicants and eliminate so-called "birth defects"—that is, factors such as newspaper ownership that did not count against an applicant in the earlier years of the Communications Act but do now. But Krasnow also suggested that there is not much cause for alarm on the comparative-renewal front: "Up to now, the commission's policy has been 'renewal ex-



Blake



Cole



Krasnow



Manning



Shapiro



Schwartzman

pectancy—the commission has gone out of its way to make sure that the incumbent wins,” he said.

As for cable television-related issues, there was the commission's reintroduction of the syndicated exclusivity rule. Jack Cole, of Cole, Raywid & Braverman, who represents a number of cable television interests, made it clear he relished the prospect of challenging the rules in court. “To try syndex in the Court of Appeals will be a piece of cake,” he said. “It will be much less difficult” than the fight he twice waged, both times successfully, against the commission's must-carry rules. He cited the three arguments he would make in asking the court to reverse the commission: The rules

violate the First Amendment, run counter to provisions in the Communications and Cable Acts, and constitute an effort by the commission to write copyright legislation, which the commission lacks the authority to write.

George Shapiro, of Arent, Fox, Kintner, Plotkin & Kahn, another cable lawyer, agreed with Cole's conclusion, if not entirely with his analysis. He was not sure the First Amendment could be used as a basis for challenging syndex. But he said that if syndex does survive judicial review, “it will take some of the heat off” the must-carry issue.

The variety of issues, some conflicting, some complementary, led two of the panel-

ists, Blake and Krasnow, to forecast the emergence of comprehensive legislation in the next 12-18 months that would include many of the issues under discussion. Blake saw it as an attempt by Congress to reconcile must-carry, syndex, the public standard concept and license renewal expectancy. In a reference to the losses the commission has suffered in the U.S. Court of Appeals in Washington, Blake said, “It's clear this commission, in dealing with these courts, is having a difficult time resolving the issue, and something more is needed. It has to be comprehensive.” Krasnow agreed. “The courts,” he said, “give a lot more respect to congressional action than to the commission's.”

## Tough talk from Tauke

Broadcasters were criticized last week by Representative Tom Tauke of Iowa, a ranking Republican on the House Telecommunications Subcommittee, for caving into political pressure and selling short the deregulatory gains made over the past years by cutting a deal on a children's television bill. Tauke's remarks topped off the Broadcasting/Cable Interface II.

He said such a maneuver has “short-term benefits and long-term consequences.” And both the public and broadcasters will “lose.” Broadcasters, he said, “are being tempted” to accept more government regulation in the belief that “Congress will help on issues of greater importance to them.” Giving in on children's television, broadcasters think, will strengthen relations with Congress and will “spawn assistance to get must-carry legislation and more spectrum for high-definition TV,” Tauke said.

Under the children's bill, broadcasters would be required to serve the “special needs” of children. At license renewal time the FCC would determine whether a licensee has “served the educational and informational needs of children in its overall programming.” And advertising in children's programs would be limited to 10½ minutes per hour on weekends and 12 minutes per hour on weekdays.

The measure is on a fast track (the parent Commerce Committee passed it 39-3; Tauke objected) and may hit the House floor this week. Tauke told BROADCASTING he is prepared to fight it, but he does not anticipate much assistance. Also, the lawmaker said he will introduce a bill lifting antitrust restrictions to enable the National Association of Broadcasters to revive its industry code. He believes this will encourage broadcasters to serve the public without the problems “inherent in government oversight.”

He called the industry's children's bill strategy

“short-sighted and myopic” and warned that it will lead to even greater regulation. Moreover, it sets a dangerous precedent, said the congressman. “It unconstitutionally fetters commercial speech rights by limiting advertising time,” he said.

These initiatives come at a time, he said, when broadcasting is losing significant shares of audience to cable and other video entertainment. To stay competitive, broadcasting needs “less regulation, not more,” Tauke said. Neither must carry nor HDTV alone, he added, can solve the problems of declining audiences.

The communications landscape has changed considerably since the public trustee concept was created, said the congressman. “In fact, it can be argued that cable's multichannel capability and specialized programming formats more closely approximate the public interest ideal than a single broadcasting station ever could.”

On cable issues, Tauke does not foresee any legislative action this year. The most immediate issue, he said, is must carry (mandatory cable carriage rules), but even that probably won't be resolved until the next Congress.

As for other cable matters such as concentration of ownership, Tauke said there is little concern in Congress. “Unless the industry consolidates further, I don't think that concern is likely to change.”

Nor does he think there is a consensus on the issue of the growing vertical integration of cable operators and programmers. But that could change when the subcommittee marks up the home satellite bill (H.R. 1885), said Tauke.

The question of cable-telephone company crossownership “looms on the horizon,” he said, adding that the matter surfaced repeatedly during the cable oversight hearings.



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LOS ANGELES

# Network TV's daytime sales in doldrums

**Upfront buys sluggish, may be delayed until prime time deals are done; network spot limits and increase in 15's among probable causes**

The billion-dollar daytime advertising negotiations for "upfront" buys on next season's television network may be delayed this year due to a weak marketplace. Last week some agency executives were speculating that substantive deals may not take place until late summer, after negotiations for prime time advertising are nearing completion.

When negotiations do take place, the resulting daytime cost-per-thousands may be lower than last year.

It is the continued weakness of the daypart that would hold back negotiations, say agency executives. That weakness was reflected in first-quarter revenue figures reported by the networks showing less than a 1% increase in daytime dollars (BROADCASTING, March 21). Second-quarter figures will be worse, according to both network and agency executives.

Perhaps the major cause of weakness in daytime advertising is the continuing switch from 30-second to 15-second commercials. According to figures provided by the Television Bureau of Advertising compiled from

data of Arbitron's Broadcast Advertisers Reports (BAR), roughly 45% of daytime television commercials are now 15 seconds, compared to 35% one year ago.

Executives at two networks said that demand for 15-second availabilities is now running near the maximum allowable under network standards—either two 15-second spots per advertising "pod," or no more than five consecutive spots.

Consideration of whether those standards should be loosened to accommodate the demand is part of the planning that may contribute to the delay in daytime negotiations. This year may be the first in which 15-second upfront requests exceed the networks' supply. Said one network sales executive: "On the one hand, advertisers are complaining about clutter; on the other hand, they come to us with additional requests for 15's."

There are other reasons for the weakness in daytime advertising, most of which have been at work in previous years—economic uncertainty, concern about the quality of audience delivery and the shift of money to cable and barter syndication. BAR estimates covering a wider definition of daytime (6 a.m. to 6 p.m.) showed that six top cable networks reported a 22% first-quarter increase in revenue for the daypart, to \$30.4

million. However, one agency executive said that the viable alternatives to daytime network television were other network dayparts, not cable or syndication. "To go from daytime to cable and syndication would be pretty stupid. You just don't get the same audience delivery," he said.

One of the few bright spots for daytime could come at the expense of the prime time demand. Marvin Goldsmith, senior vice president and national sales manager, ABC Television Network, said that advertisers may find they would rather be in original daytime programming than the prime time repeats that may become necessary due to the writer's strike. "The audiences generated by ABC soaps in the afternoon are close to that of a lot of prime time programming."

The difficulties faced by the daypart have been going on for several years, but the economic impact of advertising weakness was given renewed emphasis by recent comments of CBS President Laurence Tisch and Capital Cities/ABC Chairman Thomas Murphy at their recent respective shareholders meetings (BROADCASTING, May 23). According to Alan Gottesman, a securities analyst at L.F. Rothschild: "It's hard to get as enthusiastic about that business as it was three months ago...even one month ago." □

## Fox wooing affiliates of ABC, NBC and CBS

**FBC hopes to round out its station lineup with network affiliates in some smaller markets**

Fox Broadcasting Co. now has an affiliate lineup covering some 86% of the U.S. household base. The company hopes to fill the remaining gaps, encompassing about 90 smaller markets, with affiliates of ABC, NBC and CBS. According to FBC President Jamie Kellner, relationships that are struck with affiliates of the big three, in markets not currently represented by an FBC affiliate, could last well into next fall and beyond. The move represents Fox's first concerted effort to woo network affiliates to its regular program lineup.

Today (June 6) every station (primarily network affiliates) in each of the 90 markets currently without an FBC affiliate, will receive a mailgram inviting managers to participate in a teleconference planned for Tuesday or Wednesday (June 7 or 8). FBC officials will make a pitch that those stations consider picking up the company's Sunday night programming, as a "fresh, original" alternative to the reruns forced on the networks by the summer season and the ongoing writers strike.

FBC will also offer those stations specials, such as the upcoming *FreedomFest* concert, which celebrates efforts to end apartheid. (Indeed, several dozen network affiliates in non-Fox markets have already picked up that program, scheduled for June 11). Depending on the demand for the Sunday slate, FBC's Saturday and late night programming (both of which have scored very

low ratings) may be offered at some later point.

FBC's Sunday night prime time program block has averaged about a 4.8 rating and an 8 share nationally, and considerably higher in some larger markets. By contrast, CBS averaged a 13.9/30 two Sundays ago, while NBC averaged an 8.3/18 and ABC a 7.9/17. Those ratings were achieved during the heat

pitch will focus not only on the fact FBC will have fresh programming this summer, but also that affiliates picking up Fox will have more inventory to sell. "It's an opportunity to do something really exciting for their audiences," he said.

The three broadcast networks will obviously resist FBC's efforts to make inroads into their affiliate lineup. Said ABC affiliate relations chief, George Newi: "I think the network relationship is strong enough to keep those stations from doing it. They would be damaging their own networks."

According to Anthony Malara, president of the affiliate relations division at CBS Television Network, affiliates who accept FBC's offer to carry its programming would be thinking "short term."

Malara said affiliates preempting normal Sunday programming for FBC programs would be suggesting FBC is not a competitor to network television, which, he argued, is simply untrue. "They would be feeding the monster they are worried is going to be born," he said. While affiliates have a right to complain when networks supply programming that does not perform well, preempting network programming in favor of FBC is to follow "a path that will lead ultimately to the destruction of both of us," he said of the network-affiliate relationship.

NBC could not be reached for comment.

If affiliates simply pick and chose the best of network programming, Malara said, that would relegate networks to the role of program supplier. "If that is what they want us to be, then we have to have a very long conversation here," he said. □



**FOX  
BROADCASTING  
COMPANY**

of the May sweeps. Among other things, FBC's pitch will be that its lineup will close the gap considerably when the networks are largely in a rerun mode. "There's nothing worse than a summerful of reruns," said Kellner, obviously relishing his company's effort to compete with the networks for the loyalties of their affiliates.

"We are making a real effort to give affiliates an opportunity to form a relationship with Fox," said Kellner. He said the

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P	1	2	3	4	5	6	7	8	9	10	R	H	E	P	HR	IP	BB
BOSTON																	
AT BAT	BALL	STRIKE	OUT	(H)	(E)												

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## ATC moves East; Myhren won't follow

**ATC chairman chooses to step down rather than relocate to New York; HBO's Collins his successor; other executive changes planned**

Time Inc. announced several high-ranking executive changes last week at American Television & Communications and HBO relating to ATC's pending move of its corporate headquarters from Denver to the New York area. Trygve Myhren is stepping down as chairman and chief executive officer of ATC. Joseph Collins, a one-time president of ATC and now president of HBO, returns to ATC as chairman and chief executive officer, replacing Myhren. James Doolittle, ATC's chief operating officer, will become president of ATC. E. Thayer Bigelow Jr., who shifted from Time Inc.'s chief financial officer last February to become president of ATC, will move to HBO, replacing Collins as president.

Time Inc. Chairman J. Richard Munro and President Nick Nicholas Jr. said that having ATC's corporate leadership closer to Time was advantageous to both companies. In a memo to employees, they said: "Given the pace and complexity of decision-making in the cable business today, in matters ranging from programming to financing to regulation, we believe the two companies need better access and closer proximity between their senior managements."

Myhren chose to leave the company rather than move to New York. He has been a major industry figure, serving with ATC since 1975 and as its chairman and CEO since March 1982. He was a one-time chairman of the National Cable Television Association and a member of its executive committee. He also served on the boards of ATC and Turner Broadcasting System and will relinquish those posts once he leaves ATC. No immediate successors were named.

"It was an enormously difficult personal decision for me," said Myhren. Coming off the best year ATC has ever had, "it was a little hard to drop out at this point," he said.

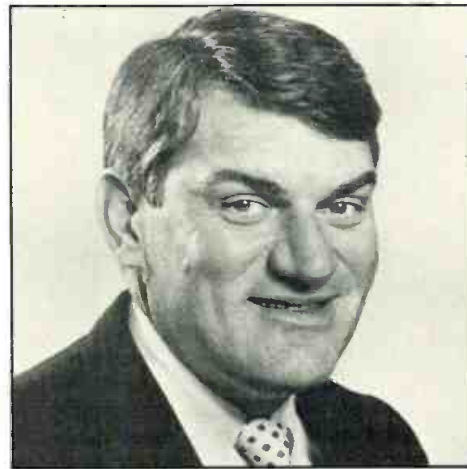
Myhren said he let upper management know what he agreed and disagreed with concerning the move, but he said the relocation "was hard to argue from a business standpoint." Time "had very strong business reasons to have it [ATC] close by," Myhren said.

Myhren said he planned to take some time off after helping with the transition, but had made no decisions on future plans. Asked if he would return to cable, he said only, "I love the cable industry."

ATC has decentralized its corporate operations and cut back staffing in Denver over the past few years. The company employs about 300 people in Denver, and Myhren said 20 to 30 of the company's top corporate management will move East initially. Time



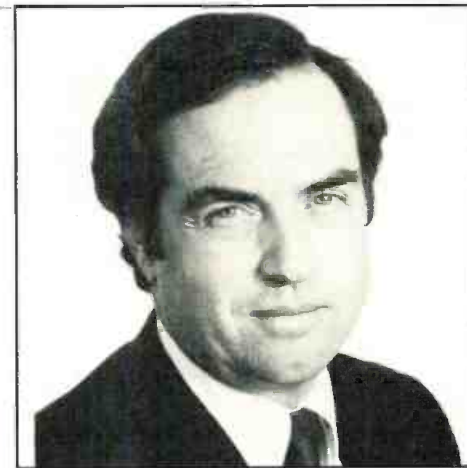
Myhren



Collins



Doolittle



Bigelow

Inc. said that the majority of the staff would remain in Denver.

There was some speculation among analysts that the move might mean further cost cutting measures at ATC, but others said it could signal renewed emphasis on the cable division by Time Inc. corporate executives. "This management is more oriented toward cable than perhaps any other part of the business," said Ken Noble, an analyst with Paine Webber. "But time will tell. They still have the real world problem that their stock is affected in part by the earnings they report."

"I think things will continue the way they generally have, perhaps with a somewhat smaller staff for ATC," said John Reidy, an analyst with Drexel Burnham, who added it "was no surprise Tryg wants to stay out West." Whether Time will show increased attention to cable ownership "we're not entirely sure," Reidy said. "They've never been at the forefront of paying up and I don't think that will change in the near term," he said.

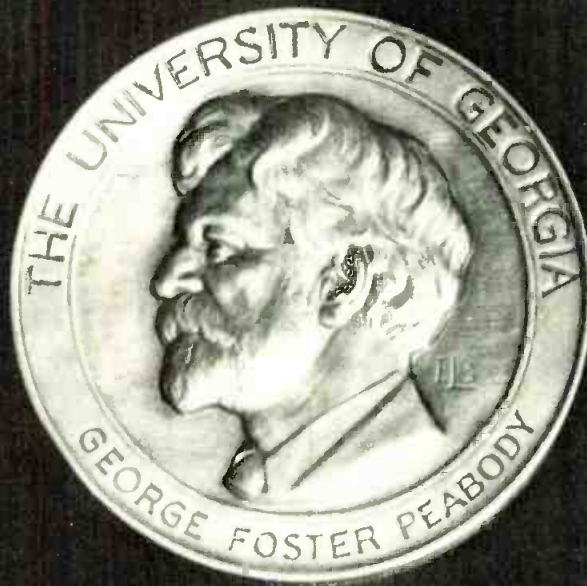
The company has felt its stock was undervalued by the market and has steadily repurchased much of the stock. Another problem facing ATC is that it is cash-flow driven, while Time Inc. is more earnings oriented. "Time and ATC have a peculiar problem," said Noble. "Cable companies are valued by cash flow and media companies are valued on reported earnings," he said. That's why Time spun off 18% of ATC to the public, hoping analysts would better understand the value of ATC. Noble had initial doubts whether that would work, but "I've come to the conclusion that it did work."

Still Noble perceives that ATC is not "quite as free as other cable companies" in ignoring profits and spending money to purchase systems. It backed out of the Storer deal and it expressed strong interest but did not purchase the Wometco systems that were on the block. But Reidy said both deals were ones ATC could afford to pass up. But Time Inc. invested in Turner. Noble pointed out, a cable programming service that is not earnings driven. And he believes that if Time sells its



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Scott, Foresman book division, as it has indicated it would, Time would likely plow the money back into cable or possibly television stations.

Ken Goldman, an analyst with Haniff & Imhoff, interpreted the move as Time management "wanting to more clearly understand the workings of ATC, and the best way they feel that can be accomplished is through having management physically close to them...It is a rather strange situation where you have a corporate office in one place and the corporate management someplace else."

Goldman also agreed with Noble that the shift may mean stepped up activity for ATC. "It may signal a potential strategic shift toward more aggressive acquisition," he said. Time has "billions of dollars of borrowing capacity" that it has not been using.

Further cost cutting is a possibility, ana-

lysts said, but the company can go only so far in that direction. "ATC ran a pretty good operation," said Goldman. And there will likely be some attrition with the move alone. "The easiest way to cut costs is just to move," said Noble, because not everyone will want to go. Goldman speculated there may be some sharing of overhead costs by HBO and ATC, but other cost cuts "I don't see necessarily as an implication from this move."

But the move means the cable industry, at least for now, loses one of its leading statesmen. NCTA President James Mooney said: "Tryg has been a great friend, and I have tremendous admiration and respect for him."

Goldman said Myhren "made a genuine contribution to the company and the industry over the years in instilling a focus on marketing and customer service which I think was fairly unique during the era in

which he was doing it."

Time said Myhren transformed ATC "into a professionally managed organization that is the envy of cable TV" and credited him with making ATC more manageable and cost efficient by decentralizing and clustering cable systems, and by improving customer service and cable penetration.

Collins worked at ATC for 12 years, rising to president, before moving to HBO in 1974. Doolittle has been with ATC since 1970, rising through the ranks to become executive vice president and chief operating officer prior to last week's appointment. Bigelow had been treasurer of HBO and chief financial officer of Time Inc. before joining ATC earlier this year.

Of Time Inc.'s \$4.2 billion in revenue last year, ATC contributed \$714 million and \$150 million in profits, the best operating margin of any of Time's divisions. □

## CBS revamps network management

**It establishes affiliate relations and marketing as two divisions headed by Malara and Leahy**

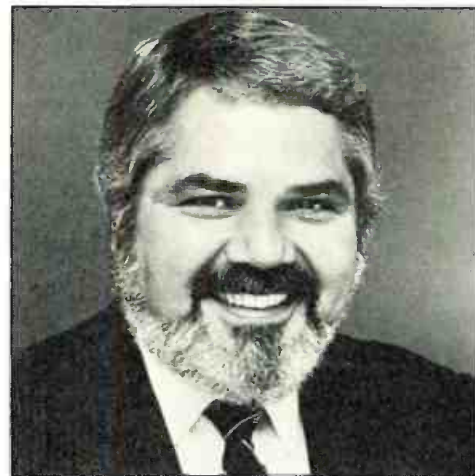
There is no longer a president of the CBS television network. In a decision by top CBS management to strengthen affiliate relations and marketing of the network product, those two functions were made into separate divisions. Thomas Leahy, who had been network president, will become presi-

dent of the marketing division, which includes network sales, network marketing, CBS Broadcast International, sports marketing, research and a newly formed unit, CBS merchandising and promotion.

Anthony Malara, who previously reported to Leahy, will now report directly to the CBS/Broadcast Group president, Gene Janowski. The executive suite changes clearly elevate the status of affiliate relations and of Malara whose title changes from senior vice



Leahy



Malara

president, distribution, to president of the CBS Affiliate Relations Division. The decision to have Leahy focus more on marketing is seen as reflecting CBS President Laurence Tisch's determination to get more dollars from existing network product and to compete more vigorously with alternative media.

Changes are under way within each of the divisions. Leahy told BROADCASTING that

### Fifth Estate Earnings Reports

Company	Period	Revenue (000)	% change	Earnings (000)	% change	EPS
Meredith	Third	\$165,507	9	\$4,015	-66	\$0.21
New World Pictures	First	\$115,637	37	\$4,316	37	\$0.35
Omnicom Group	First	\$204,965	16	\$7,577	21	\$0.31
Outlet Communications	First	\$15,746	21	(\$9,285)	NM	(\$1.42)
Tempo Enterprises	First	\$7,035	(3)	\$619	(25)	.11

**Meredith** attributed decrease in third-quarter earnings partly to "seasonally low revenues," and resulting losses at recently purchase station rep subsidiary, MMT Sales. Company said stations division showed better local advertising and improved sales at WOFL(TV) Orlando, Fla. [due to repeal of Florida advertising tax]. "However, higher programming costs at the company's three independent stations caused profits to drop below the prior year levels."

■ First-quarter net income for **New World Pictures** included \$12.3 million accounting net gain due to early retirement of debt. Company's operating income fell 44%, to \$1.1 million. Company said operating results were helped by foreign licensing agreements for television product, but hurt by \$2.2-million write-down "on television product...to reflect management's estimate of net realizable value." Company had additional \$4-million write-down of estimated "recoupable advance from the ultimate syndication revenues from *Highway to Heaven*." ■ In prior year's first quarter, **Outlet** had net loss of \$7.9 million. Just-completed quarter's loss included \$4.1 million equity in loss of affiliate, Atlin Communications, operator of two UHF independents. Outlet's own two NBC television affiliates had "certain reductions in television programming costs," while "news department costs increased commensurate with revenue gains [of 21%]." ■ First-quarter operating income at Tulsa, Okla.-based **Tempo Enterprises** fell 25% to \$619,000 compared to earnings of \$827,000 year ago. Revenue during first quarter of 1988 was \$7,903,500, up from first quarter of 1987's \$7,108,000. Earnings fall was result of network's move into sales of advertising in programming instead of programming time, as well as decrease in income from subscriptions and fees lost when Tempo sold seven of its cable systems to TCI in April 1987. Tempo said revenue went up \$1.2 million as result of company's move into TVRO market. Tempo has subscriber base of eight million homes.

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WPWR-TV  
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KANSAS CITY  
LACROSSE  
LOS ANGELES  
NEW YORK  
ORLANDO  
PHOENIX

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KHTV-TV  
KZKC-TV  
WXOW-TV  
KNBC-TV  
WNBC-TV  
WESH-TV  
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marketing strategy for the television network may include "the creation of a new technology that would evaluate customers by purchasing personality." The previous network approach of simply selling on the basis of demographics or households, he said, is no longer appropriate, given competition from cable, barter and other advertising vehicles. Leahy said CBS has been talking about the new approach with "other media companies" for several months, but described a working technology as a "long-term process."

CBS has also acquired the rights to a 900-service telephone number, said Leahy, and may soon work with major advertisers on special projects using the service.

Marketing will also continue to be a high priority with affiliate relations, said Malara. That division's new president told BROADCASTING plans are under way for the first-ever meeting of CBS-affiliate general sales managers, to be held this August in Rye, N.Y. The division recently recreated a seventh affiliate office, comprising the Rocky Mountain region, which had previously

**Bottom-line contributor.** Television news in 1987 was a profit-making business, particularly for network affiliates, according to a Radio-Television News Directors Association annual survey. From questionnaires returned by news directors at 375 TV stations and 355 radio stations, University of Missouri journalism professor Vernon Stone found, among other things, that the larger a TV station's news staff, the more likely it was to yield a profit: 43.4% of stations with news staffs of 10 or fewer were making money on news in 1987; 69.9% with staffs of 11 to 20 were making money; 81.2% with staffs of 21-35 were making money, and 93.7% of stations employing 36 or more news personnel were making money.

Within the top 25 markets, network affiliates—95.8% were profiting from news—differed greatly from independent stations, only 20% of which were profiting. In those markets, 65% of the independents were breaking even, and 15% were losing money. In the second 25 markets, 81.8% of the network affiliates claimed a profit on news. None of the independents in those markets were making money, 87.5% were breaking even and 12.5% were losing money.

Among radio stations, smaller markets rode the crest of the profit curve. Percentages of stations making money from news were major markets, 33.3%; large markets, 29.8%; medium markets, 48.3%, and small markets, 53.8%. Among all radio stations, 44.9% were making money, 40.2% were breaking even and 15% were losing money on news.

been included with the West Coast.

Part of the affiliate relations effort will be to convince stations that it is in their financial interest to limit preemptions of network product, said Malara. "One of the things we

have to do here is to help expand the value of the network product stations sell at the local level. By helping the stations we can help reduce the preemption of network programming for inventory purposes." □

## BottomLine

**Report card trouble.** Moody's has downgraded debt ratings of New World Entertainment to Caa from B3. Moody's said: "The company's recent operating losses, which stem from disappointing theatrical release performances, television production deficits and cancellations and increased overhead costs are rapidly reducing the company's cash cushion. Moody's anticipates further losses at the company over the near term... [and] also believes that some form of external financing or asset sales will be necessary during 1988 to fund ongoing operations." Revised rating affects approximately \$265 million of debt.

**To market.** Tele-Media Co. of Hershey, Pa., announced private placement of \$140 million in debt through Salomon Brothers and Daniels & Associates. ■ Microband Companies Inc. announced \$50-million revolving credit facility with Barclays Bank Group with proceeds to be used to construct wireless cable systems ("Closed Circuit," May 16). ■ Cencom Cable Associates said second income fund had raised \$56 million after four months. St. Louis, Mo.-based MSO is hoping to raise \$150 million through offering, sold through Kidder Peabody & Co., Smith Barney and Dean Witter Capital Markets.

**Scrip for Scripps.** E.W. Scripps Co. priced initial public offering at between \$15 and \$18 per share. Publisher and 80% owner of Scripps Howard is offering 5,350,000 class A shares, which, as a class, control one-third of board seats. Additional 2,650,000 are being sold to public by The Edward W. Scripps Trust, which owns other stock electing other two-thirds of company's board. Eight-million-share offering is being handled by First Boston Corp. and affiliate, Credit Suisse, which will place some shares overseas. Expected \$120 million to \$144 million in proceeds will be used to reduce long-term debt.

**Omnicom activity.** At Omnicom Group Inc. annual meeting, shareholders approved measure requiring two-thirds vote to remove directors; change number of directors, or change or repeal by-laws. Shareholders of New York-based advertising agency also voted to increase authorized shares outstanding, from 50 million to 75 million, and authorized new class of preferred stock.

**Redstone purchase.** Orion Pictures Co. said its largest shareholder, Metromedia Co., reached agreement in principle to purchase shares of second-largest holding, that of Sumner N. Redstone, National Amusements Inc., Viacom International Inc. and estate of Michael Redstone. Shares being purchased, for \$17 per common share and \$11 per warrant (the warrants are exercisable at \$6 per common share), represent roughly 20% of total shares outstanding and would raise Metromedia's ownership to two-thirds of Orion. Viacom said it would realize profit of roughly \$18 million on 812,000 shares and 2.7 million warrants held in its name. Purchase is subject to approval under Hart-Scott-Rodino.

**Price is right.** Price Communications said board approved share-repurchase plan for up to two million of company's 7.5 million shares outstanding. Board also approved possible repurchase of company's four outstanding debt issues, totaling \$350 million.

## ABC affiliates are optimistic as they head to L.A. meeting

They sound hopeful note about network's prospects for success

What a difference a year makes. With the ABC affiliates meeting set to begin tomorrow (Tuesday, May 7) at the Century Plaza hotel in Los Angeles, affiliates are in a better mood than they were at this time last year, when complaints about the 1987-88 fall schedule and the network's disappointing May sweeps performance led the list of gripes with which the network had to contend.

"I feel very optimistic going into the affiliates meeting this year," said Ed Quinn, general manager, KGTV(TV) San Diego. "With shows like *The Wonder Years*, *China Beach* and *Hooperman* returning to the schedule in the fall, I think we're seeing a turnaround at ABC," Quinn said. The network, he said, "has demonstrated that they can produce quality shows."

One of the major complaints among the affiliates last year was the network's decision to bring back shows that had mediocre ratings, a decision that left some affiliates scratching their heads as to whether the network had a clearly defined programming plan.

Although the network's second-place finish for the 1987-88 season may have relied heavily on the one-time boost of Olympics ratings, many affiliates this year see the network on the ascent. "NBC is still riding a high, but ABC can legitimately claim a momentum to success," said Edwin W. Pfeiffer, president and general manager KOVR-TV Sacramento, Calif.

Remarking on the newly announced fall

schedule. Pfeiffer said: "We're looking forward to the schedule to make ABC a strong second [place] and eventually first." He added: "We have to walk before we can run."

Last year, ABC's programming for the May sweeps left some affiliates questioning the network's commitment to success. There were complaints about the lack of blockbuster mini-series and specials that are usually the fare at sweeps time. Said one ABC affiliate last year, "When NBC was in third place, they would pull out the Marco Polos so at least there were things they could talk about. in an effort to improve the situation." Another affiliate added, "The network seems to be in the hands of accountants, or at least in the hands of executives with an accountant-type mentality."

It seems that in this case, the squeaky wheel has gotten the grease. ABC won the February sweeps, its first sweeps victory in four years, and although the network was trounced in the May sweeps, it was not for lack of trying. ABC aired three mini-series in May, the most of any network, *Onassis: The Richest Man in the World*, *The Bourne Identity* and *Baby M*. The network also presented a number of specials and broadcast premieres of theatrical releases. Said one affiliate regarding the differences from last year. "I think that when you look at the effort that the network has made, it's clear that they're dedicated to making things happen."

With the affiliates satisfied with the network's performance this year, what will be

**Package deals.** Employees at commercial television stations are more likely to receive benefits packages than those working for radio stations, especially in small markets. That is one of the conclusions of a Radio-Television News Directors Association survey conducted by Vernon Stone and John Quarderer. Three hundred and seventy five commercial TV stations and 355 commercial radio stations replied to inquiries on health, life, retirement, bonuses and overtime benefits.

Health care plans of some type were offered by virtually all responding TV stations. Ninety-five percent of radio stations in major markets also provided their employees with a health care package. Radio stations in small markets ran against the tide, however, with 23.8% offering no health benefits.

Employers at 65.6% of the responding TV stations paid in full for life insurance, making it the most likely employer-paid benefit to be received by TV news employees. Employers at 39.6% of radio stations paid for employee life insurance in full. Among TV stations, only 7.8% paid no life insurance for employees. Among radio stations, the figure was 33.4%.

The most startling difference in benefits involved retirement and pension plans. Of the stations surveyed, only 17.8% of the radio stations offered retirement benefits to their employees while 64.3% of the TV stations provided a plan, with 18.8% of the stations picking up the full cost.

Bonus compensation was reportedly given to employees by two of every five TV news directors and one-third of the radio news directors. Employees at stations in larger markets were more likely to receive bonuses in both radio and TV.

More than 80% of the surveyed TV stations paid overtime while fewer than a third of the radio stations did. The larger the market, the more likely employees were to receive overtime pay.

Over all Stone and Quarderer found that stations that offer the least benefits paid the lowest salaries. "Newspeople who can least afford it are the ones most often left to shift for themselves on insurance, retirement and other benefits," they concluded.

the topics of discussion at this year's meeting? "I think that we will have to address this continuing problem of erosion," said Pfeiffer. "Using innovative, original, summer programming instead of just abdicating the season," was one measure he suggested.

Pfeiffer also hinted that any fighting this year may be among affiliates rather than between the network and affiliates. A tradi-

tional conflict among affiliates has been the question of when *Monday Night Football* should begin. The battle has found East Coast affiliates fighting for an earlier kick-off time to avoid interference with their 11 p.m. local newscasts.

"I'll be ready with my squirt-gun when the first East Coast affiliate brings up that point," said Pfeiffer. □

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## Sharpening the image: BPME/BDA in L.A.

**Broadcast promotion and design executives gather in Los Angeles to compare notes on successful campaigns, talk graphics and hear from industry leaders**

"Marketing and Design Excellence in a New Age of Broadcasting" is the theme of this year's Broadcast Promotion and Marketing Executives/Broadcast Designers Association seminar, which convenes in Los Angeles June 8-11 at the Westin Bonaventure and Sheraton Grande hotels.

Central to that new age is the computer, and the graphics tools it has made available. The opening keynote address will be given by Alan Kay, of Apple Computer, who will discuss the applications of the personal computer to broadcasting and other media. John Dykstra, founder of Apogee Productions (and an Oscar and Emmy award winning director of special visual effects), will offer a presentation on the use of new technology in promotion. Dykstra is noted for his special effects work on "Star Wars" and the television series *Battlestar Galactica*.

BPME/BDA officials expect 2,300 attendees at this year's seminar (about the same as last year), along with 70 exhibitors. In addition, program syndicators will be on hand to schedule private meetings with sta-

tion managers to discuss program promotion.

Over 50 panel sessions have been developed for this year's show, addressing such topics as how the coming age of high-definition television will affect promotion and design efforts at local stations and overviews of effective promotion and advertising at the network and local station (affiliate, independent and PBS) levels, cable networks and radio stations and networks.

Among the keynote speakers will be Preston Padden, president, Association of Independent Television Stations. Padden will discuss the growth of independents, and how promotion directors can align stations with community activities. Padden will also address what INTV believes are continuing inadequacies in the measurement of local program ratings by Arbitron and Nielsen diaries. Despite the association's "best efforts" to demonstrate that diary-based ratings under report audiences for independents, Padden plans to tell his audience. Arbitron and Nielsen refuse to admit that a problem exists.

An INTV-commissioned study, conducted by Dr. Jay Magidson, concluded that in almost all cases, diaries underreport viewing to independents, compared to meter-based ratings. The study was presented to



both measurement services, but to date, they "haven't been willing to do much with us," Padden contends.

The radio keynote speaker this year is Jeff Smulyan, founder and president of Emmis Broadcasting. Smulyan is scheduled to discuss the future of radio broadcasting, with a focus on promotion and marketing. Among the other sessions on radio will be one laying out a comprehensive radio station marketing and promotion plan, put together by the management team at KPWR-FM Los Angeles. Also, from the American Comedy Network will be a presentation on "The Power of Sound," about the creative uses of sound in radio advertising and promotion. A third radio session will explore "The Amazing Invisible Market," in which the value of the 35-plus audience is analyzed.

On the design side, an overview of various design fields and their influence on television design will be presented by Jim Houff, design director, WDIV-TV Detroit. Another design session will explore the election return graphics.

There will be several sessions devoted to the promotion of local news programs, the largest source of revenue for most affiliate and some independent stations. "News Promotion: a New Age of Reality" will address the relationship between the news department and the promotion department. Another will exhibit highlights from some network affiliate news campaigns and a third, presented by KCBS-TV Los Angeles, will take the audience through three total image campaigns the station has created in the past two years.

Separate sessions will be devoted to cable marketing and promotion, as well as strategies for promoting movie packages, first-run and off-network programming.

One session expected to draw a lot of attention will discuss the often tense rela-



**On board.** Newcomers to the National Association of Broadcasters radio and TV boards were in Washington as part of an annual orientation session to familiarize directors with NAB operations. Pictured l to r (front row): Judith Ekberg Johnson, KFVR-TV Bismarck, N.D.; Richard Novik, WKIP(AM) Poughkeepsie, N.Y.; Pat Michaels, KQLH(AM)-KWRM(FM) Corona, Calif.; Denise Shoblom, KFWJ(AM)-KBBC(FM) Lake Havasu City, Ariz.; Michel Osterhout, Edens Broadcasting, Tampa, Fla.; Joel Chaseman, Post-Newsweek Stations, Washington, and Daniel Vilianueva, KMEX-TV Los Angeles; (second row) Michael Conly, KENS-TV San Antonio, Tex.; Rusty Shaffer, KBOL(AM) Boulder, Colo.; William Eure, WKEZ-FM Yorktown, Va.; William McElveen, WNOK-AM-FM Columbia, S.C., and Richard Harris, Westinghouse Broadcasting (radio group) New York.

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tionship between station promotion managers and program distributors. There will also be a session entitled, "Is it Obscenity or Art," which will address the definition of obscenity and how to consider that issue when promoting programs. Talk show host Sally Jessy Raphael will lead a discussion on the challenges promotion directors face in working with their stations.

A pair of sessions will explore cable-broadcast competition from a promotion

standpoint. The first, called "Separated at Birth," will trace the common history that cable and broadcast promotion share, while the second, "Meeting of the Media," focuses on how the media use each other as audiences move back and forth between the two.

Other highlights include a session reviewing the media strategies of the presidential candidates in recent primaries; a review of memorable advertising campaigns of the

past year, and a session in which former NBC promotion head (and current independent producer) Steve Sohmer will discuss how Hollywood promotes theatrical films.

Actor Alan Thicke (*Growing Pains*) will host this year's BPME Gold Medallion Awards presentation on the closing night of the gathering (June 11) at the Los Angeles Music Center's Dorothy Chandler Pavilion. The awards ceremony will be followed by a closing gala at the Bonaventure. □

## Turning up the heat on Videocipher II

### Focusing on piracy, Warner and WWF stop selling to home dish pay-per-view market

Warner Bros. Pictures has pulled out of the home dish pay-per-view distribution market, Edward Bleier, president of Warner's pay TV, animation and network TV division, said last week. Confirming reports that Warner had notified Viacom International's pay-per-view service, Viewer's Choice, by letter that it would no longer provide programs for home dish distribution "a la carte," Bleier said: "We don't want to penalize the legitimate home dish owner who is buying the descrambler and paying copyright fees. But with up to half of the [General Instrument's Videocipher II] descramblers out there compromised, Warner hoped to draw attention to the video signal piracy problem...by temporarily withdrawing from the market." He declined to say how long

"temporarily" might be.

The Warner letter, Bleier said, was sent to Viewer's Choice because "it was the only one that had the infrastructure to sell to the TVRO [television receive only or home dish] market. An effective system for selling to TVRO is finally in place," he said, "but nobody really looked at the hardware problems," which he described as "more acute" with pay per view "because it is a more crucial earlier window," usually one or two months after, or concurrent with, home video sales. "A legitimate paying marketplace [home video] is threatened," he said.

Esther Rodriguez, vice president of General Instrument's direct broadcast satellite division, quoted the April 21 Warner letter as saying Warner "will reconsider participation in the HTVRO market when we are assured...full protection of our copyrighted product." During a "very positive" May 2 meeting between GI and Warner, she said,

GI revealed anti-piracy efforts not for public consumption to Warner's pay TV sales vice president, Eric Frankel, author of the letter. Since then, she said, the parties have communicated on a weekly basis.

Said Viacom's Steve Schulte: "Through situations like Warner and the World Wrestling Federation [which has also denied TVRO distribution rights to Viewer's Choice], people in hardware, who have been outside programmer relations, now understand the seriousness of the problem." Warner, Schulte made clear, will continue to provide product to Viewer's Choice's cable PPV service. But, he said, "There is no DBS business without assurance that the customer pays for the product. Viacom and GI are not going to allow piracy to sink an entire industry." The high potential for DBS, he said, will assure an industry-wide effort to stop piracy.

Piracy has in the past few months moved from being driven by maverick dealers to a consumer-driven black market, said Satellite Broadcasting and Communications Association general counsel, Mark Ellison. According to legitimate dealers, he said, "consumers are demanding pirate boxes," and if they are turned down, they can "go down the street" where they will find "a blatant readiness to sell pirate" descramblers. "The Warner pullout," he said, "may be what it takes to get the TVRO industry to clean up its act."

Piracy of pay and basic cable service signals is also a concern for Warner. With HBO claiming only 16 million subscribers and Nielsen putting the number at 21 million, Bleier pointed out, "presumably" some of the five-million subscriber difference is explained by "a major black market in converters."

An ad hoc subcommittee on scrambling security, formed at this year's NCTA convention, will hold its first meeting this week, the subcommittee's chairman. Request TV president, Jeffrey Reiss, said last week.

Although all sources believed the industry would continue to place its faith in modifications to, rather than abandonment of, the VC II system, many are now pointing to the potential for other protest moves, including the possibility that some cable programmers might stop encrypting. ESPN has already threatened to do so, said one source. "Going in the clear could dry up the market for piracy," said Ellison. Then encryptor could "come back with a new, enhanced system, probably involving a recall." Schulte disagreed, saying, "A recall is not the an

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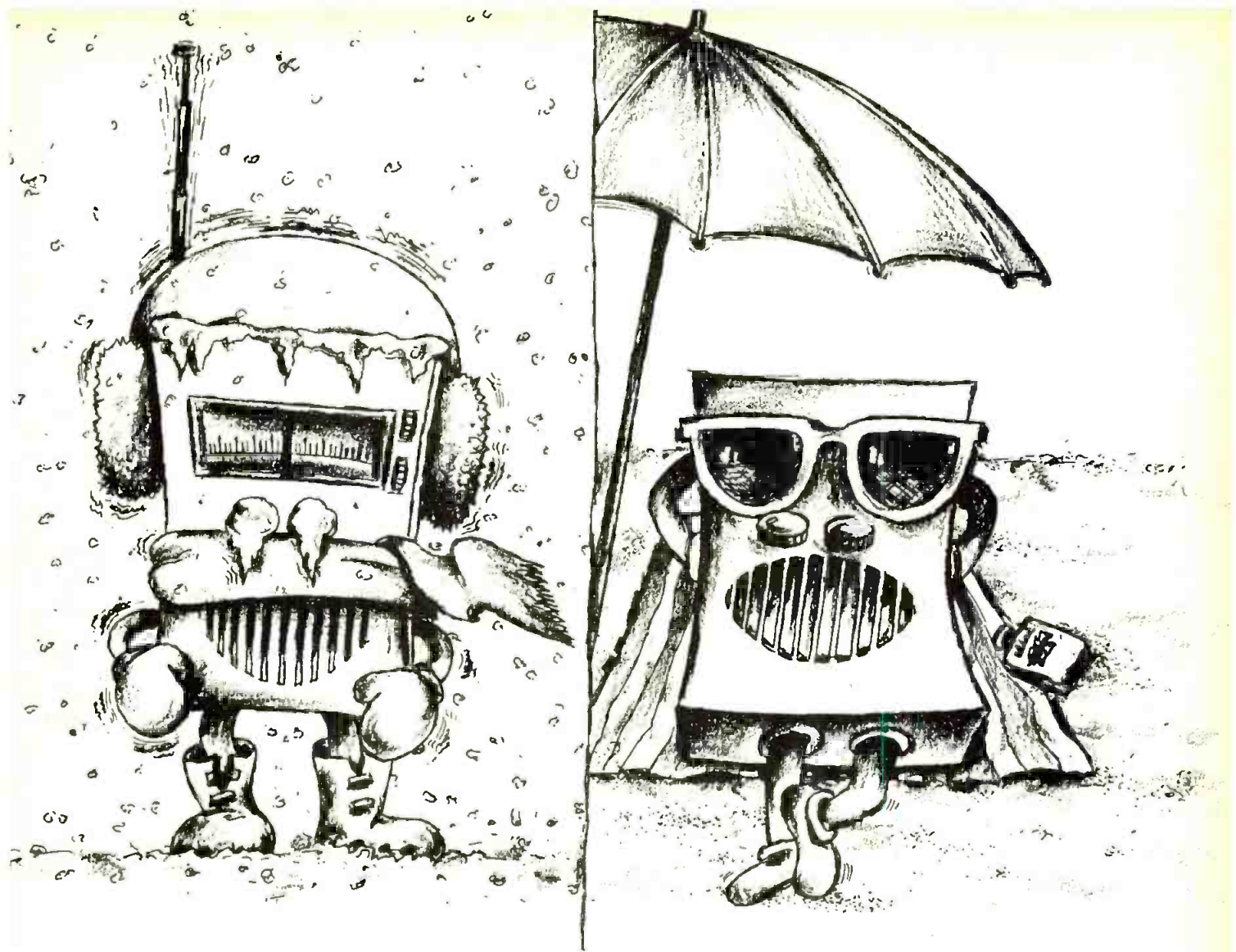


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"There has been lots of talk about taking GI to court, but I don't think anyone's gotten serious yet," said one TVRO distribution industry source.

HBO's contract with General Instrument,

he said, includes performance standards over which the two parties have been holding "very serious discussions." Expanding on that, Ellison said, "GI has tremendous liability. In many cases they have warranted" VC II's performance. □

## CTAM focuses on future

**In upcoming convention and in general association activities, organization is looking to provide cable industry with latest information for its further growth**

The Cable Television Administration and Marketing Society is putting the final touches on this year's convention, July 31-Aug. 3 in Boston, with a theme of "Serving Tomorrow's Consumer Today."

With that charge, this year's conference will kick off with Megatrend author, John Naisbitt, discussing his latest book, "Guidelines for the Rest of the Century." General sessions during the next two days will address programing of the future and how that product will get into the home (subtext: PPV versus home video).

The conference is devoted to exploring societal changes in the 1990's; the changing demography of consumers; styles of corporate leadership, and integrating cable and future consumer technologies. The cable industry "is extremely vulnerable to societal trends," said CTAM President Margaret Durborow. CTAM has "a real important job

to keep the industry aware" of what's going on in the country and in the industry, said Durborow. CTAM's role, as an organization and through the conference, is to "take macro issues and interpret them down to day-to-day activities," she said.

Following the morning general sessions, there will be five concurrent sessions on Monday, to be repeated on Tuesday. They will address what the industry needs to do to secure its future, Durborow said. The 22 afternoon sessions will focus on day-to-day issues, with some of the sessions including discussions of 14 case study winners selected for the conference.

There will be two luncheons; Monday's speaker has yet to be announced and Tuesday's luncheon will feature the industry award winners. On Monday afternoon CTAM will hold a mini-conference roundtable of chief executive officers, as it did for the first time last year in San Francisco.

CTAM's rough estimate is that attendance will be up 20% from last year's 1,400 in San Francisco. Durborow is using the association's 20% increase in membership as a guide in projecting this year's attendance.

Membership renewals (95%) are also strong, said Durborow, and reflect an interest in what CTAM is providing to the industry, she believes. "What they get is involvement," she said, and information on daily issues facing operators. CTAM has 12 standing committees, which provide information on pay per view, program promotion and direct sales, among others.

Last year, CTAM conducted its first salary compensation survey among MSO's and will conduct others every other year. For the first time, it will do a similar study among basic and pay programmers and plans to repeat it in 1989 and every other year thereafter. That creation of a historical file is



Durborow

patterned somewhat after the CTAM database. Begun in 1986, the database gathers quarterly information on basic and pay subscriber growth and disconnects, plus data from other areas, for subscribers to the service. The service is now self-funding, said Durborow, and CTAM is looking at whether some overall trend information can be released from the study.

"We're beginning to recognize real trends," said Durborow, and how various marketing activities are affecting the market. The longer the history of the database, she said, the more valuable it becomes. "It is important to create a history," she said.

CTAM will also expand its regional chapters. The growth, said Durborow, comes from people wanting access to CTAM activities but who can't participate nationally. Those chapters also "give people the opportunity to grow up through CTAM," she said. Plans are for chapters in Boston and Atlanta, to go with those in the Rocky Mountains, Great Lakes and the mid-Atlantic region. CTAM has hired another staffer to handle the administrative functions of the regional chapters.

Four months into her job, Durborow said she is most impressed by the dedication within the industry and the energy with which people bring to CTAM related tasks. "How to effectively use those energies to meet the objectives of the board," said Durborow, is CTAM's challenge. Indicative of that energy is the response to Durborow's request of Disney for 15,000 3-D glasses that are being used with CTAM's promotional campaign for this year's conference. "Can you give me a day or two to round them up?" was the response, said Durborow, a far

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shorter time than she envisioned in an initial response.

Cable's growth continues to be strong, Durborow said. "The more people have it, the more people want it," she said, recalling her system experience with United Cable, where going from 50% to 60% penetration was easier than going from 30% to 40%. "Our product is so much better than it used to be." Churn, for instance, was 2.36% in the fourth quarter of 1987, according to the database, she said, which continues a downward trend of the past few years.

But the industry also is beginning to recognize that "we don't know it all," and that "makes us more human." That cable representatives went before Congress and openly discussed some of the industry's weak points "speaks well of our growing wisdom," she said.

CTAM "has got to be out front," she said, in bringing to the attention of operators issues on which they need to focus. "We are a service business," said Durborow, "and that gives us a sense of urgency. We have to be out in front." □

## AWRT looks for 'turning point' in Pittsburgh

**Aim is to make more room for women at the top; also on tap: moves to reverse organization's membership decline, replenish its treasury**

"The Turning Point" is the theme of the annual convention of American Women in Radio and Television at the Westin William Penn hotel in Pittsburgh Wednesday through Saturday, June 8-11. Some important turning points, said outgoing AWRT National Board President Marlene Belles, have been reached by AWRT members. Women are occupying the middle-management positions denied them in the past, she said. Belles's own 25-year broadcasting career—she is currently controller of KTVU(TV) Oakland, Calif., the number-five TV market in

the country—exemplifies those gains. For the first time, she said, panel experts for one of the convention workshops "turned out to be all female. We didn't plan it that way. It just happened." (That workshop, "Effective Management Styles and Techniques," 3:45 p.m., June 9, will be moderated by AWRT President-Elect Diane Sutter.)

But other turning points, said Belles, interviewed last Wednesday, have not been attained. She was quick to identify AWRT's first goal as the need "to make people aware that women in the industry are not moving as fast as some are led to believe." A crucial turning point women have yet to satisfactorily reach, she said, is solid acceptance in "the top positions—particularly station president, vice president and general manager." Although the aforementioned all-

## Satellite Footprints

**ID, please.** Although a May 16 FCC oral proceeding led to no solutions to a growing satellite transmission interference problem, it produced a commitment from the Satellite Operators-Users Technology Committee to seat a subcommittee to find a consensus solution within 40 days, according to FCC Field Operations bureau assistant chief of technology, Michael Marcus. The industry, he said, has proposed, but so far cannot agree on, which of three Automatic Transmitter Identification Systems (ATIS)—including the name and phone number of the transmitter—to adopt. An ATIS would allow the sender of a feed experiencing interference to identify and contact the source of the interference to make the latter aware of the problem. A transmitter pointed a few degrees the wrong way or some other minor miscalculation or oversight, said Marcus, is usually responsible for unintentional interference. One method, advocated by NBC-TV, would use the vertical blanking interval (the horizontal black bar between TV vertical hold frames, where closed captioning and teletext are hidden); another, advocated by HBO, would reserve one subcarrier for a Morse code ID and another, developed at Bell Labs, would use the energy dispersal signal, often added to a signal to control interference during microwaving. No one, said Marcus, had objected to the projected costs—around \$2,000 per uplinker—and no proposed system had been criticized as more expensive than another. Although Marcus knew of only two intentional interference cases occurring over video transmission history, he said: "We believe unintentional interference happens literally every day." ABC-TV, he said, reported over 100 cases of interference in its transmissions in 1987.

**Another Ariane launch goes well.** Intelsat V-A satellite has been launched from Kourou, French Guiana, and successfully placed into geostationary transfer orbit by an Ariane 2 rocket. The new satellite, at 307 degrees east longitude, replaces an existing one which will be transferred to the Pacific Ocean region, where it will provide international service. The new bird's west K-band spot beam will cover the contiguous U.S.; its east K-band spot beam will cover Europe. Intelsat says those capabilities will enhance provision of Intelsat Business Service and use of small ground terminals located at user premises. The new bird will also provide two high-power C-band spot beams for South American and domestic services. The satellite has 29 C-band and six K-band transponders. After testing in preliminary orbit at 3 degrees east longitude, the satellite is scheduled to be placed in final orbit early in August. Arianespace successfully launched GTE Spacenet's Spacenet III March 11.

**Building a better mousetrap.** Getting mass production of Ku-band receivers down to \$400 per unit; resolving an unsatisfactory scrambling situation; solving higher-power satellite interference questions, and investing in HDTV technology—these are keys to nearing the goal of creating a Ku-band, direct broadcast satellite consortium by the end of 1988, said GE Americom vice president, commercial services, Kurt Thoss, in an interview. "The attitude toward DBS on cable's part," he said, is characterized by "wider acceptance that there are 10-million-to-20-million unwired homes out there." Asked about the horse race with Hughes Communications to be the first DBS operator, Thoss said, "K-1 [a Ku-band satellite already in orbit] is our ace. Hughes may build a better mousetrap; we may have a better business solution ready to go now."

**Co-location motivation.** Financial News Network, which this spring moved from Santa Monica to its "new-look" West Los Angeles headquarters, has signed a two-year agreement with IDB Communications for IDB to uplink FNN programming via Satcom III-R, transponder 11. FNN had been on III-R's transponder 4. The studio move was to have afforded FNN direct "line-of-sight" microwave links with IDB's Culver City teleport, but "it didn't work out that way," said FNN chief engineer Gene Stratton. Nevertheless, he said, IDB's services will be less expensive than those of FNN's previous uplinker, Compact Video, operator of what Stratton described as "one of the nicest facilities" he had seen.

**Approaching Justice postponed.** After further consultation with antitrust experts, the Satellite Broadcasting and Communications Association has postponed approaching the Justice Department for antitrust clearance to conduct an industrywide attack on signal piracy—representing a step back from previously stated intentions to act immediately ("Closed Circuit," May 9). Coordinated industry efforts have so far included investigative activities sharing; consumer and dealer hotlines, and discussions involving SBCA members, programming rights holders and Videocipher II descrambler manufacturer, General Instrument. "We don't want to call in Justice earlier or on a wider scale than necessary," said SBCA VP-general counsel, Mark Ellison. "If antitrust issues appear as further plans develop, we would ask for clearance," he said. "Justice could then say, for example: 'Yes, programmers can get together to discuss pre-authorized chips,'" Ellison said.



Belles

women workshop panel boasts three vice presidents-general managers, two other general managers and one half-owner of a broadcast company, data released last year, Belles said, showed that the number of women in those positions had dropped from 6.1% to 5.5% during the preceding 10 years.

"There seems to have been a let-up in sensitivity to the issue," said Belles. "We've made some headway [since then], but we need to keep talking about it. We need to keep doing things like testifying on the Hill," she said, noting that last July, during her first month as president, AWRT testimony before the Senate Communications Subcommittee played a part in the passage of legislation mandating preferences for women and minorities in broadcasting.

Another turning point may be a financial one for the organization. With the help of an attractive convention lineup and a proposed member dues increase, Belles hopes to see an end to a bad cycle that bottomed out two years ago with a \$90,000 deficit. The deficit, she said, had led to a reduction in services, some of them designed to recruit, inform and aid new members. Although AWRT has counted 3,000 members in the past, membership stood at 2,300 a little over a month ago. Those who make a career in television and radio make up two-thirds of membership, she said, expressing confidence that members would support the first dues increase since 1982.

Opening early Wednesday with registration, an executive committee meeting, preliminary joint AWRT-Foundation/AWRT board meeting and regional meetings, the convention will hold its first general session from 8:30 to 9:45 a.m. Thursday, June 9. As keynote speaker, syndicated talk show host Sally Jessy Raphael will initiate the convention's theme by discussing the turning points in her life and career. A 10 a.m. plenary session discussion of "The Impact of the Media on Political Campaigns" will feature Patricia Mahoney, partner, Fletcher, Heald & Hildreth; John Quinn, partner, Arnold & Porter, and former presidential campaign aide to both Senator Albert Gore (D-Tenn.) and former Senator Gary Hart (D-Colo.).

And from noon to 2 p.m. Thursday, former FCC Commissioner and Chairman Robert E. Lee will preside at an industry luncheon where guest speaker FCC Commissioner James H. Quello will discuss regulatory issues. Thursday workshops will focus on testing spot rate ceilings, why television talk shows succeed or fail, the role of media consultants, self-employed women, management styles and "Preparing for Career Turning Points."

Friday morning's plenary session, featuring National Association of Broadcasters vice president of regulatory affairs, Belva Brissett, and NAB executive vice president of operations, John D. Abel, will focus on "Forecast for the Future: Communication

Technologies from Now to 2000." Friday morning concurrent sessions include discussions of the state of American business ethics, career strategies and decision-making skills.

The Foundation of AWRT and the AWRT annual business meetings will follow Friday's noon-2 p.m. awards luncheon, as will workshops on personal confidence and leadership skills. Saturday sessions will focus on incorporation and development of local AWRT chapters, equal employment opportunity regulations and sexual harassment and how to buy a first radio station. Diane Sutter, vice president and general manager of WWSW-AM-FM Pittsburgh, will be introduced as the association's new president. □

**Exercising constitutional rights.** When a reporter and a cameraman for WSB-TV Atlanta called on a local sheriff on Nov. 6, 1986, in connection with an investigation of allegations he was using prison labor to work on his private property, the sheriff reportedly roughed up the cameraman and seized his camera. But when the station filed a civil rights action in federal court, seeking an injunction barring Sheriff Earl Lee from interfering with the First Amendment rights of reporter Mark C. Winne and cameraman Richard Nelson, the court entered a summary judgment for the sheriff.

The court said the station had benefited from the attack, which produced "more dramatic footage than the plaintiffs could have otherwise hoped to obtain." But the U.S. Court of Appeals for the 11th Circuit has overturned that decision and sent the case back to the district court. The three-judge panel held unanimously that the district court had erred in granting the summary judgment before the plaintiffs had an opportunity to obtain evidence from the sheriff that would support their case. The panel also said that a substantial question existed as to whether the sheriff was acting in his individual capacity during the incident or whether he misused his power as the county's chief law enforcement officer to punish the plaintiffs for exercising their constitutional rights to gather and report news.

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## IDB: in the business of linking radio to the world

**Five-year-old satellite services company fosters growth of distant broadcasts**

"We are constantly building bridges," said Jeff Sudikoff, president of IDB Communications Group, in describing the underlying philosophy of his five-year-old satellite services company. For radio, those bridges have instantaneously linked stations and networks to locales around the globe.

Since 1983, the Culver City, Calif.-based company has been steadily carving out a niche for the backhauling and distribution of radio program signals via satellite, and, in

"Our business [as a satellite transmission packager] was initially built upon customer demand," said Sudikoff. That demand was for the backhauling of audio for both entertainment and news-oriented remotes through portable uplink dishes, especially since the 1984 breakup of AT&T. (Long-distance telephone lines had been the traditional means for backhauling audio signals.) "We became a problem solver for the networks," Sudikoff said.

Sudikoff, a Dartmouth College graduate and a former tour production coordinator for several rock groups, including Fleetwood Mac, began his career as a packager of satellite time by primarily handling such tasks for Westwood One simulcasts in early 1983. The major force in satellite services at the time was Wold Communications.

"The company's goal was to have oper-

mote radio broadcast under the IDB name. "Networks soon began to realize that we could take a portable uplink to any domestic site and achieve high quality audio," Sudikoff said.

(In IDB's early stages of satellite remote set-ups, the company occasionally contracted with National Public Radio for transponder space over Westar IV. NPR has since joined the commercial satellite services arena, emerging as a competitor to IDB.)

In 1984, IDB, Westwood One and RCA, operator of the Satcom I-R satellite now used by most radio networks, completed a three-way deal for the construction and operation of a West Coast uplink facility to the Satcom satellite. Westwood owns the original antenna and transmitter at the site while



Sudikoff

the eyes of many industry executives, has helped to foster a boom in out-of-market remote broadcasting. More recently, IDB expanded its satellite services to Europe, Asia and the Caribbean. And although much of remote broadcast activity involves network radio news—coverage of worldwide events, such as last week's U.S./Soviet summit in Moscow—some stations are now viewing distant live remotes as major promotional opportunities.

ational and economic control of the situation and that meant owning our own facilities," Sudikoff said. "The first piece of equipment we purchased was a five-meter, portable uplink dish."

That five-meter dish, according to Sudikoff, was utilized by three networks, Westwood One, NBC's Source and Mutual Broadcasting, as well as album-rocker KLOS-FM Los Angeles for coverage of the three-day US Festival, a rock music concert that occurred near San Bernardino, Calif., over the 1983 Memorial Day weekend. The concert marked the first major satellite re-



IDB uplinks used by U.S. media during Moscow summit

IDB operates the facility and RCA sells the satellite channels, said Sudikoff.

"1984 was the pivotal year in our growth. There was a huge demand for both transportable satellite services and West Coast origination," he said. Indeed, the company's gross revenues, said Sudikoff, climbed from \$85,000 in 1983 to over \$1 million in 1984.

The following year, IDB established the Satellite Sports Interconnect, which, in effect, was the installation of some \$1.2-million worth of individual earth station equipment at the site of radio rights holders of Major League Baseball franchises for backhauling the 81 away-game signals. Dishes were installed either at the site of the station which holds the radio broadcast rights or, for clubs retaining the rights, at the originating station.

Today, 22 of the 26 rights holders (there are 26 Major League Baseball clubs) use IDB's facilities at a fee of \$515 per game. Spearheading this sports effort was Peter Hartz, IDB's vice president of marketing, who joined the company in October 1984. "We eventually expanded the service to football, basketball and hockey cities in the U.S. and Canada," Sudikoff said. "But to

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increase our universe of potential radio customers, we began to market our satellite remote services to stations as a promotional and audience building tool," said Sudikoff. As examples, Sudikoff noted that, within the past three years, IDB has provided the uplink and satellite space for WLS(AM) Chicago's five-day, live remote from the Royal Princess cruise liner in the Caribbean and for WHTZ(FM) New York's remote broadcast tie-in with Club Med from Ixtapa, Mexico.

The company initiated a public stock offering in September, 1986. It is traded over the NASDAQ national market system. "IDB went public because, to expand, we needed to keep operating our own equipment, which is very capital intensive," Sudi-

koff said.

IDB has also positioned itself to capitalize on what appears to be a mounting international market for audio and data traffic. Earlier this year, IDB, through an arrangement with British Telecom International, established a permanent digital audio link between London and New York. (IDB owns 11 earth stations at The Teleport on Staten Island, N.Y.) The company also has similar pending agreements with respective organizations in Frankfurt, Paris and Sydney. "Most of the initial [radio] traffic will be the export of U.S. programming to these cities," Sudikoff said.

In addition, IDB has just struck an agreement with the Ministry of Posts and Tele-

communications in the Soviet Union to establish a Ku-band audio link between Moscow and the U.S. ("Closed Circuit," May 30.)

IDB has not been confined to radio. In 1987, the company "aggressively expanded" into television remote transmissions, said Sudikoff, noting that last week it supplied video services from the U.S./Soviet summit to all three U.S. broadcast television networks.

IDB's gross revenues for 1987 topped \$12 million. Sudikoff is projecting 1988 sales to approach \$20 million, half of which is expected to be derived from satellite services for television. The company currently employs a staff of 130. □

## Weekend radio network launched

### 'Open House Party,' satellite-delivered CHR-variety show, goes national

A new "Superadio" network venture has been launched. Superadio, the term used by ABC Radio for its ill-fated, around-the-clock, top-40 network programming service in 1982 (the service never got off the ground), has been tapped by Boston broadcaster, John Garabedian, as the company name for national distribution of a live, satellite-delivered, five-hour, weekly (Saturday/Sunday) contemporary hit music and variety program.

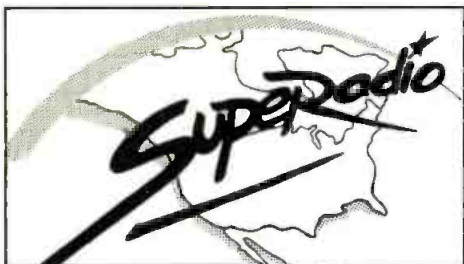
Called *Open House Party*, the show is hosted by Garabedian, who serves as chief executive officer of the new Superadio entity. It features current hits, celebrity guests and artists, a toll-free 800 number for listener participation and a studio audience.

The market-exclusive broadcast, which began airing nationally May 28 with an affiliate base of seven stations, has been carried by Pyramid Broadcasting's CHR-formatted WXKS-FM Boston (licensed to Medford, Mass.) since last September. It airs every Saturday and Sunday from 7 p.m. to midnight, NYT. (For West Coast stations, the program is designed to air from 5 p.m. to 10 p.m.)

The *Open House Party* series is being distributed to stations via GE Americom's K-2 (Ku-band) satellite. The company, according to Garabedian, will provide six-foot earth dishes to receive the program's signal, free-of-charge, to initial affiliates in the top 100 markets.

Garabedian, a former Boston radio personality, most recently founded Channel 66 Associates Limited Partnership, which, in 1984, constructed and operated WVJV-TV Boston, a 24-hour music video station. It was subsequently sold to Home Shopping Network for approximately \$20 million.

"*Open House Party* was created as a result of a conversation that took place between myself and Pyramid National Program Director Sonny Joe White at a party early last summer for singer Peter Wolf," recalled Garabedian. "White and I agreed that there is a shortage of good weekend air talent for contemporary hit radio stations... We decided the solution to that problem would be the concept of a live, national



party," Garabedian said. (Garabedian and White are co-founders of Superadio.)

Consulting the *Open House Party* format are Rick Sklar, former ABC Radio Network

programming executive who now heads his own broadcast consultancy firm in New York (Sklar was also consultant to channel 66); John Gorman, former WMMS-FM Cleveland program director and current president of Cleveland-based Gorman Media, and Pyramid's White.

Additionally, radio programmer Sam Kopper, known for his pop concert radio broadcasts of the late 1970's and 1980's under the name of Starfleet Communications (from 1980 through 1985 it was operated by John Blair & Co. and was known as Starfleet Blair), has joined Superadio as chief operating officer, overseeing affiliate clearances. Aside from WXKS, *Open House Party's* ini-

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tial national station lineup includes WMJQ(FM) Buffalo and WGFM(FM) Schenectady, both New York, and WNNK-FM Harrisburg, Pa.

"We [Superadio] will retain two-and-a-half minutes of commercial time per hour while the station keeps eight minutes for local affairs," Garabedian said. National advertising time for the series will be handled by MediaAmerica, New York.

"Superadio will offer other programming vehicles down the road," said Garabedian. "Our first step was to get the *Open House*



Garabedian

*Party* project off the ground."

Among Superadio's investors, said Garabedian, are three senior management members of Pyramid Broadcasting, the Medford, Mass., radio group, which, along with WXKS-AM-FM, owns and operates 11 stations. The Pyramid executives are Richard Balsbaugh, chief executive officer; Ken O'Keefe, chief financial officer, and Arnie Ginsburgh, a vice president with the company.

Superadio's corporate office is in Boston's World Trade Center. □

## Riding Gain

### Clearing way for clears

The FCC has resumed processing applications for new AM stations on 14 foreign clear channels. The proceeding has been suspended since 1985, when courts remanded a case to the commission after the National Black Media Commission had appealed an FCC decision not to apply special minority and noncommercial preferences when awarding new grants. A further notice was then released, and after a second comment period the FCC found no justification for applying nontechnical criteria to eligibility for new stations on the 14 channels.

### Countdown lineup

Westwood One Radio Networks has signed WHTZ(FM) New York and WBBM-FM Chicago as the first two affiliates for its new, weekly, four-hour, contemporary hit countdown series, *Casey's Top 40 with Casey Kasem*, scheduled to debut in January 1989.

National radio personality and voice-over artist Casey Kasem, now host of *American Top 40 with Casey Kasem*, distributed by the ABC Contemporary Network, signed a five-year agreement with Westwood in April. However, Kasem's contract with ABC runs through January.

"Since announcing Casey's new program less than two months ago, Westwood has received more than 500 inquiries from

stations in every major market," said Westwood One Chairman Norm Pattiz.

ABC, meanwhile, has announced that Shadoe Stevens, *Hollywood Squares* announcer and regular cast member, will replace Kasem as host of *AT/40*, beginning this summer (BROADCASTING, May 23.)

### Signing on

Mutual Broadcasting will launch a weekly, live, call-in program featuring Notre Dame football coach Lou Holtz on Tuesday night, Sept. 6. *The Lou Holtz Show* will air 13 consecutive Tuesday nights at 8-9 p.m. NYT and will feature Notre Dame players and opposing coaches and players. (Mutual also announced that the network will carry play-by-play coverage of Notre Dame football for the 21st consecutive year.)

Media America, the one-year-old, New York-based media marketing firm that focuses mainly on radio and print, will handle both advertising sales and station clearances for a new, daily, short-form (10 to 15 minutes) rock series, *For Rockers Only*, that will be produced by Denny Somach Productions. The program is slated to debut in July.

United Stations Radio Networks is readying

a trilogy of summer specials that will highlight rock music of the 1960's. Each program will run four hours. The shows are *The All-American Rock & Roll Years, 1960-63*, which was distributed for the Memorial Day weekend (May 27-30); *The British Invasion Years, 1964-66*, targeted for the weekend of July 22-24; and *The Psychedelic Years, 1967-69*, for airing over Labor Day weekend (Sept. 2-5). The three series are being offered to stations in the top 170 Arbitron-rated metro markets on a barter basis.

Radio Today Entertainment, New York-based radio program producer, has picked up the distribution and marketing (station clearance) rights for *Portraits In Sound*, a weekly new-age music program co-produced and hosted by Thom Reinstein. The show, which had been distributed by Kalamusic, was expanded from one to two hours.

*The Wall Street Journal Report* is expected to launch a new 60-second, weekday feature, *Consumer Update*, today, June 6. The feature, the first regularly scheduled, self-containing series for the news network, will be fed daily at 12:15 p.m. NYT.

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**Pick of the month.** *Cosmopolitan* magazine's June "Bachelor of the Month" is radio group owner Jeffrey Smulyan, president and chairman of Emmis Broadcasting, Indianapolis. Smulyan is also a director on the National Association of Broadcasters radio board.



## Spanish service

National Public Radio will launch a new daily, 14-minute Hispanic news service in August, said Adam Powell, NPR vice president for news and information. The service, comprising four minutes of breaking news and 10 minutes of features "from diverse Hispanic perspectives," is to be broadcast in English and is "designed to be of interest to all listeners."

NPR plans to provide a Spanish-language version of the service "in the future." The public radio program and distribution service ran into criticism of its minority programming and hiring practices during a March 15 Senate reauthorization hearing (BROADCASTING, March 21).

Using freelance and member station reporters, the new service will cover immigration, housing and social reform, said NPR, but also "non-Hispanic topics...from business to literature, from health to human rights." The format, which can be used in part or whole, will also include commentary "by leading Hispanic opinion-makers" presenting "a point of view seldom heard," said Judi Moore Smith, who is NPR's acting executive producer for specialized audience programming.

A pilot for the service circulated at the Public Radio Conference in St. Louis featured news stories on the announced resignation of Education Secretary William Bennett and his stand against bilingual education, a proposed English-language amendment to the U.S. Constitution, a Nicaraguan refugee conducting a hunger strike in Miami to protest Sandinista policies and the U.S. Immigration and Naturalization Service's alleged harassment of Central Americans. Features dealt with the need for outreach programs for disabled Hispanics and Southwestern U.S. water rights issues raised in the new film, "The Milagro Beanfield War." Spokesmen from the National Council of La Raza, the National Association for Bilingual Education and the U.S. Hispanic Chamber of Commerce were interviewed.

## Now hear this

Potomac Communications, the Washington-based news concern that since 1976 has been providing editorial, transmission and communications services for local television stations covering political conventions, is, for the first time, offering a similar package to radio.

According to Bruce Finland, company chairman, Potomac's radio coverage package includes, among other things, studio and transmission facilities; processing of credentials; work space, and communications and editorial support. Potomac is offering a "turnkey" political convention package, said Finland. "All a station has to do is send one reporter; we are taking care of the rest."

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# Stock Index

	Closing		Net Change	Percent Change	P/E Ratio	Market Capitalization (000,000)
	Wed Jun 1	Wed May 25				
	BROADCASTING					
N (CCB) Capital Cities/ABC	309	304 5/8	4 3/8	01.43	18	4,999
N (CBS) CBS	158	151 3/8	6 5/8	04.37	8	3,733
A (CCU) Clear Channel	12 1/2	12 3/8	1/8	01.01	22	48
O (INFTA) Infinity Broadcast	20	20 1/2	1/2	-02.43	62	166
O (JCOR) Jacor Commun.	5 1/8	5 1/4	1/8	-02.38	-11	50
O (LINB) LIN	62 3/4	58	4 3/4	08.18	40	3,242
O (MALR) Mairite	7 1/2	7 3/4	1/4	-03.22	-16	102
O (MALRA) Mairite 'A'	7 3/4	7 1/4	1/2	06.89	-11	105
O (OBCCC) Olympic Broad.	3 3/4	3 3/4		00.00		9
O (OSBN) Osborn Commun.	6 1/4	6	1/4	04.16	-5	31
O (OCOMA) Outlet Commun.	18 1/2	18 1/4	1/4	01.36	-7	121
A (PR) Price Commun.	9 1/8	9 1/4	1/8	-01.35	-7	88
O (SAGB) Sage Broadcasting	4 3/4	4 3/4		00.00	-7	18
O (SCRIP) Scripps Howard	83	84 1/2	- 1 1/2	-01.77	66	857
O (SUNN) SunGroup Inc.	1 3/8	1 3/8		00.00	-1	3
O (TLMD) Telmundo	7 1/2	7 1/2		00.00	-1	57
O (TVXG) TVX Broadcast	3 1/4	2 1/2	3/4	30.00		19
O (UTVI) United Television	28 1/2	27 1/4	1 1/4	04.58	46	312

BROADCASTING WITH OTHER MAJOR INTERESTS						
	Closing		Net Change	Percent Change	P/E Ratio	Market Capitalization (000,000)
	Wed Jun 1	Wed May 25				
N (BLC) A.H. Belo	27 1/2	27 1/4				
O (ASTV) Amer. Comm. & TV	1 1/6	1 1/6		00.00		4
N (AFL) American Family	14 3/4	14 1/8	5/8	04.42	12	1,194
O (ACCMA) Assoc. Commun.	20 1/2	20 1/2		00.00		195
O (BMAC) Bus. Men's Assur.	35 1/2	34 1/2	1	02.89	95	372
N (CCN) Chris-Craft	21 7/8	19 5/8	2 1/4	11.46	48	476
N (DNB) Dun & Bradstreet	50	48	2	04.16	19	7,600
O (DUCCO) Durham Corp.	26 1/4	26 1/4		00.00	22	221
N (GCI) Gannett Co.	32	29 5/8	2 3/8	08.01	16	5,181
N (GY) GenCorp	18 5/8	17 3/4	7/8	04.92	1	590
O (GMXC) GMX Commun.				00.00	1	590
O (GACC) Great Amer. Comm.	11 1/4	11 3/8	- 1/8	-01.09	11	296
N (JP) Jefferson-Pilot	31 7/8	30 3/8	1 1/2	04.93	13	1,258
N (KRI) Knight-Ridder	42 1/2	41	1 1/2	03.65	16	2,417
N (LEE) Lee Enterprises	26 1/4	26	1/4	00.96	18	652
N (LC) Liberty	40 1/2	41 1/2	- 1	-02.40	15	375
N (MHP) McGraw-Hill	54 7/8	52 1/8	2 3/4	05.27	16	2,646
A (MEGA) Media General	41 1/2	38 3/4	2 3/4	07.09	27	1,170
N (MDP) Meredith Corp.	25 7/8	25 3/8	1/2	01.89	11	516
N (MCG) Mich. Energy	24 5/8	23 1/4	1 3/8	05.91	16	66
O (MMEDC) Multimedia	65 5/8	63 1/4	2 3/8	03.75	63	721
A (NYTA) New York Times	27 3/8	25 5/8	1 3/4	06.82	13	2,244
N (NWS) News Corp. Ltd.	18 5/8	18	5/8	03.47	10	4,962
O (PARC) Park Commun.	28 1/2	28 1/2		00.00	22	393
O (PLTZ) Pulitzer Publishing	29 1/2	29 1/4	1/4	00.85	20	308
N (REL) Reliance Group Hold.	5 3/4	5 1/2	1/4	04.54	6	431
O (RTRSY) Reuters Ltd.	27 1/2	25 5/8	1 7/8	07.31	18	22,833
T (SKHA) Selkirk	20 1/4	19 3/4	1/2	02.53	17	164
O (STAUF) Stauffer Commun.	144	141	3	02.12	48	144
N (TMC) Times Mirror	32 3/4	29 3/8	3 3/8	11.48	15	4,237
O (TMC1) TM Communications	3/4	11/16	1/16	09.09	3	5
O (TPCC) TPC Commun.	3/16	3/16		00.00		2
N (TRB) Tribune	39 1/8	34 5/8	4 1/2	12.99	21	2,985
A (TBSA) Turner Bcstg. 'A'	14 3/8	14 1/4	1/8	00.87	-2	626
A (TBSB) Turner Bcstg. 'B'	14 5/8	14 1/2	1/8	00.86	-2	318
A (WPOB) Washington Post	214 1/4	209	5 1/4	02.51	14	2,752

PROGRAMMING						
	Closing		Net Change	Percent Change	P/E Ratio	Market Capitalization (000,000)
	Wed Jun 1	Wed May 25				
O (SP) Aaron Spelling Prod.	5 5/8	5 1/2				
O (ALLT) All American TV	1 7/8	1 7/8		00.00		2
O (BRRS) Barris Indus.	9 3/4	9 7/8	- 1/8	-01.26	-4	76
N (KO) Coca-Cola	38 1/2	35 7/8	2 5/8	07.31	15	14,453
A (CLR) Color Systems	4 1/2	4 3/4	- 1/4	-05.26	-3	24
N (KPE) Columbia Pic. Ent.	8 3/4	8 1/4	1/2	06.06	125	960
O (CAVN) CVN Cos.	14 5/8	12 1/2	2 1/8	17.00	12	254
A (DEG) De Laurentis Ent.	3/4	13/16	- 1/16	-07.69		8
O (dcp1) dick clark prod.	4 5/8	5	- 3/8	-07.50	11	38
N (DIS) Disney	59 5/8	56	3 5/8	06.47	18	7,904
N (DJ) Dow Jones & Co.	32 7/8	29 1/2	3 3/8	11.44	15	3,166
O (EM) Entertainment Mktg.	3 1/4	3 1/4		00.00	10	39
O (FNNI) Financial News	6 1/2	5 7/8	5/8	10.63	29	78
A (FE) Fries Entertain.	2	1 7/8	1/8	06.66	8	10
N (GW) Gulf + Western	43	40	3	07.50	7	2,584
O (HRIG) Hai Roach	4 1/8	3 7/8	1/4	06.45	-9	28
A (HHH) Heritage Entertain.	2 5/8	2 1/2	1/8	05.00	2	12
A (HSN) Home Shopping Net.	5 1/4	5 1/4		00.00	23	457
N (KWP) King World	18	16 1/8	1 7/8	11.62	11	519
O (LAUR) Laurel Entertain.	1 3/4	1 3/4		00.00	3	4
A (LT) Lorimar-Telepictures	13 1/4	11 3/4	1 1/2	12.76	-4	613
N (MCA) MCA	41 3/8	39	2 3/8	06.08	22	3,008
N (MGM) MGM/UA Commun.	16 7/8	16 3/4	1/8	00.74	-9	845
A (NH) Nelson Holdings	1/2	9/16	- 1/16	-11.11	-5	13
A (NWE) New World Enter.	1 7/8	2	- 1/8	-06.25	5	20

PROGRAMING						
	Closing		Net Change	Percent Change	P/E Ratio	Market Capitalization (000,000)
	Wed Jun 1	Wed May 25				
O (NNET) Nostalgia Network	7/8	7/8				
N (OPC) Orion Pictures	13 7/8	13 1/2	3/8	02.77	12	239
O (MOVE) Peregrine Entertain.	1 3/4	1 5/8	1/8	07.69	-58	4
N (PLA) Playboy Ent.	14 1/8	14 1/4	- 1/8	-00.87	15	132
O (QVCN) QVC Network	10 7/8	10 1/8	3/4	07.40	-22	110
O (RVCC) Reeves Commun.	5 7/8	6	- 1/8	-02.08	29	74
O (RPICA) Republic Pic. 'A'	6 1/8	6 1/8		00.00	68	25
O (RPICB) Republic Pic. 'B'	5 1/4	5 1/4		00.00	37	4
O (SMNI) Sat. Music Net.	4	3 5/8	3/8	10.34	-100	35
N (WCI) Warner	34 1/2	32	2 1/2	07.81	18	4,352
O (WWTVE) Western World TV.			2 1/2	*****	18	4,352
O (WONE) Westwood One	14	20	- 6	-30.00	19	201

SERVICE						
	Closing		Net Change	Percent Change	P/E Ratio	Market Capitalization (000,000)
	Wed Jun 1	Wed May 25				
O (AMEA) A.M.E. Inc.	8 1/2	8 1/2				
O (AGRP) Andrews Group	4 7/8	4 7/8		00.00	-1	32
O (BSIM) Burnup & Sims	13 7/8	13 5/8	1/4	01.33	30	221
N (CQ) Comsat	28 1/4	27 7/8	3/8	01.34	-10	518
N (FCB) Foote Cone & B.	27	26 3/4	1/4	00.93	13	225
O (GREY) Grey Advertising	111	109 3/8	1 5/8	01.48	14	134
O (IDBX) IDB Communications	8 3/4	8 1/2	1/4	02.94	35	35
N (IPG) Interpublic Group	31	31 1/4	- 1/4	-00.80	13	695
O (OGIL) Ogilvy Group	25 3/4	26	- 1/4	-00.96	12	366
O (OMCM) Omnicom Group	18 7/8	19 5/8	- 3/4	-03.82	13	464
N (SAA) Saatchi & Saatchi	20 1/4	20 5/8	- 3/8	-01.81	9	2,950
O (TLMT) Telemation	1 7/8	1 7/8		00.00	7	8
A (TPO) TEMPO Enterprises	7 3/4	8 1/8	- 3/8	-04.61	25	44
A (UNV) Univel Video	8	7 7/8	1/8	01.58	11	17

CABLE						
	Closing		Net Change	Percent Change	P/E Ratio	Market Capitalization (000,000)
	Wed Jun 1	Wed May 25				
A (ATN) Acton Corp.	14	13 5/8				
O (ATCMA) Amer. TV & Comm.	24 1/8	23 3/4	3/8	01.57	53	2,624
O (CTEX) C Tec Corp.	34	33 3/4	1/4	00.74	15	187
A (CVC) Cablevision Sys. 'A'	30 3/4	30 1/4	1/2	01.65	-10	646
N (CNT) Centel Corp.	47 1/2	45 1/2	2	04.39	13	2,065
O (CCCOA) Century Commun.	17 3/4	17 1/4	1/2	02.89	-63	513
O (CMCSA) Comcast	14 5/8	14 1/8	1/2	03.53	-66	653
A (FAL) Falcon Cable Systems	18 3/4	18 3/4		00.00	-58	119
O (JOIN) Jones Intercable	11 3/4	11 1/4	1/2	04.44	36	149
T (MHPQ) Maclean Hunter 'X'	11 1/8	10 5/8	1/2	04.70	30	819
T (RCIA) Rogers Commun. 'A'	49 1/2	49	1/2	01.02	-76	612
T (RCIB) Rogers Commun. 'B'	46 3/8	45 1/4	1 1/8	02.48	-71	573
O (TCAT) TCA Cable TV	29 1/2	30	- 1/2	-01.66	57	356
O (TCOMA) Tele-Commun.	23 3/8	22 3/8	1	04.46	46	3,537
N (TL) Time Inc.	92	92 3/8	- 3/8	-00.40	22	5,377
O (UACI) United Art. Commun.	28	27 3/4	1/4	00.90	233	1,149
N (UCT) United Cable TV	33 1/2	32 7/8	5/8	01.90	-176	1,248
N (VIA) Viacom	22 5/8	21 1/2	1 1/8	05.23	-3	1,207
N (WU) Western Union	2 7/8	3	- 1/8	-04.16		91
O (WTLCA) Western T-Com.	16 1/4	16 1/4		00.00	14	233

ELECTRONICS/MANUFACTURING						
	Closing		Net Change	Percent Change	P/E Ratio	Market Capitalization (000,000)
	Wed Jun 1	Wed May 25				
N (MMM) 3M	62 5/8	59				
O (AMCI) AM Communications	5/16	5/16		00.00		1
N (ARV) Arvin Industries	18 3/4	18 1/4	1/2	02.73	7	356
O (CCBL) C-Cor Electronics	8 1/2	8 1/4	1/4	03.03	14	17
O (CATV) Cable TV Indus.	2 7/8	3	- 1/8	-04.16	-19	8
A (CEC) Cetec	10 3/4	10 1/2	1/4	02.38	31	19
N (CHY) Chyron	4 5/8	4 1/4	3/8	08.82	16	47
A (CXC) CMX Corp.	1	1		00.00	11	8
A (COH) CoHu	11 1/8	10 7/8	1/4	02.29	10	20
N (EK) Eastman Kodak	43	40 3/4	2 1/4	05.52	12	14,573
N (GRL) Gen. Instrument	36 3/8	34	2 3/8	06.98	-26	1,216
N (GE) General Electric	42 1/2	39 7/8	2 5/8	06.58	18	38,902
O (GETE) Geotel Inc.	13/16	3/4	1/16	08.33	-2	3
N (HRS) Harris Corp.	28	27 5/8	3/8	01.35	12	1,146
(ITEL) Itel Corp.	19 3/8	19 1/8	1/4	01.30	45	514
N (MAI) M/A Com. Inc.	10 5/8	9 5/8	1	10.38	-7	287
(IV)Mark IV						

## 'Golden Girls' gets golden price in syndication

**First sales in New York, Philadelphia, San Francisco expected to produce \$45 million**

Rerun rights to the NBC sitcom, *Golden Girls*, were sold last week in New York, Philadelphia and San Francisco in bidding, which, although quiet, will ultimately bring syndicator Buena Vista an estimated \$45 million or more from those markets.

The fees paid for the show, although just over Buena Vista's asking price, are exceeded only by record-setting, off-network, half-hours *Cosby Show* and *Who's the Boss?*

In New York, Fox Television's WNYW(TV) outbid CBS-owned WCBS-TV for rights to 130 episodes of the show and will pay an estimated \$165,000 per episode. The reserve price had been set at \$150,000 per episode.

CBS-owned-and-operated WCAU-TV Philadelphia won rights to the show in the third largest market, paying in the mid-\$90,000-per-episode range. And in the fifth market, San Francisco, Group W's CBS affiliate, KPIX(TV), beat out one independent bidder, believed to be KBHK-TV, reportedly paying \$90,000-\$110,000 per episode.

In Chicago, negotiations for off-network rights were still continuing at midweek last week. CBS-owned WBBM-TV submitted a bid for the show, reportedly along with independent WPWR-TV Gary, Ind.

Bob Jacquemin of Disney's Buena Vista Television confirmed that at least one of the Chicago offers was at the \$90,000 reserve price but said the terms of that bid were "unacceptable." He declined to amplify, but there was speculation last week that the parties were disagreeing over the terms of payment for the show, which Buena Vista has said would be a standard 10% down and 42-month payment schedule.

Jacquemin called it "significant" that the Emmy award-winning show, which ranked fifth in the just-ended May sweeps, was sold to two stations—KPIX(TV) and WCAU-TV—that already own the blockbuster sitcom, *Cosby*. KPIX and WCAU-TV made the buy, he said, "to protect the franchise they have carved out [with *Cosby*]."

*Cosby*, which begins its off-network run next fall, sold for a record \$350,000 per episode in New York to independent WWOR(TV) and approximately \$180,000 per episode in Philadelphia to WCAU-TV and in San Francisco to KPIX.

Katz director of programming, John Von Soosten, agreed the initial sales of *Golden Girls* indicate that stations owning *Cosby* will seek to shelter the substantial investment from direct competition with the new



offering or will use *Golden Girls* to eventually replace *Cosby*.

*Golden Girls* has the option to begin its off-network run in the fall of 1990 or the fall of 1991, when *Cosby* will be entering its third and fourth year of syndication.

CBS-TV's Allen Shaklan, vice president of programming, said the network's station in Philadelphia plans to air *Golden Girls* in early fringe beginning in fall 1991, as *Cosby* finishes its run on the station.

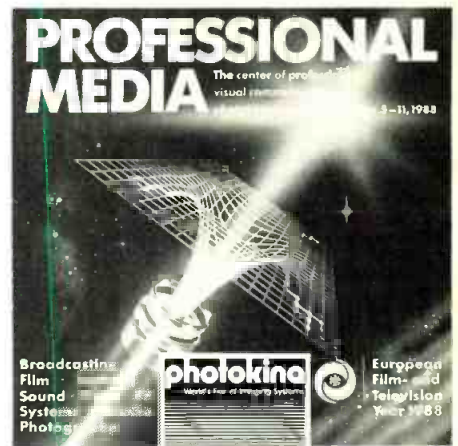
Group W TV station group's George Moynihan, senior vice president, also told BROADCASTING that *Golden Girls* would serve as a "good companion" for *Cosby*, particularly after that show hits its third year and stations airing it are looking to bolster adult audience.

Said Moynihan: "*Golden Girls* is not going to be the success of *Cosby*, but of the things coming down, it is one of the strongest. It is simply a question of 'Can you afford this, especially if you mortgaged the house on *Cosby*... and can you afford not to do it if you've got *Cosby*?'"

For New York's WNYW, according to station representative Dick Kurlander, director of programming at Petry, the show was bought to supplement other off-network sitcoms coming on line in prime access. The station has *Night Court* coming on next fall and *Mr. Belvedere* in the fall of 1989.

He said the additional acquisition by WNYW of sitcom *ALF*, which has had a troubled marketing effort in New York, is also "not out of the question" for the station, although the station could not go above \$80,000 per episode for the property. Syndicator Lorimar Telepictures opened the market earlier this year at \$150,000 per episode and later dropped the asking price to \$100,000.

Jacquemin said Buena Vista does not ex-



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pect to open any additional markets for *Golden Girls* until late June or early July,

after network affiliate meetings this month are concluded. □

## Fight promoters looking for record purse

**Tyson-Spinks bout expected to gross \$70 million-plus, mostly from TV**

The promoters of *Once and for All*, the June 27 Mike Tyson-Michael Spinks fight for the title of undisputed heavyweight champion of the world, expect to bring in between \$70 million and \$80 million, making it the highest grossing event in sports history. The fight's promoter says that television (pay per view and closed circuit) will account for all but \$12.5 million of the proceeds.



Tyson

The expected gross on the heavyweight fight would top the \$50 million brought in by the April 6, 1987, middleweight bout between Sugar Ray Leonard and Marvin Hagler. Those two fighters are rumored to be considering a rematch.

Sheldon Finkel of Willem Productions,

the pay-per-view and closed circuit rights to the company responsible for sub-contracting the pay-per-view and closed circuit rights to the boxing match to six MSO's (BROADCASTING, May 30), said the expected new record is due to an increase in the number of addressable pay-per-view homes.

"We went with more PPV [in selling the rights to the fight] because the market is getting larger every day. There's tremendous growth left in PPV," Finkel said. The average addressable pay-per-view universe, according to Paul Kagan Associates, grew



Spinks

from 13.4% of the cable universe in 1987 to 17.1% in 1988, or from four million to 6.8 million households. In 1989, PPV is projected to grow to 20.1% penetration of the cable marketplace, or 10.4 million homes.

Finkel said that PPV's expected growth does not bode well for closed circuit, since

consumers prefer the economy and convenience of watching the fight at home with friends (sharing the PPV tab) to driving to an arena or theater to watch a closed circuit feed.

Peter Low, director of programming, Cablevision Systems Corp., agreed, saying that the "key ingredient" of the greater "volume of addressable converters" now opens up a world of possibilities for PPV.

Finkel said that with a 10%-12% buy rate among the five to six million addressable homes Willem has lined up, PPV will bring in \$17.5 million (with an average price of \$35) and closed circuit between \$30 million and \$40 million (with an average price of \$35). Willem will split the revenues with the cable systems selling the fight through PPV and closed circuit.

The remainder of the fight's revenue's will come from a delayed broadcast (\$3 million), foreign sales (\$2 million), other "miscellaneous" sales (\$2 million) and ticket sales to the match at Trump Plaza Hotel and Casino in Atlantic City, N.J. (\$12.5 million). There are a total of 22,000 seats in the Atlantic City Convention Center adjoining Trump Plaza, which are selling for \$100 to \$1,500.

*Once and for All* is a production of Trump Plaza in association with Don King Production and Butch Lewis productions.

The number of addressable cable homes aside, what really will make the difference in revenues between the Hagler-Leonard fight and the Tyson-Spinks fight is the weight class of the upcoming bout. According to one boxing insider, for the majority of sports patrons, heavyweight fights have a greater marquee value than fights in lighter weight divisions. Finkel said that *Once and for All* compares in impact to the Ali-Frazier heavyweight fight in 1971. The winner of the Tyson-Spinks fight will wear the heavyweight title belt from all three boxing groups—the World Boxing Association, World Boxing Council and the International Boxing Federation. □

## Tempo deal close to completion, says Wright

The May 31 deadline for the striking of an agreement for NBC's \$20-million purchase of Tempo Television came and went last week, but the deal is still on, according to NBC President Robert Wright.

At a press conference following a luncheon speech at the Broadcasting/Cable Interface last week (see "Top of the Week"), Wright said an agreement will soon be signed. There are no sticking points, he said, "it's just a complicated transaction."

Tempo Enterprises, the parent of Tempo Television, is in the process of selling its other businesses, primarily the satellite carrier that distributes superstation WTBS(TV) Atlanta, to Tele-Communications Inc., the nation's largest cable operator.

Wright acknowledged that Tempo Television's reach is not 12.5 million homes as Tempo regularly reported prior to the an-

nouncement of the deal at the National Cable Television Association convention last month (BROADCASTING, May 9). But the actual number, around 7 million or 8 million, is "acceptable to us," he said.

Wright said Tempo's principal asset is its access to 7 million to 8 million homes. Another, he said, is that it already has plenty of programming. "You don't have to get on tomorrow," he said. Noting that Tempo currently charges no affiliate fees, Wright said, "We are certainly not buying the economics of their relationship with the cable systems."

Tempo is currently a potpourri of magazine, travel, cooking, how-to and entertainment programming. NBC plans to transform it, programming financial news for 12 hours starting at 6 a.m. and sports for 12 hours starting at 6 p.m.

Wright said NBC would charge cable operators 12 cents per subscriber per month for the sports programming, six cents for the financial news programming.

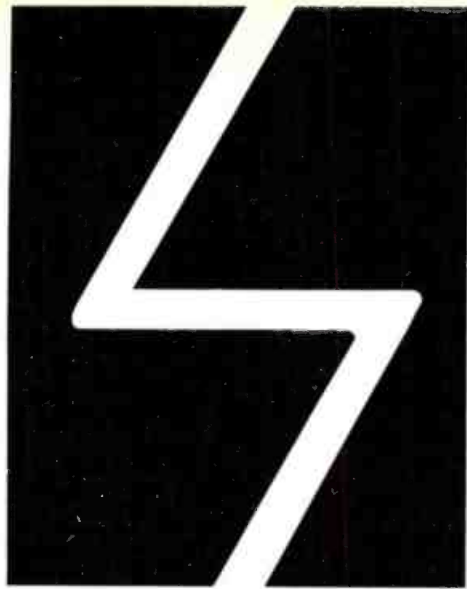
NBC hopes Tempo's total homes will swell rapidly as a result of an affiliation agreement with TCI, the nation's largest

MSO. TCI has already agreed in principal to carry the services. "Now we are going to firm it up: What does it mean? How many and when?"

TCI and other cable companies have been invited to take minority equity positions in the sports service.

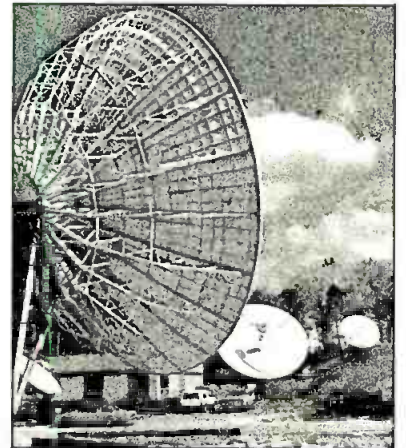
NBC plans to move Tempo's operations from Tulsa, Okla., to New York where it can draw from the "expertise" of NBC's news and sports divisions. Wright said some of the "talent" in news and sports may find new opportunities for exposure on the cable services. This is particularly true for news, where "a lot of correspondents...are not able to get any substantial on-air time."

But Tempo will function separately, according to Wright. For one thing, he said, it will be staffed with non-union personnel. "I certainly don't want [to use union technicians] if I can help it," he said. "I have to have costs that are comparable to other cable program services to the extent that that is possible." If Tempo's costs are comparable to the networks', he said, "we will be out of business in nine months." □



## Upcoming Special Reports

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# Satellites July 18 issue:

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# Stay Tuned

In production at **NBC** for telecast during the 1988-89 season are *Glitz* and *Bloody Friday* (working title). The latter, a Telecom Entertainment production, recounts events in Miami preceding a shoot-out with the FBI. Criminals Bill Matix and Mike Platt (played, respectively, by Michael Gross of NBC's *Family Ties* and David Soul, formerly of *Starsky and Hutch*) terrorize Miami, looting and killing indiscriminately. Dick Lowry directs, David Kappes produces and Michael Lepiner and Kenneth Kaufman are executive producers.

Milton T. Raynor is the executive producer. An affair with a call girl and her unexpected murder lead detective Vincent Mora to chase her killer, not realizing that the same killer is pursuing him, in *Glitz*, now in production. Emmy nominee Jimmy Smits of *L.A. Law* stars in the Robert Cooper Films Inc. production, directed by Sandor Stern. Steve McGlothen is the producer, with executive producers Gary Adelson, Robert Cooper and David Ginsberg.

Also in production is *Leave Her to Heaven*, a drama about a woman who will stop at nothing to possess the man she loves. Emmy award winner, Loni Anderson (*WKRP in Cincinnati*), stars as Ellen Berent who breaks off a marriage and pursues Richard Harland (Patrick Duffy of *Dallas*). Christian I. Nyby directs, John Newland produces.

Focusing on a week of news events in the summer of 1969 is *Try To Remember*, anchored by Charles Kuralt, which will air on **CBS** Thursday, June 23, at 8-9 pm. Among the events covered are the Woodstock rock festival; a seizure of political power by blacks in Greene County, Alabama; Hurricane Camille; the return of the Apollo XI astronauts from the moon, and the British army entering Northern Ireland. Kuralt looks at the impact these events have had in subsequent years. Robert Northshield is the executive producer.

*Leap of Faith*, currently in production in Los Angeles for **CBS**, will star Anne Archer (Academy Award nominee for "Fatal Attraction") and Sam Neil. It is the story of attempts by a woman with a potentially fatal disease to cure it by spiritual means. It is a Hart, Thomas & Berlin production. Ira Marwin is producing, and Stephen Gyllenhaal is directing. Executive producers are Mario Thomas, Carole Hart and Kathie Berlin.

Conflicts between white farmers and Indians over Minnesota land ensue as Guy Pehrsson, a California businessman, returns to his family's farm in *Red Earth, White Earth*, a TV drama now in production by Chris Rose Productions and Viacom International. Two-time Emmy Award winner, David Greene, will direct.

Under the working title *The Great Diamond Robbery*, a motion picture for television, is starting production this month in Los Angeles. Howard Hesseman, Brooke Shields, Ed Marinaro and Twiggy star. Hesseman and Marinaro are cast as New York City detectives investigating the disappearance of \$12 million in jewels. Shields is a suspect, and Twiggy plays a Scotland Yard detective. The work is to be directed by Don Taylor; Jay Bernstein is the executive producer for Jay Bernstein Productions in association with Columbia Pictures Television.

*We Are Family*, which airs Tuesday, June 21, at 10 p.m. on **Public Broadcasting Service** stations, examines gay parenting through the portrayal of three families—a foster family, a biological family and an adoptive family. The piece raises the issues of the mental and emotional health of children raised in such families as compared with heterosexual families. *We Are Family* was produced by noncommercial WGBH-TV Boston and Aimee Sands Productions. Aimee Sands is the producer and writer of the program.

*Dear Comrades: A 'Channel 3, Moscow' Special*, which airs Wednesday, June 22, at 8:30 p.m. to 9:30 p.m. (NYT), offers a Soviet perspective on the American presidential campaign. Soviet reporter Vladimir Dounaev went to Iowa in February for the caucuses. *Dear Comrades* is produced by noncommercial KTCB-TV St. Paul. The executive producer is Bill Hanley.

Cliff Robertson plays 10 of the 55 men who struggled to create the Constitution of the United States in *Ghosts of '87*, a noncommercial WYYT-TV Philadelphia production airing on Sunday June 26, at 10 p.m. A one-man performance taped before a live audience at Independence Hall in Philadelphia, *Ghosts* was produced, directed and written by Emmy award winner Jim Krayner. Also airing Sunday June 26 at 8-9 p.m. is the premiere program of *National Audubon Society Specials'* new season. *Grizzly & Man: Uneasy Truce*, narrated by actor Robert Redford, traces the North American grizzly bear from encounters with the American settlers to its present threat of extinction. Two years in the making, *Grizzly* is a co-production of the National Audubon Society, Turner Broadcasting System and non-commercial WETA-TV Washington.

The *Summer Night Music* series, premiering Saturday, July 2, from 9 p.m. to 10:30 p.m., brings to noncommercial TV six musical performance documentaries—portraits of Ruben Blades, Al Green, Sonny Rollins, Gil Scott-Heron and the bands of Jamaica and

Hawaii. The series of films was produced and directed by Robert Mugge for Britain's Channel 4 television. The series is presented by noncommercial WKNO-TV Memphis.

Airing Sunday, July 3 from 10 p.m. to 11 p.m., *Dreams Along the Little Big Horn* explores the meaning of the battle of the Little Big Horn. Interviews with Indians who descended from warriors of the battle are included in the program. Shot on location at the Custer Battlefield, nearby Indian reservations and the Buffalo Bill Historical Center, *Dreams* was produced by non-commercial KUED(TV) Salt Lake City. The executive producer is Allyson Beecher Smith. The producer-director-writer is James Nelson. Funding for the piece was provided by the Herbert I. and Elsa B. Michael Foundation.

The *South Bank* series on **Bravo** profiles writers Gore Vidal, Toni Morrison, Saul Bellow and Paul Bowles. Included are segments with Gore Vidal discussing his ambition to be U.S. President and an interview with the 77-year-old Bowles in the settings of his novels—Tangiers, Fez, and the Sahara.

## Producers' boxscore

For the second season in a row, Lorimar will reign as the top producer of prime time programming for ABC-TV, CBS-TV and NBC-TV. The three commercial broadcast networks will return seven Lorimar shows and premiere two others, down a half-hour from fall 1987. Lorimar's casualties from last season are *Our House*, *Aaron's Way*, *The Slap Maxwell Story* and *Max Headroom*. Two producers that made significant headway this fall were MGM/UA with an additional two-and-a-half hours for 1988-89 and GTG Entertainment, founded by Grant Tinker, which will have two hours of its product on the air this season. This is the first season that the Tinker/Gannett collaboration has sold programming to the networks.

	Fall '88 hours	Fall '87 hours	Change		Fall '88 hours	Fall '87 hours	Change
Lorimar	7.0	7.5	-0.5	Carsey-Werner	1.5	1.0	+0.5
Universal	6.5	7.0	-0.5	Cosgrove-Meurer Prods.	1.0	0.0	+1.0
Warner Bros.	3.5	4.0	-0.5	Viacom	1.0	2.5	-1.5
New World	3.5	4.5	-1.0	ABC Circle Films	1.0	1.0	NC
MGM/UA	3.5	1.0	+2.5	Alan Landsburg Prods.	1.0	0.0	+1.0
Paramount	3.0	2.0	+1.0	ABC News	1.0	1.0	NC
Stephen J. Cannell	3.0	3.0	NC	Witt-Thomas	1.0	1.0	NC
CBS News	3.0	2.0	+1.0	Carson Prods.	0.5	0.5	NC
Columbia	2.5	4.0	-1.5	Vestron	0.5	0.0	+0.5
Disney/Touchstone	2.0	2.5	-0.5	Tri-Star Television	0.0	1.5	-1.5
20th Century Fox	2.0	2.5	-0.5	Reeves Entertainment	0.0	1.0	-1.0
MTM	2.0	1.5	+0.5	Michael Landon Prods.	0.0	1.0	-1.0
GTG Entertainment	2.0	0.0	+2.0	Orion	0.0	1.0	-1.0
Aaron Spelling	2.0	2.0	NC	Sandollar Prods.	0.0	1.0	-1.0
ABC Sports	2.0	2.0	NC				

## Race of the week: NBC wins, CBS places

Nielsen	Net	AGB	Nielsen	Net	AGB				
1.	20.6/36	N Cheers	2.	19.7/35	35.	10.5/18	C Equalizer	38.	10.3/17
2.	19.7/36	N Different World	4.	18.5/35	36.	10.4/17	A Moonlighting	41.	10.0/16
3.	18.9/37	N Cosby Show	3.	19.5/38	37.	10.1/20	N NBC Sunday Movie	35.	10.4/20
4.	18.6/32	N Night Court	5.	17.8/31	38.	10.0/25	N Facts of Life	37.	10.4/25
5.	17.6/27	A ABC Monday Movie	6.	17.2/27	39.	9.9/20	A Mr. Belvedere	42.	10.0/20
6.	17.4/31	N L.A. Law	14.	14.7/27	40.	9.9/19	A 20/20	39.	10.3/20
7.	17.0/29	N St. Elsewhere	10.	15.7/27	41.	9.8/17	C It's Magic, Charlie Brown	40.	10.0/16
8.	16.7/36	N Golden Girls	1.	19.9/42	42.	9.6/17	C Smothers Brothers	43.	9.9/17
9.	15.6/24	C Miss Universe Pageant	9.	16.1/25	43.	9.6/19	C Irving Berlin's 100th	36.	10.4/20
10.	15.5/27	A Who's the Boss? Special	12.	14.9/24	44.	9.6/17	C CBS Special Movie, Thurs.	46.	9.3/17
11.	15.4/26	N NBC Tuesday Movie	7.	17.1/29	45.	9.6/16	N Days, Nights of M. Dodd	45.	9.7/16
12.	15.1/28	A Who's the Boss?	20.	13.8/24	46.	9.3/16	A Thirtysomething	56.	7.4/13
13.	15.1/27	N ALF	15.	14.5/26	47.	9.2/19	A Full House	47.	9.1/19
14.	14.9/31	N Amen	8.	16.5/34	48.	9.2/17	C Bugs Bunny Mystery	44.	9.8/17
15.	14.2/28	C CBS Sunday Movie	11.	15.0/29	49.	8.8/17	A I Married Dora	50.	8.7/17
16.	13.8/26	A Growing Pains	16.	14.5/26	50.	8.7/19	A Spenser: For Hire	59.	7.0/15
17.	13.8/30	C Murder, She Wrote	17.	14.4/31	51.	8.7/16	C 48 Hours	55.	7.4/14
18.	13.8/23	N Valerie's Family	23.	13.3/22	52.	8.6/17	A ABC Sunday Movie	48.	9.0/18
19.	13.7/24	A Head of the Class	18.	14.4/25	53.	8.6/20	A Perfect Strangers	51.	8.6/20
20.	13.7/29	N Hunter	19.	14.2/30	54.	8.5/17	N Sonny Spoon Detective	54.	7.6/15
21.	13.6/24	N Matlock	13.	14.9/25	55.	7.7/17	N Day by Day	53.	7.9/17
22.	13.5/33	C 60 Minutes	22.	13.3/33	56.	7.7/17	N Family Ties	49.	8.8/20
23.	13.1/22	C CBS Tuesday Movie	24.	13.2/22	57.	7.4/16	C Beauty and the Beast	60.	6.9/15
24.	12.8/22	A Hooperman	25.	12.7/22	58.	7.3/16	N Best of TV Bloopers	52.	8.5/19
25.	12.8/20	N NBC Monday Movie	27.	12.3/19	59.	7.2/17	A Disney Sunday Movie	62.	6.0/14
26.	12.5/21	A Royal Gala Special	26.	12.4/21	60.	7.0/15	C West 57th	57.	7.4/15
27.	12.5/21	C Jake and the Fatman	33.	11.2/19	61.	6.9/15	C Tour of Duty	61.	6.1/13
28.	12.5/22	N Aaron's Way	29.	11.9/21	62.	6.2/13	A Ohara	67.	4.6/10
29.	11.9/19	N Cheers Special	32.	11.2/18	63.	6.0/10	A Hotel	63.	5.9/10
30.	11.9/23	N Miami Vice	31.	11.3/22	64.	6.0/15	C High Mountain Rangers	65.	5.2/12
31.	11.5/20	A MacGyver	34.	10.9/19	65.	5.3/10	A Probe	66.	5.2/10
32.	11.4/27	N 227	21.	13.4/31	66.	5.3/13	N Our House	58.	7.3/18
33.	11.2/19	C Designing Women	30.	11.8/20	67.	5.0/12	A Juarez *	68.	4.0/9
34.	10.8/19	C Kate and Allie	28.	11.9/21	68.	4.7/8	A Omnibus	64.	5.4/10

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## Cablecastings

### View from 'Vremya'

The Discovery Channel aired substantial portions of the Soviet nightly newscast, *Vremya*, last week, providing American viewers with what Soviet citizens were told about the Reagan-Gorbachev summit.

Except for a few minor glitches, the carriage of *Vremya* went well, according to Discovery officials. "I'm very pleased," said the producer, Tim Cowling, last week after the first three days of *As They See It: The Soviet Nightly News*, which was seen on Discovery from 9 p.m. to 10 p.m. last Sunday through Thursday (May 29-June 2).

Discovery had to make minor adjustments to receive the satellite feed from Moscow in the U.S. Because of conversion difficulties from SECAM (the television standard in the Soviet Union) to the U.S. NTSC standard, Discovery had to send the *Vremya* signal through England. Brightstar Communications in London handled the transmissions, sending Sunday's (May 29) program up to a Comsat bird and down to the Washington International Teleport, where it was microwaved to Atlantic Video, which was



L-r: Abraham Brumberg, a Russian scholar at Johns Hopkins University; Daniloff, and Carter.

doing the production for the Discovery Channel. WIT was committed to French

Open tennis coverage for the rest of the week, so Discovery switched to Visnews in

London. It sent the signal to Andover, Me., on a Comsat bird (major path 1) and then on to Washington over Satcom II-R.

One concern of the Discovery Channel was having enough time to translate *Vremya* (which means 'time') into English. The service received the Soviet signal at 1 p.m. and had about eight hours to translate it before the 9 p.m. start time. Cowling said the translation "went down to the wire" each night. The walk-arounds by the leaders were particularly troublesome, he said, because they took longer to translate.

Cowling said it was interesting to see the "unrefined production techniques" used by the Russians, capturing Reagan from angles not normally seen in the U.S. One *Vremya* segment concerned a report on how U.S. journalists were covering the summit. *Vremya* filmed a makeshift studio in a hotel room and interviewed several U.S. reporters, including ABC's Peter Jennings and Sam Donaldson. As reported in the American press, Cowling said some of Reagan's statements that were critical of Soviet policies were missing from *Vremya* broadcasts.

*Vremya*, which usually runs 45 minutes, said Cowling, ran 75 to 80 minutes during the summit. That presented Discovery with the problem of having more material to translate and less time in which to do it. Host Hodding Carter introduced each segment of *Vremya*, which took up the first 40 minutes of the hour. In the final 20 minutes, Carter interviewed a number of Soviet experts, including former U.S. Ambassador Arthur Hartman and reporter Nicholas Daniloff to get their views on what the Soviets were presenting to their people.

As it did in February 1987, Discovery Channel worked with Orbita Technologies, to get the *Vremya* feed from Moscow. Orbita was instrumental in Discovery's week-long airing of Soviet television that won the channel the cable industry's top programming ACE Award. Arcadian Pictures co-produced the *Vremya* programming with Discovery.

## Looking ahead

Steve Effros, president of the Community Antenna Television Association, looked into a crystal ball last week and guessed that digital delivery of programming, more so than high-definition television, will be TV's next major delivery mode. HDTV, he said, would likely be an interim technology. It "isn't going to run the marketplace," he said.

Instead, said Effros, "we're going toward the day of digital distribution of video product." The time frame for digital is 10 to 12 years off, he predicted, and getting from here to there will be particularly fascinating. Fiber optics "is the most efficient form today," Effros said, in transmitting digital technology. And that will lead to the question of who builds it, the cable industry or the telephone company.

Effros also touched on the FCC's syndicated exclusivity decision and the home satellite bills in Congress in a speech before the Washington Cable Club. Effros said the eventual syndex rule will not look like the one recently crafted. At a minimum,

he predicted, "the commission itself will change those rules on reconsideration."

He said some programming will be dropped as a result of the rule and predicted that "the public's going to blame the cable industry, no matter what happens." But the FCC may be preempted on syndex by the cable-Hollywood talks. "I suspect those agreements [cable-Hollywood]," said Effros, "will be struck long before" the FCC acts.

Effros said the commission's syndex decision and the TVRO bills reflected the axiom that "being right isn't enough." He said: "You've got to really look at reality. You've got to look at what's really going on out there." Too many government decisions take place without looking at the real-world circumstances or significance, he said.

The House TVRO bill has gone through several permutations, he said, addressing first the property rights issue, then access rights, then third-party distribution and now technical standards. When there is a problem, said Effros, "the immediate government response is to regulate it." With the house TVRO bill, writing regulatory standards "isn't going to work," he said. The best minds in the business have been working on descramblers that would be pirate-proof, said Effros, but estimates are that half of all descramblers have been tampered with. What is the government going to do? Effros asked, "write into law last year's model?"

On the future of the broadcast networks, Effros said "they're going to have to work for their money." Their ratings will continue to fall, but they won't go out of business, said Effros, partly because that will make up some of that share loss by getting more involved in cable.

Whether cable will be reregulated in large part depends on "how we deal with our subscribers," said Effros. The industry needs to do a better job explaining rate increases and system buildout schedules, he said. "We have to make that effort," Effros said. "If we are honest [with city councils and subscribers] I don't think there will be reregulation."

## Sales boost

FNN: TelShop is reporting success with a new home shopping feature.

*Insider's Look*, which has increased the sales activity in a given period when it has run.

In *Insider's Look* experts from companies provide information and answer questions from an on-air host about the company's product. The segments have been timed to run during holiday weekends, when TelShop is available for longer hours in more homes when programming on the Financial News Network is cut back because of the holiday.

In January, an *Insider's* fur segment brought in \$80,000 in sales in a time period when \$28,000 in sales is the norm. The same held true for a February jewelry segment, jumping from \$40,000 to \$100,000 and a March segment on dolls, when sales increased from \$9,000 to \$59,000.

John Berentson, executive vice



Berentson

president and general manager of TelShop, said some segments present a variety of companies showcasing their wares, others have only one. Sharp Electronics has done one segment from its showroom, generating five times the normal volume of sales for that time segment, and was scheduled to do another this past weekend from the Consumer Electronics Show in Chicago. Repeat programming must have "some kind of hook to it," said Berentson, either new information or a new product.

The cost to merchandisers is minimal, although they do contribute to some on-location costs. TelShop has done one, two-hour, on-location fashion segment and plans another later this year. Berentson said TelShop plans to do one product segment per month, plus a special, such as the fashion shoot, every other month.

TelShop looks for vendors who have worthwhile information to dispense, meet the network's criteria and have some broadcasting personality to utilize on-air, said Berentson. To the vendor, the exposure on TelShop "helps sell product, even if sales don't take place. They still get the benefit of an hour of television," he said.

## Keeping count

Warner Communications said that its Brooklyn-Queens, N.Y., cable system now has 77,000 subscribers. The system, which went on the air in December 1985, expects 100,000 subscribers by the end of 1988 and 200,000 by the end of 1990, when the total number of homes passed will be 480,000.

## Lifetime sitcoms

Lifetime picked up two more limited-episode network series—*Foley's Square* (CBS, 1985-86) and *Easy Street* (NBC, 1986-87). Lifetime has not scheduled sitcoms in the past, and, according to newly appointed senior vice president of programming and production, Pat Fili, the success of the two new acquisitions will give the basic channel some guidance about acquiring more off-network half-hours. Fili, who was formerly vice president of business affairs and production at HBO, replaced Chuck Gingold, who left Lifetime in March. Lifetime will use the 22 episodes of *Easy Street* (Viacom Productions)



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followed by the 14 episodes of *Foley's Square* (CBS Productions) at midnight and 12:30 a.m., Monday-Thursday, beginning June 12. In July the two will switch to 7 and 7:30 on weeknights. During both months they will also run on Saturdays at 2 and 2:30.

### A hundred 'Brothers'

Showtime's half-hour comedy series, *Brothers*, has taped its 100th episode. *Brothers*, a production of Paramount Television, debuted in 1984. In an early episode the wedding of one brother (played by Paul Regina) is canceled when he reveals that he is a homosexual. To begin its fifth season (starting in June), *Brothers* will feature the wedding of the straight brother (played by Robert Walden) after his girlfriend of two seasons, Sam, reveals she is pregnant.

### Paper chase

The National Cable Television Association is making available the engineering technical papers from its 1988 annual convention. The 319-page compendium is available for \$30 to members and for \$40 to nonmembers.

### Pirating penalty

The Office of Cable Signal Theft of the National Cable Television Association said a federal grand jury in Maine has assessed

the largest penalty ever on a decoder pirate case based on a section of the 1984 Cable Act. Elery Beale Sr., an antique dealer in Hallowell, Me., was fined \$10,000 and sentenced to three months in jail for selling cable descramblers capable of receiving unauthorized cable signals.

Investigators estimate Beale sold more than 200 illegal devices. Cable operators in Waterville and Augusta, both Maine, believe the descramblers "may have been stolen from a New England cable operator and placed on the black market, or bought directly from a distributor in Massachusetts," NCTA said.



**KMGK(FM) Anoka (Minneapolis), Minn.** □ Sold by Sunbelt Communications to Trumper Communications Inc. for \$8,750,000. **Seller**, owned by C.T. Robinson and William Moyes, recently sold KIXI(AM)-KMGK(FM) Seattle ("Changing Hands," May 23). It also owns Transtar Radio Network. **Buyer** is owned by Jeffrey E. Trumper, who also owns WSOY-AM-FM Decatur, Ill.; WLAP-AM-FM Lexington, Ky., and KKCW(FM) Portland, Ore. KMGK is on 107.9 mhz with 100 kw and antenna 1,080 feet above average terrain. *Broker: Americom.*

**KBUK(AM) Baytown, Tex.** □ Sold by Mel Wheel-

### Football deal

Turner Broadcasting System and the Southeastern Conference have extended their current contract through the 1989-90 season, during which time TBS will carry 10-12 live SEC football games. SEC games have aired on superstation WTBS(TV) Atlanta since 1984. Also last week, TBS and the SEC established the Southeastern Conference/Turner Broadcasting Fellowship in Athletic Administration to provide a qualified member of a minority with practical experience in athletic administration.

er Inc. to Salt of the Earth Broadcasting Inc. for \$530,000. **Seller** is Denton, Tex.-based group of one AM, two FM's and two TV's, principally owned by Mel Wheeler and family. **Buyer** is owned by Darrell E. Martin and Richard Taylor, Houston-based investors with no other broadcast interests. KBUK is on 1360 khz full time with 1 kw.

**WQBQ(AM) Leesburg, Fla.** □ Sold by Stoehr Communications Corp. to Hugh McComas for \$500,000. **Seller** is owned by Robert Stoehr, who is applicant for new FM in Silver Springs, Fla., and has no other broadcast interests. **Buyer** also owns WOSO(AM) San Juan, P.R. WQBQ is on 1410 khz with 5 kw day and CP for 5 kw night. *Broker: Donald K. Clark.*

**WYBG(AM) Massena, N.Y.** □ Sold by Seaway Broadcasting Inc. to Wade Communications Inc. for \$450,000. **Seller** is owned by Godfrey Herweg, who has no other broadcast interests. **Buyer** is owned by Curran Wade and his wife, Dorothy, who own advertising agency in Gouverneur, N.Y. They have no other broadcast interests. WYBG is daytime on 1050 khz with 1 kw. *Broker: Bob Kinzel's New England Media.*

**Systems serving Prince George's county, Md., and Leesburg, Va.** □ Sold by Prime Cable Corp. to ML Media Opportunity Partners L.P. for approximately \$198 million ("In Brief," May 23). Maryland system passes 103,000 homes with 61,700 subscribers and 990 miles of plant. Leesburg system has 3,700 subscribers. *Broker: Waller Capital Corp.*

**Systems serving Hastings and Stillwater both Minnesota, and Prescott, Hudson and River Falls, all Wisconsin** □ Sold by Coaxia Communications Inc. to King Videocable Co for estimated \$20 million-\$25 million. **Seller** is Columbus, Ohio-based MSO with systems in three states serving 65,000 subscribers. It is owned by Barry Silverstein, Dennis McGillicuddy and Steve Voy. **Buyer** is subsidiary of King Broadcasting Co., Seattle-based group of three AM's, three FM's and six TV's principally owned by Dorothy S. Bullitt and family. King Videocable owns systems in three states with approximately 115,000 subscribers. System serves approximately 17,000 subscribers. *Broker: Waller Capital Corp.*

For other proposed and approved sales see "For the Record," page 69.

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## Appeals court hears oral arguments on indecency

**Petitioners to overturn FCC standard say it is vague and chilling; FCC's Killory says commission is not trying to play 'super parent'**

"Is the FCC trying to advance the interest of parental control of children, or is it a question of the government trying to displace the parent and stand as a super parent?" On the other hand, isn't it "anomalous" for broadcasters and others who are challenging the constitutionality of the FCC's new standard for regulating indecency on the air to agree that a George Carlin comedy monologue simply stating and repeating "seven dirty words" is indecent, as the Supreme Court held in 1978, but say that "Makin' Bacon," a song with lyrics containing graphic references to sexual organs, is not?

Those were among the questions with which lawyers were peppered last week as they argued about the commission's latest rulings on indecency before a three-judge panel of the U.S. Court of Appeals in Washington. Like most of the questions, those were raised by Judge Ruth Ginsburg.

Seventeen parties, including commercial and noncommercial broadcasters and citizen groups, are seeking to overturn the commission's new standard of indecency, as articulated in three rulings issued in April 1987. The petitioners say the new standard is so lacking in guidance as to "chill" speech and constitute a violation of the First Amendment. They also say the commission's new approach is flawed both in its failure to consider broadcasters' "good faith judgment" in airing material being questioned and in what they say is lack of justification for establishing midnight as the beginning of a "safe harbor" for programing that would otherwise be considered indecent.

FCC General Counsel Diane Killory, who represented the commission before the appeals court, said, in response to one of Ginsburg's questions, that the agency is not seeking to play "super parent." But, she said, the commission has "long recognized the interest of protecting the child; it's unrealistic to assume parents can supervise children at all times." And the commission's decisions in the three cases at issue, she said, were "a direct application of the principles" established by the Supreme Court.

Timothy Dyk, who is counsel for Capital Cities/ABC and CBS and the lead attorney for the petitioners, did not challenge the implication of Ginsburg's other question. Yes, he said, the commission "can go beyond the 'seven dirty words' holding—but not without guidance as to what's reasonable, as well as to what constitutes a safe harbor." Both, he said, were lacking. He said the guidelines are so vague broadcasters cannot tell what is permitted and what is

"proscribed"—nor can their lawyers. And broadcasters' "susceptibility to chill is great," he added. "They don't want to risk their license."

The commission's new, tougher position—superseding the policy that had grown out of the Carlin episode—came in the wake of an increase in complaints from fundamentalist groups and others protesting what they saw as the commission's indifference to allegedly indecent programing. The commission acknowledged that its decisions following the Carlin decision might have indicated that only "deliberate, repetitive use of the seven words actually contained in the George Carlin monologue" would be found actionable. Something broader was required, the commission said.

One of the rulings establishing the new position involved "Makin' Bacon," as broadcast by noncommercial KCSB(FM) Santa Barbara, Calif. Another dealt with a Howard Stern broadcast on WYSP(FM) Philadelphia that focused on the male sex organ. The third case involved Pacifica Foundation's KPFK(FM) Los Angeles broadcast of

the play *The Jerker*, which FCC General Counsel Diane Killory, in her appearance in court last week, said "depicted in a graphic and lewd manner sexual relations between two men."

Killory cited that broadcast to make her point as to the commission's authority over indecency. "If the government could be legitimately concerned about children's exposure to seven dirty words," she told the court, "then surely it could be concerned about this broadcast."

Along with letters informing the stations they had broadcast indecent material, the commission issued a policy statement declaring that it would apply the "generic" definition of indecency as "language or material that depicts or describes, in terms patently offensive as measured by contemporary standards for the broadcast medium, sexual or excretory activities or organs." Such material could be broadcast only at a time when there was no "reasonable risk" that children would be in the audience.

Initially, the commission said it would determine the risk-to-children question on a

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case-by-case basis. But after broadcasters complained about the indefiniteness of such an approach, the commission specified as a "safe harbor" the hours between 12 midnight—two hours later than the commission had specified in its original policy statement on indecency—and 6 a.m.

That concession provided additional ammunition for the petitioners: Since the adult audience falls off sharply after 12 o'clock, Dyk said, use of that hour as a safe harbor denies many adults access to what would be protected speech.

More important, the concession also raised a number of questions in the minds of the panel members, and evidently prompted Ginsburg's reference to the commission as a would-be "super parent." For, she said, "If government doesn't want to be a super parent, it seems the commission should have consulted organizations of parents" as to the proper time for a safe harbor. "Here it wasn't hearing from groups it was supposedly defending—the parents." She called the time of day picked for the harbor as "critical to the decision."

Nor was she impressed by Killory's statement that the commission had used Arbitron data to determine that substantial numbers of children were in the audience when the three programs at issue were aired—two shortly after 10 p.m. and one on a Saturday midmorning. Ginsburg wanted to know "the percentage" of the total number of children who were in the audience. Asked Judge David Sentelle, a new member of the court, "Shouldn't the commission, if it wanted a 12

o'clock safe harbor, have had some sort of notice inviting the kind of input [Ginsburg] felt was needed?"

"The commission was erring on the side of caution" in setting the harbor at 12 midnight, Killory, a little exasperated, said. "If the court has a problem with that, the commission will go back to a case-by-case approach." But if the commission were to hold the kind of rulemaking Ginsburg and Sentelle seemed to be advocating, she said, it would still be left with a "judgment call." The question as to the proper time, she said, "doesn't lend itself to a precise mathematical formula."

Still, although judges' questions at oral arguments are generally a poor guide to their views, some of those in the crowded courtroom expressed the belief the panel would

remand the case at least for further consideration the question of a time when otherwise indecent programming would be permitted.

If Killory had trouble defending the commission's decision on the time for a safe harbor, Dyk had some problems of his own. Ginsburg questioned his reliance on "serious merit" as a defense against an indecency ruling. She said the Supreme Court had held that such a defense did not settle the matter. Dyk agreed, but said "serious merit" was entitled to "great weight" in determining whether material was indecent. And when he argued that the commission should defer to broadcasters' "good faith judgment" as to the material being broadcast—as it has in applying the fairness doctrine—Ginsburg said that does not mean "we can't overrule a broadcaster's decision." □



### Day in court

A panel of the U.S. Court of Appeals in Washington heard arguments last week in a case in which a politically conservative group critical of what it regards as the liberal bias in the reporting of CBS News is seeking to bar what the group says is Laurence Tisch's de facto takeover of CBS Inc. Fairness in Media, a Raleigh, N.C.-

based organization established by political associates of Senator Jesse Helms (R-N.C.), based the takeover charge on the fact that Tisch had acquired 24.9% of CBS stock. And after the FCC refused to hold a hearing on the matter, FIM appealed. The commission, which held that a transfer of control had not taken place within the meaning of the Communications Act, contends the petition should be dismissed for a variety of reasons, among them that the interests FIM is seeking to protect do not relate to the organization's purpose. FIM's purpose is to combat bias in the news. And members of the panel, particularly Judge Ruth Ginsburg, indicated in questioning Bruce Fein, the former FCC general counsel who represented FIM, that it was difficult to establish that a change in ownership would cause the elimination of whatever bias exists in the CBS news product.

### Meting out the challenge

The public television Program Challenge Fund has committed \$3,065,000, the remainder of the \$8 million available in 1988, to three new prime time series.

The largest award in this round, \$2 million, went to WETA-TV Washington, in association with Camden, Me.-based Varied Directions Inc., for a six-part documentary series, *Making Sense of the Sixties*. Maryland Public Television will be the presenting station for New York-based Philip Burton Productions' four-part public affairs series, *The Power Game: How Washington Works*, based on a book by Hedrick Smith. The Challenge Fund granted \$715,000 for completion of that production. Kittery Point, Me.-based Stanley Karnow and Andrew Pearson, in association with KCET(TV) Los Angeles, won \$350,000 for a three-part documentary, *The Philippines*.

Earlier this year, the Challenge Fund awarded \$2 million to WNET(TV) Newark, N.J., and KCET(TV) Los Angeles for the historical documentary *Childhood*; \$1.8

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million to South Carolina Educational Television for a children's TV magazine, *Children's Express*, and \$875,000 in matching research and development grants to nine public television stations.

### Public support

According to preliminary data from the Corporation for Public Broadcasting's annual financial report survey of stations and other public broadcasting entities (such as Children's Television Workshop), nonfederal income—at \$1.05 billion—accounted for 81.2% of total income in 1987. Income from federal sources rose 30.9% over the previous year, "largely attributable," said CPB, to a \$40.5-million, or 25%, increase in the federal appropriation to CPB. Although that increase was nearly three times the 10.8% increase in nonfederal income, the combination of CPB appropriation and income from other federal grants and contracts still accounted for only 18.8% of total income. Income from private sources, including subscribers, businesses, foundations and private colleges, accounted for 51.2% of total income. Although the income share of subscriber contributions decreased slightly from the previous year (21.7% to 21.2%), it remained the largest of the 11 identified income sources for television and radio.

### Television gift

More than 300 boxes of promotional material from the television industry have been donated to the UCLA Theater Arts Library. Terrence O'Flaherty, long-time TV critic for the *San Francisco Chronicle*, has made available his 37 years' worth of material covering American television from 1949 through 1986. The O'Flaherty Collection, valued at more than \$200,000, consists of 60,000 still photographs, 2,500 press kits, 125 network kits, 198 posters, 516 books, 154 LP audio recordings and 72 promotional 45 RPM recordings. O'Flaherty, a graduate of the University of California at Berkeley, chose UCLA as the recipient of his collection, in part, he said, as a gesture of appreciation for the help the library has given him throughout his career.

### Literacy for the young

Children's Television Workshop has begun a 10-month, \$850,000 project to create a new series designed to develop literacy among 6-to-9-year-olds. Lois (Tippy) Fortune, who has worked on the Public Broadcasting Service's *The Electric Company* and Nickelodeon's *Pinwheel* and *Al Manaahil*, was named executive producer. Rita Weisskoff, most recently vice president and director of the Children's Advertising Review Unit of the Council of Better Business Bureaus, was named content director. Funding for the project comes from Hasbro Children's Foundation, The Carnegie Corp. of New York and CTW. CTW's share of the development of the project comes from its unrestricted grant from the John D. and Catherine T. MacArthur Foundation.



**Oprah honored.** Emmy-award-winning talk show host, Oprah Winfrey, was given the 1988 Broadcaster of the Year award by the International Radio and Television Society at the group's annual meeting in New York last Wednesday, June 1. Winfrey, at 34 the youngest to receive the award, joins past honorees including Ed Sullivan, Johnny Carson and Walter Cronkite.

Winfrey began her broadcasting career at WOL(AM) Nashville in 1972, achieving her current fame after taking over WLS-TV's *AM Chicago* show in 1984. King World took the *The Oprah Winfrey Show* into national syndication in 1986 and within a year it became the country's top-ranked syndicated talk show. The program is now the fourth most popular program in national syndication.

Pictured l-r: Dan Burke, president and chief executive officer, Capital Cities/ABC; Winfrey, and Dennis Swanson, ABC sports president, who as VP and general manager of WLS-TV, hired Winfrey in 1984.

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ing Co. seeks 102.1 mhz; 3 kw; 22 m. Address: 62 Arlington Court, Kensington, CA. Principal is owned by Nicholas Henderson and Raveesh Kumra, who have no other broadcast interests. Filed May 5.

■ Oxnard, CA (BPH880505PV)—Miranda West Coast Broadcasting Inc. seeks 102.1 mhz; 3 kw H&V; 91 m. Address: 831 Halcon, Oxnard, CA 93030. Principal is owned by Ruben Miranda, who has no other broadcast interests. Filed May 5.

■ Oxnard, CA (BPH880505PK)—Charles S. Nelson seeks 102.1 mhz; 3 kw H&V; 91 m. Address: 18301 Lake Encino Dr., Encino, CA 91316. Principal has no other broadcast interests. Filed May 5.

■ Oxnard, CA (BPH880505PF)—1st Inc. seeks 102.1 mhz; 3 kw H&V; 100 m. Address: 71 Michael Rd., Stamford, CT 06903. Principal is owned by Ivy Shih-Takahashi, who has no other broadcast interests. Filed May 5.

■ Oxnard, CA (BPH880505PA)—Borchard FM Broadcasting Inc. seeks 102.1 mhz; 3 kw H&V; 100 m. Address: 40 Carriage Square, Oxnard, CA 93030. Principal is owned by Mary C. Borchard, who has no other broadcast interests. Filed May 5.

■ Sharon, CT (BPH880504MC)—Radio South Burlington Inc. seeks 103.3 mhz; 0.771 kw H&V; 192 m. Address: 19 Boas Lane, Wilton, CT 06897. Principal is owned by Dennis Jackson and Maureen Jackson, who also own WREF(AM) Ridgefield, CT, and have interest in WNYJ(FM) Rotterdam, NY. Filed May 4.

■ Dogwood Lakes Estate, FL (BPED880506MB)—Shady Grove Baptist Church Inc. seeks 91.1 mhz; 0.7 kw H&V; 55 m. Address: Rte. 3, Box 214-C, Bonifay, FL 32425. Principal is nonprofit corporation headed by Charles E. Hall, Jimmy Whitehead, W.T. Retherford and Guy Johnson. It has no other broadcast interests. Filed May 6.

■ Holly Hill, FL (BPH880505NI)—Intermart Broadcasting Inc. seeks 103.3 mhz; 3 kw H&V; 100 m. Address: P.O. Box 2696, Jacksonville, FL 32203. Principal is owned by James E. Martin and David L. Cobb. Martin has interest in new FM in Orlando, FL (BPH860507NZ). Filed May 5.

■ Holly Hill, FL (BPH880505MW)—King-Holly Hill Ltd. seeks 103.3 mhz; 3 kw H&V; 100 m. Address: 1582 Caribbean Dr., Melbourne, FL 32935. Principal is owned by Deborah B. King, who has no other broadcast interests. Filed May 5.

■ Holly Hill, FL (BPH880505MS)—Central Florida Communications Group Inc. seeks 103.3 mhz; 3 kw H&V; HAAT: 100 m. Address: P.O. Box 1873, Daytona Beach, FL 32015. Principal is owned by Charles W. Cherry and Julia T. Cherry, who have no other broadcast interests. Filed May 5.

■ Holly Hill, FL (BPH880505OR)—A. Wayne Atchley seeks 103.3 mhz; 3 kw H&V; 100 m. Address: 721 Montclair Terrace, Orange City, FL 32763. Principal has no other broadcast interests. Filed May 5.

■ Holly Hill, FL (BPH880505NV)—Morbak Communications seeks 103.3 mhz; 3 kw H&V; 100 m. Address: 954 N.E. 86th St., Miami 33138. Principal is owned by Lawrence R. Baker and John E. Morris, who have no other broadcast interests. Filed May 5.

■ Holly Hill, FL (BPH880505NQ)—Holly Hill Radio Partners seeks 103.3 mhz; 3 kw H&V; 100 m. Address: 4347 S. Atlantic Ave., Ponce Inlet, FL 32019. Principal is owned by Joel Hunter and Cindy K. Deans, who have no other broadcast interests. Filed May 5.

■ Holly Hill, FL (BPH880505OU)—HB Broadcasting seeks 103.3 mhz; 3 kw H&V; 61 m. Address: 1219 Suwanee Rd., Daytona Beach, FL 32014. Principal is owned by Hazel Bynum, who has no other broadcast interests. Filed May 5.

■ Spring Valley, IL (BPH880505ME)—Illinois Valley Broadcasting Corp. seeks 103.3 mhz; 3 kw H&V; 100 m. Address: 21 Second St., LaSalle, IL 61301. Principal is owned by Henry J. Burt, who has no other broadcast interests. Filed May 5.

■ Spring Valley, IL (BPH880505MQ)—Illinois Valley Radio seeks 103.3 mhz; 3 kw H&V; 100 m. Address: P.O. Box 211, Spring Valley, IL 61362. Principal is owned by Cynthia Ochs and Charles Tiemann, who have no other broadcast interests. Filed May 5.

■ Keokuk, IA (BPH880505NU)—W. Russell Withers seeks 96.3 mhz; 50 kw H&V; 150 m. Address: P.O. Box 108, Mt. Vernon, IL 62864. Principal has no other broadcast interests. Filed May 5.

■ Lawrenceburg, KY (BPH880504MH)—MTW Communications seeks 102.1 mhz; 3 kw H&V; 100 m. Address: 1033 Greenbriar, Lawrenceburg, KY 40342. Principal is owned by David Melloan, Roy Toney and Carol Workman, who have no other broadcast interests. Filed May 4.

■ Lawrenceburg, KY (BPH880505MT)—Erica Broadcasting L.P. seeks 102.1 mhz; 3 kw H&V; 100 m. Address:

7708 Heritage Dr., Annandale, VA 22003. Principal is owned by Digby Solomon, who has interest in WJMA(AM)-WVJZ(FM) Orange, VA. Filed May 5.

■ Lawrenceburg, KY (BPH880505MV)—Anderson Broadcasting Co. L.P. seeks 102.1 mhz; 3 kw H&V; 100 m. Address: 329 Plum St., Lawrenceburg, KY 40342. Principal is owned by Cheri C. Murphy, who has no other broadcast interests. Filed May 5.

■ Lawrenceburg, KY (BPH880504MJ)—Anderson County Broadcasters seeks 102.1 mhz; 3 kw H&V; 100 m. Address: Hammonds Creek Rd., Lawrenceburg, KY 40342. Principal is owned by Jonathan L. Smith, Herbert L. Beasley, Kenny Rice and David L. Smith, who have no other broadcast interests. Filed May 4.

■ Lawrenceburg, KY (BPH880505OK)—Hometown Broadcasting of Lawrenceburg Inc. seeks 102.1 mhz; 3 kw H&V; 100 m. Address: P.O. Box 685, Greenup, KY 41144. Principal is owned by Robert L. Scheibly, Phillip B. Leslie, John R. McGinnis and James G. Hedrick, who have no other broadcast interests. Filed May 5.

■ Basile, LA (BPH880505ML)—Nezpique Communications Ltd. seeks 102.1 mhz; 3 kw H&V; 100 m. Address: 430 S. 5th St., Eunice, LA 70535. Principal is owned by Lynette Y. Feucht, Kent Aguiard and Terrance Hoychick, who have no other broadcast interests. Filed May 5.

■ Meridian, MS (BPH880505OL)—Earnest Tiger and Harold McBrayer seeks 102.1 mhz; 3 kw H&V; 108 m. Address: P.O. Box 844, Meridian, MS 39302. Principals have no other broadcast interests. Filed May 5.

■ Meridian, MS (BPH880505NK)—Circle Communications Inc. seeks 102.1 mhz; 3 kw H&V; 100 m. Address: 1920 18th Ave., Meridian, MS 39301. Principal is owned by Furaahaa Saba and Anthony Hewitt, who have no other broadcast interests. Filed May 5.

■ Monticello, MS (BPH880504MF)—Monticello Radio Co. seeks 102.1 mhz; 3 kw H&V; 100 m. Address: P.O. Box 1084, Monticello, MS 39654. Principal is owned by Ruth L. O'Neal and Marcus R. O'Neal, who have no other broadcast interests. Filed May 4.

■ Monticello, MS (BPH880505MR)—Climco Inc. seeks 102.1 mhz; 3 kw H&V; 100 m. Address: P.O. Box 1270 Monticello, MS 39654. Principal is owned by James E. Clinton, Peggy J. Clinton and Ernest W. Clinton, who also own WMLC(AM) Monticello, MS. Filed May 5.

■ Meridian, MS (BPH880505MF)—Jana R. Partridge seeks 102.1 mhz; 3 kw H&V; 100 m. Address: 3013 31st St., Meridian, MS 39301. Principal has no other broadcast interests. Filed May 5.

■ Hampton, NH (BPH880505MG)—Carlyn Ring seeks 102.1 mhz; 3 kw H&V; 100 m. Address: The Raspberry Farm, Rt. 84, Hampton Falls, NH 03844. Principal has no other broadcast interests. Filed May 5.

■ Hampton, NH (BPH880505NC)—Jon E. Paradise seeks 102.1 mhz; 3 kw H&V; 100 m. Address: 44 Sheffield St., Portland, ME 04102. Principal has no other broadcast interests. Filed May 5.

■ Hampton, NH (BPH880505MI)—Starboard Productions seeks 102.1 mhz; 3 kw H&V; 100 m. Address: 105 Elm St., Pembroke, MA 02359. Principal is owned by Carolee X. Brockmann, Thomas C. Troland and Joseph C. Gravina, who have no other broadcast interests. Filed May 5.

■ Hampton, NH (BPH880505OH)—Hampton Broadcasting seeks 102.1 mhz; 3 kw H&V; 100 m. Address: 78 Tide Mill Rd., Hampton, NH 03842. Principal is owned by Susanna Tetlow-MacDonald and Gary Catapano, who have no other broadcast interests. Filed May 5.

■ Hampton, NH (BPH880505PT)—Vezina Broadcasting Inc. seeks 102.1 mhz; 3 kw H&V; 100 m. Address: 96 Locke Rd., Rye, NH 03870. Principal is owned by Carol A. Youschak, who has no other broadcast interests. Filed May 5.

■ Hampton, NH (BPH880505PS)—Oceanside Broadcasting Co. seeks 102.1 mhz; 3 kw H&V; 100 m. Address: 7714 Crossover Dr., McLean, VA 22102. Principal is owned by Gregg P. Skall and A. Thomas Joyner, who also own WZFX(FM) Whiteville and WIKS(FM) New Bern, both North Carolina, and WQOK(FM) South Boston, VA. Filed May 5.

■ Hampton, NH (BPH880505OY)—Jane E. Newmar seeks 102.1 mhz; 3 kw H&V; 100 m. Address: P.O. Box 280, North Hampton, NH 03862. Principal has no other broadcast interests. Filed May 5.

■ Hampton, NH (BPH880505OQ)—Hampton Broadcasting Co. seeks 102.1 mhz; 3 kw H&V; 100 m. Address: 62 Arlington Ct., Kensington, CA 94707. Principal is owned by Nicholas Henderson, who has no other broadcast interests. Filed May 5.

■ Hampton, NH (BPH880505MY)—TVB Broadcasting

Co. seeks 102.1 mhz; 3 kw H&V; 100 m. Address: 130 Martell Court, Keene, NH 03431. Principal is owned by Richard A. Defabio, William Tucker and William Steele, who have no other broadcast interests. Filed May 5.

■ Hampton, NH (BPH1880505MU)—Francoeur Radio Partnership seeks 102.1 mhz; 3 kw H&V; 46 m. Address: 56 Hulme St., Manchester, MA 03103. Principal is owned by Alfred R. Francoeur and Janet A. Francoeur, who have no other broadcast interests. Filed May 5.

■ Hampton, NH (BPH1880505NJ)—Thomas G. Davis and Martha S. Shapiro seeks 102.1 mhz; 3 kw H&V; 100 m. Address: 629 Sean Drive, Annapolis, MD. Principal has no other broadcast interests. Filed May 5.

■ Phoenix, NY (BPH1880505PB)—Zebra Broadcasting Inc. seeks 102.1 mhz; 3 kw H&V; 100 m. Address: One E. Main St., Rochester, NY 14614. Principal is owned by Ruby Lockhart, Michelle Falcone, Leonard Relin, Herbert N. Stern, Richard A. Calabrese and Richard J. Elliott, who have no other broadcast interests. Filed May 5.

■ Wadesboro, NC (BPH1880505OT)—Red Penny Broadcasting seeks 93.5 mhz; 3 kw H&V; 100 m. Address: 208 S. Rutherford St., Wadesboro, NC 28170. Principal is owned by Ridsden A. Lyon and Justine H. Lambert. Lyon has interests in WKDX(AM) Hamlet, NC. Filed May 5.

■ St. Marys, OH (BPH1880505PQ)—Clear River Communications Inc. seeks 103.3 mhz; 3 kw H&V; 100 m. Address: 1990 Hamrock Dr., Powell, OH 43065. Principal is owned by Mark S. Litton, Robert Casagrande and Joan E. Schlichting, who also own WQTL(FM) Ottawa, OH. Filed May 5.

■ Tri-City, OR (BPH1880509MB)—Gee Jay Broadcasting seeks 104.3 mhz; 5.64 kw H&V; 422 m. Address: 916 Douglas St., P.O. Box 1555, Myrtle Creek, OR 97457. Principal is owned by Robert W. Larson and Michael D. Krisley, who have no other broadcast interests. Filed May 9.

■ Isabel Segunda, PR (BPED880506MA)—Cristiano De La "A" a La "Z" Inc. seeks 89.3 mhz; 3 kw; 76 m. Address: P.O. Box 323, Puerto Real, Fajardo, PR 00740. Principal is nonprofit corporation headed by Rev. Eric A. Smith, Luis Rios, Juan O. Rivera, Carmen B. Ayala, Elba L. Rivera, Yvonne Ramos, Alexis R. Hernandez and Angel I. Aponte. It has no other broadcast interests. Filed May 6.

■ Greer, SC (BPH1880505PI)—Upstate Broadcasting Associates seeks 103.3 mhz; 3 kw H&V; 100 m. Address: 11 Richmond Place, New Orleans 70115. Principal is owned by John G. Curren and Holly M. Jenkins, who have no other broadcast interests. Filed May 5.

■ Greer, SC (BPH1880505PD)—Twin Cities Radio Partnership seeks 103.3 mhz; 3 kw H&V; 100 m. Address: 5231 E. Penrith Dr., Durham, NC 27713. Principal is owned by Charles Roberts, who has no other broadcast interests. Filed May 5.

■ Greer, SC (BPH1880505PR)—South Winds Communications seeks 103.3 mhz; 3 kw H&V; 100 m. Address: 207 N. Park Dr., Spartanburg, SC 29302. Principal is owned by Jeraldine F. Mack, Robert L. Haskins, Thomas H. Barr, William E. Wrenn Jr. It has no other broadcast interests. Filed May 5.

■ Virginia Beach, VA (BPH1880505PN)—Intracoastal Airwaves L.P. seeks 102.1 mhz; 3 kw H&V; 100 m. Address: 1024 Gates Ave., #6A, Norfolk, VA 23507. Principal is owned by Jessie H. McCoy, Robert L. Haskins, Thomas H. Barr and William E. Wrenn Jr. It has no other broadcast interests. Filed May 5.

■ Virginia Beach, VA (BPH1880505PM)—Craig L. Siebert seeks 102.1 mhz; 3 kw H&V; 100 m. Address: 192 Duke of Gloucester St., Annapolis, MD 21401. Principal has no other broadcast interests. Filed May 5.

#### Actions

■ Camden, AL (BPH1870630MV)—Camden Broadcast Associates for 102.3 mhz; 3 kw H&V; 100 m. Address: 415 N. College St., Greenville, AL 36037. Principal is owned by Labaron A. Foster, Norman Figures, Paul H. Reynolds and Virgle L. Strickland. Reynolds owns WAJO(AM)-WJAM-FM Marion, AL. Action May 17.

■ Green Valley, AZ (871022MD)—Returned app. of Crystal Sets Inc. for 97.1 mhz; 3 kw H&V; 100 m. Address: P.O. Box 767, Green Valley, AZ 85622. Principal is owned by Joseph N. Crystall, Martha J. Crystall, William C. Scott, R. Judith Scott and Robert N. Ladson. It also owns KGVY(AM) Green Valley, AZ. Action May 13.

■ Peoria, AZ (880212AA)—Returned app. of Family Stations Inc. for 650 mhz; 5 kw-D; 1 kw-N. Address: 3108 Fulton Ave., Sacramento, CA 95821. Principal is nonprofit station group headed by Harold Camping, president. Action May 17.

■ Guadalupe, CA (BPH1840629IA)—Granted app. of Armando Garcia for 105.5 mhz; 16 kw; 1342 m. Address: 979 Olivera St., Guadalupe, CA 93434. Principal has no other broadcast interests. Action May 23.

■ Montecito, CA (BP850701AW)—Granted app. of Jerry J. Collins for 880 khz; 220 w. Address: c/o WKKQ Box 1060, W. Townline Rd., Hibbing, MN 44746. Principal owns WHHQ(AM) Nashwauk, and WIBX(AM) Hibbing, both Minnesota. Collins also owns new FM in Pine Island Center, FL. Action May 17.

■ San Marcos, CA (BPED880308MB)—Returned app. of The Governing Board of the Palomar Community College District for 88.9 mhz; 0.2 kw H&V; 290 m. Address: 1140 Mission Rd., San Marcos, CA 92609. Principal is educational institution headed by George R. Boggs, E. Jan Moser and David A. Chappie. It has no other broadcast interests. Action May 16.

■ Fort Myers Villas, FL (BPH1820825BZ)—Granted app. of Sunshine Broadcasting Inc. for 106.3 mhz; 3 kw H&V; 285 m. Address: P.O. Box 631, Cheraw, SC 29520. Principal is owned by Michael G. Orr, who has no other broadcast interests. Action May 20.

■ Key Colony Beach, FL (BPH1871110NI)—Returned app. of Richard L. Silva for 105.5 mhz; 3 kw H&V; 100 m. Address: 35 Sombrero Blvd., Marathon, FL 33050. Principal has no other broadcast interests. Action May 13.

■ Orlando, FL (BPH860507NS)—Granted app. of Urban Broadcasting Corp. for 98.9 mhz; 3 kw (H&V); 100 m. Address: 6479 Las Flores Dr., Boca Raton, FL 33433. Principal is owned by Ron Lowell, Hilda Dawson and Jose Oaks. It has no other broadcast interests. Action May 23.

■ Tallahassee, FL (BPH1880324MV)—Returned app. of Alan L. McCall for 106.1 mhz; 3 kw (H&V); 100 m. Address: 3907 Apalachee Parkway, Tallahassee, FL 32301. Principal has no other broadcast interests. Action May 20.

■ Tallahassee, FL (BPH1880325MD)—Returned app. of J.L.J.B. Wireless Inc. for 106.1 mhz; 3 kw H&V; 100 m. Address: 7741 N. Briarcreek Rd., Tallahassee, FL 32312. Principal is owned by Yvette M. Larche, Joseph W. Larche, James W. Jennings, Betsy H. Jennings, Charles S. Johnson and Sondra R. Burnett. It has no other broadcast interests. Action May 20.

■ Colby, KS (BPH1871120MB)—Granted app. of Sound Broadcasting Inc. for 97.9 mhz; 100 kw H&V; 302 m. Address: 37 Martin St., Rehoboth, MA 02769. Principal is owned by Dana J. Puopolo and Nancy J. Puopolo, who have no other broadcast interests. Action May 24.

■ Newberry, MI (BPH1871014MB)—Returned app. of

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Leon B. Van Dam for 97.9 mhz; 50 kw H&V; 352 m. Address: South Newberry Ave., Newberry, MI 49868. Principal has no other broadcast interests. Action May 16.

■ Great Falls, MT (BP870319AC)—Minority Christian Radio of Montana for 1490 khz. Address: 2711 Hwy 62, Jeffersonville, IN 47130. Principal is owned by Mary L. Smith, who also owns WOSBA (LPTV) Jeffersonville, IN. Action May 19.

■ Highland, NY (BPH870827MC)—Granted app. of William H. Walker III for 106.1 mhz; 3 kw; 335 m. Address: P.O. Box 1341, Highland, NY 12528. Principal has no other broadcast interests. Action May 12.

■ Hormigueros, PR (BPH871029NL)—Returned app. of Roberto Passalacqua for 106.1 mhz; 3 kw; 335 m. Address: Condominio Condado Del Mar, Apt. 2012, Avenida Ashford #1479, Condado, San Juan, PR 09007. Principal has no other broadcast interests. Action May 13.

■ Wakefield-Peacedale, RI (BPH880217MO)—Returned app. of Holly P. Wood for 99.7 mhz; 3 kw H&V; 96 m. Address: 19 Walnut St. Swansea, MA 02777. Principal is owned by Holly P. Wood, Stefanie S. Pabis and Krystyne M. Pabis. It also has interest in WKFD(AM) Wickford, RI. Action May 20.

■ Canton, SD (BPH880211MT)—Returned app. of Parity Radio Corp. for 102.5 mhz; 3 kw H&V; 100 m. Address: 10926 Jollyville Rd., Austin, TX 78759. Principal is owned by Fred Lundgren and Jerome Friemel, who have no other broadcast interests. Action May 13.

■ Tazewell, TN (BPH871008MA)—Granted app. of Martin E. McCollough for 94.1 mhz; 1.3 kw H&V; 150 m. Address: Fan St., Tazewell, TN. Principal has no other broadcast interests. Action May 19.

■ Beeville, TX (BPH860917MF)—Granted app. of Hamon Broadcasting Corp. for 97.9 mhz; 3 kw H&V; 300 m. Address: 109 E. College, Devine, TX 78016. Principal is owned by Khan Hamon, Dennis Kost, Lou Kost and William Berchelmann, who also own KTXX(FM) Devine, TX. Action May 13.

■ Beeville, TX (BPH860917MK)—Dismissed app. of Trojan Broadcasting for 97.9 mhz; 3 kw H&V; 300 m. Address: 115 West Ave. D, Robstown, TX 78380. Principal is owned by Humberto Lopez and Carlos Lopez, who have no other broadcast interests. Action May 13.

## Facilities Changes

### AM's

■ Concord, CA, KWUN, 1480 khz—May 19-Application (BP860508AB) granted for CP to increase night power to 5 kw and install DA-2.

■ Monticello, FL, WMFL, 1090 khz—May 16-Application for CP to correct existing site coordinates to: 30 31 58N 83 52 17W.

■ Eminence, KY, WKXF, 1600 khz—April 27-Application for CP to correct coordinates to: 38 21 09N 85 11 09W.

■ Golden Valley, MN, KUXL, 1570 khz—May 11-Application for CP to increase night power to 500 w.

■ Rocky Mount, NC, WKMP, 1120 khz—May 13-Mod of CP (BP860724AC) to correct coordinates to: 35 55 57N 77 49 49W.

### FM's

■ San Francisco, KABL-FM, 98.1 mhz—May 6-Applica-

tion for CP to correct geographical coordinates; site elevation and overall height above mean sea level.

■ Taylorsville, MS, WBBN, 95.9 mhz—May 5-Application for CP to change ERP vis.: 31 kw H&V; HAAT: 190 m. H&V; TL: 98 degrees, 3.5 miles from Collins, MS; change to class C2.

### TV's

■ Nogales, AZ, KMSB-TV, ch. 11—May 10-Application for CP to change ERP vis.: 316 kw; HAAT: 507 m.; ANT: LDL/ADC-T11H2/SMS50S; 31 42 18N 110 55 26W.

■ Panama City, FL, WDGH, ch. 28—May 5-Mod of CP (BPCT820122KE) to change HAAT: 228.22 m.; change antenna supporting-structure height: 30 23 42N 85 32 02W.

■ St. Petersburg, FL, WTTA, ch. 38—May 12-Mod of CP to change ERP vis.: 1397 kw; HAAT: 437.6 m.; ANT: Harris TWS-15.

### Actions

#### AM's

■ Los Ranchos De Albuquerque, NM, KNXX, 1050 khz—May 19-Application (BMP871209AG) granted for MP to reduce tower height and augmentation of daytime directional pattern.

■ Ceiba, PR, WRRE, 890 khz—May 19-Application (BMP871030AC) granted for MP (BP840914AA, as mod.) to make changes in antenna system and change TL to: 0.7 mi. N of Ceiba Center, just N of Santa Maria Urbanization, Ceiba, PR; 18 16 30.5N 65 38 50W.

■ Plano, TX, KSSA, 1600 khz—May 16-Application (BP880217AE) returned for CP for experimental synchronous AM station at Dallas to operate simultaneously with primary KSSA facility at Plano, TX, on same freq. 1600 khz with same power 1 kw/5 kw DA-3.

■ Plano, TX, KSSA, 1600 khz—May 12-Application (BP880205AH) granted for CP to make changes in antenna system; change daytime TL to: North end of Guard St., Dallas, Dallas Co., TX; 32 44 25N 96 42 38W.

■ Mayville, WI, WWRW, 990 khz—May 18-Application (BMP870922AA) returned for Mod of CP (BP850405AE) to increase power to 0.5 kw; change TL to within Town of Lomira, WI, on U.S. Hwy. 41, 2.28 km S of intersection of Hwys. 41 and 67, Lomira, WI; and make changes in antenna system; 43 33 57N 88 25 59W Re: Failure to submit amendment.

#### FM's

■ Enterprise, AL, WLHQ-FM, 96.9 mhz—May 10-Application (BPH861003IF) granted for CP to change TL: 2 mi. W of Esto at Coates Hill, near Esto, FL; change HAAT: 313 m. H&V; 30 59 17N 85 41 22W Amended Dec. 8, 1987, to change TL: Rd. 177, 3.35 km S of Miller Crossroads, Holmes Co., FL (WTVY tower); 30 55 11N 85 44 30W; HAAT: 462 m. H&V.

■ Chandler, AZ, KMLE, 107.9 mhz—May 18-Application (BPH870601IC) granted for CP to change TL: South Mountain Park, Phoenix; change HAAT: 502 m. H&V; 33 20 00N 112 03 46W.

■ Camden, AR, KCXY, 95.3 mhz—May 17-Application (BMP870511IA) dismissed for Mod of CP (BPH841001IA) to change TL: 5.4 mi. SSE, 160 degrees of Camden, AR; change ERP: 1.608 kw H&V; change HAAT: 137 m. H&V; 33 30 41N 92 48 00W.

■ Helena, AR, KCRI-FM, 103.1 mhz—May 12-Applica-

tion (BMP8880225IB) granted for Mod of CP (BPH8506261K) to change HAAT: 100 m. H&V.

■ Fresno, CA, KFIG-FM, 101.1 mhz—May 12-Application (BMP871228IC) granted for Mod of CP to change TL: on Owens Mtn. 4.85 km 37 degree T from intersec. of Copper and Armstrong Aves., Fresno Co., CA; change HAAT: 328 m. H&V; change ERP: 10 kw H&V; 36 55 48N 119 38 27W.

■ Oildale, CA, KLLY, 95.3 mhz—May 11-Application (BPH880114IA) granted for CP to change TL: 4.9 km N of Oildale in Kern Co., CA; change HAAT: 120 m. H&V; change ERP: 2 kw H&V; 35 27 33N 119 01 13W.

■ Hartford, CT, WHCN, 105.9 mhz—May 13-Application (BPH870731IA) granted for CP to change to directional antenna.

■ Green Cove Springs, FL, WPDQ, 92.7 mhz—May 17-Application (BPH870924IA) granted for CP to change ERP: 1.3 kw H&V; change HAAT: 151.5 m. H&V.

■ Santa Rosa Beach, FL, WWAV-FM, 102.3 mhz—May 13-Application (BMP880112IG) granted for Mod of CP (BPH870313MI) to change TL: Hwy. 98, Miramar Beach, Walton Co., FL; 30 22 31N 86 21 39W.

■ Pukalani, HI, KMVI-FM, 98.3 mhz—May 24-Application (BPH870629ZJ) granted for CP to change HAAT: 17 m.; TL: 0.4 mi. S of Keokea on Kula Hwy. (Ulupalakua Rd.); HI; 20 42 19N 156 21 54W.

■ Vincennes, IN, WZDM, 92.1 mhz—May 23-Application (BMP880112IF) granted for Mod of CP (BPH810716AD as mod) to change TL: on Old U.S. Hwy. 50, 0.8 km E of intersec. of Old U.S. Hwy. 50 and SE 400 East Rd., Palmyra Township, Knox Co., IN; change HAAT: 122 m. H&V; change ERP: 2 kw H&V; 38 41 02N 87 26 08W.

■ Osceola, IA, KJJC, 107.1 mhz—May 20-Application (BPH871208ID) granted for CP to change FREQ: 106.9MHz (per Docket 86-281); change TL: alongside U.S. Hwy. 34, approx. 4 km W of KJJC's present location; change ERP: 27 kw H&V; change HAAT: 198.3 m. H&V; change to class C2; 41 01 34N 93 51 43W.

■ Bowling Green, KY, WCVC, 90.7 mhz—May 11-Application (BMPED871221IA) granted for Mod of CP to change HAAT: 137 m. H&V and correct coordinates: 37 00 18N 86 31 19W.

■ Farmerville, LA, KWJM, 92.7 mhz—May 13-Application (BPH871125IL) returned for CP to change TL: 1.63 km SE of Bayou D'Arbonne Lake Dam on bearing 136 degree True; change HAAT: 100.01 m. H&V; 32 42 14N 92 19 40W.

■ Hart, MI, WCXT, 105.3 mhz—May 12-Application (BPH870302MY) granted for CP to change HAAT: 328 m. H&V.

■ Marshall, MN, KKCK, 100.1 mhz—May 18-Application (BPH880203IC) granted for CP to change ERP: 100 kw H&V (per Docket 86-516); change HAAT: 292 m. H&V; change FREQ: 99.7MHz; change TL: 1.3 km N of U.S. Rte. 14, 2.7 km W of U.S. Rte. 75, 0.5 km SW of Tower; change antenna supporting-structure height: 44 16 56N 96 19 15W.

■ Baldwinsville, NY, WSEN-FM, 92.1 mhz—May 12-Application (BPH880219IB) granted for CP to change ERP: 25 kw H&V; make changes in antenna system; change to class B1.

■ Carthage, NY, WTOJ, 103.1 mhz—May 23-Application (BPH861023IB) granted for CP to change ERP: 0.84 kw H&V.

■ Asheboro, NC, WKRR-FM, 92.3 mhz—May 13-Application (BMP870609IA) granted for Mod of CP to change antenna pattern: 35 49 59N 79 49 56W.

■ Burgaw, NC, WVBS-FM, 99.9 mhz—May 13-Application (BPH870302NY) granted for CP to change HAAT: 300 m. H&V.

■ Youngstown, OH, WYSU, 88.5 mhz—May 13-Application (BPH880114MA) returned for CP to change ERP: 50 kw H&V; change HAAT: 152 m. H&V; change TL: 3930 Sunset Blvd.

■ Enid, OK, KNID, 96.9 mhz—May 13-Application (BPH870219IJ) dismissed for CP to change TL: 0.88 mi. S of SR 45, 4.6 mi. WSW of intersec with U.S. Rtes. 60, 64.

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31, near Enid, OK; change HAAT: 311 m. H&V: 36 27 02N 37 57 16W.

■ Eugene, OR, KUGN-FM, 97.9 mhz—May 11-Application (BPH870302NX) granted for CP to change HAAT: 301 n. H&V.

■ Pendleton, OR, KUMA-FM, 107.7 mhz—May 11-Application (BPH8703020 m.) granted for CP to change TL: Tabbage Hill area, 11.5 mi. SE of Pendleton, 4 mi. W of Jeadman Pass alongside I-80, Pendleton, OR; change ERP: 00 kw H&V; HAAT: 344 m. H&V and make changes in antenna system; 45 35 15N 118 34 56.

■ Nanticoke, PA, WEAY, 92.1 mhz—May 11-Application BPH8711241Q) granted for CP to change ERP: 0.76 kw H&V; change HAAT: 202 m. H&V.

■ Caguas, PR, WVJP-FM, 103.3 mhz—May 16-Application (BPH8706151D) granted for CP to change TL: 1.1 mi. NE of km 9.2; change ERP: 28 kw H&V; change HAAT: 581 n. H&V; 18 16 45N 65 51 15W.

■ Borger, TX, KDXR, 104.3 mhz—May 16-Application BPH8804181B) dismissed for Mod of CP BPH8603121F) to change FREQ: 190.3 MHz; change antenna supporting structure height; change class to C1; change TL: 13.8 mi. NNE of Pullman, TX, 0.1 mi. W of Hwy. 136 and 2 mi. N of Hwy. 293.

■ Dallas, KMGC, 102.9 mhz—May 13-Application BPH8708071A) granted for CP to change HAAT: 411 m. H&V.

■ Giddings, TX, KGID, 101.7 mhz—May 13-Application (BPH8803031C) dismissed for CP to change ERP: 50 kw H&V; HAAT: 149.96 m. H&V; FREQ: 101.5 MHz (per Docket 86-328); CLASS: C2; TL: Insight Communications Cable Television Tower, 2.38 km S of La Grange, TX; 29 52 12N 96 52 39W.

■ Tacoma, WA, KVTI, 90.9 mhz—May 20-Application BPE8609301H) granted for CP to change TL: 5544 N 35th St; change ERP: 50 maximum kw (H); 47 max. kw (V); change HAAT: 701 ft. H&V; install directional antenna: 47 16 41N 122 30 42W.

■ Casper, WY, KCEB, 91.1 mhz—May 11-Application (BMPE8710221C) granted for Mod of CP to change HAAT: -148.7 m. H&V.

## Actions

### Commission Action

■ Gulf Breeze, FL—Granted Sabine Broadcasting's withdrawal request for new FM station on channel 237A (95.3 mhz) at Gulf Breeze. (MM Docket 87-119 by MO&O [FCC 88-176] adopted May 17 by commission.)

### Staff Actions

■ Short-spaced FM station assignments—At request of Greater Media Inc., extended comment dates in this proceeding concerning proposal to permit short-spaced FM assignments by using directional antennas. Comments are due Aug. 5, replies Sept. 5. (MM Docket 87-121 by order DA 88-818] adopted May 26 by chief, Mass Media Bureau.)

■ Dothan, AL—Designated for hearing applications of Southland Broadcasting Company Inc., Broadcast Associates, Dothan Radio Joint Venture, Bee Broadcasting, Houston L. Pearce and Albert E. Smith for new FM station on channel 273A (102.5 mhz) at Dothan. (MM Docket 88-247 by order [DA 88-703 adopted May 6 by chief, Audio Services Division, Mass Media Bureau.)

■ Breen, CO, and Kirtland, NM—Designated for hearing application of Daystar Radio Ltd. to change facilities of KLV at Breen, and application of Frank Elwood and Wanda can Elwood to change frequency of KCEM and to change city of license from Aztec, NM, to Kirtland. (MM Docket 88-248 by order [DA 88- 711] adopted May 10 by chief, Audio Services Division.)

■ Port St. Joe, FL—Designated for hearing applications of Panhandle Communications Inc., PN Radio Co. and Dec Wetmore for new FM station on channel 228A (93.5 mhz) at Port St. Joe. (MM Docket 88-250 by order [DA 88-732] adopted May 12 by chief, Audio Services Division.)

■ Delphi, IN—Designated for hearing applications of Wash Valley Community Radio Corp., Whitcar Regional Broadcasting Co. Inc., James R. Bricker and Carroll Coun-

ty Broadcasting for new FM station on channel 275A (102.9 mhz) at Delphi. (MM Docket 88-246 by order [DA 88-688] adopted May 5 by chief, Audio Services Division.)

■ Murray, KY—Dismissed petition of West Kentucky Broadcasting Associates to allot channel 284A (104.7 mhz) to Murray, for lack of continuing interest. (MM Docket 87-366 by R&O [DA 88-738] adopted April 18 by deputy chief, Policy and Rules Division.)

■ Catskill, NY—Designated for hearing applications of Catskill Broadcasting Co., A General Partnership, John Jay Iselein and Carmine A. Pizza, General Partner Catskill FM Ltd., A Limited Partnership for new FM station on channel 253A (90.5 mhz) at Catskill. (MM Docket 88-252 by order [DA 88-731] adopted May 12 by chief, Audio Services Division.)

■ Johnsonville, SC—Designated for hearing applications of Franklin Broadcasting, Hemingway Broadcasting Co. Inc. and William H. Burckhalter and Cynthia B. Merrithew for new FM station on channel 286A (105.1 mhz) at Johnsonville. (MM Docket 88-251 by order [DA 88-730] adopted May 12 by chief, Audio Services Division.)

■ Killington, VT—Designated for hearing applications of Albert E. Gary; Killington Broadcasting, Ltd.; Killington Community Broadcasting Corp.; Mountain Broadcasting Limited Partners; Elf Broadcasting Co.; Radio Group Inc.; Bruce Lyons, and Killington Ltd. for new FM station on channel 287C2 (105.3 mhz) at Killington. (MM Docket 88-240 by order [DA 88-695] adopted May 4 by assistant chief, Audio Services Division, Mass Media Bureau.)

### ALJ Actions

■ Seattle—Granted application of Seattle Public Schools for renewal of license for KNHC(FM) Seattle, and denies application of Jack Straw Memorial Foundation to operate full time or on shared time basis on KNHC's frequency. (MM Docket 86-49 by ID [FCC 88D-17] issued May 17 by ALJ Joseph Chachkin.)

*By ALJ Richard L. Sippel on dates shown:*

■ Upper Arlington, OH (PN Radio Co., et al.) FM Proceeding—Approved settlement agreement among PN Radio Co., Mary Storer Mahaffey, Mirage Broadcasting Co. Inc., Tri-Village Broadcasting Association, Walker Broadcasting Co., DDB Communications Limited Partnership and BMS Communications of Upper Arlington and dismissed with prejudice applications of PN Radio Co., Mirage Broadcasting, Tri-Village Broadcasting, Walker Broadcasting Co., DDB Communications and BMS Communications; ordered application of Twin Rivers Communications, A Limited Partnership substituted for Mary Storer Mahaffey. (By MO&O, May 11; MM Docket 87370.)

*By ALJ Joseph Stirmer on dates shown:*

■ Silver Springs, FL (Trax Broadcasting, et al.) FM Proceeding—Granted request by Silver Springs Ocala Broadcasting Inc. and dismissed its application with prejudice. (By order, May 4; MM Docket 88-119.)

■ Karns, TN (John Strelitz and Beaver Ridge Communications Ltd.) FM Proceeding—Approved settlement agreement and dismissed with prejudice application of Beaver Ridge Communications; granted application of John Strelitz for new FM station on channel 226A (93.1 mhz) at Karns; and terminated proceeding. (By MO&O, May 6; MM Docket 87343.)

■ Matewan, WV (Three States Broadcasting Co. Inc. and Hometown Broadcasting of Matewan) FM Proceeding—Approved settlement agreement between Three States and Hometown and dismissed with prejudice application of

Hometown Broadcasting of Matewan; granted application of Three States Broadcasting for new FM station on channel 294A (106.7 mhz) at Matewan; and terminated proceeding. (By MO&O, May 3; MM Docket 88-101.)

## Allocations

■ Conway, Hot Springs, Wrightsville, Fairfield Bay, Perryville and Maumelle, AR—Effective July 1, amended FM table by deleting Perryville allotment and allotting channel 290C1 (105.9 MHz) to Hot Springs and conditionally modifying license of KLAZ(FM) to specify channel 290C1 in lieu of channel 292A (106.3 MHz); and, by allotting channel 291C2 (106.1 MHz) to Fairfield Bay and conditionally modifying license of KFFB(FM) to specify operation on channel 291C2 in lieu of channel 292A. (MM Docket 86-154 by MO&O [DA 88-714] adopted May 10 by chief, Policy and Rules Division, Mass Media Bureau.)

■ Holyoke, CO—Allotted channel 222C2 (92.3 mhz) to Holyoke as first local broadcast service. Filing window opens July 11, closes Aug. 10. (MM Docket 87-283 [DA-88-721].)

■ Steamboat Springs, CO—Substituted channel 245C2 (96.9 mhz) for channel 244A (96.7 mhz) at Steamboat and modified license of KSBT(FM) to specify operation on higher-powered channel. (MM Docket 87-259 [DA 88-724].)

■ Port St. Lucie, FL—At request of St. Lucie Radio Corp., proposed allotting channel 267A (101.3 mhz) to Port St. Lucie as its first FM service. Comments due July 15, replies Aug. 1. (MM Docket 88-217 by NPRM [DA 88-737] adopted April 18 by deputy chief, Policy and Rules Division.)

■ Cochran, GA—At request of Georgia Public Telecommunications Commission, proposed amending TV table by substituting UHF television ch. 29 for UHF ch. 15 at Cochran, and modifying license of WDGO to specify operation on ch. 15. Comments are due July 8, replies July 25. (MM Docket 88-249 by NPRM [DA 88-715] adopted May 9 by deputy chief, Policy and Rules Division, Mass Media Bureau.)

■ Statesboro, GA—At request of Radio Statesboro Inc., proposed substituting channel 261C2 (100.1 mhz) for channel 261A at Statesboro, and modifying license for WMCD(FM) to specify operation on class C2 channel. Comments are due July 18, replies Aug. 2. (MM Docket 88-218 by NPRM [DA 88-758] adopted April 19 by deputy chief, Policy and Rules Division, Mass Media Bureau.)

■ Cannelton, IN—Allotted channel 275A (102.9 mhz) to Cannelton as its first FM service. Window opens July 11, closes Aug. 10. (MM Docket 87-416, [DA 88-725].)

■ Garden City, IN—Effective July 11, allotted channel 275A (102.9 mhz) to Garden City as its first local FM service. Filing window opens July 12, closes Aug. 11. (MM Docket 87-298 by R&O [DA 88-751] adopted April 19 by deputy chief, Policy and Rules Division.)

■ Onawa, IA, and Vermillion, SD—At request of Barneo, proposed amending FM table by substituting channel 272C1 (102.3 MHz) to channel 272A at Onawa and modifying permit of KOOO(FM) to specify operation on C1 channel; in order to accomplish change, proposed substituting channel 272A for channel 230A (93.9 mhz) at Vermillion and modifying license of KVRF, Vermillion Radio Inc., licensee

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of KVRF has until July 7 to show cause why its license should not be modified. Comments due July 7, replies July 22. (MM Docket 88-195 by NPRM and order to show cause [DA 88-678] adopted April 6 by deputy chief, Policy and Rules Division.)

■ Bethalto, IL—Effective July 11, allotted channel 238A (95.5 mhz) to Bethalto as its first local FM service. Filing window opens July 12, closes Aug. 11. (MM Docket 87-232 by R&O [DA 88-750] adopted April 19 by deputy chief, Policy and Rules Division.)

■ La Salle, IL—Effective July 11, substituted channel 257B1 (99.3 mhz) for channel 257A at La Salle and modified license for WAJK-FM to specify operation on channel

257B1. (MM Docket 87-231 by R&O [DA 88-757] adopted April 19 by deputy chief, Policy and Rules Division.)

■ Macomb, IL—Effective July 11, substituted channel 274B1 (102.7 mhz) for channel 276A (103.1 mhz) at Macomb and modified license for WJEQ(FM) to specify operation on new channel. (MM Docket 87-355 by R&O [DA 88-756] adopted April 19 by deputy chief, Policy and Rules Division.)

■ Campbellsville, KY—At request of Michael Harding, proposed allotting channel 260A (99.9 mhz) to Campbellsville as its second local broadcast service. Filing window opens July 18, closes Aug. 2. (MM Docket 88-216 by NPRM [DA 88-759] adopted April 18 by deputy chief,

Policy and Rules Division.)

■ Campbellsville, KY—On request of Michael Harding proposed modifying FM table by allocation of channel 260A (99.9 mhz) as its second local service; comments are due July 18, replies due Aug. 2. (MM Docket 88-215 by NPRM [DA 88-759] adopted April 18 by deputy chief, Policy and Rules Division.)

■ Crystal Falls, MI—Effective July 11, substituted channel 264C1 (100.7 mhz) for channel 264C at Crystal Falls. Filing window opens July 12, closes Aug. 11. (MM Docket 87-379 by R&O [DA 88-754] adopted April 25 by deputy chief, Policy and Rules Division.)

■ Steelville, MO—Effective July 11, substituted channel 227C2 (93.3 mhz) for channel 244A (96.7 mhz) at Steelville and modified license for KNSX-FM to specify operation of new channel. (MM Docket 87-335 by R&O [DA 88-755] adopted April 25 by deputy chief, Policy and Rules Division.)

■ Fairbury, NE—At request of Siebert Communication, Inc. proposed substituting channel 257B1 (99.3 mhz) for channel 275A at Fairbury and modifying license of KUTT(FM) to specify higher powered channel. Comment: are due July 15, replies Aug. 1. (MM Docket 88199 by NPRM [DA 88-727] adopted April 18 by deputy chief, Policy and Rules Division.)

■ Lisbon, NH—Allotted channel 244A (96.7 mhz) to Lisbon as its first FM service. Window opens July 11, closes Aug. 10. (MM Docket 87-509, [DA 88-722].)

■ Canton, NY—Allotted channel 268A (101.5 mhz) to Canton as its second local FM service. Window opens July 11, closes Aug. 10. (MM Docket 87-510, [DA 88-723].)

■ North Carolina—At request of MECA Broadcasting Inc., proposed substituting channel 280C2 (103.9 mhz) for channel 280A at Fuquay-Varina, NC, and modifying license for WAZZ to specify operation on higher powered channel and substituting channel 279A (103.7 mhz) for channel 280A at Topsail Beach, NC, and substituting channel 279C for channel 279C1 at Williamston, NC; and, at request of Landsman-Webster Communications of North Carolina, Inc., proposed substituting channel 278C2 (103.5 mhz) to 276A (103.1 mhz) at Dunn, NC, and modifying license for WDKS to specify higher powered channel, and substituting channel 283A (104.5 mhz) for channel 278A at Hope Mills, NC. Comments are due July 15, replies Aug. 1. (MM Docket 88-200 by NPRM [DA 88-726] adopted April 14 by chief, Policy and Rules Division.)

■ Byng, OK—Effective July 11, allotted channel 261C (100.1 mhz) to Byng as its first local FM service. Filing window opens July 12, closes Aug. 11. (MM Docket 87-587 by R&O [DA 88-753] adopted April 25 by deputy chief, Policy and Rules Division.)

■ Harbeck-Fruitdale, OR—At request of Carl Wilson proposed amending FM table by allotting channel 252A (98.3 MHz) to Harbeck-Fruitdale as its first local FM service. Comments are due July 7, replies July 22. (MM Docket 88-198 by NPRM [DA 88-682] adopted April 18 by deputy chief, Policy and Rules Division.)

■ University Park, PA—Effective July 11, substituted channel 246A (97.1 mhz) for channel 244A (96.7 mhz) at University Park and modified license for WQWK(FM) to specify new channel. (MM Docket 87-588 by R&O [DA 88-752] adopted April 25 by deputy chief, Policy and Rules Division.)

■ Scranton and Surfside Beach, SC—Effective July 11, amended FM table by allotting channel 275A (102.9 MHz) to Scranton as its first local service; denied request by Jones Eastern of Grand Strand Inc. to substitute channel 276C (103.1 MHz) for channel 276A at Surfside Beach and modifying license of WYAK-FM to specify operation on C channel. Filing window for Scranton channel opens July 5, closes Aug. 4. (MM Docket 87-434 by R&O [DA 88-681] adopted April 15 by deputy chief, Policy and Rules Division.)

■ Crockett, TX—At request of Pioneer Broadcasting proposed amending FM table by substituting channel 224C (92.7 MHz) for channel 224A at Crockett and modifying license of KIVY-FM to specify operation on C2 channel. Comments are due July 7, replies July 22. (MM Docket 88-197 by NPRM [DA 88-680] adopted April 13 by deputy chief, Policy and Rules Division.)

■ Haltom City, TX—At request of Bluebonnet Radio Broadcasters Inc., proposed amending FM table by allotting channel 227C2 (93.3 MHz) to Haltom City as its first FM service. Comments are due July 7, replies July 22. (MM Docket 88-196 by NPRM [DA 88-679] adopted April 6 by deputy chief, Policy and Rules Division.)

■ Lewisburg, WV—Effective June 24, amended TV table by allotting UHF TV ch. 59 to Lewisburg as its first local commercial TV service. (MM Docket 87-279 by R&O [DA 88-720] adopted April 18 by deputy chief, Policy and Rules Division.)

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**If you can combine** sales with P-B-P, announcing or management ability, write me today: Cliff Somers, KARS AM-FM, Box 860, Belen, NM 87002.

**50,000 watt WOWO** seeks aggressive, highly motivated general sales manager. Lead sales staff to even greater heights. Stable, community-oriented individual with emphasis on sales promotion and teaching skills. Excellent compensation package. Previous sales management experience necessary. Write General Manager, WOWO, 203 West Wayne Street, Fort Wayne, IN 46802. EOE

**Radio promotion coordinator.** New York's leading all-news station seeks creative, organized person with excellent writing skills to assist promotion manager. He/she will coordinate advertising and sales promotion campaigns, special events, PR and write broadcast copy. 2-3 years broadcast, ad agency or marketing experience strongly preferred. college degree required. Resume to Box J-18. EOE/M/F.

**General manager,** strong on sales, great staff in place. Need dynamic leader. Beautiful area. Send resume to Bob Connelly WQID/WVMI, P.O. Box 4606, Biloxi, MS 39535.

**Radio station manager** must be strong in sales with experience for 3 KW FM station in the Northwest central Michigan resort area. 517-321-1763 - call evenings.

**Sales manager** for expanding class C AC FM. Great potential for hard working selling sales manager. If you're a top sales rep and want to move into management, this could be your chance. Send resume with track record to: George Swift, KHLA-FM, P.O. Box 3067, Lake Charles, LA 70602. EOE/M/F.

**This job is not for just anybody.** 5,000 watt AM with original hits of 40's, 50's, 60's, strong sports and news, good listener acceptance. We need someone who understands this format and can sell it. Live in sportsman's paradise in SW Louisiana. Send resume with track record to George Swift, KLCL-AM, P.O. Box 3067, Lake Charles, LA 70602. EOE/M/F.

### HELP WANTED SALES

**NE regional FM** looking for experienced AEs and local sales manager. Resume: WYRY, 130 Martell Ct., Keene, NH 03431.

**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.

**Sales manager:** If you can both sell and make your sales staff great sales professionals, and want the excellent quality of life offered in Michigan, plus working for a top quality AM/FM combo - small market leader that offers excellent earnings potential, reply to: Box H-123.

**Immediate opening for general sales manager,** with experience and skills required for managing all aspects of local sales in rapidly growing broadcast group. Contact Thomas Hunt, General Manager. WWMG Magic 96 FM, 1437 East Morehead Street, Charlotte, NC 28204. Telephone: 704-338-9600.

**New radio promotion.** Easy sale. 35% commission. Florida resort area. 813-863-8156.

**Sales leader wanted!** Suburban Allentown, PA, radio station with new facility needs aggressive street pro. Successful operation is #1 in county and becoming a factor in the metro. \$1200 per month guarantee on a sliding commission scale up to 30%! I don't believe that a salesman can ever make "too much money." Call GM Ron Adams, WYNS, 215-377-1160. EOE.

### HELP WANTED ANNOUNCERS

**Classical music announcer** for one of America's leading classical-music stations. Personable, informal, conversational style a must. preferably with a good sense of humor. Substantial previous experience in classical-music radio required. EOE. Submit resume & tape (in classical format) to: Talent Search, KFAC, 6735 Yucca Street, L.A., CA 90028.

**Central California AC** looking for conversational, natural communicator, experienced but still fascinated by life. Production skills a must! Our team works together! Send tape and resume to P.O. Box 11926, Fresno, CA 93775.

### HELP WANTED TECHNICAL

**Chief engineer:** For growing small market SE combo. Low 20's with growth potential over \$30,000. Resume to Box H-116.

**Chief engineer** for leading southern New England AM/FM broadcast facility -- WTIC & WTIC-FM. Must have experience with high power directional AM and FM as well as management & maintenance experience. Send resume to Lawrence Titus, Director of Engineering, Chase Broadcasting, One Financial Plaza, Hartford, CT 06103.

**Chief engineer** position available at radio/television combo. Candidate must possess both management and hands-on skills. Good salary and benefits with a state-of-the-art operation. Send resume to Box H-117. EOE.

**Chief engineer** for group owner in Madison, WI, 5 KW AM/50,000 watt FM. Send resume to: General Manager, WIBA, P.O. Box 99, Madison, WI 53701.

**Tired of 2 AM phone calls** and being underpaid and unappreciated? Looking for flexible hours and unlimited growth? We are searching for ambitious people with good technical background who would like to grow with our expanding nationwide operation in the field of equipment sales/engineering. Send your resume to Radio Resources, P.O. Box 8537, BWI Airport, MD 21240.

**Broadcast engineer.** Growing southern California FM public radio station is looking for a motivated broadcast engineer. Two years of broadcast experience is required with an applied electronics background. Applicant should be able to maintain and repair audio and RF broadcast systems. Send resume and salary requirements to: Mitch Hiserote, 1288 North Bellflower Blvd., Long Beach, CA 90815-4198.

### HELP WANTED NEWS

**News director-50KW WOWO,** Fort Wayne needs strong on-air/ND to lead experienced staff. Excellent news facilities, competitive compensation. Prefer minimum five years experience. Tape and resume: Stephen Schram, VP/GM, WOWO, 203 West Wayne Street, Fort Wayne, IN 46802. EOE.

**Anchor/reporter:** Central New Jersey radio station seeks full-time anchor/reporter for award winning news department. Conversational delivery, solid writing/reporting skills. At least two years commercial news exp., or practical B.J. graduate. Excellent benefits. Send tape/resume/writing samples to Shawn Marsh, News Dir., P.O. Box 880, Asbury Park, NJ 07712. No calls please. EOE.

### HELP WANTED PROGRAMING PRODUCTION & OTHERS

**Program director.** Great opportunity with station that offers excellent benefits for enthusiastic, versatile programmer. Send resume to Box J-14. EOE.

**#1 Midwest CHR-FM** in 250,000+ market has immediate opening for top-notch morning talent/working PD. Strong leadership skills a must. No beginners! Tape, resume & salary history to: P.O. Box 5033, Hopkins, MN 55343. EOE.

**Program director/morning drive** - KOCM, Newport Beach, CA. Are you a real pro? You can continue station's growth. You must have a successful track record, promotional creativity, leadership, integrity, intelligence and be a team player. Send tape and resume to Richard Lyons, General Manager, KOCM, 130 Newport Center Drive, Suite 210, Newport Beach, CA 92660. 714-721-1031.

**Operations/production manager** for public radio station KLCN-FM. Responsible for the traffic flow of programs, setting standards for audio quality, scheduling production assistants and training broadcast personnel. Salary \$23,028. Excellent benefits. Application deadline June 10. Apply CSULB Personnel Office, 1250 Bellflower Blvd., Long Beach, CA 90840. Job #343. Title IX. AA/EOE.

### SITUATIONS WANTED MANAGEMENT

**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.

**Seasoned radio manager.** 15 years experience. Can put the fun back into radio and still show a profit. Want small to medium market. Solid sales experience. Call Dick 801-438-5624.

**Experienced selling/programming GM** seeks buy-in or work-in opportunity in Sunbelt. Medium or small markets. Looking for opportunity. References available. Currently employed. Box H-126.

**I'm in one heck of a rut.** No chance to use all of my talent 24 yrs in country music, presently employed in major Southwest market. Pref. program director's job, will consider afternoon drive in major market. Far West or Pacific Northwest. Reply to Box J-10.

**Sold my station** and now I'm looking for a new challenge. Experienced in all phases of satellite and automation. FCC first class. Box J-4.

### 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.

**Versatile disc jockey** with 4 years experience. Experience in news, sports and production. Smooth delivery. Dave 303-278-0106.

### SITUATIONS WANTED NEWS

**Young enthusiastic sports director** looking for station wanting a No. 1 sports department. 5 years college radio experience, 3 years SD and commercial radio experience. Willing to move. Call Jack after 5, 515-283-1450.

**Young, enthusiastic sportscaster** looking for new opportunity. Basketball and lacrosse PBP experience. Equally capable basketball analyst. Also -- sports anchoring, interviewing, reporting, discussion, and production. Call Jack at 516-564-2909. Love all sports -- just want to settle where I can be happy.

### SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

**Start up and turn around specialist.** 20 years programing expertise in the majors at legendary stations with unsurpassed ratings! Tired of gettin' your butt kicked? Call Al Casey quickly 813-442-3826 before he's gone!

# TELEVISION

## HELP WANTED MANAGEMENT

**Promotion and marketing manager:** We're a number-one rated, NBC affiliate, looking for a highly creative person to lead our sales marketing and on-air promotion effort. The requirements are simple: you must love advertising, you just love writing, you must love television. We must love our reel and samples. And, we'll reward all this affection with a top salary. (You also need a college degree. Video editing and shooting knowledge a plus.) We don't want to read about your experience, we want to see your work. So send your tape and writing samples to Mark Mathis, VP/Operations and programing, KWWL-TV, 500 E. 4th St., Waterloo, IA 50703. Member station of the American Family Broadcast Group. EOE.

**Promotion manager:** Top 30 midwestern independent TV station seeks aggressive, innovative ratings-grabber. Must have 5 years experience with on-air, radio and print, with 2 years managerial experience preferred. Highly successful broadcast group. Salary \$40,000/annually. Send resume with references. Box H-112.

## HELP WANTED SALES

**VBMG-TV, CBS affiliate,** seeks experienced, aggressive television salesperson. Account list available. Send resume to Sara Counihan, VBMG-TV, Box 59496, Birmingham, AL 35259.

**TV broadcast group** seeking a highly motivated vendor support consultant for a major market affiliate. Must have at least 3 years experience conducting vendor programs with strong presentation skills. Send resume: Judy Somers, 242 North Great Neck Rd., Virginia Beach, VA 23451.

**General sales manager.** Palmer CableVision seeks a dynamic general sales manager to manage our advertising sales interconnect, Naples/Fort Myers. Candidates must have sales management experience in broadcast or cable. Submit resume to Joe Slavin, P.O. Box 368, Palm Desert, CA 92260. Equal opportunity employer. Women and minorities are encouraged to apply.

**WRAL-TV, CBS, Raleigh, NC.** Opening for account executive with exceptional track record. Well versed in research/marketing resources. References necessary. Written inquiries only. Capitol Broadcasting. Equal opportunity employer. Contact David Harbert, Sales Manager, Box 12000, Raleigh, NC 27605.

**National sales manager.** Top 10 market independent seeking aggressive professional national sales manager to join our management team. Write to John DeRoche, KHTV, P.O. Box 630129, Houston, TX 77263. EOE, M/F.

**General sales manager:** WLIG-TV Long Island, NY, seeks experienced sales leader to direct our expanding sales team. Successful local sales background required. Responsible for total sales effort at Long Island's only commercial TV station. Outstanding growth opportunity with salary, bonus, car and full benefits. Resume to Marvin Hauvin, GM, WLIG-TV, 300 Crossways Park Drive, Woodbury, NY 11797. 516-364-1500. EOE.

**Local sales manager:** Outstanding opportunity for innovative leader who would enjoy the challenge of developing new business. Great sports, quality programing, promotion oriented. Send resume and references ASAP to W. Saltzberger, GM, WNYB-TV, 699 Hertel Avenue, Buffalo, NY 1207. EOE. Positions available now!

**National sales manager:** KENS-TV, San Antonio's top-rated news station is seeking a national sales manager. For experience either as a television rep or national sales manager of a TV station is preferred along with a background in local sales. Applicants are invited to submit their resumes by June 23, 1988 to: Dave Sankovlch, General Sales Manager, KENS-TV, P.O. Box TV5, San Antonio, TX 78299-0500. EOE.

## HELP WANTED TECHNICAL

**Wanted: Chief engineer** for progressive Midwestern TV station. Experience with transmitter and studio equipment required. Send resume and salary requirements to: Cheryl Arms, KUMV-TV, Box 1287, Williston, ND 58802. EOE.

**NWO-TV is seeking a chief engineer.** The position requires UHF transmitter experience and a general class FCC license. SBE certification and studio maintenance experience are preferred. Applicants should have "hands-on" technical ability as well as administrative and budgeting skills. WNWO-TV is an equal opportunity employer. Send resumes, before June 10th, to General Manager, NWO-TV, 300 South Byrne Rd., Toledo, OH 43615.

**Chief engineer:** For small market ABC affiliate in resort area. UHF transmitter and microwave experience along with supervisory and maintenance experience. Send resume and salary requirements to: Michael Khouri, WGTU/GTO, 201 East Front St., Traverse City, MI 49684.

**Assistant chief engineer.** Florida's most successful post-production facility wants "up and comer" for new position. Superb opportunity for young person to move into management as maintenance team leader. Must be sincere and very dedicated. Solid support from hands-on chief engineer. Great equipment and staff. Strong electronic skills required. College degree preferred. Contact Bruce Graham, Chief Engineer, at VTA, 305-920-0800.

**Master control video tape operator** for fast growing ABC affiliate in sunny south Florida. Prefer one year experience. Must be able to air switch & operate 1/2" and 1" and 1/2" VTR's. Send resume to: WPEC TV-12, Personnel, PO Box 24612, Fairfield Drive, West Palm Beach, FL 33416-4612. Phone 407-844-1212. EOE.

**Director of engineering.** Top position in PTV engineering department responsible for budgeting, technical operations, maintenance, and long range planning. Part of the management team reporting to the station manager. Requires masters in engineering, communications or related field or bachelors and two years experience. Previous broadcast engineering management and knowledge of TV operations and production preferred. Range \$23,170-\$41,700. Send cover letter referencing position #97017 and resume to Mr. Steven Wing, Central Employment Center, 446 Stadium West, University of Florida, Gainesville, FL 32611. Deadline: June 17, 1988. It is university policy to conduct all searches in the open subject to the provisions of existing law EEO/AEE.

**Experienced maintenance engineers** needed for major, state-of-the-art sunbelt facility. Production, ENG, SNG. Competitive compensation and excellent benefits. We are looking for highly skilled people to maintain the most sophisticated facilities in the area. EOE. Box J-1

**Assistant chief engineer** needed for medium market sunbelt CBS affiliate. Good organizational and communicative skills a must. Applicants should have prior hands on maintenance experience with VHF transmitters, live ENG and general studio equipment. Knowledge of on-air operational procedures helpful. Send resume and salary requirements to Lee Davis, Chief Engineer, WRDW-TV, Drawer 1212, Augusta, GA 30913-1212. EOE.

**Wanted: TV maintenance technician.** CBS, Greenville, MS. Good company and benefits. Need technician with heavy experience with TCR-100's, AVR-2 and other quad VTR's. Send resume to WXVT, 3015 E. Reed Rd., Greenville, MS 38703 or call 601-334-1500. Reply to Joe MacCione, Gen. Mgr. EOE.

**Chief engineer** for new satellite delivered cable service. Your input will be vital in construction of new facilities. Solid video systems background and good communications skills essential. Computer hardware/software experience desirable. S.B.E. certification a plus. Please respond with resume and salary requirements to Ed Gordon, NuStar, 384 Technology Drive, Malvern, PA 19355.

## 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 copies to: ND, WVIR-TV, P.O. Box 769, Charlottesville, VA 22902. EOE.

**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.

**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.

**Experienced weathercaster** for Midwest affiliate. Tapes and resumes to Ken Walker, KSFY, Sioux Falls, SD 57102.

**Assignment editor.** Ours is moving to a bigger market so we're looking for an energetic aggressive person to guide our talented staff. If you're the best and want to join the best, then call today Billye Gavitt, KWTV, 405-843-6641. EOE/M-F.

**Anchor.** We're looking for a strong weekend anchor to complement male anchor and join our team. Successful candidate will also report three days a week. If you're a strong, comfortable communicator, then let's talk. #1 station and still growing. Rush resume, references, recent aircheck and salary requirements to A. R. Sandubrae, Station Manager, KWTV, P.O. Box 14159, Oklahoma City, OK 73113. We will fill position as soon as we find the right person. If it's you, apply today! EOE/M-F.

**WALA-TV, Mobile, AL,** has an immediate need for a full-time news photographer. Person must be able to photograph and edit video tape of news events. 1 to 2 years experience required. Valid drivers license and good driving record essential. EOE, M/F. No phone calls. Send tapes and resumes only to Larry Pate, WALA-TV, P.O. Box 1548, Mobile, AL 36633.

**Network affiliate in Sunbelt** is looking for two photographers. Must be creative in approach to shooting, must be able to edit and playback tapes, must work well with standard ENG equipment. If you work well with people and can meet pressures of deadlines, we need you. Salary approximately \$11,000. Please send resume to Box J-8.

**Network affiliate in the Sunbelt** is looking for a producer for its 6 and 11 pm newscasts. Monday-Friday if you have strong broadcast writing skills, if you work well under the pressure of deadlines, if you are creative and work well with people, please apply. Salary approximately \$16,000. Please send resume to Box J-9.

**General assignment reporter.** KTVN-TV has an immediate opening for the position of general assignment reporter. This person may also have fill-in anchor duties. College degree and at least one year professional reporting experience preferred. Excellent writing/editing skills a must. Live experience preferred. Will be responsible for setting up, researching and generating new story ideas on a daily basis. Send tapes and resumes to Patricia Clemm, News Director, P.O. Box 7220, Reno, NV 89510. Tapes will not be returned. KTVN is an equal opportunity employer.

**Southeastern top 80 affiliate** with growing news operation looking for 2 positions. Experienced aggressive anchor to complement our female co-anchor. Need dedication, willingness to sacrifice and an understanding of both hard and soft news. Also, reporter with at least one year experience in TV news reporting. Send tapes and resumes to Rich Klos, News Director, WDEF-TV, 3300 Broad Street, Chattanooga, TN 37408. No phone calls, please. EOE.

**Weekend producer.** Need motivated, self-starter to continue weekend growth in our newscasts. Gannett ownership and NBC affiliation assure excellent support and lead-ins. Perfect opportunity for front-line producer in a smaller market to move up. Satellite and ENG live experience a must. Letter and resume only to Paul Baldwin, News Director, WTLV-TV 12, P.O. Box TV 12, Jacksonville, FL 32231. Women and minorities encouraged to apply.

**A number one ABC affiliate** is looking for an experienced reporter. The individual must show initiative and the ability to aggressively pursue a story. Send resume to Wayne Ludkey, News Director, P.O. Box 2121, Ft. Wayne, IN 46801.

**Writer/producer** for news medical news service. Strong writing and field producing skills needed. Ability to visualize a story and make it move. Excellent opportunity for aspiring producer/reporter looking for that first big break. Send tape and resume to: Barbara Fister, Medstar Communications, Inc., 5920 Hamilton Blvd., Allentown, PA 18106. No phone calls please!

**Anchor** wanted for one of the country's most beautiful top 100 markets. Candidate will be experienced anchor, strong writer, mature, team-player to join established co-anchor. Respond in confidence with tape & resume to: Newspeople, 20300 Civic Center Drive, Suite 320, Southfield, MI 48076.

**Executive producer/ 10 pm co-anchor:** Need innovative professional to join #1 team. Small market with big opportunities. At least 1 year experience. Tapes & resumes only to Marci Christensen, KOTA TV Box 1760, Rapid City, SD 57709. EOE.

**Assignment editor.** Experienced person with good news judgement. Broadcast degree desired. Must be able to edit and field camera experience needed. Send non-returnable tape and resume to Roy Hardee, News Director, WNCT-TV, PO Box 898, Greenville, NC 27835-0898. EOE.

**Charles Kuralt in overalls.** Southeastern top 50 affiliate seeks experienced reporter for high-profile feature franchise. Must be gifted storyteller with unique style. Send tape and resume to Roger Bergson, WXII, 700 Coliseum Drive, Winston-Salem, NC 27106. No phone calls. EOE, M/F.

**Reporter:** Enterprising, people oriented, one who is either a good story breaker or a good story teller. 3 years experience. Tapes, resumes immediately to Bob Yuna, KSNW-TV, 833 N. Main, Wichita, KS 67203.

**Newscast producer:** People oriented, well organized, producer wanted with strong desire to grow. 3 years experience. Tapes, resumes immediately to Bob Yuna, KSNW-TV, Wichita, 833 N. Main, Wichita, KS 67203.

## HELP WANTED PROGRAMING PRODUCTION & OTHERS

**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.

**Promotion writer/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.

**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

**Editor/on-line.** Creative, hard-working, on-line editor needed to head progressive commercial post-production operations for local station. A take-charge person experienced with Ampex 4100 switcher, Ace editing/VPR 80's, Harris ESS, Dubnet CG and Ampex ADO. Knowledge of Ampex 3-D Picturemaker a plus. Resume & tape to John Cannon, WMDT-TV, 202 Downtown Plaza, Salisbury, MD 21801. EOE, M/F

**Post-production editor** needed for new Northeast Ohio production house. CMX experience. Interformat editing preferred. Heavy client contact. Send resume and demo tape to General Manager, Beachwood Studios, 23330 Commerce Parkway, Cleveland, OH 44122

**PM magazine staff:** Co-hosts, 2 videographers/editors, field producer. PM experience preferred. Starting mid-August for fall premiere at top 50 market, CBS affiliate. Send resume, tape and salary requirements to Leah Bisig, PM Magazine, WHAS-TV, P.O. Box 1100, Louisville, KY 40201. EOE.

**Production manager wanted:** Self-starter with ability to supervise, motivate and train production staff. Must work well with other departments. Familiarity with budgets and equipment a must. A resume and salary history must be included in your letter of application, to: Box J-12.

**Television director:** Creative self starter with 2 to 3 years experience directing news and commercial production. Must be familiar with DVE and other state of the art equipment. Resume and salary history to: Box J-13.

**WALA-TV, Mobile, AL,** has an immediate need for a full time Dubner 20K character generator operator. Experience preferred. EOE. M/F No phone calls. Send resume to Larry Pate, WALA-TV, P.O. Box 1548, Mobile, AL 36633.

**KTVN-TV, Reno.** Network affiliate seeks a director/TD who is a creative, highly motivated individual with experience directing, switching news and live programming as well as commercial production. Send tape and resume with salary requirements to Dave Briscoe, P.O. Box 7220, Reno, NV 89510. Tapes will not be returned. KTVN is an equal opportunity employer.

**Creative services director:** WAVY-TV, top 50 NBC affiliate, has an opening for an innovative self-starter to lead our promotion department. Strong commitment to news without slighting other station activities. Heavy emphasis on-air and responsible for total station promotion. Send resume, tape, and salary requirements to Bill Logan, Station Manager, WAVY-TV, 801 Wavy Street, Portsmouth, VA 23704. EOE. No phone calls accepted.

**Program director.** WPXI-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.

**Electronics graphics coordinator:** Must be a creative, hands-on designer with 2-3 years of electronic graphics experience. Duties include responsibility for coordinating the activities in our state-of-the-art graphic suites, as well as maintaining the graphic look for our 5 daily newscasts and our promotional efforts. Knowledge of the Harris ICS System, Chyron 4100-4200, Artstar 3-D and video production techniques are helpful. For immediate consideration send your resume and tape to: Director of Personnel, WFL-TV, 905 E. Jackson St., Tampa, FL 33602. Applicants screened for drugs. EOE, M/F

**TV producer/director** for national documentary health series. Looking for qualified producer with 3 to 5 years experience producing/directing feature stories; strong research, writing, and interview skills. Documentary science and/or health background preferred. Six month project assignment. Send resume (will not be accepted without salary history) and tape to WGBH, Personnel Office (A-385), 125 Western Avenue, Boston, MA 02134. An equal opportunity employer.

**Interactive videodisc producer/director:** Produce and direct interactive videodisc materials for the University of Nebraska's Videodisc Design/Production Group. Bachelor's degree in broadcast journalism, mass communications or related area and three years television production experience required. Equivalency considered. Videodisc experience and computer knowledge desired. Salary commensurate with education and experience. Apply by July 8 to Ron Nugent, Nebraska Technology Service Corporation, Box 83111, Lincoln, NE 68501. AA/EOE.

**We're growing**—New England medium market station, looking for director and special projects producer. Need 2 years commercial TV station experience. Director familiar with Grass Valley 300 switcher, ADO digital effects, Chyron 4200 character generator/graphics system and experience in directing newscasts. EOE. Send resume to Box J-17.

**Promotion director:** We need an energetic creator with a proven track record of audience building who will aggressively market our station. Applicants need three years TV promotion/public relations experience and an enthusiastic, innovative approach toward planning, writing and directing "on air" and other promotions. A great challenge for a great talent! EOE/MF. Personnel Director, WISN-TV, P.O. Box 402, Milwaukee, WI 53201.

**Traffic manager** for a new satellite delivered cable service. You will be highly involved in the set-up and operation of a high volume, computer controlled, automated network. Traffic experience at an independent TV station desirable. Please respond with a resume and salary requirements to Ed Gordon, NuStar, 384 Technology Drive, Malvern, PA 19355.

#### SITUATIONS WANTED MANAGEMENT

**General/group manager!** Extensively experienced all aspects! Outstanding track-record! Producer of spectacular ratings, sales, profits, prestige; station values! Also, group-builder, outside-director; consultant. Box J-11.

**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.

#### 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 NEWS

**Attractive, knowledgeable, and aggressive** female sportscaster with 4 yrs radio/2 yrs TV experience desires position. 404-925-2431.

**Top 10 weekend sports anchor** looking for weekday position. 10 years anchoring/reporting/PBP experience. Box H-120.

**Weathercaster:** Bright, entertaining personality with NWA seal. Second year pro ready to move up. Call 303-782-9489.

**Meteorologist:** Recent grad seeks fulltime on-air. Experience in 20th and 16th markets. Computer graphics expert. Randy Mann, 1035 Clinton Rd., Sacramento, CA 95825.

**DC Correspondent** for major West Coast TV affiliate seeks to move into news management. 20 year's broadcast experience, strong leader, excellent teacher and motivator. I'm anxious to be a player on your team. Box J-5.

**News director,** 3 years ND experience, 18 years in TV news. Done it all and can lead your department. Believe in station's community involvement and can help. Box J-3.

**Anchorman:** Major market experience. Polished, silver-haired. Excellent adlib/live shots. References. Available immediately. 804-229-5306.

**Meteorologist:** Mature, polished, credible, major market experienced, seeks challenge. Very personable, unique style. Present situation ratings doubled. Available immediately 305-962-1108.

**Will go anywhere and stay!** Experienced editor, cameraman, and college producer/reporter looking for that big break. Seeking entry level position on your news staff. Have tape, will travel. Tom 201-984-5802.

**Meteorologist** seeking medium or major market position in Sunbelt. Twelve years experience all size markets. Box J-15.

**Sports reporter.** 3 years television experience. Can shoot, edit, produce. Consider all markets. Box J-6.

**Award winning reporter** with four years experience. Television anchor, producer, weathercaster. Seeking reporter or anchor position. Annette 904-392-5212.

#### SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

**Production technician** with film and television experience seeks production position. Have worked on various projects with Lucas Films, Columbia Pictures, and Lorimar. Reliable and willing to relocate. Michael 415-672-2178.

#### MISCELLANEOUS

**Be on TV.** Many needed for commercials. Casting info. (1) 805-687-6000, Ext. TV-7833.

**Primo People needs specialists...** investigative, consumer, medical and feature reporters. Send tapes and resume to Steve Porricelli or Fred Landau, Box 116, Old Greenwich, CT 06870-0116. 203-637-3653.

## ALLIED FIELDS

### HELP WANTED INSTRUCTION

**Chair, Department of Mass Communications,** Winston Salem State University. Successful candidate must provide strong leadership for the development of a new department; evaluate and refine curriculum; facilitate research and grantsmanship; teach some classes. Candidate should have doctorate in mass communications; demonstrated administrative ability; strong teaching background. Substantial experience in broadcast journalism preferred. Rank and salary competitive. Tenure track position. Twelve month appointment starting July 1. Send letter of application, curriculum vitae, three letters of reference and official transcripts to: Hazel Harvey, Academic Dean, Winston Salem State University, Winston-Salem, NC 27110. WSSU is an equal opportunity, affirmative action employer.

**Senior television producer/director:** Washington State University invites nominations and applications for this full time non-tenure track faculty position in the College of Agriculture and Home Economics. Candidates must have master's degree in instructional technology, broadcasting mass communications or related field (preference given to experience in instructional television production and demonstrated understanding of cooperative extension vide needs). Must show ability to: write scripts and proposals manage television production and audio-support equipment; facilitate satellite broadcasting, teleconferencing and production techniques; supervise television production personnel; and work effectively with diverse groups of people. Preference given to applications received by July 1, 1988. Submit letter of application, resume, transcripts and names, addresses and phone numbers of five (5) references to: J. C. Engibous, Chair, Information Department, College of Agriculture and Home Economics, Washington State University, Pullman, WA 99164-6244. WSU is an EO/AA educator and employer. Protected group members are encouraged to apply and to identify their status.

**Anchor/editor/instructor** for unique broadcast journalism education program. TV faculty position in NBC affiliated newsroom as one of faculty supervisors for student staff and to anchor week night news block. Both newsroom and classroom teaching responsibilities emphasizing writing and tape editing skills. Seek proven professional with minimum three years' successful on-air work in television news, and ability to instruct young people. Bachelor degree required; master's preferred; previous college teaching desirable. Women and minorities encouraged to apply. Send resume and recent tape to John Quardere News Director, KOMU-TV, U.S. 63 South, Columbia, MO 65201. AA/EOE.

### HELP WANTED SALES

**National television equipment** sales organization is seeking aggressive, highly motivated and experienced sales persons to fill positions available immediately. Interested individuals must have \$100,000 plus monthly track record. Unlimited earning potential and possible ownership opportunity. Sales Manager, 800-777-3000.

### HELP WANTED TECHNICAL

**Technician: Senior audio visual technician.** The American University has an immediate need in the media center for a video maintenance and production engineer. Imagination and creativity with students, a magic touch with equipment, and the ability to build systems from scratch. Interesting projects with flexible hours. Salary mid-teen based on qualifications. Excellent benefits including tuition remission. To apply send resume to The American University, Box 281 Eagle Station, Washington, DC 20016-8055. AA/EO/AA university.

### HELP WANTED PROGRAMING PRODUCTION & OTHERS

**Camera person/editor.** Professional aesthetic judgment critical for sports, documentary & news assignments. Equipment includes Betacam, BVE-800, 1". Send salary requirements, demo reel & resume to Mobile Video Services, 2139 Wisconsin Ave., NW, Washington, DC 20007.

**Sports Producer** for regionally broadcast football feature program. Experience in sports producing & writing necessary. Send salary requirements & resume to Mobile Video Services, 2139 Wisconsin Ave., NW, Washington, DC 20007.

### 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.

**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

**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.

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**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

**Low power UHF transmitters, 1000 watts, 2kw, and 5kw, used, clean UHF transmitters needed immediately!** Cash paid. Call Kidd Communications first before you buy new transmitters for maximum trade in value. 916-961-5433.

**Bogner antennas.** We need 8, 16, and 24 bay Bogner slot arrays immediately! Other brands considered. Cash paid. Kidd Communications first before you buy new antennas for maximum trade-in value. 916-961-5433.

**Wanted: one used, rebuildable VA953H Klystron.** Contact: Pete Sparks, C.E., WXVT, 3015 E. Reed Rd., Greenville, MS or call 601-334-1500.

## FOR SALE EQUIPMENT

**AM and FM transmitter,** used excellent condition. Guaranteed financing available. Transcom. 215-884-0888 Telex 910-240-3856.

**FM transmitters** \*\*Harris FM 25K (1983), AEL 25KG (1977)\*\* Harris FM-20H3 (1976), RCA BTF20E1S (1983)\*\* Harris FM10HK (1974), RCA BTF10D9 (1968)\*\* Collins 830E (1965)\*\*/Sintronics /SF35 (1986) CCA 30000DS (1968) Transcom Corp. 215-884-0888. Telex 910-240-3856

**AM transmitters** \*\*Continental 315F (1975), Collins 820E (1978)\*\* Gates BC-50C (1966)\*\* Harris MW1A (1983), Harris BC-1h1, CSI TIA, Gates BC-1T, Gates BC-1\*\* Transcom Corp 215-884-0888, Telex 910-240-3856

**50KWAM** \*\*Gates BC-50C (1966) on air w/many spares, in STEREO.\*\* Transcom Corp. 215-884-0888, Telex 910-240-3856.

**Silverline UHF TV transmitters.** New best price and performance. 35 Kw, 70 Kw, 140 Kw, 280 Kw, also brand new air cooled 10 Kw klystron transmitter. Bill Kitchen or Dirk Freeman, Television Technology, 303-665-8000.

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**TV antennas.** Custom design 60KW peak input power. Quick delivery. Excellent coverage. Recognized in design and manufacturing. Horizontal, elliptical and circular polarized Jampro Antennas, Inc. 916-383-1177.

**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.

**Used towers:** 450 ft. Rohn 83 P - \$10,000.00. 220 ft. Pirod AM - \$3,500.00. 254 ft. Truscon self-supporting - \$15,000.00. 430 ft. of 3/8 in heliack - \$2,000.00. DJ Enterprises 507-895-2285.

**Digital computer system,** PDP 1123 traffic, accounts receivable, general ledger software, printer, modem, 3 terminals. \$9,000.00 WCIB 617-548-3102

**Automation system.** Systemation X7. Complete & ready for satellite music, or other source. Includes on-air & production computers, 9 cassette decks, monitors, etc. New: \$19,000. Like new: \$9,000 or best offer. 402-564-2866.

**Tektronix spectrum analyzer system.** Consists of 7603 mainframe, 7L5 & L3 options. Exc. condition. \$9,900.00. Maze Broadcast. 205-956-2227.

**Ampex MC-4 master control switcher.** 26 AFV inputs. 6 yrs old. Exc. condition. \$14,500.00 Maze Broadcast. 205-956-2227.

**Grass Valley 1600-G 24X3 production switcher w/options.** Full documentation. Exc. maintenance record \$14,900.00. Maze Broadcast. 205-956-2227.

**Microwave van.** Woll Coach w/2 masts, gen. all systems in good working order. Asking 35K. Mobile Video Services, 2139 Wisconsin Ave., NW, Washington, DC 20007.

**BCS=the BroadCast Store:** Broadcast and industrial video and audio, facilities consultation through construction. Welcome to all our new friends from recent trade shows and hello to our old ones. Showroom, 4525 Valerio St., Burbank, CA 91505. 818-845-1999.

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**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.

**Camera tripod,** mount, dolly Hercules quick set. TMC GPT750E2 1KW XMIT. Flutter meters. D & T 703-978-4766.

**Equipment for sale: 2-ACR's,** plus 3,000 carts, plus Storage storage, 1-ADDA 750 Still Store (3 panels, plus 2 drives), 2-HL-79, 2-HL-83, CDL 480 MC switcher, EPIC editor, CDL 480 prod. switcher (2 M/E). Call Don Hain, WPLG-TV, 305-325-2342.

**Sony 5850 edit pack,** COMSAT uplink - "C" band. Grass Valley switchers - 100s, 1600-1As, 1Xs, 7Ks. RCA TK-29 film island. Sony BVH-3100, 1100As, 1000s, Hitachi and Ampex 1" portable VTRs. Ampex VPR-2Bs. VPR-80s. Ampex and RCA TCRs. 3M D-5000 character generator. Call for a complete list. Media Concepts 919-977-3600.

**Transmission line,** 820' used 6-1/8", 20' sections. 75 ohm excellent condition, hangers available. Package deal. Evenings 916-972-9969.

**Telecine projectors:** RCA TP-66 \$5500, TP-7B \$1500, FR-35B \$15000, TP-55 multiplexer \$1500, Eastman 285 16MM \$4900, PD-1 multiplexer \$1000, Knotone FP-16TV \$7500, FP-20TV 35MM \$12500, Scotch #400 30/60/90 minute 2" video tape. Norelco PC-70, RCA TR-600, TR-4, cameras, pedestals, dollies, lights, sound eq., studio gear. Trades accepted. Int'l Cinema Eq. (Dept. S) 6750 NE 4th Ct., Miami, FL 33138, Ph: 305-756-0699, FAX 305-758-2036, Telex 522071, Easylink 62825623.

**JVC editing system!** Sealed in original boxes, new with factory warranty, CR-850U, CR-600U, RM-86U edit system. Complete with service manuals and cables. Only \$12,795.00 delivered! Call: Bob Pelletier at Golden East Communications. 919-977-2040

# 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

## Help Wanted Management Continued

### 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 Posa, General Manager, WJBX, 1862 State Street Extension, Bridgeport, CT 06605.

## Help Wanted Programing Production & Others

### PRODUCER

Radio network seeks Opinion Editorial (Op-Ed) Producer for Performance Today, daily network arts information and classical music performance program originating from Washington. Extensive radio feature production skills and thorough knowledge of issues and leaders in fine arts required. For immediate consideration please send resume with salary requirements by June 10, 1988 to:

**NATIONAL PUBLIC RADIO  
Personnel Department  
2025 M Street, NW  
Washington, DC 20036**

Persons who cannot have materials in by June 10th, may call 202-822-2020. Minorities and women are encouraged to apply.

## Miscellaneous

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# TELEVISION

## Help Wanted Management

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Join dynamic management team in position responsible for all technical operations in New York bureau of a worldwide television news agency -- candidates must have knowledge of equipment purchases and upgrades; domestic and international satellite coordination and booking, computers, supervision of contract maintenance engineers and first line ENG maintenance. Salary commensurate with experience. Send salary requirements and resumes to:

**WHD - WTN  
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New York, New York 10023**

Blind Box Responses

### BOX ???

**c/o Broadcasting Magazine  
1705 DeSales St., NW  
Washington, DC 20036**

(No tapes accepted)

## 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:

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### SATELLITE COMMUNICATIONS EARTH STATION TECHNICIANS

A leading supplier of satellite transmission and distribution services for radio, television and data communications has openings for technicians at our Los Angeles facility.

Minimum three years experience in broadcast audio and video systems construction. Maintenance and operation preferred. A background in RF systems and transmission helpful.

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Attn: Carrie Ings EOE

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Turner Broadcasting System, the leading News, Sports and Entertainment system in satellite communications, has career opportunities for engineers with broadcast maintenance experience. These positions demand an extensive background in television engineering. Turner Broadcasting System offers an excellent benefit and compensation program. Send resumes to:

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TBS is an equal opportunity employer.

## Help Wanted Technical Continued

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- Top 20 Market
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63108.



Satellite uplink operators, C-band, various locations. Good working knowledge of exciters, HPAs. Encryption experience, S.A. B-Mac preferred. Maintenance background. Resumes to: TELECOM BROADCASTING, INC., Attn: Operations, 1930 S. Hill St., Oceanside, CA 92054. 619-439-1980.

## Help Wanted News

### Number 1 Station Top 20 Television Market

**Entertainment/Feature Reporter:** We want the country's best entertainment/feature reporter. We are looking for someone with high energy, personality and break-through storytelling skills.

**Nightside General Assignment Reporter:** We are looking for a high-powered storyteller, who walks, talks and touches his/her stories.

Send a letter, tape and resume to:  
BROADCAST IMAGE  
attn: Talent Coordinator  
40 Deer Path  
Short Hills, NJ 07078  
Tapes will not be returned.  
EOE

## Help Wanted Programing Production & Others

### PROMOTION MANAGERS

If you can conceptualize, write, and organize and direct the work of others, I would like to discuss future opportunities with a growing group of medium market television stations that believes promotion is a critical ingredient in their success.

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## Help Wanted Programing Production & Others Continued

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KING Television wants creative feature people for development of a new Talk Magazine Show. Positions include Associate Producers who book and produce studio segments, On Camera Presenters with field producing experience, Photographers and Editor.

Two-to-five years television experience required. College degree or equivalent

Send Resume and tape to:  
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Seattle, WA 98109

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The fourth largest market is looking for a top notch associate producer for their morning talk show People Are Talking. Person must book highly promotable names and topics. Need experience in studio production. Creative and lots of ideas a must. Send resumes to KYW-TV Programming Department, Independence Mall East, Philadelphia, PA 19106. KYW-TV is an equal opportunity employer.



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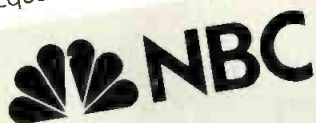
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The CPRD lists contacts at local cable channels who buy or borrow noncommercial programming, and program buyers at more than 50 national cable programming services—basic, pay and pay-per-view.

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**Deadline** is Monday at noon Eastern Time for the following Monday's issue. Earlier deadlines apply for issues published during a week containing a legal holiday, and a special notice announcing the earlier deadline will be published above this ratecard. Orders, changes, and/or cancellations must be submitted in writing. NO TELEPHONE ORDERS, CHANGES, AND/OR CANCELLATIONS WILL BE ACCEPTED.

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# Fates & Fortunes

## Media

**Richard Stakes**, chief executive officer, Summit Communications Group, Atlanta-based operator of cable systems, eight AM and eight FM stations, retires. **James Wesley Jr.**, president, will assume additional responsibilities as CEO.



Lobo

**Richard Lobo**, VP and general manager, NBC-owned WMAQ-TV Chicago, joins co-owned WTVJ(TV) Miami as president and general manager, succeeding **Alan Perris**, resigned. Perris had been general manager of station when, as Wometco-owned CBS affiliate, it was sold to

NBC/GE in January 1987 for \$270 million. NBC broadcast group executive VP. **Bob Walsh**, is temporarily assuming Lobo's post at WMAQ-TV. No successor has been named.

**Jay Meyers**, general manager, WGLD(AM) Greensboro, N.C., and WOJY(FM) High Point, N.C., joins WNYR(AM)-WEZO(FM) Rochester, N.Y., in same capacity. He replaces **Richard Hinshaw**, resigned.

**John (Jack) Moffitt**, general manager, KSMS-TV Monterey, Calif., joins KTVD-TV Denver in same capacity.

**Donald Boyles**, VP/general manager, WSJS(AM)-WTQR(FM) Winston-Salem, N.C., named general manager, KWLN(FM) Osceola, Ark. (Memphis).

**Douglas Stalker Jr.**, general manager, KGTM(AM)-KNIN(FM) Wichita Falls, Tex., joins KQIZ-FM Amarillo, Tex., as VP and general manager.

**Henry DeVault**, director, national audience research, ABC Marketing and Research Services, New York, named VP, audience analysis.

**Philip Farnsworth**, assistant secretary, Capital

Cities/ABC Inc., New York, named secretary.

**Kathy Lansing**, director of administration, Unistrut Corp., Wayne, Mich., joins WDIV(TV) Detroit as business manager.

**Malcolm Wall**, deputy director, Oklahoma Educational Television Authority, joins non-commercial WFME-FM-TV Orlando, Fla., as VP, broadcasting.

**Larry Emsweller**, station manager, WNYT(TV) Albany, N.Y., named operations manager, WSMV(TV) Nashville.

**Linda Bezila**, assistant controller, KIIS-AM-FM Los Angeles, named controller.

## Marketing

**Sharon Wienzveg**, regional manager, Hillier, Newmark, Wechsler & Howard, New York, named VP-regional manager of Los Angeles office.

**Maggie Bailly**, assistant media group head, media planning department, Grey Advertising, New York, joins HBM/Creamer, Boston, as senior media planner.

**Christine McCaughey**, director of research and marketing services, Capital Cities/ABC, New York, named director, client development, ESPN's advertising sales department, New York. ESPN is part owned by Capcities/ABC.

**Peg Bartelson**, president/media director, Robert L. Cohn Advertising, Northfield, Ill., joins SMY Media, Chicago, as senior VP, director of media services.

**David Kantor**, director of advertising sales, Cox Cable Communications, Atlanta, named VP of advertising sales.

**Daniel Weiser**, telemarketing administrative analyst, The Disney Channel, Burbank, Calif., named telemarketing manager.

**Kim Kubiak**, producer, Tatham, Laird & Kudner Advertising, Chicago, named partner.

**Jack Kline**, station manager, WTGI-TV Wilmington, Del., joins Greater Milwaukee Interconnect, sales and marketing company selling advertising on ESPN, CNN, MTV and USA Network, as sales manager.



Kline



Miller

**William Miller**, account supervisor D'Arcy Masius Benton & Bowles, St. Louis, named VP.

**Bill Beard**, account executive, CBN Cable, New York, named Eastern sales manager there. **Maureen Duffy Parker**, timebuyer, Grey Advertising, New York, and **Fabio Kuo**, broadcast supervisor, J. Walter Thompson, New York, named account executives, CBN there.

**Daniel Berman**, administrator, sales planning and pricing, NBC Inc., New York, named manager, affiliate marketing.

**J. David Bunnell**, general sales manager, WYOU(TV) Scranton, Pa., joins WLOS(TV) Asheville, N.C., in same capacity.

**Joanne Lynch**, national sales manager, WIOD(AM)-WGTR(FM) Miami, named general sales manager.

**Gerry Vitort**, account executive, KEX(AM) Portland, Ore., named local sales manager.

**Harvey Wells**, local sales manager, WXRT(FM) Chicago, named general sales manager. **Michael Damsky**, sales representative, WXRT, named national sales manager. **Gary Morrison**, sales representative, WXRT, named retail sales manager.

**Dan Smith**, national sales manager, KKTV(TV) Colorado Springs, named general sales manager.

**Herman Stern**, general sales manager, KOFY-TV San Francisco, named to same position. **KSby-TV** San Luis Obispo, Calif.

**Christine Lutzel**, media planner/buyer, The Hiebing Group, Madison, Wis., joins WKOW-TV Madison, Wis., as account executive. **Rob McCall**, account executive, KITV(TV) Honolulu, joins WKOW-TV in same capacity.

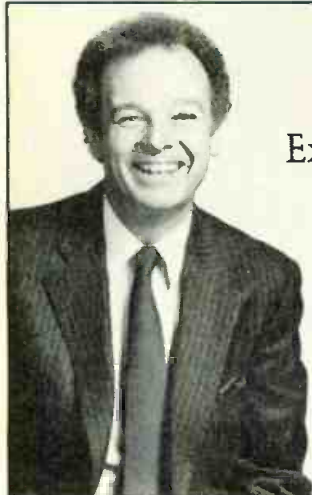
**Van Lane**, general sales manager, WJMO(AM) Cleveland Heights, Ohio, resigns.

Appointments, WCIV-TV Charleston, S.C. **Eddie Rhyne**, local sales manager, WJKS-TV Jacksonville, Fla., to same capacity; **Terr Hegel**, national sales manager, KIII-TV Corpus Christi, Tex., and **Dee Prosser**, assistant director of sales, Sheraton Charleston Hotel, to

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account executives.

**Paul Fast**, account executive, WLEX-TV Lexington, Ky., named local sales manager.

**Carleen Bowen**, bookkeeper/office coordinator, Rathbun Tobacco and Supply Co., Springfield, Mo., named sales account executive, KOLR(TV) there.

## Programing

**Debby Beece**, VP, programing, MTV Networks, New York, named senior VP, programing, Nickelodeon and Nick at Nite.

**Robert Lloyd**, president, domestic television, Harmony Gold, Los Angeles, resigns.



Cooper

**Arthur (Jerry) Cooper**, VP and chief financial officer, Young Broadcasting Inc., New York-based station group owner, joins Showtime/The Movie Channel there as senior VP, chief financial officer.

**Laura Dodge**, director of affiliate services, Hit Video USA,

Houston, named VP, affiliate relations.

**Donna Stone**, Denver-based account manager, General Instrument's Jerrold Division, New York, named affiliate relations manager, Western region, for Cable Video Store, General Instrument's impulse pay-per-view programing service.

**Eric Stricoff**, senior financial analyst, McGraw-Hill Broadcasting, New York, named director, financial planning, ESPN, Bristol, Conn.

**Michael Dirks**, member of programing team, Research Group, Seattle, joins KEX(AM) Portland, Ore., as program director.

**Lia Afriat-Hernandez**, operations manager, WJHT-TV Newark, N.J., named VP, director of compliance/programing for licensee, HSN Silver King Broadcasting.

**Quint Renner**, program director, WIVB-TV Buffalo, N.Y., retires June 30 after 40 years with station. Renner will act as consultant to station. **Ron Gates**, head of promotion department, WIVB-TV, succeeds Renner with title of director of programing and marketing.

**Jave Creamer**, engineer, KYW(AM) Philadelphia, named production supervisor.

## News and Public Affairs

**Jim Eldridge**, producer, *This Week With David Brinkley* and ABC Weekend News, ABC News, New York, named producer of *The Health Show*. **Patrick Roddy**, senior producer, ABC's *World News This Morning* and *Good Morning America* news segments, named executive producer. **Paula Zahn**, ABC News correspondent, New York, named anchor, *World News This Morning* and news segments of *Good Morning America*.

**Iverson Cope**, field producer, NBC News,

Houston, named managing editor, Conus, Minneapolis-St. Paul. **Joe Benton**, executive producer, Conus, Washington, named deputy bureau chief/executive producer.

**Karen Adams**, assistant news director, WPCQ-TV Charlotte, N.C., named news director

**Tom Shaer**, sports anchor-reporter, WBBM(AM) Chicago, joins WMAQ-TV there as weekend sports anchor-reporter.

**Ken Rice**, anchor/reporter, WISC-TV Madison, Wis., named general assignment reporter, WTAE-TV Pittsburgh.

**Rick Sanchez**, anchor-reporter, KHOU-TV Houston, joins WSVN(TV) Miami, as reporter.

**Rick Williams**, reporter, WRAL-TV Raleigh-Durham, N.C., joins WPVI-TV Philadelphia as general assignment reporter.

**Alicia Hilliard**, executive news producer, WISC-TV Madison, Wis., joins WNEV-TV Boston as producer of *Urban Update*, weekly news magazine program.

**Joel Nichols**, weekend weather anchor, associate producer of *P.M. Magazine*, WMTV(TV) Madison, Wis., named weather anchor, reporter, weekday morning news, KMBC-TV Kansas City, Mo. **Krista Roberts**, weekend news producer, KTKA-TV Topeka, Kan., named weekday morning news producer, KMBC-TV.

## Technology

**David Anderson**, director of technical facilities, IDB Communications Group Inc., Los Angeles-based supplier of satellite transmission and distribution services for radio, television and data/voice communications, named VP of operations.

**Richard Kowalski**, from Movielab Video, New York, joins Newlink, Washington, as manager of operations, CNN bureau there. Newlink performs all field crew, control room and maintenance engineering duties for the bureau under three-year contract.

**Martin C. Lafferty**, president, Tempo Development Corp., Atlanta-based division of Tempo Enterprises, joins GE American Communications, Princeton, N.J., as VP, cable satellite services. Lafferty was formerly VP, direct broadcast sales, for Turner Broadcasting system.

**Patricia Oliver**, account executive, Advanced Telecommunications Corp., Tulsa, named special markets account executive, United Video there. **Ann Peterson**, account executive, Brown Bloyed & Associates, Tulsa, named Southeast regional sales executive, United Video.

Appointments at Broadcast Television Systems, San Francisco: **E.L. (Mac) Mehaffey**, regional sales engineer, Sony's Broadcast Division, Los Angeles, to regional sales manager; **Mark Rushton**, producer-director for on-air promotion cable services, New York Times Cable TV, New York, to sales representative in commercial-industrial sales; **Ric Mancuso**, sales engineer, Video Media, Sunnyvale, Calif., to South Bay sales representative; **Laura Connard**, purchasing and operations executive, Shoreline Video, Hol-

lywood, to East Bay sales representative for commercial and industrial sales.

**Catherine Malatesta**, VP of marketing and development, Rock Solid Productions, Burbank, Calif., joins TVSC (Television Videotape Satellite Communications), Pittsburgh-based division of Group W Productions, as West Coast sales manager based in Los Angeles.

## Promotion and PR



Rosen

**Deborah Rosen**, VP, corporate communications, Paramount Pictures Corp., Los Angeles, named senior VP.

**Wolf Schneider**, from *The Hollywood Reporter*, Los Angeles, joins Showtime/The Movie Channel there as director, public relations, West Coast.

Appointments at advertising and promotion division of Turner Broadcasting System Inc., Atlanta: **Judy Howle Chastain**, media director, RET Advertising Inc., to VP of media services, RET Advertising Inc.; **Jeffrey Grimshaw**, promotion director, to VP of entertainment promotion, RET Advertising Inc.

**Lee Hunt**, from VH-1, MTV's companion music video service, New York, joins Turner

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Network Television, Atlanta, as VP and creative director. **Frances Heaney**, art director, Headline News, Turner Broadcasting, Atlanta, named director of creative services for TNT. **Lisa Dallos**, manager, Washington public relations office, Turner Broadcasting System, named director of office.

**Fred Bierman**, program director, WFXT(TV) Boston, joins 20th Century Fox Film Corp., Los Angeles, as VP, creative services-television syndication.

**Linda Pasachnik**, research director, Opinion Research Corp., New York, joins Ketchum Public Relations there as assistant director of research.

**Simon Pollock**, director of sales, Cascom Inc., Nashville-based syndicator of broadcast graphics to television stations, joins Marks Communications Inc., designer and supplier of broadcast graphics based in Los Angeles, as VP of marketing.

**James Strader**, promotion manager, WTSP-TV St. Petersburg, Fla., joins WSYX(TV) Columbus, Ohio, as creative services director.

**Kathy Reese**, creative services director, WAVY-TV Portsmouth, Va., resigned to begin Company Image, her own freelance marketing, promotion and advertising service business.

**Debra Dorn**, coordinator of communications and public relations for city of Canton, Ohio, joins WEUZ(AM)-WBIZ(FM) Eau Claire, Wis., as director of promotion and marketing

**Jeff Fish**, promotion writer and producer.

WOTV(TV) Grand Rapids, Mich., joins WDIV(TV) Detroit in same capacity.

## Allied Fields

**Claire Kummer**, radio product manager, Arbitron Ratings Co., New York, named VP, strategic programs. She is replaced by **Brad Feldhaus**, manager, radio policies and procedures.

**John Wolfe**, managing editor and Washington bureau chief, *CableVision Magazine*, Englewood, Colo., joins National Cable Television Association, Washington, as director of public information for industry communications department.

**Ronald Quartararo**, director of business planning and analysis, RKO General, New York, joins Radio TV Reports Inc., New York-based affiliate of Arbitron Ratings Co., which produces photoboards and provides written and video television and radio transcripts to advertising and public relations industries, as director of administration and planning.

Appointments at Cable Television Public Affairs Association, Englewood, Colo.: **Bonnie Hathaway**, director of consumer and affiliate press relations, Home Box Office, to president; **Elaine Tarant**, director of public relations, Centel Cable, to VP; **Susan Swain**, VP of corporate communications, C-SPAN, to secretary; **Jim Ewalt**, executive VP, Community Antenna Television Association (CATA).

to treasurer.

Appointments at mid-Atlantic chapter of Society of Satellite Professionals International, Washington: **Neil Helm**, president, Helm Communications, Cabin John, Md., to president; **Ruth Pritchard-Kelly**, director of publications, Satellite Systems Engineering, Bethesda, Md., to VP; **Monica Morgan**, director of National Narrowcast Service, Washington, to program chairman; **Sharon Dyer**, director of strategic planning for General Accounting Office, to membership-recruitment chairman; **Jeryl Johnson**, director of research, P.T. Unger Associates, executive search firm based in McLean, Va., to secretary; **Carina Stepien**, market analyst, government networks division, Centel ASC McLean, Va., to treasurer; **Bill Brobst**, telecommunications public relations counselor Stackig, Sanderson & White, advertising and public relations firm based in McLean, Va. to publicity chairman.

**Crossan Robert (Bo) Andersen**, assistant U.S. attorney, central district of California joins Motion Picture Association of American Inc. (MPAA), Washington, as U.S. director of legal operations for MPAA's anti piracy program based in Los Angeles.

Named members of CTAM board: **Dan Levinson**, VP, promotion and advertising, HBO succeeds **Matt Blank**, former HBO representative, now with Showtime. **Lloyd Werner** senior VP, sales and marketing, Group W Satellite, succeeds **Roger Werner**, who left ESPN earlier this year to join ABC.

**William Kirsch**, attorney, Common Carrier Bureau, FCC, Washington, named deputy assistant bureau chief, international.

**John Lay**, computer programmer, Channelmatic, Alpine, Calif., named to same position CompuLink, Englewood, Colo.-based PC based advertising management and billing system for cable advertising sales.

**Donna Wyatt**, research/computer specialists Marc Duke & Associates Advertising, New York, named manager media research operations, Smith Davis Communication Research, New Paltz, N.Y.

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## Deaths

**Raymond E. Carow**, 65, executive VP of Gray Communications Systems Inc., died May 27 of cancer in Albany, Ga., hospital. Prior to his most recent responsibilities Carow had been VP and member of board of directors for company since 1968. He began his broadcast career at WEAR-TV Pensacola Fla. in 1953 and was later manager of WCTV(TV) Thomasville, Ga. Carow became sales manager of WALB-TV Albany, Ga., in 1957, later becoming station manager before assuming his corporate responsibilities of supervising television stations in Albany, Ga. Panama City, Fla., and Monroe, La. He was past president of Georgia Association of Broadcasters and served as member of International Committee for Television for National Association of Broadcasters. He is survived by his wife, Elise, three sons and three daughters.

## Knowing the territory

Call Hal Vogel the "worrier."

The top Merrill Lynch entertainment analyst is recognized as among the most adept at protecting investors against the possible downsides of upbeat company profiles in the volatile world of TV and film programming. "I'm not a flag waver or cheerleader for industries," commented the 42-year-old veteran who has been covering the industry for two decades. Companies may try to present themselves in the best possible light, Vogel explains, but the analyst's responsibility to clients "is not to make the industry feel good about itself, [but to] select the right stock at the right time."

When Vogel talks, Fifth Estate investors listen. The investment industry yardstick, *Institutional Investor*, has placed him among the elite of its "all-America" research team since 1974, and for the last five years running he has been tagged its top player, with clients praising his early warnings before Warner Communications' decline several years ago and timely support of Disney as that stock resurged.

Companies that Vogel covers, not surprisingly, are "not always too thrilled" when he has a negative opinion of them, but, according to one, MCA's head of investor relations Robert Bingaman, Vogel "does a good job and a fair job. He makes up his own mind."

Long-time colleague Bill Suter, formerly a Merrill Lynch broadcast-cable analyst and now on the firm's investment banking side, says of Vogel: "[He's] excellent, articulate and picks stocks well. Most analysts are good on the upside. Hal's also good on the downside. He's not afraid to say no."

A New York native who grew up with a teen-age attraction to technology but an ambition to become involved in the stock market, Vogel specialized in the entertainment area almost by accident.

Vogel began his experience in the world of finance with Paine Webber in 1969. The investment firm had an opening covering leisure-time stocks, including film companies, the latter area Vogel recalled nobody wanting because "it was losing huge amounts of money."

But the then-undesirable field provided a toehold for the young Vogel. As the leisure-time business began to take off in the 1970's, he was able to expand beyond movie stocks into TV programming, theme parks, gaming stocks and the wide range of other entertainment businesses he covers today. (Among his charges are Disney, Warner, MCA, Columbia, Lorimar, 20th-Century Fox, Gulf & Western, MGM, Republic and radio network Westwood One, as well as such related areas as barter syndication.)

From his 20-year vantage point, Vogel does not hesitate to offer opinions on some major industry developments he sees emerging over the next several years. And because



HAROLD VOGEL—first vice president, Merrill Lynch Capital Markets, New York; b. March 26, 1946, New York; BS, physics, City College of New York, 1968; MBA, finance, Columbia University Graduate School of Business, 1969; MA, economics, New York University Graduate School of Arts and Sciences, 1975; financial analyst, Paine Webber, New York, 1969-1973; VP, Paine Webber, 1973-1977, present position since 1977.

he does a good deal of reading and writing in his spare time and is now working on the second edition of his 1986 Cambridge University Press volume, "Entertainment Industry Economics," his more animated views generally find their way into print.

His research reports, particularly, show a flair for the fanciful, such as his wrap-up of last February's NATPE program convention ("Syndication, Shmyndication: It Ain't What It Used To Be").

In a more serious vein, Vogel ponders the potential modification of the financial interest and syndication rules that currently limit the broadcast networks' program production and syndication activities. Their easing, he says, will further the vertical integration of movie and TV production facilities with the commercial TV networks and, he added, "I would not be surprised if one or two networks in the 1990's merge with studios."

Also on the horizon, Vogel sees cable becoming a much more important source of program demand, supplementing the traditional network pipeline. "Cable will become a much more active, powerful purchaser of program services. The first-run cable market is developing under our noses."

But he has words of caution for the cable industry as well. "Cable has become smug and complacent because it's very successful," Vogel argues. "The way I read their attitude, they're at the point where the networks were 20 years ago, on top of the world. There's a bit of arrogance."

Cable's stumbling block, he said, may be its very effort to develop broadcast network-like audiences. "With cash flow diverted into programming, [cable programming's] cost structure will rise to maintain the edge, and cable will start to look more and more like

network TV. The question is 'What is a network in [the year] 2000?'"

In Vogel's view, network erosion will continue at a diminished rate, although other new delivery mediums such as pay per view and home video will further fragment the markets.

One of the most important shifts during the next couple of years, Vogel says, will be in international markets, where he sees worldwide demand for entertainment programming outpacing worldwide economic growth. One reason, he says, is the development around the world of larger middle classes that can afford discretionary entertainment expenditures, he said.

Wall Street's view of the programming industry will also continue to evolve, Vogel said, although he added the past two years have already seen a substantial shift in the financial community's attitude to the business.

Last October's stock market crash was a "warning shot that there is a major sea change in the medium-to-long-term economy...a yellow light that we should not assume asset values are going to go up every year like clockwork."

But Vogel argued Wall Street "had already nailed shut financing for TV production companies," beginning after the peak of such activity in the summer of 1986. "The Wall Street window for financing is being shut down; it's been the case for a half-year-to-a-year and is not going to change soon," said Vogel. "Movie companies wore out their welcome in 1986; they disenchanted investors. The companies overpromised and underdelivered."

Vogel, who believes the economy in general and the entertainment industry are both headed for two years of "relatively tough times," said as a result there will likely be a period of consolidations involving smaller program companies, both between themselves and with larger studios.

Large studios are going to emerge from that environment stronger than they've ever been, he added, in part because they can handle the overhead required to keep product in the TV syndication pipelines. "Quality will still win out in the end," added Vogel.

There is one thing that bothers Vogel: the impression left over from the 1970's that consumers' leisure time is increasing.

In part because of the emergence of two-income families and other demographic changes, as well as growing consumer expenses for such purposes as the cost of college educations, Vogel explained, "the evidence is increasing that there is less leisure time rather than more."

"It should be a major concern for management," he argued. "Industries glibly assume there will be great business because of increasing leisure time. The fact is there is not a lot of increase, if any."

**Writer's Guild of America has sent letter to over 400 ABC affiliates**, urging them to increase their efforts to end strike. Letter was sent to coincide with ABC affiliates meeting which begins today, June 6, in Los Angeles. Guild's letter, which states that "in part, this strike has been caused by your network, and is being perpetuated by your network's attitude," asks affiliates to contact affiliate relations staff and ask them why ABC is not moving to further negotiations. Letter outlines damage strike has done to network's programming plans, and what could happen if strike is prolonged. "ABC allowed the negotiators to stonewall the guild," letter states, "even though it cost you at least three *Moonlighting* episodes (including the 3-D season finale), the cancellation of the *thirtysomething* finale and the postponement of the new Roseanne Barr, comedy. You know how that's impacting your bottom line. In fact," letter continues, "if they follow through with their threats, there could be repeats of old episodes until January, and we all know what that will do to your ad rates."

**Westwood One**, Culver City, Calif.-based network radio concern, will repurchase up to one million shares of its common stock through open market purchases, Westwood president/CFO, Bill Battison, said last week. Move, approved by company's board, followed May 27 statement from Westwood that it expects lower second-quarter earnings than originally anticipated. (At close of business last Thursday [June 2], Westwood stock was \$12.50 per share.)

## High court says 'no' to must-carry review

The second version of the FCC's must-carry rules last week met the same fate as the first. The Supreme Court refused to review a decision of the U.S. Court of Appeals in Washington striking down the rules, adopted in 1986, as unconstitutional. Although the rules were to be in effect only five years, the court in December held them to be a violation of the First Amendment, the same flaw it found in the original, open-ended version in 1985.

The second version was the product essentially of a compromise reached between the broadcasting and cable industries at the urging of Congress. But broadcasters saw their hopes of Supreme Court review virtually vanish in March, when the Solicitor General's office, which represents the commission before the Supreme Court, said it would not petition the court to review the case. The office said the case was not "cert worthy," that is, worthy of being granted certiorari, or review (BROADCASTING, March 28). The petition was filed by industry members.

National Association of Broadcasters president Eddie Fritts said the association was "disappointed" by the Supreme Court's action. But he said the NAB "will continue to seek legislative remedies" in Congress. The NAB has retained a law firm, as yet unidentified, to do a constitutional analysis of various approaches that might be taken to must-carry legislation. The Association of Independent Television Stations is backing legislation in the House (H.R. 4293) that would condition the compulsory license granted cable systems on their carriage of the programming of local stations. A similar bill may be introduced in the Senate by copyright Subcommittee Chairman Dennis DeConcini (D-Ariz).

The Corporation for Public Broadcasting, which along with NAB and INTV had petitioned the court for review, issued a statement expressing the hope that Congress will act in the matter. The court's decision, CPB said, "leaves public television stations at the mercy of monopoly cable operators who can refuse to carry public television programming. Tax-paying Americans have a right to see the programs they fund. Since the courts have decided not to protect the people's right to view public TV, then hopefully Congress will."

**Harmony Gold** reports that its live prime time special planned for next Oct. 26, *The Secret Identity of Jack the Ripper*, produced by Cosgrove/Meurer Productions, cleared 100 markets (78% of U.S. homes, and 48 of top 50 markets) in four days. So far, about 15 affiliates have picked up show, including ABC affiliate WXYZ(TV) Detroit, with balance being independents, including entire Fox Stations group. Clearance pace for show reflects continuing demand by independents and affiliates alike for prime time special event syndication programming, which in last two years has drawn top ratings and given stations opportunities to sell advertising at premium rates.

**News media in Pennsylvania won major victory** last week in state supreme court ruling throwing out \$4.5-million libel judgment against *Philadelphia Inquirer*. Court ruled that state's shield law gives reporters absolute right not to reveal confidential sources during legal proceedings. Unanimous opinion lets stand superior court ruling that upheld shield law and reversed verdict won in 1983 by Richard Sprague, former Philadelphia first assistant district attorney. Sprague had sued newspaper over 1973 articles alleging that, as assistant district attorney, he had participated in illegal wiretapping scheme and had extended preferential treatment to son of former state police commissioner in homicide case. Sprague denied both sets of allegations. Case turned on whether jury had to disregard evidence presented by *Inquirer* based on confidential sources, as Common Pleas Judge Charles Lord had ruled. Rather than divulge sources of confidential information, newspaper's attorneys withheld evidence, and Sprague won judgment. Superior court reversed Lord's ruling in 1986, saying trial judge had erred in interpretation of 1937 shield law, and ordered new trial.

**Mark Wodlinger**, chairman of HitVideo USA has stepped up battle with Viacom. Wodlinger, who has \$250-million lawsuit against Viacom's MTV (BROADCASTING, May 18, 1987) and comparative renewal challenge against Viacom's KMOV(TV) St. Louis (BROADCASTING, Feb. 8), has filed to enlarge issues against station. In petition, Wodlinger charges that in 1986 election KMOV consistently charged higher rates to Senator Christopher Bond (R-Mo.) than his competitor, Harriet Woods. Political candidates are required to be charged lowest unit rate for advertisements, but Bond, says Wodlinger, was charged nearly five times as much per spot as Woods. Wodlinger also alleges that KMOV charged more to Vice President Bush than to former candidate Pat Robertson. Other charges include reiteration of antitrust charges against Viacom, harassment of Wodlinger and his family by Viacom private investigators, violations of public file requirements (Wodlinger representative said they were denied access to public inspection files at two out of five Viacom stations), abdication of licensee responsibility by Viacom owner Sumner Redstone and use of station funds for Redstone's investments that adversely affected "local program service in the public interest." Viacom attorneys declined comment, but said they have filed motion to enlarge issues against Wodlinger for allegedly financing FM translator in Florida in violation of FCC rules.

**Movie Channel has gone from losing 40,000 subscribers per month in 1987 to adding 15,000 per month in 1988.** Service attributes net monthly turnaround of 55,000 subscribers to schedule changes late last year, exhibition of exclusive product and strong box office performance of theatricals. Gains have been helped by commitments from operators to roll out service to one million additional basic customers. Service began spending substantial dollars on marketing in first quarter, which will continue throughout year, and announced further makeover of Movie Channel at last month's NCTA convention. Movie Channel ended 1987 with 2.5 million subscribers.

**Motorola Inc.**, Schaumburg, Ill., asked U.S. District in Northern



inios to declare "the invalidity, noninfringement and unenforceability of United States Patent 4,018,994." Patent, held by co-developers of single-sideband AM stereo system, **Hazeltine Research Co.**, Elmhurst, Ill., and **Leonard Kahn**, president, Kahn Communications Inc., Westbury, N.Y., is entitled "Compatible AM Stereo Receivers." Motorola action is in response to earlier suit filed by Kahn against General Motors ("In Brief," May 30), which installs Quam system AM stereo receivers in its automobiles. Quam system, developed by Motorola, infringes on '994 patent receiver design, Kahn claims. In complaint, Motorola claims at patent is invalid because of failure by Kahn and HSI to comply with several sections of U.S. code.

**Soviet radio listeners got taste of American top 40 morning radio** Tuesday (May 31) when Emmis Broadcasting's contemporary hit WAVA(FM) Washington aired 30-minute version of its *Morning Zoo* hosted by Don Geronimo and Michael O'Meara throughout Soviet Union. Show, which features comedy bits along with music and talk, was transmitted via satellite live at 11:15 p.m. NYT Monday night for airing over facilities of Gosteoradio at 7:15 a.m. Moscow time. Broadcast was final installment of what Zoo producer Frank Murphy calls station's "Russian Trilogy." During Washington summit in December, WAVA aired excerpts from Moscow Top 20 program, *Music Olympus*. Program was arranged through Kavulich International, public relations firm hired by Tass agency in connection with summit. January WAVA and other Emmis stations participated with Soviet counterparts to air program featuring high school students from each country.

**30 said last week that by Aug. 15 HBO West feed and HBO East Combo will trade places on transponder 13 of Satcom 3R and transponder 1 on Galaxy I.** HBO is making switch so its two western feeds—HBO East Combo (which includes Cinemax promotions) and HBO East—will be on separate satellites to better protect affiliates in event of satellite failure. HBO East is carried on Galaxy I, transponder 23. Switch of HBO West and 30 East Combo will begin July 1.

American joint venture—**Marconi Electronics Inc.** of Herndon, Va., and **Cincinnati Electronics Corp.**—has received what is said to be **largest award ever made by U.S. Information Agency** for domestic or international project. Contract for **\$56,616,911** was awarded last week as part of program to modernize Voice of America. Joint venture will supply state-of-art 500 kw shortwave transmitters, high-power switch matrix, coaxial transmission lines, dummy loads and related equipment for VOA station under construction in Morocco. More than 78% of goods and services to be provided under contract will be provided by U.S. concerns. Unusually high percentage was result of "buy American" provision in USIA funding bill passed in December.

**Radio-TV Kirksville, Mo.'s 2,000-foot tower collapsed** Thursday, June 2, killing two workers (a third is missing and presumed dead) of McLean-based Structural Systems Technology, the tower's builder, who were performing routine maintenance work. Station was knocked off air until noon next day, when it came back on using 1,000 ft. backup tower in Lancaster, Mo., according to KTVO-TV news director, Kurt Sweeney.

**United TVRO Association is asking FCC to investigate "unfair business practices" by HBO and CNN.** United, in letter to Mass Media Bureau Chief Alex Felker, complains that programmers are refusing to accept subscription renewals from United, third-party distributor to backyard dish owners of both services. Nor will 30 and CNN give United same discount as cable operators.

**American Satellite has found second foreign partner in Europe.** Federal Republic of Germany's Deutsche Bundespost has agreed to ask International Telecommunications Satellite Orga-

## Last step in HDTV report drafting

The "blue ribbon" panel that initiated the work of the FCC's Advisory Committee on Advanced Television Service last November, returned to Washington last Friday (June 3) to review the committee's first interim report to the FCC. ATS Chairman Richard Wiley of Wiley, Rein & Fielding, said the report represents "considerable progress," and Joseph Flaherty, CBS VP/general manager, engineering and development, and chairman of the ATS planning subcommittee which drafted the report said that it was completed "with haste, but not at the expense of accuracy."

The first draft of the report, written mainly by Wiley and Flaherty, was sent in mid-May to members of the blue ribbon panel with a request for comments on it (*BROADCASTING*, May 23). Those comments were used by Wiley to prepare a second draft for last week's meeting with elements of the member's comments included. However, most of the central findings of the report, including the one that "terrestrial broadcasters will need the opportunity to deliver HDTV to their audiences," remained intact.

The new version of the report did have a change in the language on the role of government in determining HDTV standards for media other than terrestrial broadcasting. A new footnote in the report reads: "It is presently unclear whether the government has an appropriate role in this area." During the meeting, Thomas Rogers, representing NBC President Robert Wright, asked that additional wording from that footnote that "attention should be devoted to... premature establishment of a de facto HDTV transmission standard" created by alternative media, should appear in the text of the report. Stanley Hubbard of Hubbard Broadcasting, disagreed with Rogers, saying that government does not have a role in setting transmission standards for alternative media.

FCC Chairman Dennis Patrick praised the work of the ATS committee, but stressed the amount of additional spectrum broadcasters will need to transmit HDTV "must be decided as soon as possible." He called on the committee to complete its spectrum work within the next year. But consultant Jules Cohen, who has been active in the spectrum studies so far completed, commented on the audience that one year is not nearly enough time. "I shudder at the idea," he said.

A final vote on the report was not taken by the blue ribbon committee during the meeting. Wiley asked that members review the changes in the report and said he would contact each individually by telephone this week for their votes. He expected that the report, in a form nearly identical to that presented at the meeting, would be approved and sent to the FCC by early next week.

nization to initiate consultation process necessary to clear way for PAS to provide telecommunications services between U.S. and West Germany. Announcement follows earlier decision by United Kingdom to initiate consultation process that would lead to PAS providing service between U.S. and that country. PAS's success was made possible in both cases by decisions of governments involved to liberalize policies governing telecommunications services.

ABC Entertainment President **Brandon Stoddard** said last week that **scheduling of epic miniseries *War and Remembrance*, 30-hour miniseries to air next February, may be in place in time to announce to affiliates attending annual meeting in Los Angeles this week** (June 6-8). Stoddard also said talks are continuing with GTG Entertainment about future of GTG pilot not picked up, science fiction drama, *Why on Earth*. "It was a real good pilot," Stoddard told reporters, adding that "scheduling problem" was reason it was turned down.

## Editorials

## The more things change...

The second Broadcasting/Cable Interface conference last week provided a reminder that in Washington old problems and old solutions never die nor fade away. Some take new names.

There was John Dingell (D-Mich.), chairman of the House Commerce Committee, vowing to revive the fairness doctrine, even if the Supreme Court confirms the FCC's judgment that the doctrine it discarded was unconstitutional. It was just a year ago, a couple of weeks before the first Broadcasting/Cable Interface, that Congress passed the Fairness in Broadcasting Act of 1987, containing language that would have put the FCC in the program director's office at every broadcasting station in the country. The act had been adopted in the absence of broadcaster opposition. At the time the broadcasting establishment was currying favor with Congress in hope of obtaining a bill correcting the license renewal process.

That year, broadcasters were saved from the Fairness in Broadcasting Act by presidential veto. They were saved from a license renewal bill—which also contained suicidal reregulation of their own crafting—by their own second thoughts and other distractions in the Congress. The fairness doctrine was eliminated by the FCC after the act of Congress was killed and is now before the appellate court. The scene of renewal relief has shifted from the Hill to the FCC, where a chairman with an understanding of the First Amendment just may bring off needed reforms without saddling broadcasters with compensatory reregulation.

But, lo, broadcasters are parties once again to a legislative penitence committed in the name of political expediency: the children's television bill, adopted by a vote of 33 to 3 by the House Commerce Committee. Representative Tom Tauke (R-Iowa), one of the three in opposition, laid it on the line at the Interface. The children's television bill marks "the beginning of an effort to reregulate broadcasting," said Tauke. Reregulation, if it comes to pass, said Tauke, will discourage the search for innovative and distinctive programming, which is the only attraction broadcasters can offer in attempting to retain audiences in the face of mounting competition from other television forms. "I am dismayed," said Tauke, "that broadcasters are presently emphasizing short-term goals."

The goal, this year, is passage of legislation requiring the carriage of local television broadcasting signals by cable systems, a subject discussed elsewhere on this page.

The revival of political trade-offs also dismays FCC Chairman Dennis Patrick, who said last week: "While government protection is appealing at first, it usually only delays the harm to be avoided. More often than not, it makes the necessary adjustment more painful if not impossible."

Footnote: At last week's Broadcasting/Cable Interface, FCC Commissioner James Quello said that some of the deregulation adopted by the FCC under its present chairman and his predecessor, Mark Fowler, constituted an abandonment of the public interest decreed in the Communications Act, and he was critical of this magazine's editorial devotion to the First Amendment. "Everyone must face the fact," said the commissioner, "that the public interest standard is congressionally mandated. It can't be willed away by a super deregulatory chairman or editorialized away by BROADCASTING magazine."

With due respect, commissioner, let it be said that nobody here would will away the need to serve the public. The question at issue is how to measure or define the public interest. The American way—including the American way of broadcasting—

holds that a free market provides its own best answer. At great expense, research companies measure the public interest 24 hours a day, year in, year out. Responding to those figures, television tries and tries again when programs fail to find their intended niches. Television submits itself to a perpetual election. Isn't that democracy in action?

## Undeclared peace

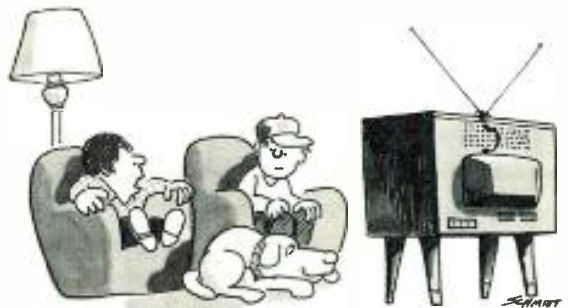
For all the division that remains between the broadcasting and cable industries, a remarkable unanimity emerged last week during Interface II, the telecommunications policy seminar co-sponsored by this magazine and the Federal Communications Bar Association. It was on the subject of must carry, about which no voice from either side was ever raised in opposition. And yet all the world believes—and the industries themselves appear to accept—that broadcasting and cable are at war on this issue.

The truth is: all that stands in the way of a bi-industry accord on must carry is an inability to get around the constitutional question posed by the First Amendment. That rampart has been stormed twice now, unsuccessfully, and may yet thwart those who think a congressionally imposed must carry will fare otherwise.

There may be another approach. What if, instead of passing a law mandating must carry, Congress were instead to pass an exemption of the antitrust laws permitting those in broadcasting and cable to enter into voluntary must-carry agreements?

The First Amendment wouldn't be threatened, and the public interest would still be served. The partnership between the industries, which is essential to the future of both, would be cemented. At the very least, it would demonstrate whether a voluntary accord can improve on the marketplace left alone. At the most, it might show that mutual self interest is enough to bond these two media into a whole greater than the sum of their parts.

In the meantime, it's clear that no purpose is served by an adversary approach on must carry. As the Interface conference demonstrated, the futures of both industries are inextricably interwoven, and the leaders of both industries are finding it ever easier to communicate. Joel Chaseman of Post-Newsweek Stations put his finger on it in acknowledging that while there is a growing partnership between broadcasting and cable, the coming together is very, very slow. A solid agreement on must carry, respecting the integrity and the rights of both Fifth Estate media, will do much to speed up the process.



Drawn for BROADCASTING by Jack Schmidt

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