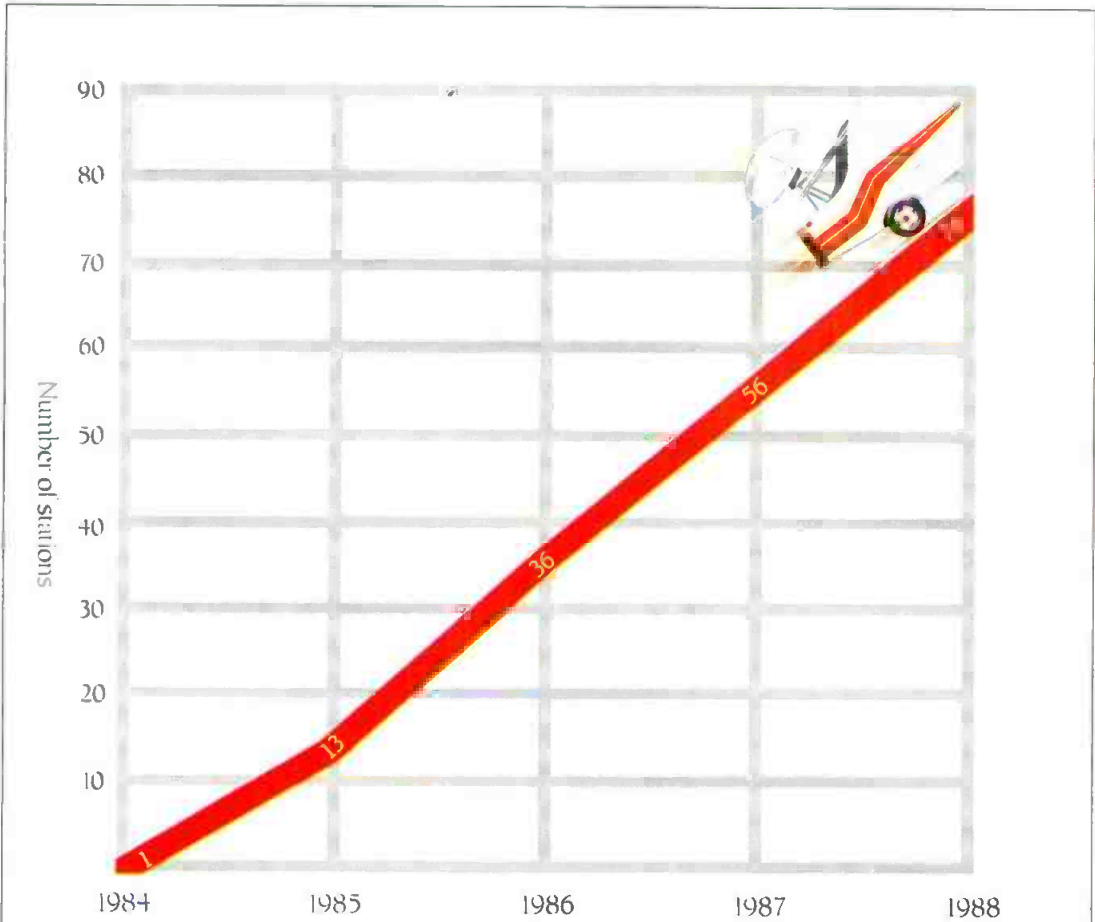


# Broadcasting Jun 27



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 those tight



# THE GOLDEN GIRLS



  
Buena Vista  
Television



# New York, Philadelphia and San Francisco: Sold on Golden Girls.

GOLDEN GIRLS is the only breakthrough comedy available for at least the next five years.

GOLDEN GIRLS is the only show since M\*A\*S\*H that combines overwhelming ratings dominance in all demos with unsurpassed critical acclaim.

GOLDEN GIRLS is the key to the next generation of syndicated sitcom success.

GOLDEN GIRLS. Now with key market acceptance by top stations.

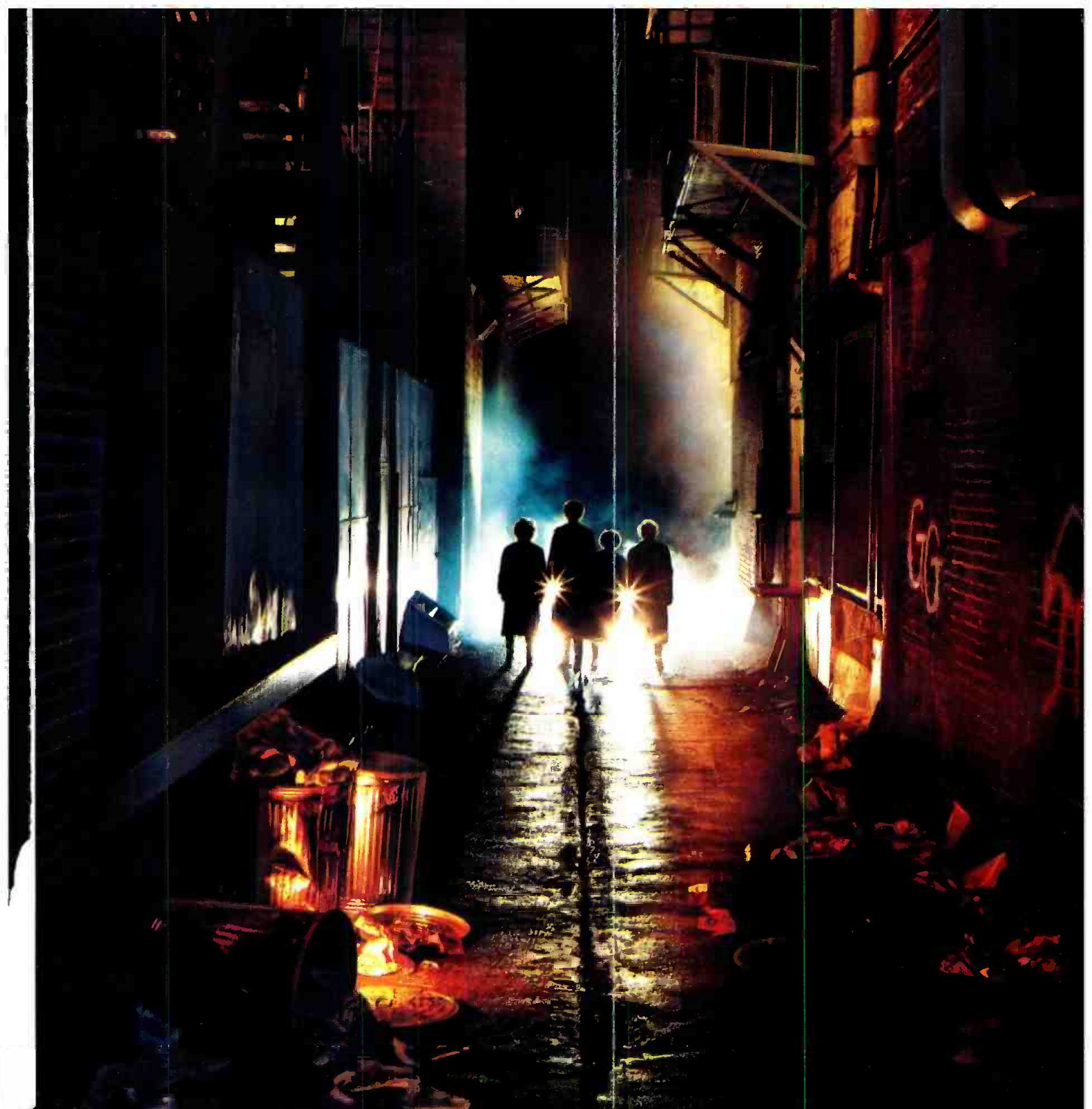
They're the toughest bunch of mothers on TV. Available for Fall, 1990 or 1991.

- **New York** WNYW-Fox Television
- **Philadelphia** WCAU-CBS O&O
- **San Francisco** KPIX-Group W

## THE GOLDEN GIRLS



© 1988 Touchstone Pictures and Television



The toughest turf  
in the business.



# Broadcasting Jun 27

**FCC tackles comparative renewal reform...page 35**

**Hill looks at standards and trade policy for HDTV...page 41**

**NBC affiliates meet in Maui...page 37**

**BUFFALO BUY** □ King World Productions becomes TV station owner with purchase of CBS affiliate WIVB-TV Buffalo, N.Y. **PAGE 35.**

**THEIR'S ALONE** □ During annual NBC affiliates meeting in Maui, Hawaii, network agrees not to share coverage of 1988 summer Olympics with cable; NBC President Robert Wright says network business is not what it once was, and affiliates commit \$3 million to HDTV research. **PAGE 37.**

**STRIKE CONTINUES** □ Writers Guild of America rejects latest contract offer by AMPTP. Latter says "there will be no more talks." **PAGE 39.**

**DUKAKIS ON BROADCAST REGULATION** □ Democratic presidential candidate Michael Dukakis tells those at National Broadcast Editorial Association meeting in Boston that he favors "thoughtful and intelligent" broadcast regulation. **PAGE 44.**

**CALL FOR IMPROVEMENTS** □ National Association of Broadcasters call for new technical standards to be set by FCC to improve AM band. **PAGE 46.**

**WATCHING THE MONEY GROW** □ With help from Merrill Lynch and GE, broadcasters Elton Rule and I. Martin Pompadur build billion-dollar collection of media properties. **PAGE 48.**

**FIVE-YEAR FORECAST** □ According to report from new York-based brokerage house, Veronis, Suhler & Associates, cable's share of TV revenue will decline over next five years. **PAGE 50.**

**ONE OR THE OTHER** □ INTV President Preston Padden urges broadcasters to pursue traditional public interest standard, adding that they can't have special status and expect free press freedoms enjoyed by print model. **PAGE 52.**

**GREY AREA** □ Lawmakers again examine colorization issue, taking closer look at H.R. 2400 and at amendment to appropriations bill that would protect films against material alterations. **PAGE 55.**

**PEOPLEMETER ROLLOUT** □ Arbitron says it will begin its ScanAmerica peplemeter service beginning early next year in five cities and expand to national sample thereafter. **PAGE 62.**

**CERRITOS PLAN** □ GTE executives outline five fiber optic tests telephone company will undertake in Cerritos, Calif. **PAGE 66.**

**POINT MAN** □ House Commerce Committee's Mark MacCarthy earns high praise from industry lobbyists for his political acumen and judicious handling of issues on behalf of Chairman John Dingell of Michigan. **PAGE 87.**

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## Radio recovery

National spot radio business continues to make headway in 1988 after two-year doldrums. According to data to be released this week by Radio Expenditure Reports, sales for May were up 8.6% over May 1987 to \$107,693,500. January through May, billings are pacing 4.2% ahead of same period year ago—to \$362,002,200.

## Dealing and dealing

Although it could not be confirmed late Friday, it's expected that fallout from biggest-ever radio deal will continue this week, with announcement that Legacy Broadcasting will take substantial position—some \$200 million—in Sillerman Acquisitions (which bought Metropolitan Broadcasting two months ago BROADCASTING, April 11) and that Carl Brazell (co-owner with Morgan Stanley & Co. of Metropolitan) will establish new company comprising KJQI(FM) Los Angeles, KRLO(AM) Dallas and KSYV(FM) Denver.

## Day of reckoning

Thursday, June 30, marks expiration of Outlet Communications management's right to buy out shares held by partner, Wesray Capital Corp., and largest investor, Mutual Benefit Life, at price of \$22.50 per share. Total consideration would be roughly \$84 million. If offer is not made by deadline, agreement signed last year (BROADCASTING, December 14) permits Wesray and Mutual to buy management shares at same per-share-price. Betting is that management will exercise "call" option and that Wesray and Mutual will accept (they also have right to refuse). If management needs more time to arrange purchase, it could obtain waiver of deadline by Wesray and Mutual or, as provided in put/call agreement, obtain extension by selling both independent stations of affiliate company, Atlin Communications. To that end, it has already sold WXIN-TV Indianapolis, subject to FCC approval, and sale of WATL-TV Atlanta is imminently expected.

## Trusts are fashionable

To facilitate its merger with Warner Communications, Lorimar Telepictures has proposed in FCC filing establishing "irrevocable" trust to hold licenses for Lorimar's six television stations. Sole trustee: former FCC Commissioner Anne Jones. According to Art Harding, Washington attorney representing Warner, establishment of trust will allow

consummation of merger (and exercise of Warner's pre-merger stock option) without Warner or Chris Craft Industries, which owns 17% of Warner, receiving attributable interest in any of stations. Chris Craft currently owns seven stations. FCC multiple ownership rules prohibit broadcaster from owning more than 12 television stations. Trust is temporary. Three of stations—KMID-TV Midland, Tex.; KCPM(TV) Chico, Calif., and KSPR(TV) Springfield, Mo.—have been sold, subject to FCC approval, and other three—WPGH-TV Pittsburgh, WLIW(TV) Caguas and WSUR-TV Ponce, both Puerto Rico—are on block. Trust agreement directs Jones to sell stations.

## Country TV

Richmond, Va., independent station, WALH-TV on ch. 35, is believed to be next acquisition target of Act III Broadcasting, which also has put in bid for two independents, WDBD(TV) Jackson, Miss. (ch. 40) and WZDX(TV) Huntsville, Ala. (ch. 54), currently operating under bankruptcy court protection. If successful, Act III would own eight stations, all independents in Southeast. President and CEO of group, Bert Ellis, told BROADCASTING that Act III did not start out with Southern strategy but that recent purchase of mostly country-western programming from Multimedia Entertainment of Nashville may head it in direction of producing and selling regional programming. Ellis said that some yet-to-be-announced programming is already being developed with help of Act III's West Coast operations.

## Color line

Battle lines on colorization have divided two cable services in same family: Turner Broadcasting System's WTBS(TV) Atlanta (and its planned Turner Network Television) and American Movie Classics. Tele-Communications Inc. owns pieces of both, pouring several hundred million dollars into TBS last year, and owning 50% of AMC. (Cablevision Systems owns other half.) Ted Turner is most identifiable proponent of colorization, having used technique as attempt to boost drawing power of black and white films acquired in abundance with purchase of MGM's film library. AMC carries black and white films in their original form and has been outspoken lobbyist against colorization.

Where does TCI stand on issue? Source said company has no official position, citing its passive interest in programming operations. But source said several executives within company support Turner's efforts, believing colorization increases appeal of movies to wider viewing public.

## Network thorn

Look for GGP, San Francisco, supplier of syndicated sports programs and specials, to broaden scope next season, with series of prime time syndication specials. Such programming has proved appealing to stations in past two years but real nuisance to three networks because of one-time-only preemptions by affiliates clearing them in prime time. In works now from GGP, for airing in September, is barter special, *1968: A Year to Remember*, geared to so-called "yuppie" viewer segment that has great appeal to advertisers. Company will target program to affiliates and will encourage them to promote it in tie-in with local news. Two of GGP's widely distributed sports specials are *NFL Pre-Season Special* and *John Madden's Super Bowl Special*, both back for next season.

## Globetrotters

Four key members of U.S. delegation to Space WARC next fall have returned from three-week, round-world trip to assess conference's prospects for success. Initial word was that prospects look good. Those making trip were Theodore F. Brophy, recently retired as chairman of GTE Corp., who will head delegation, and members of delegation steering committee—Warren Richards, of State Department; Hal Kimball, of National Telecommunications and Information Administration, and Tom Tycz, of FCC. They met with officials of 10 countries in visits to seven cities, from London to Tokyo and Beijing. Americans were said to feel there was greater agreement among countries visited than had been thought regarding controversial multilateral planning process. Some countries that had leaned toward structured approach to such planning—to deal with conflicts in orbital assignments—now seem to be moving toward American position that favors informal approach. U.S. feels modification of existing procedures to provide for ad hoc meetings on "as needed" basis would be more efficient.

## Promoting cable

Warner Communications Inc., multifaceted entertainment corporation that has always held its annual shareholders meetings in Los Angeles or New York, plans this year's meeting (Aug. 3) in Columbus, Ohio, home of Warner Cable headquarters. Shift in meeting site is meant to convey importance cable holds in WCI corporate structure. WCI Chairman Steven Ross, cable system owner since 1973, has been instrumental in getting cable-Hollywood factions together to discuss differences between industries. Pace of talks has slowed.



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# Where Things Stand

■ Solid box indicates item has changed since last issue.

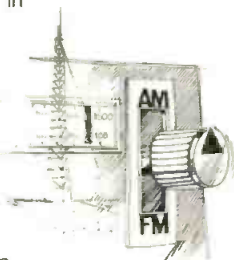
## AM-FM Allocations

In April, FCC changed its rules to allow class A FM stations moving to elevated antenna sites to reduce power below 100-watt minimum to preserve coverage areas.

National Association of Broadcasters has submitted plan to FCC to allow 60% of class A stations to double power from 3 kw to 6 kw. Plan counters proposal of New Jersey class A FM Broadcasters to allow most class As to double power. NAB opposes New Jersey plan because of possible interference with class B and C FM's. FCC has released rulemaking authorizing FM's to use directional antennas, permitting allocation of stations in short-spaced positions. NAB opposed rulemaking, saying it would lead to AM-ization of FM band. Several FM broadcasters contended directional antennas would benefit FM radio and public. Commission said it had no plans to change table of FM allotments.

FCC launched inquiry March 24 into FM translator service, and in meantime froze applications for new translators. NAB, alleging widespread abuses in translator market, petitioned FCC for changes in rules; others pressed for expansion of service to allow for local origination.

Western Hemisphere countries on June 2 concluded second and final session of conference to plan use of 100 khz of spectrum added to top of AM band that had ended at 1605 khz. FCC is in midst of inquiry designed to help it determine how to use 10 new channels. Commission has indicated at least some of those channels will be reserved for national licensees. Target for implementation of plan for using spectrum is July 1, 1990.



## 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.

FCC 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

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de facto standard—C-Quam and Kahn Communications' single sideband. NTIA report said that although there is no inherent degradation of sound quality in multisystem compared to single-system radios, implementation of multisystem technology is not feasible because of lack of support among radio manufacturers and dominance of C-Quam system in international marketplace. In filing with FCC in December 1987, Kahn Communications charged that in 1985 Motorola improperly blocked Sony from selling multisystem radios by asserting two AM stereo patents. Kahn further alleged that patents in question were improperly obtained by Motorola. Motorola dismissed Kahn's charges.

## 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 have been pushing for stricter regulation of cable until there is more competition in delivering cable programming to homes.

House Commerce Committee Chairman John Dingell (D-Mich.) has warned cable industry to be on its best behavior or Congress may feel need to re-evaluate regulatory environment.

House Telecommunications Subcommittee cable oversight hearing May 11 (third hearing is expected in July or August) served as forum for discussion of cable's growing market power. 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. But before making move, Metzenbaum sent survey two weeks ago to cable competitors to gain input on charges that cable operators have tried to stem flow of programming to their competitors (BROADCASTING, June 20).

Cable and Hollywood executives are holding meetings to try to resolve differences, but whether talks will bear fruit is uncertain.

FCC has adopted new rules that more narrowly define television markets where, in accordance with Cable Act, rates of cable systems cannot be regulated because systems are subject to effective competition. FCC opened rulemaking in response to U.S. Court of Appeals, which upheld FCC's basic ruling that effective competition exists where three broadcast signals are available. But it said that definition of available was too broad.

## Children's Television

■ Children's television bill breezed through House 328 to 78 on June 8. Measure is likely to receive prompt attention in Senate; chances for passage are good. National Association of Broadcasters says it won't fight bill, but has reserved right to oppose changes that might occur when Senate acts. Office of Management and Budget released statement opposing bill, although it stopped short of recommending veto.

Bill is product of negotiations between Subcommittee Chairman Ed Markey and NAB 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 re-

quired broadcasters to air one hour per day of informational and educational programming and provisions aimed at curbing so-called program-length commercials.

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





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*Jim Henson's*

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*From Claster Television for September 1989*

# 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

\* Includes off-air licenses.

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

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%

license, acknowledging that abolishing it for carriage of local stations would create some practical problems. Although FCC staff is actively working on item, it is not likely to be ready for FCC action until late summer at earliest.

Reexamination of license on Capitol Hill could occur in context of broadcasters' efforts to resurrect must-carry requirements there. House Telecommunications Subcommittee member John Bryant (D-Tex.) has offered legislation (BROADCASTING, April 4) to condition compulsory license on whether cable operator is carrying local broadcast signals. Senate Copyright Subcommittee Chairman Dennis DeConcini (D-Ariz.) offered similar measure two weeks ago (BROADCASTING, June 20). NAB television board has directed staff to investigate all aspects of compulsory license as part of joint board's consideration of must-carry issues. In comments on license inquiry, cable generally supported retention of license while program producers opposed it. NAB softened its long-standing opposition, arguing that license should be left alone for time being.

## Crossownership

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

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

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. 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.

*Broadcast-newspaper*—Rupert Murdoch won victory in U.S. Court of Appeals in Washington March 29 when court ruled that statute passed by Congress in session's final hours violated First and Fifth Amendments by prohibiting FCC from extending current waivers of rule banning newspaper-television station crossownership. Court did not rule on constitutionality of substance of provision that bars

## Comparative Renewal

■ FCC took first step toward reforming much-maligned comparative renewal process, launching proceeding at open meeting last Thursday (June 23). Proceeding is aimed at correcting what are widely seen as abuses of process. Assuaging concerns of NAB, FCC Chairman Dennis Patrick has indicated FCC would stop short of adopting changes that would virtually assure license renewal. NAB feared that such 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.

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 orders affecting at least several other television stations.

## Compulsory License

■ FCC is conducting inquiry into cable compulsory license, and may have "front burner" item ready for action in late summer or early fall. If views of FCC Chairman Dennis Patrick are guide, inquiry could lead to recommendation that Congress abolish license. At National Cable Television Association board meeting during association's annual convention, Patrick said he favors complete elimination of



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John and June Conner and Grandson Kyle  
Conner Family Broadcasting  
Beardstown, Illinois



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It had seen a lot of history. New faces. New owners. Even its original manufacturer, Gates Radio, had a new name — Harris.

Over the years, Harris experts had kept WRMS' transmitter in top condition. "They were always there when we needed them," says Conner.

So, when the old transmitter finally wore out, an urgent call went out to Harris, 71 miles away in Quincy. Yes — a new transmitter was available. Immediately.

"The next day," remembers Conner, "it was on our pickup. And by the following morning, we were up and broadcasting."

From major networks to small-town broadcasting, Harris understands what commitment and customer support are all about.

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## stations planning a knockout future

Renewed through the 1991-1992 season

STATION	REP.	OWNER	AFFILIATE
WLS, Chicago	Cap Cities/ABC	Cap Cities/ABC	ABC
WPVI, Philadelphia	Cap Cities/ABC	Cap Cities/ABC	ABC
KRON, San Francisco	Petry	Chronicle Broadcasting	NBC
WNEV, Boston	TeleRep	New England Television	CBS
WDIV, Detroit	Petry	Post-Newsweek	NBC
WFAA, Dallas	TeleRep	Belo Corporation	ABC
WJLA, Washington, D.C.	Petry	Allbritton Comm.	ABC
KHOU, Houston	TeleRep	Belo Corporation	CBS
WEWS, Cleveland	Blair	Scrapps Howard	ABC
WAGA, Atlanta	Storer	Gillett Broadcasting	CBS
WTSP, Tampa	HRP	Great American Broadcasting	ABC
KOMO, Seattle	Katz American	Fisher Broadcasting	ABC
WCCO, Minneapolis	TeleRep	Midwest Communications	CBS
WPXI, Pittsburgh	TeleRep	Cox Broadcasting	NBC
KSDK, St. Louis	Katz	Multimedia	NBC
KTSP, Phoenix	HRP	Great American Broadcasting	CBS
KXTV, Sacramento	TeleRep	Belo Corporation	CBS
WMAR, Baltimore	TeleRep	Gillett Broadcasting	NBC
WTNH, Hartford	Blair	Cook Inlet Comm.	ABC
KCST, San Diego	Gillett Sales	Gillett Broadcasting	NBC
KOIN, Portland	HRP	Lee Enterprises	CBS
WFTV, Orlando	TeleRep	Cox Broadcasting	ABC
KCTV, Kansas City	MMT	Meredith Corporation	CBS
WCPO, Cincinnati	Blair	Scrapps Howard	CBS
WTMJ, Milwaukee	MMT	Journal Communications	NBC
WSMV, Nashville	MMT	Gillett Broadcasting	NBC
WSOC, Charlotte	TeleRep	Cox Enterprises	ABC
WWL, New Orleans	Katz	Loyola University of the South	CBS
WLOS, Greenville/Spartanburg	HRP	Anchor Media	ABC
WBNS, Columbus	Blair	Dispatch Printing	CBS
WTVD, Raleigh	Cap Cities/ABC	Cap Cities/ABC	ABC
KWTU, Oklahoma City	TeleRep	Griffin Television	CBS
WZZM, Grand Rapids	Katz	Price Communications	ABC
WKBW, Buffalo	Blair	Queen City Broadcasting	ABC
WMC, Memphis	Blair	Scrapps Howard	NBC
KTVX, Salt Lake City	MMT	United Television	ABC
KMOL, San Antonio	MMT	United Television	NBC
WPRI, Providence	HRP	Knight-Ridder	ABC
WVEC, Norfolk	TeleRep	Belo Broadcasting	ABC
WLKY, Louisville	Katz	Pulitzer Broadcasting	ABC
WHIO, Dayton	TeleRep	Miami Valley Broadcasting	CBS
WGHP, Greensboro-High Point	TeleRep	Taft Broadcasting	ABC
WSAZ, Charleston-Huntington	Katz American	Lee Enterprises	NBC
WPEC, West Palm Beach	Katz	Photo Electronics	ABC
WXEX, Richmond	Katz	Nationwide Communications	ABC
KTBS, Shreveport	Katz	KTBS, Inc.	ABC
WALA, Mobile-Pensacola	HRP	Knight-Ridder	NBC
KWCH, Wichita	TeleRep	Kansas Broadcasting System	CBS
KFSN, Fresno	Cap Cities/ABC	Cap Cities/ABC	ABC
WTOL, Toledo	MMT	Cosmos Broadcasting	CBS
WFRV, Green Bay	TeleRep	Midwest Communications	ABC
WDBJ, Roanoke	HRP	Schurz Communications	CBS
KFVS, Paducah	Katz Continental	American Family Broadcasting	CBS
KWWL, Cedar Rapids	Blair	American Family Broadcasting	NBC
KWQC, Quad Cities	Blair	Palmer Communications	NBC
KYTV, Springfield, MO	Blair	Schurz Communications	NBC
WAPT, Jackson, MS	MMT	Price Communications	CBS
WYTN, Youngstown	Selitel	Youngstown Broadcasting Co.	ABC
WAFE, Huntsville	Blair	American Valley Broadcasting	NBC
WIS, Columbia, SC	HRP	Cosmos Broadcasting	NBC
WFIE, Evansville	HRP	Cosmos Broadcasting	NBC
WAFB, Baton Rouge	Katz Continental	WAFB Television, Inc.	CBS
KOLN, Lincoln	MMT	Busse Broadcasting	CBS
WCTI, Greenville-New Bern	Petry	Diversified Comm.	ABC
KVBC, Las Vegas	Blair	Valley Broadcasting	NBC
KSFY, Sioux Falls	Katz Continental	News/Press & Gazette	ABC
WBBH, Ft. Myers	Katz Continental	Waterman Broadcasting	NBC
KXJB, Fargo	Selitel	No American Communications	CBS
WTOG, Savannah	Katz Continental	American Family Broadcasting	CBS
WAKA, Montgomery	Katz	Alabama Telecasters	CBS
WTVO, Rockford	Adam Young Inc.	Winneshago Television Corp.	NBC
KSBB, Monterey-Salinas	Blair	Gillett Broadcasting	NBC
KSBB, Santa Barbara	Blair	Gillett Broadcasting	NBC
WWAY, Wilmington	MMT	Price Communications	ABC
WTVM, Columbus, GA	Blair	Pegasus Broadcasting	ABC
KSNE, Joplin	Katz Continental	Price Communications	NBC
KTVM, Reno	Katz	Sarkes Tarzian	CBS
WTRE, Wheeling	Blair	Adams Communications	CBS
KJAC, Beaumont	Katz	Price Communications	NBC
KFDX, Wichita Falls	Katz	Price Communications	NBC
WTVB, Columbus-Tupelo	Katz Continental	WTWV, Inc.	NBC
WSEE, Erie	MMT	Keystone Broadcasting	CBS
KFSM, Ft. Smith	Katz Continental	NY Times Broadcasting	CBS
KESQ, Palm Springs	Katz Continental	EGF Broadcast Corp.	ABC
WXVT, Greenwood/Greenville	Selitel	Big River Broadcasting	CBS
KYEL, Yuma	Katz Continental	Beam Communications	NBC
WNNY, Watertown	Katz Continental	United Communications	CBS
WHAG, Hagerstown	Katz	Great Trails Broadcasting	NBC
WVIR, Charlottesville	Katz Continental	Waterman Broadcasting	NBC

commission from repealing or modifying television-newspaper crossownership ban.

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. In wake of court decision, Murdoch could seek further waiver to allow him to keep WFXT(TV) Boston and *Boston Herald* in lieu of selling one or other. But, instead, he has asked to keep both by placing station in irrevocable trust (BROADCASTING, June 20, 1988).

## Direct Broadcast Satellites

■ April 8 round of applications at FCC brings current total to nine U.S. firms holding or seeking DBS construction permits—four new applicants, three requests for construction permit modifications and one request for four-year extension.

One applicant, Advanced Communications, and interested party, Washington-based Wireless Cable Association, filed petitions June 17 to deny construction permit to another applicant, Tempo Satellite. Petitions argued that Tempo's parent company, Tele-Communications Inc., has "monopoly power" and that "horizontal concentration of ownership within cable" means firms like TCI "can use their leverage over cable program suppliers to impede development of competitive technologies." National Black Media Coalition also reportedly filed equal employment opportunity-related petitions to deny constructions permits to several applicants.

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

TCI backing may indicate that high-power, 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 high-power signals delivered to small earth stations.

Death of West Germany's start-up DBS bird, TV-Sat1, in February 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 November.

## Equal Employment Opportunity

FCC's enforcement of broadcast equal em-

ployment opportunity rules and reporting requirements along with agency's implementation of EEO section of cable act were subjects of House Telecommunications Subcommittee hearing last month (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.

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

## Federal Trade Commission

It is going to be difficult for Congress to answer FTC's \$67,503,000 fiscal 1989 budget request, said Representative Neal Smith (Iowa), chairman of House commerce subcommittee, which held March 28 hearing on FTC appropriations. House and Senate, Smith said, are proposing freeze plus only 1% across-board increases for 1989; FTC request is 1.9%, \$1.26-million increase over 1988. \$700,000 of increase, said hearing witness, FTC Chairman Daniel Oliver, is attributable to staff and salary matters; \$500,000 is due to miscellaneous inflationary increases.

Results of preliminary antitrust investigation of National Football League television rights contracts for 1987-88 have yet to be released.

## High-Definition TV

■ Blue ribbon committee of FCC's Advanced Television Systems Committee has approved final version of its first interim report and has submitted it to FCC. Report outlines plans for devising future terrestrial transmission system and concludes that commission should set full HDTV broadcasting standard, either at once or through evolutionary EDTV system as first step. FCC will use report in making future spectrum policy decisions. Later this summer, commission is expected to release second inquiry on advanced TV with questions based on issues raised in report.

On Capitol Hill, HDTV was focus of two House subcommittee hearings, one held by telecommunications and other by science, research and technology (see "Top of the Week").

Charles Rhodes of Philips Labs has been named chief scientist 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. ATTC board is still searching for executive director to handle administrative

aspects of center's management. Rhodes has been charged with finding suitable sight for ATTC's headquarters. Center will provide facilities 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.

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.

## Indecency

■ FCC took action at meeting last Thursday against Media Central's kzkc-TV Kansas City, Mo., for station's May 1987 prime time broadcast of "Private Lessons," imposing \$2,000 fine. FCC sent letter to station last January saying broadcast may have violated its indecency standard and asking for explanation.

More important than penalty imposed on station is FCC explanation of what was indecent about film. That explanation, which will be part of FCC's order, will set guidelines for other broadcasters to follow in determining what is indecent and what is not.

In deciding to crack down on broadcast indecency last April, FCC adopted standard based on broader definition of indecency than seven dirty words at issue in 1978 *Pacific* Supreme Court decision. At same time, FCC sent warning letters to three radio stations. At open meeting last November, FCC reaffirmed indecency policy, but, in doing so, created midnight-6 a.m. safe harbor during which "indecent" programming can be broadcast because of perceived minimal risk of children in audience.

Other than kzkc-TV case, only other indecency-related action FCC has taken since adoption of new policy is dismissal in April of indecency complaints against two television stations and three radio stations.

Meanwhile, oral arguments were presented in U.S. Court of Appeals in Washington last month by coalition of broadcast groups and citizen groups pressing First Amendment challenge of commission's anti-indecency policy. In earlier court brief defending policy, commission said it is "lawfully and reasonably" enforcing anti-indecency statute affirmed by Supreme Court in 1978 *Pacific* case.

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.

## International Satellite


Intelsat and Hughes Communications have not commented on May 10 *Washington Post* story quoting Intelsat attorney Ray Banoun



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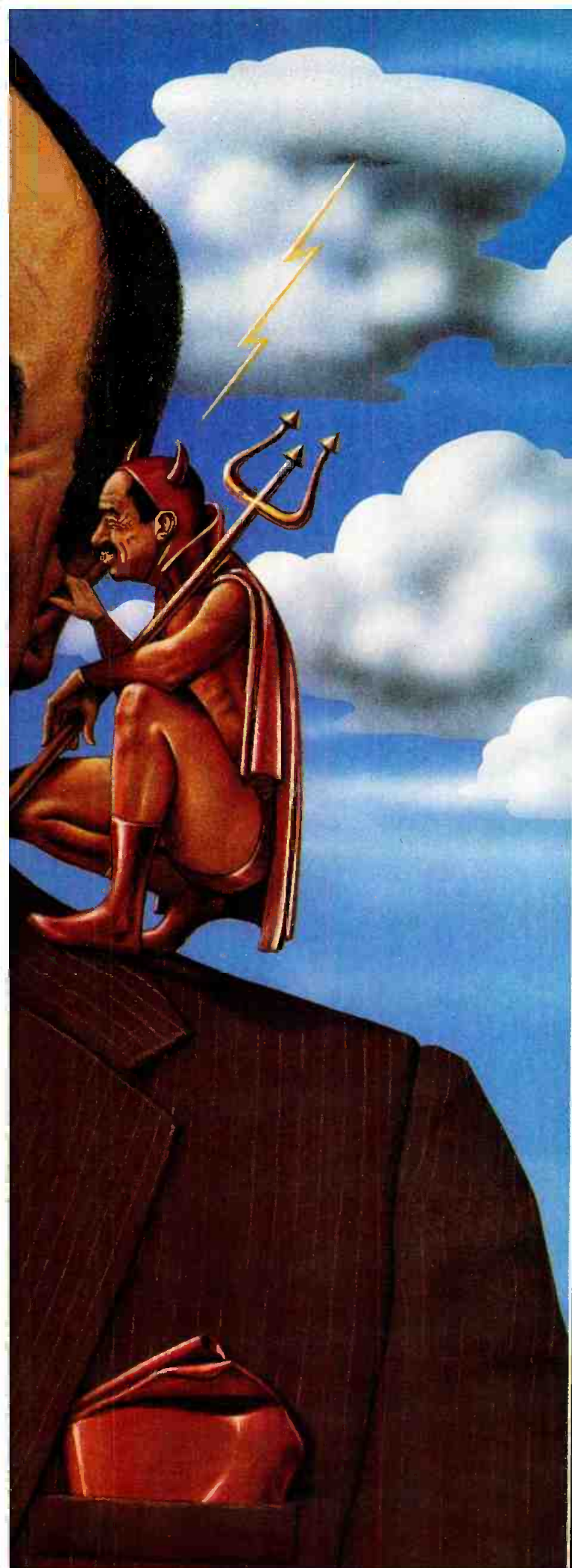
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saying that both organizations have conducted investigations into reports of Hughes employe or employes paying Intelsat officials for inside request-for-proposals information. Hughes is building \$785-million satellite series for Intelsat

Pan American Satellite Corp. saw its first satellite, PAS 1, go into orbit June 15 aboard Arianespace rocket launched from Kourou, French Guiana. PAS 1, intended to provide domestic services in South American countries as well as international services, is scheduled to become operational approximately 30 days after launch. Lack of "substantial" U.S.-to-South America data and video services, said PAS, exemplifies "gap" in Intelsat services which PAS intends to fill.

President Reagan in November 1984 determined that separate U.S. systems providing international communications satellite service are in public interest, provided restrictions are imposed to protect economic health of International Telecommunications Satellite Organization. Thus far, eight systems have received conditional authorization from FCC, but only PAS has secured foreign correspondent (Peru) and received Intelsat consultation. Assembly of Parties, acting on recommendation of Board of Governors, approved consultation at its extraordinary meeting in April 1986. Although PAS, only American separate system thus far authorized to compete with Intelsat, has complained that European Postal Telephone and Telegraphs are combining to deny PAS access to their markets, United Kingdom has taken two actions in past month to permit international systems entry into that market. First, Britain's Department of Trade and Indus-

try issued ruling that will permit individuals and businesses, using on-site earth stations within UK, to receive signals of independent international satellites directly. Then, three weeks later, UK's Office of Telecommunications declared that operating licenses of British Telecom, UK's signatory to Intelsat, require it to provide "conveyance of messages to or from" international satellite system when customer in UK requests such service.

In related development, Orion Network Systems and British Aerospace announced plans to collaborate on construction, launch and operation of satellite-based telecommunications system across Atlantic.

### Land Mobile

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

NAB sent comments opposing FCC proposal of minimum mileage separations between new UHF television stations on channels 14

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

### Low-Power TV

FCC 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 begins this week (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.

### Mergers

■ Focus of June 28 annual shareholders meeting of Centel Corp. in Chicago is on vote to decide whether telco and MSO will eliminate cumulative voting for directors. Change in company by-laws would require majority vote of shares outstanding, not just shares voting. Outcome will determine method of electing three directors at same meeting. Three incumbent directors are being contested by alternative slate proposed by cellular operator, Metro Mobile, and investor, Asher Edelman, who are urging sale of company's assets. Company and Edelman group previously reached agreement to end all litigation. Centel recently announced \$775 million acquisition in cellular telephone business. On May 31 Edelman group made informal offer to buy Centel for \$65-per-share if company abandoned acquisition; \$60-per-share otherwise. Company responded same afternoon that offer was not "credible." ¶ Preliminary bids for stock of RCA Cablesystems Holding Co. (U.S. subsidiary of Rogers Cablesystems International) were received June 7 by Morgan Stanley & Co. Due diligence began last week with final bids on systems serving roughly 500,000 subscribers expected within month. ¶ 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 debt and preferred stock obligations and issuing stock for difference. Seller, Robert M. Bass Group, will spin off 140,000 subscriber Atlanta cable system before transferring 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. Definitive agreement has yet to be signed on purchase, which is expected to close by December. ¶ 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-

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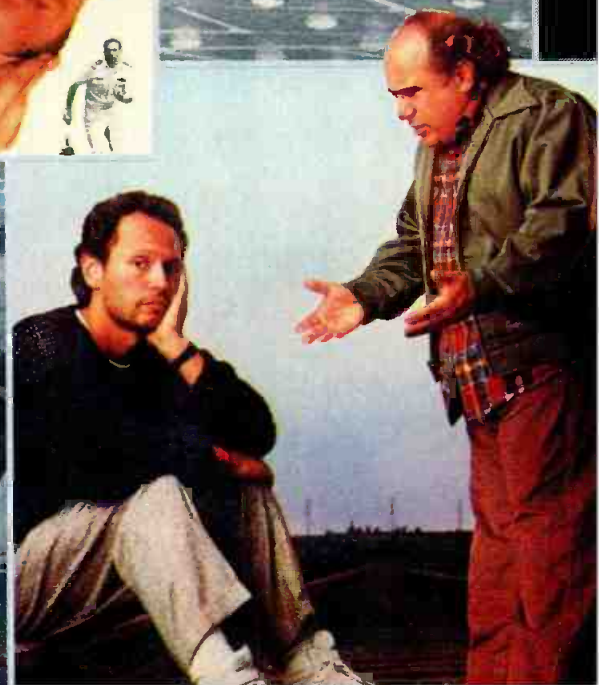
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party offer Warner has option to purchase 18.5% of newly issued Lorimar stock at \$15 per share. Merger is still subject to approval by Lorimar shareholders, two of whom filed suit charging that directors failed to consider other offers and obtain best price for shares. Since deal was signed Lorimar said it would disband distribution arm for theatrical films which would henceforth be distributed by Warner to pay cable and theatrical outlets. Warner would also distribute Lorimar film library to home video. ¶ 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 couple of months, with merger closing expected by October. ¶ On April 23, joint venture of Tele-Communications and Comcast agreed to purchase SCI Holdings, fourth largest MSO serving 1,480,000 subscribers. Consideration includes assumption of debt, expected to be \$2 billion at time of closing. SCI stock and warrants will be purchased from KKR for \$1.55 billion, subject to adjustment, with buyers obtaining access to \$800 million in SCI cash and marketable securities, plus ability to draw on \$500 million bank revolving credit. Consent solicitation of SCI debt holders has yet to be filed with Securities and Exchange Commission. Seller Kohlberg Kravis Roberts & Co. is keeping SCI's broadcast television interests. Transaction is expected to close this fall.

### Must Carry

Fate of must carry is now in hands of Congress. Supreme Court in May 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, were to be due June 6, but deadline has been extended.

National Cable Television Association President James Mooney told public television audience in Washington in April that 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."

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

### Public Broadcasting

Senate version of 1991-1993 CPB reauthorization bill, S. 2114, goes to markup in Communications Subcommittee Tuesday, June 28.

Amendments to that bill would reroute most national program funding around CPB and directly to public stations; codify division of federal money between CPB and stations; cap CPB administrative expenses at 4% of previous year's budget; cap CPB system support budget at 6% of concurrent budget; limit CPB funding of any program to four years maximum and require that CPB-funded programs meet criteria related to underserved audiences and innovation. PBS, NPR and public TV lobbying arm, NAPTS, have applauded, and CPB has called for withdrawal of, proposed amendments.



CPB, charging "breach of faith" by PBS, NPR and NAPTS, has questioned stations' will to reaggregate enough funds for national programming.

Meanwhile, Senate Appropriations Subcommittee, acting without final version of 1991-1993 CPB reauthorization, last Tuesday marked up 1991 CPB appropriation of \$245 million (\$32.6 million of that reapportioned from 1989 and 1990 appropriations of \$228 million and \$232,648,000, respectively) with additional \$57.5 million earmarked for replacement of satellite interconnection system.

Both House and Senate 1991-1993 CPB reauthorization bills awaiting markup propose 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.

One week before Senate amendments surfaced, CPB board approved package of resolutions that, in future budgets, will "focus CPB's resources on limited number of higher priority issues" with "measurable" contribution to programming as single criterion for each budget decision. Board also resolved to extend use of all appropriate programming for educational purposes and approved radio program fund top priority of creating "major new services and series." If Senate amendments pass, said CPB President Donald Ledwig, resolutions may prove moot.

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

PBS board April 13 approved \$24.7-million fiscal 1989 budget. NAPTS board approved \$1.9-million budget that same day. At May Public Radio Conference in St. Louis, NPR adopted \$29.4-million FY 1989 operating budget.

### Scrambling

■ House Telecommunications Subcommittee will consider home satellite bill (H.R.1885) June 29. And based on comments made during subcommittee hearing on H.R. 1885 two weeks ago (BROADCASTING, June 20) chances

for passage are considered good. Still, whether legislation will be enacted remains unclear.

There is also legislation pending in Senate to regulate home satellite marketplace. Both House and Senate bills would mandate that cable programmers permit any qualified third party to distribute their services to backyard dish (TVRO) owners. It is expected to hit Senate floor this summer, according to Roy Neel, aide to Senator Al Gore (D-Tenn.), S. 889's chief sponsor. But Gore has encountered opposition trying to gain time agreement to bring up bill and must add measure as rider to another 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 programming against cable systems.

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

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

### Unions

■ After marathon bargaining sessions extending over past three weeks, membership of Writers Guild of America was scheduled last Wednesday evening to vote on what producers say is their final offer (See story, "Top of the Week"). Producers have said that about several offers since submitting their first final offer 17 weeks ago, shortly before strike began. Boards of both east and west factions of WGA have recommended against acceptance of latest offer. Last week there emerged what appeared to some to be significant dissent within striking writers camp. Writers Coalition, group of writers and writer/producers within WGA, whose ranks include both Steven Bochco and Stephen J. Cannell, urged WGA membership to accept management offer, so that industry could get back to work. Other prominent guild members, including Gary David Goldberg, Michael Mann, Ed Zwick and Marshall Herskovitz, urged members to reject package and continue to press their demands, which continue to focus on residuals and rights of writers during various stages of program production.



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#1	Boston WCVB/10AM	6/33	Beats Sale of the Century and Classic Concentration!
#1	Cleveland* WEWS/10AM	6/26	Beats Sally-Raphael!
#1	Denver KUSA/9AM	5/25	Beats The Price Is Right and Santa Barbara!
#1	Detroit WDIV/9AM	9/32	Beats Kelly & Company, Judge and Divorce Court!
#1	Los Angeles KCBS/4PM	6/16	Ties for #1 in rating!
#1	Miami WPLG/10AM	7/33	Beats Sale of the Century, Classic Concentration and \$25 Thousand Pyramid!
#1	Sacramento KCRA/9AM	5/22	Beats Sally Raphael, \$25 Thousand Pyramid and New Card Sharks!
#1	San Francisco KRON/9AM	4/20	Beats Good Morning Bay Area and Hour Magazine!
#2	Dallas KDFW/4PM	8/19	Beats Judge and Peoples Court!
#2	Seattle KOMO/9AM	5/21	Beats Good Company!
#3	Chicago WGN/11AM	4/17	Beats CBS O&O WBBM!

Source: NSI/\*\*ARB, May 1988 overnights.

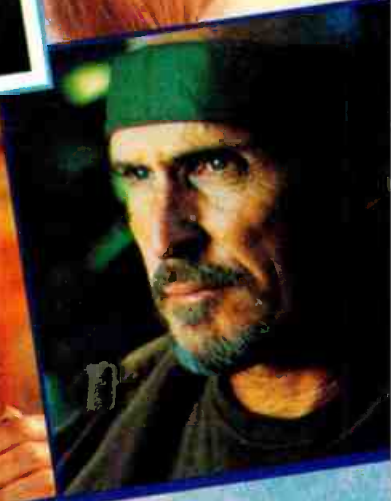
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# Datebook

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## This week

**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 27**—*American Federation of Television and Radio Artists* "Golden Gala." Liberty Cafe, New York. Information: (212) 532-0800.

**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.

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

**July 1**—Deadline for entries in Community Service Awards, sponsored by *National Broadcast Association for Community Affairs*. Information: Connie Allen, WAVY-TV, (804) 393-1010.

## Also in July

**July 6**—*New York Television Academy* drop-in luncheon. Speaker: John Hart, anchor, *Monitor News-*

*World*, nightly half hour premiering in September. Copacabana, New York. Information: (212) 765-2450.

**July 7-10**—13th annual *Upper Midwest Communications Conclave*. Sheraton Park Place, Minneapolis. Information: (612) 927-4487.

**July 8**—Potomac River cruise, co-sponsored by *Women in Cable, Washington chapter*, and *Cable Value Network*. Washington. Information: Joan O'Brien: (301) 773-0900.

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

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

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

**July 10-15**—*National Association of Broadcasters* TV management development seminar. University of Notre Dame, South Bend, Ind. Information: Carolyn Wilkins, (202) 429-5366.

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

■ **July 12**—*Southern California Cable Association* meeting and seminar, "Political Advertising on Cable" and "Cable Operator Theft of Service." Pacifica hotel, Culver City, Calif. Information: (213) 463-2186.

**July 12**—Dinner and reception in honor of Second annual City Videos Documentary Competition, sponsored by *A&E Cable Network*, *National League of Cities*, *National Cable Television Association* and

*Partners for Livable Places*. J.W. Marriott hotel, Washington.

■ **July 12**—*Society of Cable Television Engineers, Chattahoochee chapter*, meeting, "Power Supplies and System Powering." Holiday Inn Airport South, College Park, Ga.

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

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

**July 13**—*New York Television Academy* meeting. Speaker: Austin Furst Jr., chairman and chief executive officer, Vestron Inc. Copacabana, New York. Information: (212) 765-2450.

**July 13**—*Caucus for Producers, Writers and Directors* general membership meeting. Speaker: Jim Mooney, president, National Cable Television Association. Chasen's, Los Angeles. Information: (213) 652-0222.

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

**July 14-16**—*National Federation of Local Cable Programmers* 11th annual national convention, including presentation of 1988 Hometown USA Video Festival. Hyatt Regency, Tampa, Fla. Information: (916) 456-1757.

**July 14-16**—*Colorado Broadcasters Association* summer convention. Manor Vail, Vail, Colo.

**July 15-17**—*Oklahoma Association of Broadcasters* annual summer meeting. Fountainhead Resort, Checotah, Okla. Information: (405) 528-2475.

**July 17-21**—*Radio Advertising Bureau* sales managers school. Wharton School of University of Pennsylvania.

## Major Meetings

**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*. Convention Center, 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. 14-18**—*MIPCOM*, international film and program market for TV, video, cable and satellite. Palais des Festivals, Cannes, France. Information: Perard Associates, (212) 967-7600.

**Oct. 15-19**—*Society of Motion Picture and Television Engineers* 130th technical conference

and equipment exhibit. Jacob K. Javits Convention Center, New York. Future conference: Oct. 22-27, 1989, Los Angeles Convention Center.

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

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

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

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

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

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

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

**Feb. 2-5, 1989**—*Radio Advertising Bureau's* Managing Sales Conference. Loews Anatole, Dallas.

**Feb. 3-4, 1989**—*Society of Motion Picture and*

*Television Engineers* 23d annual television conference. St. Francis hotel, San Francisco.

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

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

**April 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.

**June 21-25, 1989**—*Broadcast Promotion and Marketing Executives/Broadcast Designers Association* 33d annual seminar. Renaissance Center, Detroit.



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nia, Philadelphia. Information: (212) 254-4800.

**July 18-20—Arbitron Television Advisory Council** meeting. Las Costa hotel, Carlsbad, Calif.

**July 18-21—Democratic national convention.** Atlanta.

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

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

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

**July 20-24—Florida Association of Broadcasters** annual convention. Tarpon Springs, Fla.

**July 20—New York Television Academy** luncheon. Speaker: Mark Foster, chairman, The Microband Cos. Copacabana, New York.

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

**July 21-23—Idaho State Broadcasters Association** annual convention. Sun Valley, Idaho.

**July 22-24—South Carolina Broadcasters Association** summer convention. Radisson Resort hotel, Myrtle Beach, S.C.

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

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

**July 24-26—Enterprise Systems Group,** international broadcast software company, annual customer conference. Colorado Springs. Information: (719) 637-1717.

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

**July 25—Joint North American National Broadcasters Association/European Broadcasting Union** steering committee for third radio news and current affairs conference. Washington Sheraton hotel, Washington.

**July 26-27—National Association of Broadcasters** executive committee meeting. NAB headquarters, Washington.

**July 27—New York Television Academy** luncheon. Speaker: Donald Raider, executive vice president-chief operating officer, Telemundo Group Inc. Copacabana, New York.

**July 28—Announcement of nominations for 40th annual** prime time Emmy Awards, sponsored by *Academy of Television Arts and Sciences*. Registry hotel, Universal City, Calif. Information: (818) 763-2975.

**July 28-30—Cabletelevision Advertising Bureau** sales manager school. Lincoln hotel and University Conference Center, Indianapolis. Information: (212) 751-7770.

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

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

## Errata

**WPHL-TV Philadelphia carries *The Morton Downey Jr. Show*,** not WTXF(TV), as reported June 13. Also, WTXF(TV) is the new call sign for WTAF-TV, not for WPHL-TV.

□

BROADCASTING'S June 20 story on congressional honoraria failed to note that **Representative Tom Tauke (R-Iowa) assigned all his honoraria to charity.**

# Open Mike

## Fairness foe

EDITOR: BROADCASTING'S June 20 editorial about must carry and the fairness doctrine was again right on the mark. But why must we always look to others to make these essential arguments for us?

Indeed, must carry and most of the other items on the current National Association of Broadcasters agenda are economic and technical in nature. And there's nothing wrong with that; they go to our bottom line.

The fairness doctrine, however, goes to our credibility. Our position in this regard is driven by a fragile but timeless notion about First Amendment rights for all broadcasters everywhere, in their roles as electronic journalists.

I urge only this: that we continue to fight for these principles on every field and in every forum. I suggest that we place this beyond tactics, beyond strategies, beyond the admonitions and "conventional wisdom" even of our own and other lobbyists from inside the Capital Beltway. This is not about pawns or bargaining chips. It is about what we are.

As broadcasters we are about the people's business. We send words and pictures and images and ideas—even, occasionally, the truth—into the homes and minds of our listeners and viewers. We are not Ford dealers. We are not insurance agents or realtors or holders of a John Deere franchise. We are who we are.

The fairness doctrine interferes with that relationship, and I ask that we strengthen our resolve to resist it. If we weaken or wobble or make any calculated trade or if we try to "finesse" this one, we will have lost credibility for all time.

Let the battle against the fairness doctrine—which [Representative] Al Swift [D-Wash.] called "that great, dark cloud"—mean as much to us as it does to the President of the United States and to all those print journalists and editorial writers of most of the major journals in the nation—your own publication most prominent among those who rushed to our support. Let us not break faith with those 68 senators and hundreds of members of Congress who went on the line for us—the Packwoods and the Taukes. Or, indeed, with the Patrick FCC, which has taken more than a few bullets for us on this issue. [Senator] Fritz Hollings [D-S.C.] and [Representative] John Dingell [D-Mich.], however powerful, do not run the radio and television stations of America. They should not be allowed to dictate our agenda or shape our priorities.

The NAB television and radio boards, in their wisdom, have always held together. NAB has always respected the entrepreneurs and investors and the groups and the independents. And, always, it has risen above the temptations of the moment to take enlightened positions on the great issues.

My plea is only this: that we not send any uncertain or unclear or unsteady or confusing signals on a bedrock, fundamental issue. The fairness doctrine is not a bargaining chip. It is not negotiable. It is about what we are. If we cut and run now on fairness—if we jettison our principles and throw them over the side for political expediency—it will be our day of infamy.—*William O'Shaughnessy, president, WVOX(AM)-WRTN(FM) New Rochelle, N.Y.*

## Risky business

EDITOR: Robert Mouny presented a "rare gutsy" commentary on the past, present and future of radio programming in his May 23 "Monday Memo." I wholeheartedly agree!

I too am a radio veteran of almost three decades. Back when there were two FM bands, I was among the FM "risk takers." The question at that time was: "Why should the AM moguls (many suffering from myopia) take 'risks' and work to make money in FM when they were content making plenty of money sitting on their "rusty dusty?"

It was only after "...FM gave radio a new lease on life..." that the AM magnates started buying up these newfound money makers. Now the shoe is on the other foot and it's AM that's looking for the "risk takers."

I remember well, the many times since, when many doom-sayers said that radio was dying only to have it grow stronger each time. As the economy spiraled upwards, the fiscal pressures became greater. Radio required higher sales and more proved programs. Thus, homogenization, and "...the plague of sameness."

I agree. "Somewhere out there...[are] super-gutsy...risk takers," who can "...launch an all-out attack...[and] wage war on boring radio..."

But why? History tells us that it's the money brokers who reap the rewards. (It's the same today as it has always been: the plutocrat gets the mine while the miner gets the shaft.) It's a lot like eating artichokes; you go through so much to get so little.

The more things change the more things remain the same.—*Art Vincent, president, the Art of Jazz Network, Red Bank, N.J.*

## Options

EDITOR: Regarding your May 16 story on Morton Downey Jr.'s behavior (or lack thereof) toward D.C.'s City Council chairman, David Clarke: It's really quite simple. So simple that we need not involve or attempt to involve the FCC or any regulatory process.

It's so incredibly simple, and we broadcasters had better do something about it before everyone who's "offended" by some thing that we say or play or broadcast get his little committee together and asks th



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FCC to "investigate."

It's really simple; if you're offended, turn the channel; turn the dial. If indeed, enough people are in fact "offended," listenership/viewership will drop. With ratings dropping, so will revenue. Then guess what happens.

If these listeners and viewers do, as I feel, represent a very small but outspoken minority, then ratings will increase with viewership and listenership, and if that's the case, then those of us who are "offended" have been told in the most simple of terms that this is acceptable to the vast majority.

Simple, right?—Harry Gregor Jr., president/owner, WCZX(FM) Hyde Park, N.Y.

**Begs to differ**

EDITOR: A June 6 "Closed Circuit" reported that studies by Jones InterCable showed little potential for MMDS coverage. Although we have no knowledge of those studies, our engineering consulting firm has been deeply involved in MMDS development on behalf of a number of selectees and other cable MSO's.

We have also made in-depth studies of MMDS coverage potential, most recently on behalf of an MSO with interests in several major markets. Our study showed that with proper selection of transmitter site and receiving equipment, excellent penetration of these markets is possible with MMDS. Undoubtedly, there are specific markets

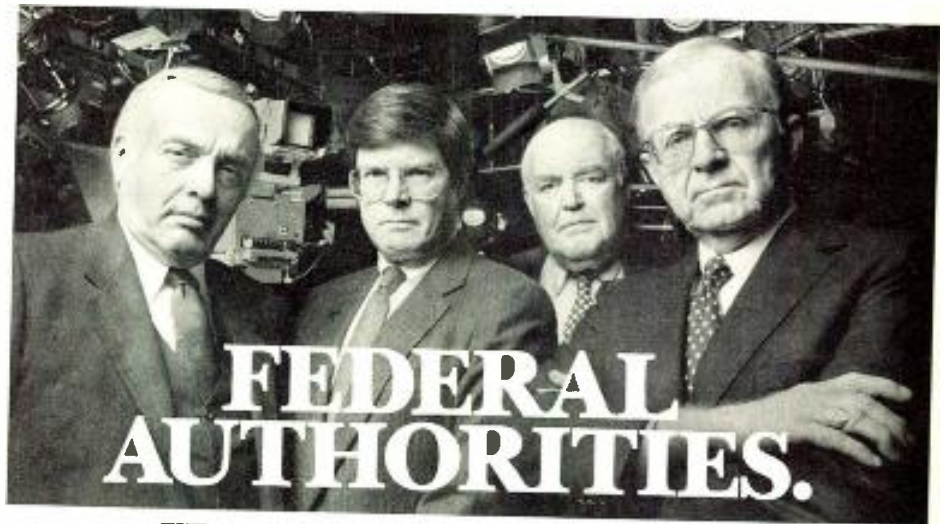
where penetration will be limited by local terrain. However, in this case, all were "go."

One advantage of MMDS is that the system can be designed to serve only those areas deemed to have maximum market potential. Further, it is not necessary to reach every home in those areas, but only enough to reach financially feasible levels.

Most players in the MMDS arena believe that the impediments to the development of wireless cable service are not technical, but lie in the refusal of cable programmers to make their product competitively available to MMDS developers. With that availability, the marketplace can make a decision on MMDS viability.

Incidentally, the \$1 million cost cited to bring on 10,000 subscribers is low. Experience indicates that the cost per subscriber will run \$300-\$400 (still far less than per-cable investments). The front-end cost, before signing the first subscriber, might run \$500,000-\$1 million. Unlike cable, where a large upfront investment must be sunk into cable plant, there is no need to sink subscriber investment until subscribers are actually signed.

Even at that, at current cable valuations, that 10,000-subscriber system is going to be worth in excess of \$20 million. This is hardly a scenario for an industry whose time has "come and gone."—Lawrence Behr, president, Lawrence Behr Associates Inc., Greenville, N.C.



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# Monday Memo

A commentary on public broadcasting from David Brugger, president, National Association of Public Television Stations.

## A logical step

This week the Senate Commerce Committee is expected to consider proposals that will increase the self-determination of public television stations across the country. The proposed amendments to the Public Broadcasting Act, to be offered by Senator Daniel Inouye (D-Hawaii), represent a logical and positive step in the evolution of noncommercial television service in this country.

The amendment of most interest to television stations will place greater responsibility for national programing decisions in the hands of the individual stations. It will also strengthen the independence of the programing process by passing through 80% of the funds earmarked for national programing directly to the stations rather than allocation by the Corporation for Public Broadcasting's (CPB's) Program Fund.

This country's public television system was built on the premise that local stations would make the programing choices for their local communities. Stations have played a crucial role in creating and supporting all public television programing. They have been the predominant funder of programs. Stations have a proved ability to identify and meet local and national programing needs and to assure the broadcast of those programs to a diverse audience.

NAPTS, as the stations' membership association, believes that the proposed amendment to allocate more national TV programing funds directly to stations will reinforce rather than weaken commitments stations already make to national programing. Our decision to support the pending amendments was not made lightly. There are serious concerns about the need and a system for reagggregating funds for national programing. A continued strong national schedule that represents the diverse obligations of a publicly funded broadcasting system is a top priority.

The additional allocation to stations can greatly benefit the national schedule if the stations, CPB and PBS and other interested groups come together to develop a plan that not only will sustain but also strengthen PTV's program service. This plan must set national priorities for programing, operate with better financial efficiency than the present system and have a method for evaluation, modification and improvement.

Public television can come together as a public service programmer to chart its future, or we can allow others to determine our destiny. The proposed amendments give us an expanded opportunity to design that public service.

Public television in America is the local station whose primary responsibility is to provide high-quality programs that serve the needs of its audience. Following the recent



David J. Brugger is president of the National Association of Public Television Stations, membership organization of the nation's 186 noncommercial television stations. Before joining NAPTS, he was senior vice president of the Corporation for Public Broadcasting. He was previously general manager of noncommercial WUFT-FM-TV Gainesville, Fla., and held a variety of management positions for the Iowa Public Network.

wave of media mergers and acquisitions, few locally owned and controlled television stations are left. There are 320 public television transmitters operated by 186 locally governed stations, whose individuality and independence derive from the fact that each began with a commitment to local public service, not to financial profit.

Public television is a young industry. A little more than 20 years ago "educational" television stations had no CPB, no PBS, no NAPTS, no Program Fund, no Station Program Cooperative. They operated in their local communities as an alternative form of service to commercial television. Governed by nonprofit public institutions and motivated by the desire to respond to its audience's needs, public television has, in the past 20 years, grown into a national system on which more than 100 million Americans weekly view quality educational, informational and entertaining programs.

The system of independently operated stations has suffered its share of growing pains. It has seen its federal funding vetoed, slashed and threatened. But by working together, public television also has seen federal funding increased. It has seen attempts at political interference in the program decision-making process, but has continued to produce stimulating and thought-provoking programs. Public television has suffered upheavals in corporate, foundation and state support, but it has survived and flourished.

The issue before public television now is one of station maturity—of each station's authority, local control and ability to act

responsibly in the interests of its national and local publics in return for continued federal support.

Our choice is to act in the national interest by providing the distinctive programs that are the hallmark of public television, while maintaining our responsibility to our local communities. We must design program funding systems that equitably treat the specialized needs of a diverse audience. We must comprehensively address programing issues of national concern including independent producer access and minority, women's and children's programing.

Stations are currently committing at PBS alone \$83.5 million for national programs and program support services—more than twice the amount budgeted in fiscal year 1989 for the CPB Program Fund (\$41 million). And this sum doesn't include the millions spent for regional network services made available nationally, or station funds for special services.

In 1986, public television stations spent about \$412 million in direct program acquisition and production expense, and this was divided roughly evenly between national and local production. (This does not include the costs for transmission, program support, fund raising, capital items or overhead.) The amendment proposes an important change that would shift control of about \$30 million a year to the stations.

Stations have steadily increased their commitment to national programing even in years when federal funds were cut and in spite of difficult financial circumstances for many. There is no reason to believe this trend will not continue.

Although the individual stations that make up this system are independent, there is consensus that we are the only channel of communication organized solely for public service rather than private interest. Because we receive public funds, we have a responsibility to the American public and we involve it directly in our governance.

The key to insuring the stations' commitment to national public television programing is continued federal support. Congress challenged us 20 years ago to fulfill the missions it laid out for noncommercial, educational broadcasting. Public television has, in its sometimes awkward but always democratic way, gone far toward those missions and goals.

We believe that as an industry we have reached a level of responsibility that merits the renewed commitment of Congress to the partnership that has made us an indispensable public service. It is through the Congress's confidence that we will be able to build on the past 20 years and to make the best use of the medium that commercial constraints and mass audience appeals will never provide an incentive for others to do.



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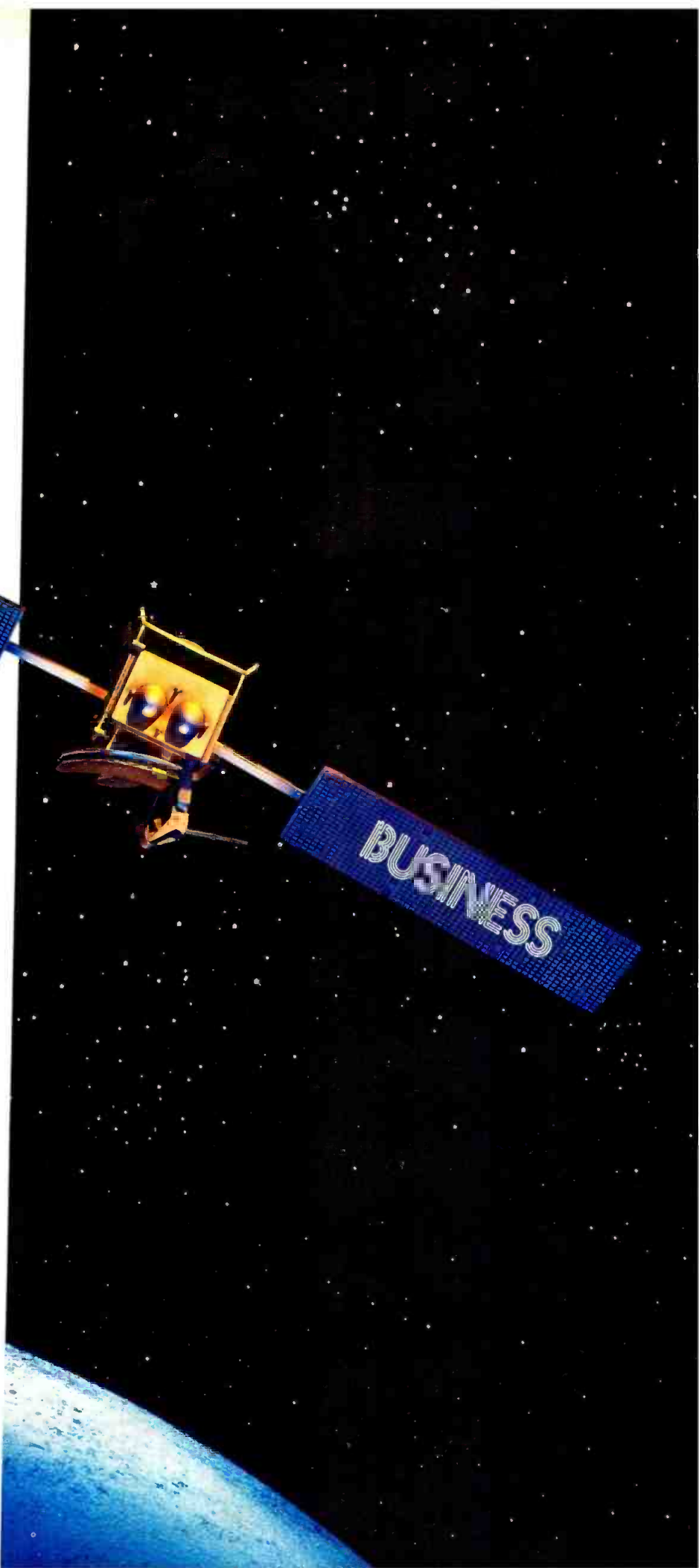
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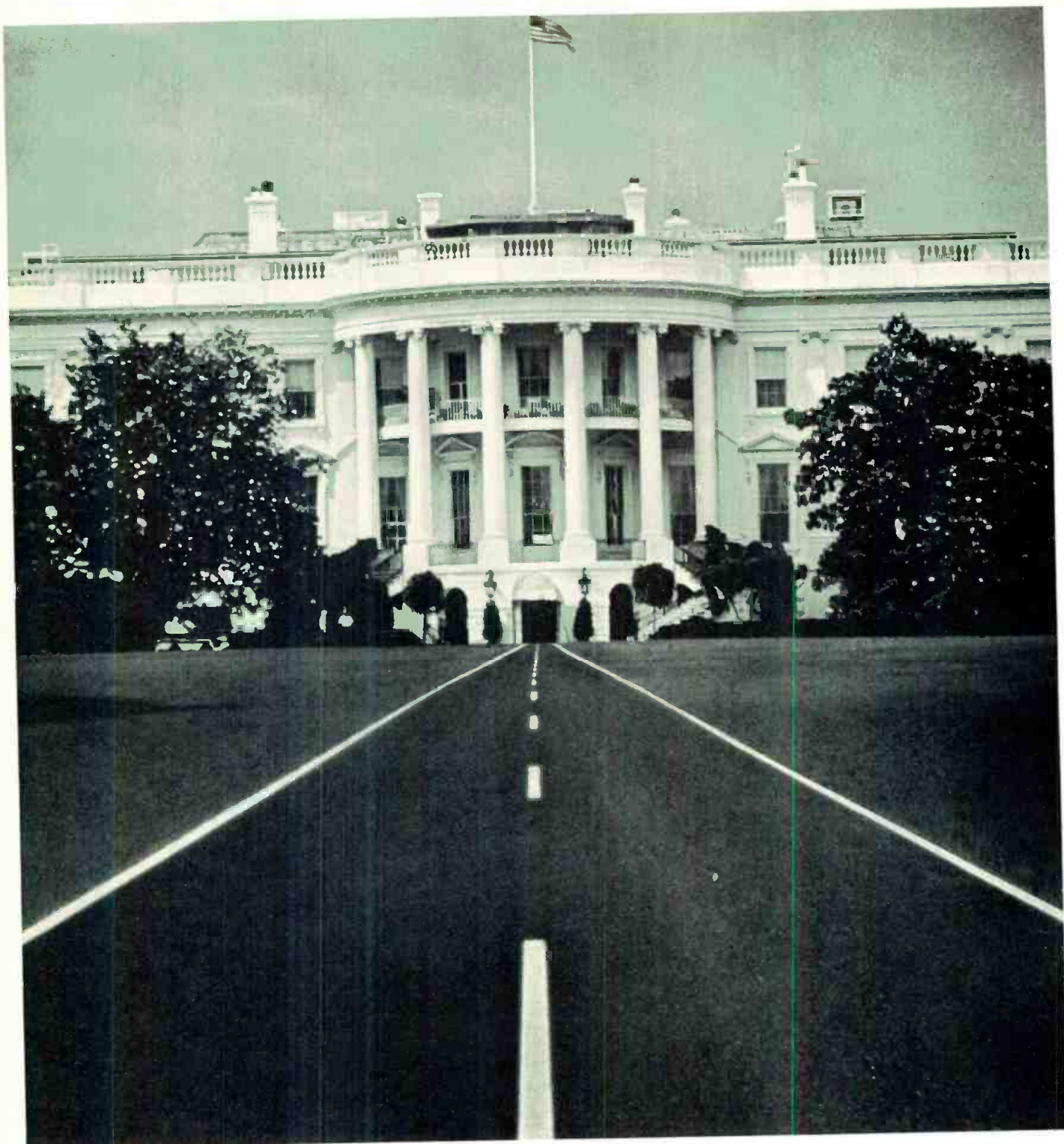


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# Broadcasting Jun 27

Vol. 114 No. 26

## TOP OF THE WEEK

### FCC: Time to modernize comparative renewal

#### New proposals include cap on cash settlements, relaxed standards for renewal expectancies

The FCC set out last week to overhaul its much-maligned comparative renewal process, proposing ideas that would make it easier for broadcasters to win comparative renewal hearings and that would discourage groups from using the process to "extort" money from broadcasters.

FCC Chairman Dennis Patrick said the combined inquiry and rulemaking adopted unanimously at last Thursday's open meeting is aimed at making changes in FCC policies and rules "that will expedite the process to the extent that is possible; that will curb, indeed, eliminate abuse of process, and that will insure programing in the public interest while...respecting broadcasters' programing judgments and their First Amendment rights."

The FCC proposed to limit payments broadcasters can make to challengers in settlements of comparative renewal proceedings and to groups in exchange for their promise to withdraw petitions to deny renewals. In addition, it proposed to require fuller ownership and financial disclosure by competing applicants, to clarify the standards that broadcasters must meet to win "renewal expectancies" and to reconsider some of the criteria used in comparative hearings, particularly diversity of ownership.

Patrick, who has been promising renewal reform for the last 10 months, said Congress, the FCC and broadcasters have reached a consensus. "All agree that comparative renewal is in substantial need of reform," he said.

The consensus at the FCC was evident from the unanimous vote. Commissioner Patricia Diaz Dennis said that comparative renewal proceedings have become the "Hotel California of the FCC." "You can check in at any time you want, but you can never leave."

"It's a great step in the right direction," said Commissioner James Quello.

National Association of Broadcasters Joint Board Chairman Wallace Jorgensen, in a prepared statement, said the association was "heartened" by the FCC's effort to curb abuses of the process. "We have often said that those filing competing applications and petitions to deny existing broadcast licenses should not be able to receive money or other consideration in exchange for withdrawing their applications," he said. "This is nothing more than blackmail."



Patrick



Dennis



Quello

Jorgensen also said the effort comes at a "critical" time, noting that "more than 9,000 commercial radio broadcasters will be filing renewal applications within the next two years."

But some broadcasters in Washington last week for a meeting of NAB's joint board were concerned by the FCC's reluctance to take action on abuses unless broadcasters document them. Jerry Lyman, outgoing chairman of the radio board, said broadcasters are often forced to sign confidentiality agreements as part of comparative settlements. "There is a lot of concern about how do you get this kind of information."

Not everyone was jumping aboard. Andrew Schwartzman, of the Media Access Project, called renewal reform a "non-issue." Noting that most licenses are routinely renewed, he said comparative renewals have never been a "significant problem" for the industry. "The broadcasting industry already has belts and suspenders; now they want overalls."

A television station's license comes up for renewal every five years; a radio station's, every seven. When a station applies for renewal, any group or individual can ask the FCC to deny the application or can file a competing one in an effort to usurp the license. In the latter case, the FCC holds a comparative hearing in which the incumbent and challenger are compared, using well-established criteria.

Although many stations have drawn competing applications over the years, only one has lost its license in a comparative contest, Commissioner Dennis said. The problem is

### King World becomes TV station owner

King World Productions made its first foray into television station ownership last week, with the purchase of CBS affiliate wivb-TV Buffalo, N.Y., from Howard Publications for \$100 million. Paul Hughes, former president of Viacom's broadcast group, who was brought in as president of King World's broadcast division in February, said the sale was "part of the strategic objective to expand the company in businesses compatible with production."

How the financing will be done has not been determined, said Hughes, although notes may be used. He said King World will look for other network-affiliated top 50 market TV's to purchase as well as radio stations in the top 50 markets.

Wivb-TV, ch. 4, is the only broadcast property of Howard Publications, an Ocean-side, Calif.-based publisher of 19 newspapers in 11 states headed by Robert S. Howard. The broker was Lew Marcy of Avpro Inc. It is the second Buffalo, N.Y., station to be sold in the last two months. WGRZ-TV was bought by Sharad Tak, owner of STX Communications, for \$100 million from GRZ Acquisition Corp. (BROADCASTING, May 9).

Les Arries Jr., president and chief executive officer of wivb-TV, said last week he planned to remain with the station.

not so much the fear of losing a license as it is the cost of comparative hearings. CBS's current defense of its license for WBBM(TV) Chicago is expected to run into millions of dollars if the entire hearing runs its course. The hearings are also time-consuming, and while a station is locked in a hearing, it cannot be sold and it may have trouble borrowing money and making other long-term business commitments.

The one way to avert hearings is to reach a settlement with the challenger, sometimes involving cash, sometime agreements in which the incumbents promise, say, to air certain types of programming or hire certain types of people. Prior to 1981, cash settlements were limited to the "prudent and legitimate" expenses of the challengers. But, in that year, to encourage settlements, Congress passed legislation permitting settlements of any size.

Broadcasters now complain that the congressional initiative has backfired, causing what has come to be known as "abuse" of the hearing process. With the cap on settlement payments gone, they say, groups are filing competing applications not in the hope of winning the license, but in the hope of extracting large settlement payments from the incumbents. Patrick calls such payments "extortion": NAB calls them "blackmail."

Some broadcasters also complain that lack of a cap on settlements has encouraged the filing of petitions to deny renewals and sales by groups seeking cash settlements.

To deter abuse of the comparative-renewal and petition-to-deny processes, the FCC proposed reimposing limits on payments for the withdrawal of a competing application or a petition to deny. The FCC also invited comment on whether it should toughen its rules requiring parties in comparative renewal cases to provide copies of their settlement agreement to the FCC.

(The FCC has already received comments on a 10-month-old proposal to reimpose limits on payments for withdrawal of petitions to deny. But given "the somewhat limited response" to that proposal, the FCC said in a press release, it would fold the old proceeding in with the new one ["Closed Circuit," June 20].)

To discourage "sham" applications, the FCC suggested requiring the owners of competing applicants to make fuller disclosures of their financial interest so that the "real parties of interest" can be identified. The FCC also said it would seek comment on what types of documentation might be useful to deter abuse and on whether it should require challengers to certify their good faith—that they did not file for the purpose of settlement—on their applications rather than in the settlement agreements.

The FCC is also trying to make it easier for incumbents to win "renewal expectancies," which carry considerable—usually decisive—weight in comparative hearings, by tying the expectancies to a more objective standard. Today, a station winning an expectancy depends on an administrative law judge's subjective determination that the station has provided "meritorious" or "superior" service.

The FCC proposed three standards. The

first, similar to that proposed in license-renewal legislation introduced last year by Senate Commerce Committee Chairman Ernest Hollings (D-S.C.) and House Telecommunications Subcommittee member Al Swift (D-Wash.), would require broadcasters to meet specific programming tests.

The second, similar to that proposed by House Telecommunications Subcommittee members Thomas Tauke (R-Iowa) and Billy Tauzin (D-La.), would require an incumbent to show, according to the FCC release, "that it has achieved a good-faith compliance with its obligation to provide programming in response to community needs and interests and there have been no serious violations of the Communications Act or commission rules...."

Under the third standard, the licensee would simply show an overall record of compliance with the Communications Act and FCC rules and policies. The option, the FCC said, would be the least intrusive "from a programming standpoint." Nonetheless, it said, "Compliance with the commission's various programming obligations would be included under this option, but unlike...[the

second] approach, such issues need not automatically be considered in a comparative renewal hearing unless a substantial and material question of fact has been raised that would require a hearing on such issues."

Also, the FCC invited comment on some of the other criteria it uses in comparative hearings, particularly the diversification of ownership criterion in which points are awarded to the party with the fewest other broadcast parties. FCC made a point in its release of saying it would not tamper with the integration criterion, in which credit is given for "integration" of ownership and management, or the female and minority ownership preferences that enhance the integration credit.

Dennis and Patrick endorsed the proposals to hang renewal expectancy more on compliance with the FCC rules than on programming performance. "I have made no secret of the fact that I would prefer to see us move in the direction of less intrusiveness with respect to programming decisions made by broadcasting...toward a model that will be more respectful of their First Amendment rights," said Patrick. □

## FCC fines KZKC-TV for indecency

**Commissioners split on vote to impose \$2000 fine; Dennis argues that FCC must prove presence of unsupervised children in audience before imposing penalty; Media Central vows to fight it**

Breaking new ground in its tough but cautious enforcement of the federal statute against broadcast indecency, the FCC hit Media Central's KZKC-TV Kansas City, Mo., with a \$2,000 fine for its prime time broadcast of "Private Lessons." It was the first time a fine has been levied against a TV station for indecency.

The action was taken by a rare split vote at last Thursday's open FCC meeting, June 23. Although all three commissioners agreed that the 1981 Universal release was "indecent," Commissioner Patricia Diaz Dennis voted against imposing the penalty, arguing that, before the FCC can penalize a station for airing an indecent program, it must prove that there are unsupervised children in the audience.

During after-school hours "it may be proper for the government to assist parents by restricting the broadcast of indecent programs," Dennis said. "But there are different considerations at night. At night, parents can and should supervise what their children are watching. At night, it may be better for the government to step aside and let parents take the lead in deciding what their children can and cannot watch," she said.

Dennis suggested that her tolerance of prime time indecency in television may not extend to radio. "Because so many children have clock radios or portable radios in their rooms, and because radios are often small and portable, it is more difficult for parents to supervise radio listening."

FCC Chairman Dennis Patrick called Dennis's position a "rather dramatic departure from commission precedent." The law

does not require proof of unsupervised children, he said. The law requires the FCC to make a reasonable judgment, he said. "And I think it is reasonable to assume that there will be some unsupervised children in the audience during prime time, given the fact that 42% of all children nationwide are watching television at 8 o'clock in the evening."

(In prior indecency rulings, the FCC has said indecent broadcast are acceptable after midnight because there is minimal risk of children being in the audience.)

"Private Lessons" tells the story of a wealthy 15-year-old boy (Eric Brown) who is seduced by his housekeeper (Sylvia Kristal) as part of a scheme to bilk the boy's father out of \$10,000. The seduction takes place over several scenes in which the housekeeper's bare breasts and buttocks are shown.

The notice of the action that was being prepared for Media General last week outlines the story and describes in great detail five scenes containing nudity in sexual situations.

"Neither nudity in itself nor programming dealing with sexual themes is per se indecent," the notice said. "We merely conclude that when material such as explicit nudity and fondling is depicted as here in the context of a movie whose predominant theme emphasizes sexual activity and does so in a pandering and titillating fashion, that material would be considered patently offensive...with respect to what is suitable for children and, therefore, would fall within the meaning of indecency...."

The FCC imposed its maximum fine on KZKC-TV, but not its maximum penalty. It could have moved to revoke the station's operating license or it could have referred the case to the Justice Department for criminal action. Six months ago, the FCC had



informed the station that the broadcast may have been in violation of its indecency rules (BROADCASTING, Jan. 18), and had given the station a chance to show why it should not be penalized.

Calling the action "absolutely outrageous," Morton Kent, chairman of Media Central, vowed to fight it. "It would cost less to just pay the \$2,000, but there is a point that you must stand on principle." Money is an issue for Media Central. The group has filed for protection from creditors under Chapter 11 of the federal bankruptcy code.

Tom Davidson, Washington attorney for Media Central, said the group has two alternatives. It could appeal the action to the U.S. Court of Appeals in Washington or it could refuse to pay the fine, which would lead to a de novo trial in federal district court, he said. (The FCC fine is technically a "notice of apparent liability" and Media Central will have an opportunity to convince the commission to reconsider before it has to pay.)

Davidson said the station was fined for violating a standard that was not defined when the violation occurred. The FCC actions against radio stations, he said, "certainly didn't provide any guidance to television broadcasters because they dealt primarily with language," he said.

Media Central is not alone in opposing the FCC indecency enforcement. Indeed, the entire policy is now being challenged in federal court by a group of broadcasters and citizen groups.

Among the challengers is the National Association of Broadcasters. Jeff Baumann, executive vice president and general counsel, reiterated NAB's belief that the standard is "unconstitutionally vague." "It's too bad the FCC did not follow our suggestion of not penalizing broadcasters as they refine this new standard on a case-by-case basis," he said.

Under pressure from antipornography groups, the FCC in April 1987 said it would crack down on broadcast indecency at times when there is a reasonable risk of children

being in the audience.

At the same time it adopted the new policy, it issued warning letters to three radio stations. But since then, it has taken action against only one other station, KZKC-TV. (The FCC also dismissed complaints against five stations last April.)

At the post-meeting press conference, FCC General Counsel Diane Killory rejected a reporter's suggestion that the FCC was "dragging its feet." "We are moving forward cautiously," she said.

Richard Speck, attorney advisor in the Mass Media Bureau, said the FCC now has complaints against about 60 television and radio stations supported by around 105 audio and videotapes. The FCC will only consider complaints supported by tapes or complete transcripts. Speck said the Mass Media Bureau has reviewed and sent out for review by other offices about 20 of the complaints. FCC Mass Media Bureau Chief Lex Felker declined to say whether any of them are now circulating among the commissioners. □

## NBC affiliates in Maui: clouds in paradise

**Affiliates say no to sharing Olympics with Tempo cable service; vote to give \$3 million to HDTV research; Wright tells them network business is getting 'worse and worse'**

It wasn't all fun in the sun at the NBC television affiliates meeting in Maui, Hawaii (June 16-18). One troubling issue on the minds of affiliates emerged, and was resolved in their favor—there will be no cable coverage of the 1988 summer Olympics.

With that concern resolved, the network and its affiliate body were able to address issues of larger scope. Robert Wright, president, NBC, told affiliates the network business is not the great business it once was and is getting "worse and worse." He told them they had better adapt or they may not survive (see below).

In a move that is unprecedented among television affiliates, the NBC group voted to donate \$3 million over the next three years to the David Sarnoff Research Center for its work in developing a form of high-definition television that is compatible with the NTSC television system, the current standard in the U.S. The NBC affiliates also voted to give the Center for Advanced Television Studies \$300,000 over the next three years to explore improved but compatible alternatives to the NTSC system.

The affiliates also passed two other resolutions, including one to collaborate with the television affiliate bodies of ABC and CBS, both in matters involving the National Association of Broadcasters and on Capitol Hill. The other resolution called for the FCC to treat all television networks alike with its rules restricting the activities of networks. It came in response to Fox Broadcasting Co.'s petition at the FCC for confirmation of its exemption from the network rules.

On the Olympics issue, NBC executives knew going into a closed session with affil-

iate station managers that they would encounter resistance to the idea of cable coverage of the games. However, they may not have been prepared for the intensity of the opposition they encountered, officials said, and were fully prepared to proceed with plans to provide some cable carriage.

At the session, network executives told the affiliates they hoped to exploit the "pro-

motional opportunities" that would come with putting some Olympic games on Tempo Television, the cable service that NBC will lease and program with a financial news service next January. Wright was particularly intent on exploiting the cable opportunity, said Pier Mapes, president, NBC Television Network.

In an effort to persuade the affiliates that the issue was promotional and not economic, NBC reported that it received bids from three other cable networks, USA Network, ESPN, and high bidder (\$25 million) Turner Broadcasting System for cable rights. All the bids were turned down. (In addition, Mapes reported that rolled into the network's \$300-million Olympics rights fee was between \$4 million and \$5 million for the U.S. cable rights.)

Almost two dozen affiliates reportedly stood up at the closed session to voice their strong opposition to cable coverage. The biggest complaint was that when the network first acquired the rights to the games, in 1985, before the network was sold to General Electric, NBC said there would be no cable coverage. With that understanding, said Jim Siefert, president, Cosmos Broadcasting, and affiliate board chairman, affiliates around the country sold the games to advertisers with the understanding they would be exclusive to NBC and its affiliates. "We'd look pretty foolish in front of advertisers if the games went to cable," Siefert said.

In a separate meeting among themselves, before meeting with network officials, affiliate managers talked of the need to "educate certain network executives new to NBC in the past two years on the true meaning of the network-affiliate partnership," sources said.

By the end of the closed session with affiliates, Wright had received the message loud and clear. He leaned over to group executive vice president, Ray Timothy, who



Wright



Tartikoff





**NBC-TV affiliates board.** Front row (l to r): Jim Waterbury, KWWL-TV Waterloo, Iowa; Cyril Vetter, WJLA-TV Baton Rouge; Jim Sefert, Cosmos Broadcasting; Gary Robinson, WCMH-TV Columbus, Ohio, and Bob Sutton, Media General. Back row (l to r): Robert Smith, WCYB-TV Bristol, Va.; Al Seethaler, KUTV(TV) Salt Lake City; Tom Goodgame, Group W, Rolla Cleaver, KVBC-TV Las Vegas; Michael Corken, WTHR-TV Indianapolis; Tod Holmes, KSEE-TV Fresno, Calif.

had taken most of the heat on the issue, and made the decision there to bow to the affiliates' opposition on the issue. Timothy made the announcement to the affiliate body and was applauded loudly.

The Olympics issue aside, both network and affiliate executives said they couldn't stress enough the significance of the affiliates' decision to get involved in the funding of the development of advanced television technology.

"The issue may well be the survival of free, over-the-air television as we know it today," said Sefert. Certainly the stakes are high. It was noted at the meeting that affiliates, on average, would be forced to spend about \$20 million each in conversion costs to an incompatible high-definition television system, such as the Japanese Muse system.

Michael Sherlock, president, operations and technical services, told affiliates at the meeting that it was essential that the U.S. television industry commit as soon as possible to a single, compatible advanced television system standard. Otherwise, he said, the negative impact could be devastating to broadcasters. "If broadcasters are to continue to compete, they must have an advanced broadcast system which will deliver compatible wide screen pictures to the home, or else broadcast television could be reduced to a second-class service," he said.

Sherlock reported that NBC, GE and the Sarnoff Center (formerly RCA Laboratories) have spent about \$45 million on its Advanced Compatible Television system (ACTV) over the last five years. He said another \$40 million will be required to bring the system to completion.

The affiliates' resolution calling for equal application of network rules—most notably the financial interest and syndication rules and the prime time access rule—was a direct result of FBC's June 7 petition requesting

that the FCC "confirm" that it is exempt from the rules "until such time as it offers 30 or more hours per week of programing. The network, which now offers 10.5 hours per week, cited as precedent the FCC's decision not to apply the rules to the Christian Broadcasting Network.

FBC's position is that the commission should distinguish between the three major broadcast networks and the other networks that the rules were designed to foster in the first place. FBC said the waiver was "absolutely necessary if FBC is to emerge as a vigorous competitor in the national programing marketplace."

The affiliates argued in their statement that the network rules have created substantial competition, and to apply them unevenly now would leave affiliates "unfairly disadvantaged" in their efforts to serve local communities. "We are asking for a level playing field, nothing more, nothing less," said Bruce McGorill, executive vice president, Maine Broadcasting Co., and departing NBC affiliate board member.

In the resolution concerning joint efforts with the other two affiliate bodies, Sefert noted that all three groups have felt for some time their interests in Washington are "underrepresented by the NAB." Sefert said the chairmen of the three affiliate boards as well as the heads of the government relations committees of each board would meet "shortly" to decide which issues they should collaborate on before the NAB, Congress and the FCC.

George Hiltzik, vice president, network operations and services, briefed affiliates on a proposed new network-affiliate satellite communications system, from IBM. The current system, 10 years old, is out of date and unreliable, he said, urging affiliates to embrace the new one. The affiliate satellite committee will be polling stations on the

new system shortly. At the meeting last week, the affiliate board urged station managers to endorse the new system. Hiltzik also briefed affiliates on the network's new merchandising efforts. □

### **NBC president tells affiliates that network business is eroding**

NBC President Robert Wright provided a sober view last week in Maui of the competitive situation the network and its affiliates currently face and the aggressive effort it will take to stay in business.

The network business, he said, is getting "worse and worse." Network sales, he noted, have been soft for the last four years, "and I think this year is going to be a very tough one, and we are not apt to be real thrilled when it is all over." Sales on the station side, he said, continue to be disappointing in a quadrennial year (with Olympics and elections) that was supposed to be better than most.

By daypart, Wright observed that network daytime, once the backbone of the network schedule in terms of profit margins, has become a "much shakier, entrenched daypart." The same is true on Saturday mornings, he said, when all three networks have considered reprogramming away from the traditional animated fare there. Sports programing, said Wright, has become a "break-even business." News continues to be a money loser, despite the network's best efforts to control costs. In the access time period, said Wright, "we are in many respects hostages to syndicators."

Wright called on affiliates to improve scheduling and promotion so that audiences, who are led out of the network schedule to a syndicated show, later return to the network.

Who better than the network to help the affiliates in that regard? "It really doesn't make a lot of sense in this competitive environment for us to be programing only in certain dayparts and not in others. I think there will be more of a looseness," he said. "That position holds for news as well as entertainment," he added. "It probably is going to be a much more intertwined relationship on news."

The flip side of that coin might see the network giving back to affiliates time periods when the network is getting weak ratings and poor clearances. "It is not inconceivable to me," he said, that give-backs could happen in early daytime, when NBC has always had problems developing successful shows. "The game show format has been pretty much institutionalized [there]. Now if we were to accept responsibility for other affiliate program time periods... affiliates may want to program in the morning, want to develop local talent, get more exposure, and they'll need more time to do that. Maybe they will conclude they do."

And maybe not. Jim Sefert, the affiliate board chairman, said it was unlikely stations would want to give up more local time, even if the network gave back some of its weaker time periods. "It is my feeling the network has more inventory than it knows how to sell," he said. Sefert added affiliates would be "most reluctant to give up any more inventory or [program] time." □



## Producers to striking writers: 'No more talks... final offer'

It may be a long, hot summer in Hollywood, as producers and writers sweat out a strike that many believe will last at least until Labor Day.

Last week, the Writers Guild of America rejected, by a vote of 2,789 to 933, the latest "final" contract offer by the Association of Motion Picture and Television Producers (AMPTP). Thus, the writers' strike, now in its 17th week, goes on, with no new talks between WGA and AMPTP scheduled at deadline.

Over the past three weeks, the two sides had conducted marathon negotiations, primarily over issues concerning residuals as well as issues concerning creative control.

The latest talks brought the two sides closer together on residuals issues, but a workable compromise proved elusive. The two biggest outstanding residuals issues concern payments for one-hour programs in the domestic syndication market and for all programs sold in foreign markets.

From the start of talks, AMPTP wanted to abandon the present fixed-payment scale for

domestic residuals and institute a sliding scale formula tied to revenues received from syndication sales. AMPTP says the change would reflect the soft market for one-hour shows in domestic syndication. The WGA has claimed the producers' approach would amount to a major rollback in residuals for those programs.

However, in negotiations, both sides finally agreed to a compromise involving a so-called "fixed-flexible" structure, in which residuals for shows introduced into syndication in the next three years would be calculated by a formula tied to the license fees billed to stations buying those shows.

But when it came to putting the compromise on paper, negotiations broke down over differences on the duration of the fixed-flexible structure and over additional residuals requested by the guild.

Where things go from here is unclear. Brian Walton, head of WGA West, said the 75% vote in favor of rejection was an "overwhelming endorsement" of the guild leadership's position. That, despite the call by a

number of prominent writers-producers (including Steven Bochco and Stephen J. Cannell) urging ratification of the pact.

Bochco told BROADCASTING last week he will abide by the vote to remain out of work. "There is real economic hardship for many people who rely on their paycheck and are getting hurt very badly," said Bochco. No doubt, he added, additional layoffs will come as a result of last week's vote. But Bochco stressed he will remain "a loyal member of the Writers Guild. In case there is any question, I have absolutely zero intention of resigning this guild or organizing any faction of this guild." As for his dissident view from guild management, he said, "I consider that my right... But if anybody is waiting for a group of us to stand up and take a hike, they will be waiting in vain."

Upon hearing of the vote to reject by the guild, AMPTP executive director Nicholas Counter said: "There will be no more talks. This will be our final offer." He also vowed the industry would get back to work, even if producers had to hire nonunion writers. □

## TV version of Radio Marti may fly—despite NAB objections

TV Marti, the latest project of anti-Castro Cuban Americans designed to reach out and touch Cuba, is moving through Congress with considerable political wind at its back. The Reagan administration has endorsed it, as has Vice President Bush, as a political candidate. Key Democrats are providing the motive force in Congress. So far, the only element raising questions about the project publicly is the National Association of Broadcasters. The NAB is threatening war on the issue.

The proposal surfaced a couple of weeks ago as an amendment that Senator Ernest Hollings (D-S.C.) attached to an appropriations bill containing funds for the U.S. Information Agency, which would be the parent agency, as it is of Radio Marti. The bill would reallocate \$7.5 million from funds earmarked for a Voice of America modernization project—long one of the Reagan administration's high priorities—for start-up funds for the television project whose total cost through fiscal year 1989 is estimated at more than \$25 million.

Hollings, a strong supporter of anti-Communist measures in Latin America and a champion of Radio Broadcasting to Cuba—better known as Radio Marti—sees the television proposal as "a strong follow-on to the success of Radio Marti." That service—for which anti-Castro Cubans had lobbied vigorously—began operating in May 1985 as part of the VOA. "Everyone knows the effectiveness of television," said Hollings, adding, "We want to accelerate the free flow of information to our friends in Cuba."

The proposal also has strong support in the House, where Floridians, sensitive to the organized and politically powerful Cuban-American community, are key Democratic

members of the House Foreign Affairs Committee. Representative Dante Fascell is chairman of the panel, and Representative Dan Mica is chairman of the International Operations Subcommittee and is running for the Senate; three candidates are opposing him for the nomination in the primary to be held in September. Representative Larry Smith is another Florida Democrat on the committee. All support the proposal.

The Hollings amendment grew out of feasibility and background studies commissioned by the Advisory Board for Radio Broadcasting to Cuba and financed by a \$100,000 appropriation provided by Congress last year. The board is headed by Jorge Mas, a Miami businessman and anti-Castro Cuban exile leader, and a financial backer of the Vice President. On the basis of studies by four engineering consulting firms on the technical aspects of a television station broadcasting to Cuba; by the Pierson, Ball & Dowd law firm on the legal implications of the proposal, and by Price Waterhouse on the costs, a consensus has developed around a proposal to employ a tethered balloon floating between 10,000 and 14,000 feet above Cudjoe Key in Florida. Its VHF transmitter (VHF because Cuban television operates only on channels 2 through 13) would be directionalized and would operate with 10 kw power.

The administration was quick to endorse the proposal. The deputy assistant to the President for national security affairs, John Negroponte, told a Cuban American group at the White House two weeks ago the administration favors the idea. Bush made clear his endorsement in a campaign speech. Indeed, a spokeswoman said last week a member of the staff had contacted the Penta-

gon on the feasibility of using a military base in the Keys as a base for the floating television station. Key members of Congress quickly fell into line.

Against that array, the NAB seems to offer a lonely voice. NAB President Eddie Fritts, in a letter sent to every member of the Senate Appropriations Committee on the day it cleared the TV Marti amendment, said that a TV Marti would be vulnerable to jamming. "Effectiveness" aside, he said, the radiation north of "only 1/1000th" of the TV Marti signal would cause interference to U.S. stations up to 150 miles away. And he warned that the aerostat—or balloon—must be resistant to movement to keep it aimed in the proper direction. Then there was the NAB's concern about Cuban retaliation by interfering with American radio or television stations. Fritts said Cuba has 500 kw stations that could cause interference to AM stations in more than 30 states.

The NAB's joint boards on Friday couched those concerns in a resolution declaring that the association will seek to convince Congress to include in any TV Marti legislation "maximum protection against interference to U.S. broadcasting services" and authorization to compensate radio or television stations "harmed by Cuban retaliation." If Congress does not provide such legislation, the resolution adds, the NAB "will take all appropriate steps to defeat such legislation."

NAB's position was denounced as "inexplicable and hypocritical" by Stuart Sweet, the lobbyist on the TV Marti project. He said he could not understand why "an organization that represents broadcasters would try to defeat extension of the First Amendment to a country that needs it the most."

## NAB board calls for fiscal restraints

**Membership dues to be increased; cable must-carry rules, comparative renewal top Hill agenda; some directors having second thoughts about fighting over fairness**

When the National Association of Broadcasters joint board of directors adjourned its annual summer meeting last week, it was with a sense of satisfaction that the NAB is on solid footing both financially and on Capitol Hill. The association is going to proceed on a more austere course (its budget review committee has been vested with greater authority to determine where funds will be allocated) and NAB is raising membership dues to cover the more than \$1 million in unbudgeted projects approved this year. Television stations will see a 5% across-the-board increase (effective Jan. 1, 1989) and radio's rate card will be adjusted, resulting in a roughly 2.5% jump (beginning April 1, 1989, for current members).

As for legislative matters, no new policy was adopted. The board engaged in a spirited debate on the public interest standard of broadcast regulation and whether NAB should continue its opposition to the fairness doctrine. But there was no consensus, reported outgoing Radio Chairman Jerry Lyman of RKO Radio. They will pick up the issue again at the board's January 13-19,

1989, meeting in Scottsdale, Ariz. The directors want to see what the political landscape looks like (depending on whether the Democrats or Republicans take the White House) before staking out a position on fairness.

NAB has high hopes for the next Congress and will push for enactment of a permanent set of mandatory cable must-carry rules and reform of the comparative license renewal process. But Hill leaders have told broadcasters there will be no action on these issues until fairness becomes law and some directors are having second thoughts about another congressional confrontation over the doctrine.

There are many (what is believed to be a majority of both the radio and TV boards) who feel the fight over fairness has burned too many bridges on Capitol Hill. They think NAB, as one director put it, "ought to cash in on fairness." Leading the argument in favor of dropping opposition to it were Tom Goodgame of Wethinghouse Broadcasting and Eugene Cowen of Capital Cities/ABC. On the other side of the debate was the newly elected Dick Novik from WKIP (AM) Poughkeepsie, N.Y.

In the meantime, the association is laying the groundwork for its legislative initiatives. The directors were particularly impressed with NAB's new chief lobbyist, Jim May,

who joined the association in March. For radio, license renewal reform is a chief priority and a major campaign will be launched at the Radio '88 convention in Washington, Sept. 14-17, to educate Congress.

On must carry, the association will "continue to build a record to support reinstatement of must-carry rules, working with NCTA [the National Cable Television Association], MPAA [the Motion Picture Association of America] and members of Congress." TV directors also voiced concern about the practice by some cable operators of switching broadcasters to new, less desirable channel locations, and would like to see the issue addressed in a must-carry bill. The board also asked staff to "analyze all aspects" of cable's compulsory copyright license and keep it informed as to "all legislative opportunities to correct the marketplace imbalance."

Overall, the four-day session at the Ritz-Carlton hotel in Washington ran smoothly. The joint board wrapped up the meeting in record time; they were finished before 10 a.m. last Friday. "It was a very calm meeting," commented one director. Even this year's elections to the executive committee were tame. None of the races were contested. TV Chairman Ben McKeel of Nationwide and TV Vice Chairman Margo Cobb of WLBZ-TV Bangor, Me., were re-elected. On the radio side, the new chairman is L. Lowry Mays of Clear Channel Communications and the vice chairman is George Hyde of WQBA-AM-FM Miami.

As for budgetary matters, concern was expressed about board and committee expenses. According to NAB's April 1988-March 1989 fiscal budget approved in January, this week's and the January 1989 board meetings are projected to run \$390,000. The association's committees (some 33) are budgeted at \$168,000. It will be sometime, predicted one director, before NAB holds a board meeting outside the continental United States.

There was a general feeling that NAB was going to have to pay more attention to prioritizing budget items. And some were arguing that the association could not continue to fund every project. The radio board did, however, agree to contribute \$225,000 for a radio public awareness campaign that NAB and the Radio Advertising Bureau is sponsoring. That is just one project which has put the association in a financial squeeze. Among the other unbudgeted projects: \$700,000 toward the establishment of an advanced television test center, and \$150,000 for an AM improvement project.

Despite extra expenses, the dues increase, one source said, should pull NAB out of the red in two years. There may be growing pressure to pare back some of NAB's contributions to outside organizations. Under the 1988-89 budget, NAB would give to, among others: \$60,000, Broadcast Education Association; \$20,000, Electronic Media Rating Council; \$20,000, International Association of Broadcasters, and \$150,000, Museum of Broadcasting. □

**NAB budget.** NAB directors received the final tabulation on last year's fiscal budget, running from April 1987 through March 1988. Revenue was \$103,000 less than budgeted and expenses \$700,000 more than budgeted. NAB budgeted \$13,378,000 in revenue, but received \$13,275,264. On the expense side, NAB budgeted for \$12,995,350, but spent \$13,699,769.

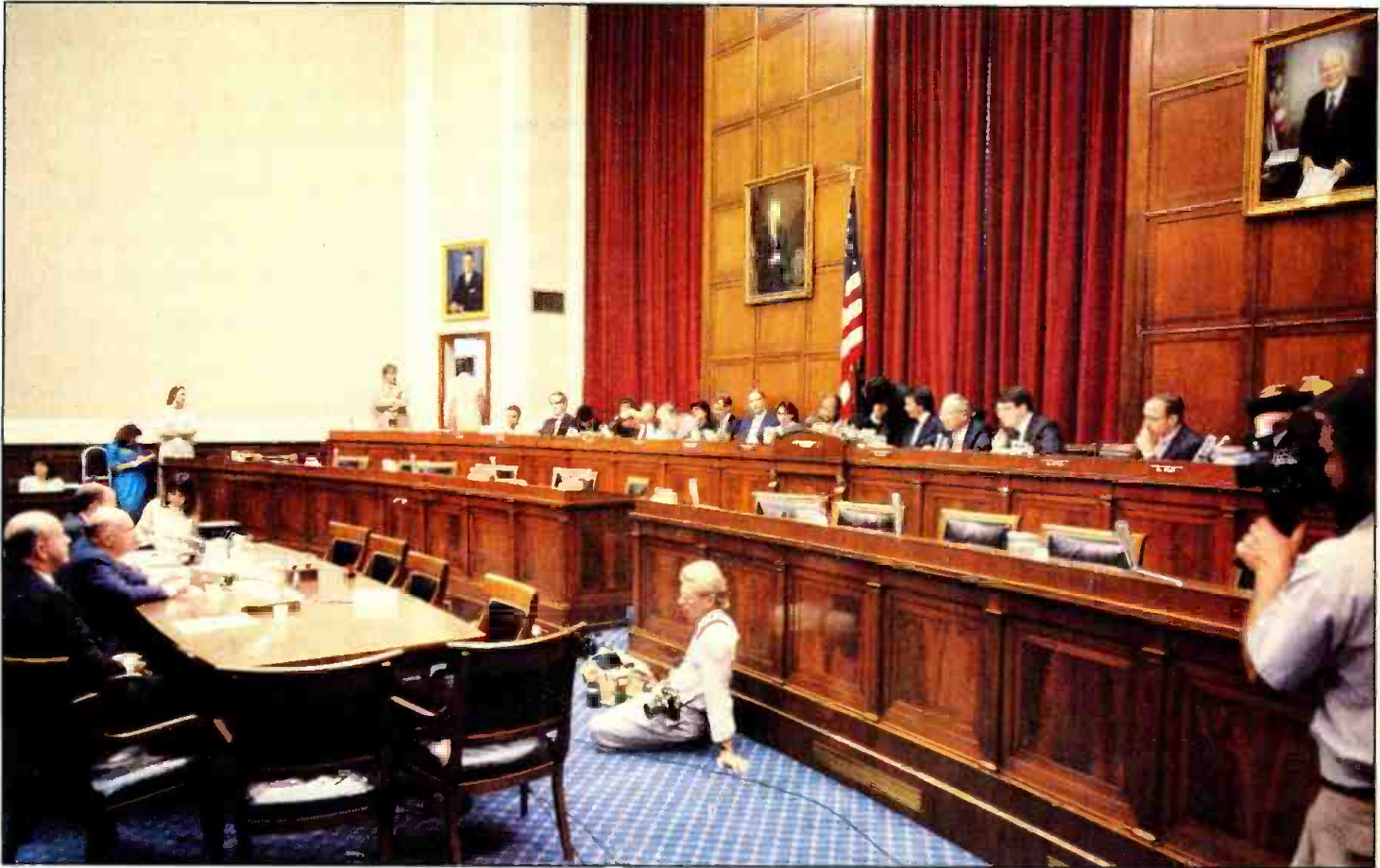
Radio dues amounted to \$3,512,199 while television dues were \$3,449,793. The national convention brought in \$3,492,162—\$13,000 less than budgeted. The radio convention revenues fell more. Budgeted for \$500,000, it received only \$354,892.

Government relations spent \$1,307,823—\$237,823 more than budgeted, and general administrative expenses were \$6,313,749, which was \$781,749 more than budgeted. Departments spending less than budgeted included legal (\$835,650), public affairs and communications (\$1,002,319), station services (\$965,564), science and technology (\$575,179), research and planning (\$687,114) and television (\$718,748). Other departments coming in over budget were minority and special services (\$136,317) and radio (\$1,157,306).

Within the general administrative category (which includes the offices of President Eddie Fritts, John Able, executive vice president for operations, and Michael Harwood, NAB's chief financial officer), board meeting expenses covering the June 1987 and January 1988 meetings (in Washington and Hawaii, respectively) ran \$421,388 (\$26,000 over budget); building operations ran \$842,455 (\$89,000 over budget); committee meetings \$144,708 (\$16,000 under budget); Freedom of Expression Foundation \$7,500 (\$5,000 under budget); industry-related contributions \$35,076 (\$5,000 over budget); legislative forum at the Hawaii board meeting \$104,553 (\$34,000 over budget); office supplies \$118,811 (\$55,000 over budget due to paper costs linked to new computer operation and association's logo change); professional services \$155,457 (\$43,000 over budget); public service initiatives \$154,048 (\$16,000 under budget); salaries \$1,604,875 (\$51,000 over budget) and travel and entertainment \$242,280 (\$7,000 over budget).

The government relations department's extra spending of \$237,823 stemmed from a large increase in contingent spending, budgeted at \$50,000 but which hit \$166,162 for the outside lobbying help used in last year's fight to defeat a Senate bill that would have taxed the transfer of broadcast licenses. The department budgeted \$125,000 for travel and entertainment but spent \$165,402, and spent \$42,500 on professional services, for which there had been no figure in the original budget.





Three network chiefs face the House Telecommunications Subcommittee

## Hill sharpens focus on HDTV

**Broadcasters stress need to maintain competitive local TV services; cable, satellite industries against uniform standard**

Capitol Hill was last week's forum on high-definition television as two House subcommittees held hearings to determine whether government should play a role in the transition to advanced television for consumers and at the same time see that HDTV's coming does not worsen America's trade deficit.

The chief executives of the three commercial television networks were the star witnesses at a hearing held by the Telecommunications Subcommittee last Thursday morning (June 23). Each of them stressed the need to maintain the present system of free, terrestrial service to local communities and the need for broadcasters to be able to

compete with other potential distributors of HDTV, including cable, satellites and home videocassette recorders. At the same time, in another meeting room in the Rayburn House Office Building, the Subcommittee on Science, Research and Technology heard from two panels that called for government policies to allow American consumer electronics and semiconductor industries to compete with Europe and Japan in an HDTV era.

At the Telecommunications Subcommittee hearing, the first to be held by that group on HDTV since last fall (BROADCASTING, Oct. 12, 1987), Chairman Edward Markey (D-Mass.) agreed with the network heads' esteem for terrestrial broadcasting. "Local broadcasters have delivered a quality and consistency of service unequalled in any other nation," he said. Thomas S. Murphy,

chairman and chief executive officer, Capital Cities/ABC, stressed that for localism to survive, the government must "insure that if additional frequencies are needed to permit local broadcast stations to provide a competitive advanced TV system, those frequencies will be available."

CBS, according to its president and CEO, Laurence Tisch, agrees with the conclusion of the FCC's Advisory Committee on Advanced Television that sufficient spectrum must be reserved for broadcasters to present full HDTV. "We believe viewers will demand HDTV quality and we have no doubt that the nonbroadcast media will offer it." But Robert Wright, president and CEO, NBC, pointed out that it could take several years for broadcasters to work through the legal obstacles to reservation of that spectrum. In the meantime, alternate media



Murphy



Tisch



Wright



could begin implementing other HDTV standards that would not be suitable for broadcasters. The solution, Wright said, is a single standard for all media to be set in the near future by the FCC. "Consider the alternative. If there is no single standard... the consequences to the consumer could be confusion, chaos and expense. Either the viewer will need multiple TV sets... or he will need to buy one set capable of receiving all of the multiple standards," Wright said.

"All relevant players in mass media industries should be moving toward a consensus on a single uniform standard, and I suggest that Congress should be encouraging them in that process," Wright said. He claimed that the NBC-supported advanced compatible television (ACTV) system developed by the David Sarnoff Research Center would be an ideal single standard because it would allow broadcasters and cablecasters to begin enhanced-definition, wide-screen transmission economically within the next few years. Years later, if the additional spectrum can be obtained, ACTV would allow for evolution into full HDTV, he said. However, in the future the industry might find that "viewers may be satisfied with ACTV-I," Wright said.

Markey asked the panelists about the skeptics who have said HDTV is not a revolutionary leap, as its proponents claim. All three responded by comparing the implementation of HDTV to the introduction of color television. None of them believed that, as Murphy said, HDTV is "a leap forward to the same degree as color was... On a scale of one to 10, if color was a 10, this would be a three, in my opinion." However, Tisch said, "I think this becomes a competitive situation. If there is a competitor with a system... that puts everybody else at a disadvantage, you will have changes in programming because of loss of audience share."

Some congressmen, such as Al Swift (D-Wash.) and Billy Tauzin (D-La.), wondered if the current attention to HDTV is the perfect opportunity to explore bold shifts in video distribution, such as development of fiber optic or satellite technology. Jim Cooper (D-Tenn.) attacked the three network chiefs for promoting a uniform standard and 6 mhz, EDTV transmission over full HDTV, which could be delivered to all parts of the country, including his rural district, by satellite. He called them "three dinosaurs protecting their own interests by protecting narrow-band transmission."

Wright replied that broadcasters' main interest is compatibility with NTSC receivers and insuring that the 40 million homes that do not receive cable are not left with a second-class system. "If your statement is that we are desperately trying to preserve the ability of that noncable customer to receive an adequate picture, then we'll plead guilty to that," he said.

Two members of the cable industry, Joseph J. Collins, chairman and CEO, American Television & Communications Corp., and Richard Roberts, president and CEO, Telecable Corp., participating in a second panel before the Telecommunications Subcommittee, disputed the need for a single

transmission standard for all media. Each medium, Collins argued, should be allowed to deliver advanced television with the highest quality it can develop. Full HDTV will be a big step forward, "definitely not a three on a scale of 10," he said.

"HDTV seems a natural next step," Roberts said. Cable, he said, considers VCR's a major competitor. Government must not lock the cable industry into a transmission system that is not competitive with videotape, he said. But at the same time, cable must work with broadcasters. Many of the signals distributed by cable are broadcast signals, and all proposed terrestrial systems will have to undergo "rigorous in-the-field testing" to be certain their signals will be robust enough for cable transmission.

Representing the direct broadcast satellite industry, Stanley S. Hubbard, chairman of



Chaseman



Hubbard



Collins



Roberts

Hubbard Broadcasting and co-owned Conus Communications, a satellite distributor, said the satellite industry also should not be prevented from delivering HDTV "just because our terrestrial television system cannot easily broadcast such programming." HDTV by DBS, he said, will provide U.S. consumers with greater diversity and with better HDTV pictures than could be provided by any terrestrial station. "Many people do not realize that DBS can provide localism," Hubbard said. "For example, with a 16-channel DBS system, it would be possible during a one-hour period in each time zone and using only eight channels, to present 16 different local newscasts per time zone or 64 newscasts nationally."

Cooper questioned broadcasting's claim to special consideration because of its stress on localism. Besides local news, he said, most stations do not seem to provide much programming of local interest. Joel Chaseman, chairman of the Post-Newsweek Stations and chairman of the Association of Maximum Service Telecasters, took issue with Cooper's statement. About two-and-a-half to three hours of local programming are presented on Post-Newsweek stations daily, he said, and he gave examples of other stations that devote more. Also important is broadcasting coverage of local political campaigns in which all candidates have a forum. "I don't know of any other service that can do that," Chaseman said.

A way to avoid the necessity of a uniform standard, Collins said, would be to encourage the consumer electronics industry to develop open-architecture receivers. "Based on preliminary discussions with manufacturers, we believe the development of a multipoint television is achievable and will add minimal cost to the consumer," he said.

At the Science, Research and Technology hearing, with witnesses mostly from electronics manufacturing interests, most said the cost of open architecture sets would be prohibitive. Instead, there was a call for the FCC to set a standard as a way, in the words of Representative Mel Levine (D-Calif.), who appeared as a witness, to "stand and fight" foreign domination of emerging HDTV technologies.

Sidney Topol, chairman, Scientific-Atlanta, and head of a new advanced television committee formed by the Electronics Industry Association, warned the subcommittee against allowing de facto standards to evolve. Congress and the FCC, he said, must consult "all interested parties—especially those who have already made a significant investment in research and U.S. production facilities." The EIA committee considers finding a compatible standard of the highest importance, he said.

Besides setting a standard, Levine listed a number of other actions government should consider, including a federally funded HDTV development matching grants program for private American companies researching and developing HDTV production, transmission and display equipment, as well as an examination of antitrust law to insure that no disincentives exist for any company that could potentially enter the HDTV equipment business. □



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# Dukakis casts his vote for regulation

**Candidate tells National Broadcast Editorial Association crowd that he favors 'thoughtful and intelligent' broadcast regulation**

Democratic presidential candidate Michael Dukakis, who has said little if anything during his campaign thus far on the issue of broadcast regulation, last week lifted a corner of the blanket covering his views on that subject. The Massachusetts governor was the luncheon speaker on Monday (June 20) at the annual meeting of the National Broadcast Editorial Association in Boston, and was asked, following his remarks, his views on reimposition of the fairness doctrine and broadcast regulation generally. Dukakis was not specific, but he said that broadcasters "have a very important public franchise." He added: "We want you to be free and independent, but certain responsibilities go along with that franchise."

The question regarding broadcasting and



Dukakis

the fairness doctrine was prompted by remarks made earlier in the day by House Telecommunications Subcommittee Chairman Edward Markey (D-Mass.). He had told those attending the three-day event that a reinstatement of the fairness doctrine "will be one of the first items on the new President's desk next year."

Although it was not clear from his answer whether Dukakis, the Democrat who hopes to sit at that desk, specifically favored reimposition of the doctrine, Dukakis said that both he and Markey favor "thoughtful and intelligent regulation." Dukakis's response to the question was his only direct reference to broadcasting issues during an appearance that dealt primarily with the state of the economy and of the nation's war on illegal drugs.

Markey, on the other hand, had plenty to say on the subject of broadcast regulation. He predicted the public interest standard for broadcasters will enjoy a "renaissance in the 1990's."

Markey said the children's TV bill he helped craft (BROADCASTING, June 13) accommodates broadcasters' "legitimate needs for advertising revenue and First Amendment concerns." The measure does not seek to "micromanage" but creates "a

broad mandate to meet children's needs," Markey said. If the Senate passes the bill, Markey said, "we will see whether President Reagan will sign or veto this common-sense compromise."



Markey

Congress "can and will craft a constitutional and supportable must-carry rule in the next year or so," Markey said, calling the rule's repeal potentially "devastating" to TV

stations, especially new independent or public operations.

Markey did not foreclose the possibility that he and his subcommittee would recommend that the fairness doctrine and children's advertising restrictions be applied to cable.

"It's time to revisit" the 1984 Cable Act, he said. "We have to be open minded" to make sure broadcasters and the public have free access to cable. "I'm open minded to the case that we have to follow these issues wherever they lead us, and most of my subcommittee agrees."

The congressman linked his regulatory interest to what he called an inevitable economic downturn. "When the recession comes, there's going to be a cash crunch," he predicted, "and a tremendous price will be paid in news and public affairs programming [for stations] to survive in this new era." He said he and like-minded legislators are trying to make sure broadcasting's public service will continue "when the recession happens." □

## Fox's 'Late Show': yet another look

Another major overhaul of Fox Broadcasting's *The Late Show* is under consideration by FBC management. In a meeting with FBC affiliate board members last week, FBC President Jamie Kellner and FBC Entertainment President Garth Ancier outlined a number of possible new directions for the program, sources who attended said. Some of the alternatives include current host Ross Shafer; others don't.

Sources say that although FBC executives are quite pleased with Shafer's performance on the program, the problem is that Johnny Carson's *The Tonight Show* has a lock on attracting celebrity guests that appeal to viewers. With Pat Sajak joining the CBS late-night schedule next fall, in head-to-head competition with Carson and in an almost identical formula, the Fox executives say they do not think there is much chance of yet a third celebrity guest-driven show—their own—competing successfully.

According to several executives at the meeting last week, Kellner indicated the company is talking to at least one well-known entertainer about joining a newly revamped *Late Show*. Since its debut in October 1986, the program has undergone four reincarnations. First, there was Joan Rivers, who lasted about eight months before being dumped for a rotating-host format, and then, there was Arsenio Hall. Then *David Letterman* producer Barry Sand was tapped to create a version of the program called *The Wilton North Report*, which was canned earlier this year under pressure from affiliates. Then Shafer was signed.

At the board meeting last week, held in Washington, FBC officials, in response to reports that Rupert Murdoch may be deciding the fate of the network within the next year, said the company's long-term commitment to FBC remains firm. A statement from Murdoch (who was not at the meeting) to that effect was delivered to the board members attending the meeting.

And those commenting last week said they came away with the feeling that FBC and News Corp. are committed to spend the money it will take to make the network grow. Several said they were impressed with a list of original special programs the Fox executives said they had lined up for the summer, including a live title boxing match Saturday night, July 23, featuring Hector "Macho" Commacho.

But less than 24 hours later, to the surprise of many board members, the fight was off with no explanation. FBC's Kellner refused to discuss the matter. Other specials reported at the meeting still appear to be a go.

Kellner also said at the meeting that the proposed Monday movie night was "not set in stone" for debut next spring. The launch of a third night of programming, he told the board members, is contingent upon first improving the performance of the FBC Saturday night lineup.



# Who Watches C-SPAN?

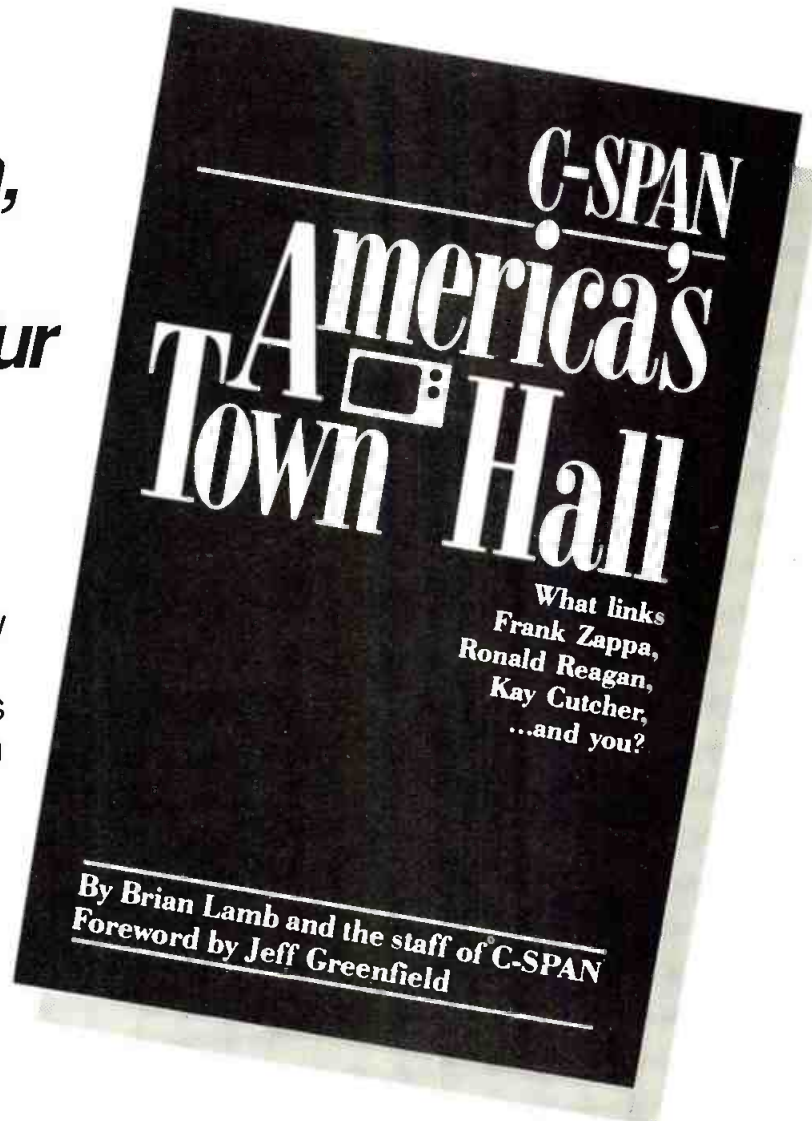
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## NAB urges new rules for AM band

### In comments to FCC, association urges prompt action to combat adjacent and co-channel AM interference

The National Association of Broadcasters led calls for new technical standards to be set by the FCC to improve AM radio in comments received by the commission last week. "The commission should promptly begin rulemaking proceeding to improve the quality of—and reduce the interference on—the AM broadcast band. In the context of this proceeding, we can think of no more urgent technical activity for the commission," NAB wrote.

Broadcasters wrote in reponse to an FCC inquiry released late last year on AM improvement. At NAB's request, the deadline for comments on two of four sections of the inquiry was delayed until June 17. In comments on the first two sections, received last winter, NAB and most of the responding broadcasters supported FCC action to make the audio standards devised by the National Radio Systems Committee (NRSC) mandatory of all AM stations (BROADCASTING, Feb. 8). Another major point of discussion in the first round of comments was whether stations should be allowed to negotiate the levels of co-channel and adjacent-channel interference with their neighbors.

The second round of comments deals with a wide range of topics, including whether there should be changes in the FCC rules dealing with protection ratios, minimum field strength and allocation policy related to man-made and adjacent channel noise. NAB requested an extension for these topics to permit reports on two studies it had completed to be included in its comments.

One study, written by Harrison Klein of the consultancy of Hammett & Edison, San Francisco, deals with the specific questions in the FCC inquiry. The second, completed by the Chicago firm of B. Angell & Associates, is a psychoacoustic listener survey designed to measure consumer tolerance for the various forms of interference and noise present on the AM band.

The final version of the Klein report, which was unveiled in a preliminary version during the NAB convention last April (BROADCASTING, April 18), was also included in NAB's comments. Among the report's major conclusions are that "existing protection ratios are entirely inadequate to prevent adjacent channel interference, even with today's narrowband receivers" and that the present RSS (root sum square) method of calculating nighttime interference is also inadequate. On the basis of the Klein report, NAB advised in its comments that the FCC "initiate a rulemaking to change the 50% RSS exclusion rule to a 25% RSS exclusion rule."

The first release of the Angell report accompanied NAB's comments. Its findings in summary "suggest that the acceptance standards for AM broadcast quality, as perceived by these respondents, are quite high." Angell found that the last psychoacoustic study of AM quality in the U.S. was done in 1946. "Although the 1946 study used a different methodology, it found that listeners, as compared to our 1988 data, would accept greater amounts of interference," the report said.

The Angell report lists exact D/U (desirable/undesirable) ratios, determining how much adjacent and co-channel interference the average listener will tolerate when listening to different musical and talk formats. For both forms of interference, the report found that "respondents accepted much less interference on talk segments than they did on music segments." The test subjects said that they found FM quality to be superior to AM because FM suffers less interference, has better sound quality and has a stronger signal, with less fading in and out perceived. Listeners said that weather-related interference is especially noticeable and that a less clear and crisp mono-aural rather than stereo sound made AM sound quality seem worse than FM.

Said NAB: "The Klein report and the Angell study clearly point to the need for revised technical standards." On the question of whether to alter AM protected contours, NAB took no position, pending assessment of the two reports by the broadcast industry. But it agreed with the Klein finding that current AM first adjacent-channel rules are inadequate—"It simply must be

changed."

NAB quotes a passage in the Klein report stating that "new protection ratios can be calculated that will reflect present and future parameters such as the NRSC-I audio standard."

In the commission's inquiry, NAB claims, there appears to be a desire to find methods to reduce AM interference in order to find places to add more stations to the band. NAB strongly opposed such a course. "Revised technical standards should be used to 'clean up' the band, rather than clear the path for additional interference," NAB said.

Several of the other broadcast groups and associations responding to the FCC inquiry said they reserved release of their complete positions on AM improvement so that they could first study the two NAB-commissioned reports.

Nonetheless, the issue of whether to change the present system of protected contours did attract some comment. The Association of Federal Communications Consulting Engineers, Washington, said that the system has worked well for more than 50 years. But it suggested that the possibility of changing it should be studied because of the change in the nature of the AM listening audience. "Competition from television and other programing media, has transformed AM radio peak listening periods from prime time to morning and afternoon drive times, with a largely mobile audience," AFCCE said.

AFCCE agreed with NAB's contention that protection ratios must be changed and stated its support for the NRSC audio stan-



**The British are coming.** Westwood One, the Culver City, Calif.-based network radio company, signed a new three-year exclusive pact with the British Broadcasting Corp.'s Transcription Service for continued distribution of the BBC's rock and pop programming in the U.S. Making the deal are Norm Pattiz (l), Westwood One chairman and chief executive officer, and Alan Bilyard, head of the BBC Transcription Service.



dard. But if they are changed, "it must be remembered that any increase in protection ratios will result in predicted interference along at least part of the present contours assumed to be protected," wrote engineering consultant Karl D. Lahm of Fairfax, Va.

Another AM improvement project that NAB is currently undertaking is the test of two new antenna designs to begin this summer at a site in Beltsville, Md. The first antenna to be tested is designed to give engineers separate control of an AM station's groundwave and skywave signals. If successful, the antenna will be an effective way to reduce skywave interference, NAB said. The second new design, a "low-profile" antenna, is meant to increase the coverage of low-power stations. Increasing power for those stations is not a realistic solution, NAB says. "A far more practical approach is to develop a way to serve communities better by low-powered AM stations using economical AM antennas."

Whatever action the FCC may choose to take with regard to antennas, NAB said that it is "highly important that antennas used for broadcasting purposes be *standard* antennas" (emphasis NAB's). One antenna design used by AM stations will make the task of predicting coverage and potential interference much easier.

Lahm suggested that antenna relocations may be a good way to approach the coverage issue. Recent FCC action to change the contour covered by the business district of a station's community of license "has helped stations faced with problems of relocation," he said. More could be done, Lahm said, to give broadcasters flexibility in choosing antenna sites while still insuring sufficient coverage to licensed communities.

"Improvements in antenna systems offer

the best immediate prospects for enhancing AM operations," Greater Media Inc., East Brunswick, N.J., owner of seven AM stations, wrote in its comments. It recommended "limited relaxation of minimum antenna efficiency requirements to permit use of towers of lower height where necessary to comply with local land use, zoning, FAA or other limiting factors."

There was some disagreement among broadcasters as to whether clear-channel AM stations continue to provide an important service or have become unnecessary and a potential source of skywave interference to local stations. "While it may, in the distant past, have been desirable to afford protection for a Class I station signal at great distances from the transmitter in order to provide some aural service for all the nation, the increase in local AM radio service and the significant increase in aural service through new FM facilities during the past two decades have rendered this goal unnecessary," wrote Universal Broadcasting Co., Mineola, N.Y., owner of 11 AM stations.

But Fisher Broadcasting Inc., owner of clear channel KOMO(AM) Seattle, argued that "clear-channel broadcasting provides a unique method of binding a region and even a nation together" and included in its filing letters from regular KOMO listeners from throughout the western region of the United States to prove its point.

"Clear channel stations supplement, rather than supplant, the offerings of other stations by transmitting programming otherwise unavailable in many markets," according to the Clear Channel Broadcasting Service, a Washington-based association of clear-channel broadcasters. "To some listeners, these services are vital, such as farm reports and wide area weather and road conditions." □

## Riding Gain

### Cash to experiment

Calling it "the largest single private-sector grant in its history," National Public Radio last week announced a \$1.5-million grant from the John D. and Catherine T. MacArthur Foundation, a move that will lessen the pressure on NPR member stations that supply the public radio programming and distribution service with 70% of its operating revenues. "The foundation felt that the time was right for long-term, unrestricted support for innovation on NPR," said MacArthur Foundation president, John Corbally. Not only does NPR "prove that it is an important force in maintaining diversity on our airwaves," he said, but under its president, Douglas Bennet, "NPR has also achieved an admirable track record for sound management," Corbally said.

"With tight budgets everywhere," said Bennet, "and with the daily need to

maintain quality programming, the exploration of creative new services is all too often forgone in favor of the status quo." The "enormously generous" MacArthur grant, he said, "is all the more valuable because of its emphasis on innovation."

### Wave work

Satellite Music Network, the Dallas-based, 24-hour radio format company, has signed a consulting and programming services agreement with Frank Cody and Owen Leach, principals of Cody/Leach Broadcast Architecture, Princeton, N.J., to consult SMN's "Wave" network, which mixes new age with soft rock and light jazz selections. Currently, there are 10 "Wave" affiliates including wnvv(FM) Cleveland (licensed to Elyria, Ohio); wvae(FM) Detroit; wxdj(FM) Miami, and kswv(FM) San Diego.

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## Pompadur, Rule: making media money make more

**With considerable help from such groups as Merrill Lynch and GE, two broadcasters turn into entrepreneurs**

Former ABC President and Chief Executive Officer Elton Rule likes to joke that when he first heard the term blind pool in 1985, he thought of a sightless billiard player. These days, he is more likely to associate the term with the color of money.

Blind pool—an investment industry phrase for a public offering that raises money without saying precisely on what it will be spent—has proved an immensely successful game for Rule, along with long-time colleague I. Martin Pompadur and New York investment firm Merrill Lynch.

Rule and Pompadur, with Merrill Lynch, have launched the media's first and only two blind-pool media funds in the last two years. And so far, they have raised a \$300-million cash hoard and parlayed the money, along with other borrowings, into a billion-dollar collection of media properties.

The holdings they have amassed in 18 months (see box) include cable operations with half-a-million subscribers and run under the Multivision, plus two TV stations and six radio stations. Individually they own even more.

But the two broadcasters-turned-entrepreneurs do not expect to stop there. As they made clear in an interview with **BROADCASTING**, Pompadur and Rule hope to use a portion of their most recent \$112-million fund-raising effort to expand beyond the distribution business into some form of television programming and possibly other businesses, including cellular radio. They also

still have an additional half million cable subscribers on their shopping list for 1988.

A partnership fund run by Pompadur and Rule to buy cable properties is already in discussion and they will not rule out a third public fund, although it would not be attempted before next January when the pair has fully invested funds from the first offerings, Pompadur said.

Merrill Lynch is not the only name on the Rule-Pompadur backer rolls. General Electric Credit has arranged \$378 million in debt financing for Pompadur and Rule's U.S. Cable Television Group, which used the funds for separate purchases of cable MSO's Essex Communications and C4 Media Group.

Pompadur said GE Credit might consider giving the pair additional money for another cable or other communications deals.

According to Pompadur, a 17-year ABC veteran who has headed the Ziff Broadcasting TV stations and consulted on the formation of Fox Broadcasting Corp., the pair's most recent fund, ML Media Opportunity Partners, will be more risk-oriented than their first and will spend as much as 30% of its funds to buy interests in properties other than broadcast and cable operations.

Media businesses on the buy list, he said, could include television production (although not motion picture production), cable programming, TV syndication, station reps, ad agencies or motion picture theater chains. Buying minority shares, as opposed to controlling shares in those types of companies, is an option, Pompadur said.

Rule said the fund already has in mind "a couple of opportunities we're looking at very seriously." He added: "I think we will be in a form of the production-distribution business by year's end."

Traditional broadcast and cable outlets will still be the target of some 70% of the Opportunity Partners' money, Pompadur said, although OP will buy with an eye toward more risk than the first, more conservative fund.

Investments by the first fund, ML Media Partners, he said, were largely limited to mature cable systems, network-affiliated TV stations and profitable radio stations. The borrowings for an acquisition were kept at conservative levels, and only long-term bank loans, no junk bonds, were used in financing buys. The properties are to be sold or taken public in a five-to-eight-year time frame.

The new partnership, in contrast, will broaden its exploration to such businesses as independent TV, new-build cable operations and turnaround situations, Pompadur said. Leverage used in those acquisitions could be much higher, and high-yield mezzanine debt would be acceptable. Turnaround of the properties would be on a three-to-five-year time frame.

About 40% of the new fund will go toward cable acquisitions, he added, with its first and only acquisition so far already accounting for most of that total. The fund



Pompadur



Rule



late last month agreed to the \$198-million purchase of Prime Cable, with a pair of suburban Washington systems expected to have about 72,000 subscribers by next October's closing.

Pompador also said the fund would like to spend \$20 million-\$25 million in the cellular field, if appropriate properties are available, and would also like to acquire one or two FM or AM-FM combinations of a turnaround nature.

Not all the executives' acquisition attempts have been so successful. Last fall, for instance, they were caught in the dramatic downturn of the October stock market and had to back out of a planned \$114-million purchase of United Broadcasting's three network-affiliated TV stations after they were unable to launch their second fund. The stations were later sold to separate buyers for roughly the same total price.

Although Pompador said that when they eventually launched the Opportunity fund last spring, "a lot of people felt no one would answer the phone," the offering was oversubscribed at \$112 million in just two months.

The concept of using the limited partnership to acquire a TV station dates back to 1983, with Pompador's own \$56-million limited partnership buyout of four Ziff Broadcasting TV affiliates. Pompador had headed Ziff Corp.'s broadcasting operations for five years prior to the buyout.

How well that initial Pompador deal turns out should be known soon. The executive is in the final stages of selling TV Station Partners, which went on the market earlier this spring and is expected to bring \$150 million or more.

It was in large part because of his experience with TV Station Partners, Pompador said, that Merrill Lynch asked him to participate in its first blind media fund in 1985. On the other hand, Rule, who acknowledges Pompador "does the majority of the work [and] is responsible for keeping the engine running" for the ML funds, went aboard more for the "marquee value" of his name and long reputation with ABC, the pair explained.

The 71-year-old Rule was a 32-year ABC veteran who rose from assistant sales manager at KABC-TV (then KECA-TV) Los Angeles to become ABC Inc.'s president and chief executive officer from 1972 to 1983. He retired from the company in 1984 and resides in Malibu, Calif. Pompador makes his headquarters in New York.

Despite their combined experience, when the ML Media Partners offering was launched in 1986, Pompador and Rule were far from certain how much they would be able to raise and how quickly. They eventually settled on \$100 million as "doable," but said that until the last moment, they remained unsure whether they would even meet a \$25-million floor needed to get the fund going.

ML Media Partners was an immediate success, however, on its first day taking in \$31 million. Pompador, who admitted he was "shocked" by the result, now argues the fund could have raised even more, perhaps \$250 million, had it not closed four times over the year to make its initial acquisitions.

*Pompador and Rule, with Merrill Lynch, with GE Capital and individually have the following active investments:*

#### **ML Media Partners**

California Cable Systems, with 110,000 subs (\$170 million).

50% of Cable TV Co. of Greater San Juan, P.R., with 115,000 subs (\$70.5 million).

Community Cable Cos. Puerto Rico, with 6,400 subs (\$6 million).

ABC affiliate KATC(TV) Lafayette, La. (\$26.8 million).

ABC affiliate WREX-TV Rockford, Ill. (\$18 million).

WEBE(FM) Westport, Conn. (\$12 million).

\*WIN Communications—WQAL(FM) Cleveland, WIRE(AM)-WXTZ(FM) Indianapolis; WEJZ(FM) Jacksonville, Fla., and KBEZ(FM) Tulsa, Ok. (\$45 million).

\*Universal Cable Holdings, with 22,000 subs (Related acquisitions of separate systems will add approximately 8,000 subs.) (\$34-\$36 million).

#### **ML Media Opportunity Partners**

\*Prime Cable, Prince Georges County, Md., and Leesburg, Va., with projected 72,000 subs (\$198 million).

#### **U.S. Cable Television Group, with GE Capital**

Essex Communications, with 135,000 subs (currently 209,000 subs) (\$225 million).

C4 Media Group, with 72,000 subscribers (\$126 million).

#### **I. Martin Pompador**

TV Station Partners—WROC-TV Rochester, NY; WEYI-TV Flint, Mich.; WRDW-TV Augusta, Ga., and WROV-TV Steubenville, Ohio (\$56.2 million).

WBRE-TV Wilkes-Barre, Pa.

wnwo-TV Toledo, Ohio.

Caribbean International News Corp., publisher of *El Vocero*;

Hispanic Media, Inc., publisher of *Mundo Artístico*;

Hunter Publishing Co. Inc., monthly trade publisher.

#### **Elton Rule**

The Rule/Starger Co., partnership with Martin Starger in production of TV and theatrical programs, including TV movie *Escape from Sobibor* and planned sequel.

\* Represents pending acquisitions. Cable systems are listed with the number of subscribers at the time of the acquisition. Current numbers, where available, are listed.

Although they originally expected their purchases to concentrate in the TV station arena, by mid-1986 the two believed that "the fundamentals of cable looked better than the fundamentals of television" and put their first \$85 million, along with \$240 million in borrowings, into cable systems in California and Puerto Rico, only later buying two TV's and the radio properties.

Cable opportunities still rank highest on their list of desirable properties. According to Rule, "We still think cable is nowhere near mature. We are very bullish on cable."

But there remain substantial risks in the cable industry, Pompador believes. Of greatest concern are the possibilities of telephone companies entering the business and the continued threat of overbuilds.

The risk of deregulation is possible, although Pompador argued the industry "has not abused rates deregulation. . . . If someone looks at the value, cable is pretty terrific."

In the television station business, Pompador argued that on the affiliate side, "multiples have never been stronger. . . . We have a tendency to see the warts and not the beauty of the business."

But, said Rule: "We were fortunate to have been a part of that in the halcyon years when the growth took care of a lot of mistakes. Now the growth does not take care of those mistakes."

While the station business may face more difficult times, Pompador said, "we've seen times like this before. Everybody is saying: 'Where's the revenue going to come from?' Television is an undersold medium. We're lousy sales people. We are not marketers. When the going gets tough, somehow the

TV station industry always manages to get out there and find more revenue. It's there; we just have to get out there and do it."

Independent television, on the other hand, Pompador calls "a very interesting business, but more speculative in nature. It's a business which requires patience and deep pockets."

Speaking of deep pockets, Pompador and Rule have had plenty during the last two years. But whether they have the patience to build the value of their properties remains to be seen.

Pompador likes to distinguish what he and Rule have done from turnaround experts like Kohlberg Kravis Roberts, whom he calls "venture capitalists, not operators. . . . We are operators, as well as venture capitalists. We're not here to buy today and sell tomorrow. We're in the game to buy, upgrade the properties, to improve and sell." □

## **Murdoch placement of WFXT(TV) Boston in trust buys time for right sale price**

**In amendment to FCC filing, Twentieth Holdings Corp. says trust allows for operation until purchaser is found**

Rupert Murdoch proposed placing WFXT(TV) Boston in an irrevocable trust two weeks ago not to avoid having to sell it to comply with the FCC's broadcast-newspaper cross-ownership ban (BROADCASTING, June 20),

but apparently to avoid having to sell it at a price less than the \$35 million he believes it is worth.

In its June 17 filing at the FCC, Murdoch's Twentieth Holdings Corp., which holds the license of WFXT, said the purpose of the trust was to comply with an FCC rule against the ownership of a television station and newspaper in the same market; Murdoch also owns the *Boston Herald*.

But in an amendment filed last Tuesday (June 21), THC said the purpose was also "to permit the continued operation of the station while the trustees endeavor to find a purchaser..." The revised proposal requires the trustees to make their "best efforts" to sell the station.

Left intact, however, were provisions restricting the trustees' sales efforts. They are prohibited from selling for less than \$35 million and from cutting any deal without the prior approval of THC.

With a temporary waiver of the cross-ownership rule set to expire on July 17, Murdoch said two months ago he would sell WFXT to comply with the rule despite having just won in court the right to ask a generally sympathetic FCC for a further waiver. Allen & Co. was tapped to find a buyer.

In what was widely seen as a reversal of that strategy, Murdoch announced two weeks ago that he would place the station in a trust, transferring management to a pair of widely respected public figures—former New York Governor Hugh Carey and former Massachusetts Senator Edward Brooke. Under the arrangement, Murdoch's control over the station would be restricted, but he would reap any profits and enjoy any appreciation the station may experience while in trust.

Lawrence Kessler, vice president and general counsel, News America Publishing Inc., suggested that the decision to put the station in trust was made because the station had fared poorly in the open market. "I think you can assume that the offers were below \$35 million, which we didn't deem to be acceptable."

Kessler also acknowledged that the station was still for sale. If Allen & Co. receives any offers, he said, it will pass them along to THC or, in the event the trust is established, the trustees.

The Committee for Media Diversity, a Boston-based citizen group dedicated to preserving the crossownership rule, was at least partially responsible for THC amending its proposal. After reading press accounts of THC's proposal, said Andy Schwartzman, the attorney representing CMD, the group became concerned that THC intended the trustees to operate the station indefinitely. However, he said, THC's representation told him that the trust and Murdoch's interest in the station would last no longer than it takes to find a buyer willing to pay \$35 million.

Satisfied by THC's amendments stating its continued interest in finding a buyer and putting the trustees on notice to find one, CMD filed comments at the FCC the next day saying it would not oppose the trust. But, it said, it would expect the FCC to revisit the matter if the station is not sold in a "reasonable period" or if THC exercises any

measure of control over the station.

It is now up to the FCC to decide whether Murdoch can circumvent the crossownership ban by creating the trust. Roy Stewart, chief of the video services division of the Mass Media Bureau, had no comment on the proposal last week, saying he had not looked at it.

But there seems to be a precedent for FCC approval. Late last year, the FCC gave George Gillett permission to comply with the FCC multiple ownership rule by spinning off five of his 17 stations in a trust. The rule limits individuals to owning no more than 12 television stations.

As now written, the trust agreement severely limits THC's role in managing the station. It says that THC shall have no "rights or powers whatsoever with respect to matters pertaining to the operation or management of the company or the station, and will not communicate with the trustees regarding their exercise of these powers" ex-

cept for communications "in the course of such normal commercial relationships at arm's length as the trustees may wish...to initiate or continue." The terms "normal commercial relationships" and "at arm's length" are undefined.

The agreement also says "income" from the stations—revenue in excess of what is needed to run the station—will be remitted to THC or, if THC and the trustees agree, reinvested in the station.

Although "irrevocable," the trust, according to the agreement, will be automatically dissolved as soon as the station is sold or if Murdoch sells his interest in the *Herald*. Murdoch has thus far expressed no intention of selling the money-making daily.

Other provisions: The trustees will be able to draw upon a \$12-million line of credit established by THC for the operation of the station, and each trustee will receive "reasonable compensation" of no less than \$50,000 a year. □

## VS&A predicts decline in cable's share of TV revenue

**Company's five-year forecast says that although advertising revenue will increase, pay will not fare as well**

Cable's share of TV revenue will decline over the next five years, from 45.6% to 41.6%. That is according to a "Five-Year Communications Industry Forecast" just issued by Veronis, Suhler & Associates, a New York-based brokerage house. While some sources of cable revenue, such as advertising, will grow healthily, the pay segment of the industry will lag behind the economy. Meanwhile, VS&A projects that broadcast television advertising will increase at a compound annual growth rate 2% faster than cable, due to greater demand by local advertisers. VS&A President John Suhler told BROADCASTING that his firm considers the current softness in local advertising to be an exception: "Basically our report doubts the future of 'tonnage'... Everything supports more local...more special interest."

Another corollary to the revenue forecast is that the next five years look relatively bright for independent TV stations that survive the current shakeout. VS&A predicts there will be fewer independent TV stations five years from now and that the total number of TV stations will stay roughly the same.

VS&A also predicted that affiliates will, through 1992, lose some viewership to the independents. The moderation of programming cost increases and the projected viewership decline will cause affiliates to increasingly preempt network fare, said the report. VS&A arrives at the conclusion, explained by executive vice president, Marvin Shapiro, that "...there will be more of a common thread between affiliates and independents." Suhler added that problems the stations currently have due to the abandonment of must carry will be balanced by the reimposition of syndicated exclusivity.

Some of these changes will hurt ABC,

CBS and NBC, whose combined growth will surpass growth of the economy only with the help of two Olympics years in the 1988-1992 period.

Experiencing an even slower growth will be, according to the report, the pay cable networks. The report said: "An average pay cable household subscribed to 1.4 pay services between 1983 and 1986. This ratio fell to 1.3 in 1987. A further decline to 1.2 pay services per household is predicted for 1992, largely due to VCR competition." VS&A expects VCR penetration, currently at 57%, to reach 80% by 1992.

As a result, audience share of the pay networks is forecast by VS&A to be, at 6.1%, only four-tenths of 1% higher than last year. Basic cable audience share growth is also expected to be moderate, from 10.6% to 12.4%. Those projections are based on the assumption that cable penetration will increase from 50% in 1987 to 57% in 1992.

VS&A slightly lowered its projections for pay cable from its forecast made last year. Suhler explained to BROADCASTING: "I don't think we realized how vigorous cable systems would be in fighting for revenue. They would much rather promote the basic package, from which they get to keep a higher percentage of the monthly subscription."

VS&A said that studios providing the bulk of television programming will be in good shape. During the past 10 years, the weight of expenditures has shifted from the three TV broadcast networks, which used to account for more than three-quarters of the money spent on television programming. By 1992 VS&A expects the network share to decline to 45.5%. Almost all the networks' loss will have gone to cable, which will jump from 4% in 1978 to a projected 33.7% five years from now. During that same 15-year period, TV stations' share of program expenditures will have inched up from 18.8% to 20.8%, said the brokerage firm.

The radio industry will also reflect the



preference for local advertising, VS&A said. "By 1992, local advertising is projected to account for 80.6% of total radio advertising, compared to 76.2% in 1987 the report said.

The VS&A report is the first full-length forecast made by the firm. It is based on gross expenditures, including advertising commissions, for all companies both public and private and includes nonadvertising expenditures such as cable subscriptions and videocassette rentals. In addition to the Fifth Estate, the five-year forecast covers printed media and new media such as business information services. □

## Cable upfront sales are strong

**Increased penetration, subscriber growth and some defections from broadcast as result of writers' strike are all credited with putting cable networks ahead of projections**

While the start of broadcast television's upfront sales season remains clouded by the continuing negotiations between the Writers Guild and television production companies, cable networks are currently reporting strong sales. Cabletelevision Advertising Bureau President Bob Alter said that "cable will write more business upfront this year than ever before in its history," adding that "most of the [cable] networks are ahead" of their internal projections. Alter said the earlier action in cable sales this year relates to the increased demand for cable time, and he attributed that strength to cable's new role in the "mainstream" of spending plans among agencies and advertisers. Alter said that an immediate reason for the more prominent role of cable in ad budgets is the penetration and subscriber growth of the cable networks.

Cable networks rely on strong upfront sales as heavily as the broadcast networks do, due to the number of avails they have and the greater number of cable advertising alternatives. Advertising executives report that cable sales have traditionally been more of a year-round phenomenon.

At USA, John Silvestry, senior vice president of advertising sales, said the network was experiencing an increase in sales, especially for 52-week deals, with prices rising 15%-20% on average over year-to-date sales at the same time last year. Spots in *Miami Vice* and *Murder, She Wrote*, the network's two major off-network acquisitions debuting this fall, are selling for an average \$5,500 each. Silvestry also said that demand has been high for *The Ray Bradbury Theater* and *Alfred Hitchcock Presents*, which are now sold out at just under \$5,000 per spot.

Farrell Reynolds, president of Turner Broadcasting Sales, said that the TBS sales force is capitalizing on the strike by reminding advertisers of their experiences in a 1981 writers' strike, when he said the networks lost some 6% of their audience. "A lot of viewing habits are going to be broken" by the strike, Reynolds said.

Reynolds said that another important factor that the strike brings into play is the

decrease in value that the networks' promotion will have, given the loss in viewership resulting from the strike.

There is "no question" that getting advertisers to move money committed to network over to cable is as difficult this year as it has been in the past, Reynolds said. But he added that in this, his fourth year of experience in the upfront marketplace with TBS, the "watershed" news of cable's crossing the 50% penetration mark is carrying some weight with advertisers.

Reynolds said that cost-per-thousand increases across the board at TBS amount to a 15%-20% boost over this time last year, and that for the three existing Turner networks, WTBS(TV) Atlanta, CNN and Headline News, "are up over 25% and we expect that pattern to continue."

As for TNT, the TBS sales head said that the proposed cable service is being favorably received "as a concept" among advertisers but that there were "no major buys yet." TBS is packaging TNT with WTBS.

At MTV Networks, Douglas Greenlaw, senior vice president, also noted that "for the first time" there is planning for cable in advertisers' budgets. Greenlaw said that MTV, VH-1, Nickelodeon and Nick at Nite are now pacing "30% ahead of first quarter." He added that options originally mapped out in advertiser buying plans are being "rethought" because of the strike. MTVN is asking a 25%-30% price increase over last year, and is currently coming in at a 20% increase, according to Greenlaw.

Doug McCormick, vice president of sales at Lifetime, attributed the 15%-20% C-P-M

increases that network is getting to an increase in pressure on agencies to achieve full value for advertising dollars. With cable's more defined demographic targets, "what better way than to throw in cable" to achieve that value in a media plan, he said. McCormick noted that aside from Lifetime's strength in the delivery of women, coincidental studies show it to be strong among female buyers of various products.

From the agency side of the advertising fence, news of more cable spending this year, with or without the writers' strike, was more muted.

Tom Winner, executive vice president at William Esty, said that spending on basic networks should begin to increase, but at a decreasing rate this year given a softness in all forms of media. Cable is "still a hot property," warranting increases in advertiser budgets, he said. "But I don't know about upfront. The impact of the strike will be marginal. Cable is not any better off than network."

Alec Gerster, executive vice president, Grey Advertising, agreed saying that although "cable is making a point," it is still "not a one-for-one replacement" for network television.

Bob Jeremiah, director of advertising sales at ESPN, was one executive on the cable side who isn't counting on a windfall in spending as a result of the writers' strike. Jeremiah said that although the delay in the delivery of fresh product by the networks is "going to hurt networks and budgets for cable will be bigger, there's no massive shift in spending patterns." □

*Baby*  
BOOM

“...a sophisticated screwball comedy that's a work of art.”

—AT THE MOVIES  
*Bill Harris, Rex Reed*

## INTV's Padden says broadcasters must embrace public interest standard

**Association president tells lawyers that broadcasters can't be both 'special' and participants in freedom of the press**

"As we move forward in the struggle for the survival of free television, we broadcasters must seek to avoid any repetition of our amply demonstrated skill at shooting ourselves in the foot." The speaker was Preston Padden, president of the Association of Independent Television Stations. And, in his appearance at a luncheon meeting of the Federal Communications Bar Association, he was again urging broadcasters to follow the traditional public interest standard as their polestar—and to treat calls to fight for full First Amendment freedoms based on the print model as a siren song.

Padden delivered a similar message in April at the Seattle Advertising Federation (BROADCASTING, April 25). And the INTV board, in meetings in January and April, has been developing it as the policy it would have broadcasters generally follow. In the process, INTV is running counter to the advice of FCC Chairman Dennis Patrick and his predecessor, Mark Fowler, who say those content with the benefits of the public interest standard are selling out long-range rights for short-term benefits.

But the INTV board's view, as articulated by Padden last week, was that "the unrestrained and uncritical pursuit" of "the free marketplace and full First Amendment freedoms based on the print model"—which he called "the watchwords of the deregulatory era"—"threatens to undermine our special status and the traditional bargain upon which our industry has been built." Padden described the "bargain" as involving broadcasters' "free use of the public airwaves" in return for their investment in the facilities and programing needed to provide service "attuned to the needs of the community."

And he invoked the image of the "special status" in citing what he said was the danger cable television and other new technologies pose for "free television" and those who practice it. He described the ESPN/National Football League contract under which 13 NFL games—formerly available at no cost but last year only to cable subscribers—as "the camel's head sticking under the edge of the tent."

In Padden's view, broadcasters can sometimes protect their interests in the increasingly dangerous world he painted only by choosing between their First Amendment rights and the public interest standard. "The worst mistake we could make," Padden said, "is to be perceived as trying to have our cake and eat it too—using the public interest standard to stave off competition



Padden

while brandishing the print model to oppose any and all restrictions on our own freedoms. We simply can't expect to have it both ways."

To make his point regarding the advantages to be derived from adherence to the public interest standard, he listed four public policy priorities adopted by the INTV board in April, then discussed whether each would be more likely achieved through adherence to the public interest standard or pursuit of the print model. It was no contest.

- "Continued use of the public's airwaves without the payment of a spectrum or transfer fee." Broadcasters, he said, would be "hard pressed to assert a free speech right to the free use of the public spectrum." But "the public trustee concept and the concomitant obligation to render a program service that meets the needs of the local community provide a sound public policy basis upon which to oppose spectrum and and/or transfer fees."

- Securing the "additional spectrum likely to be necessary for over-the-air telecasts of high-definition television images." Padden said INTV believes that the additional spectrum "is likely to be critical" to broadcasters' efforts to remain competitive with other television delivery media. And as with avoiding a spectrum-use or transfer fee, Padden said, "the public trustee concept, rather than the print model, appears to best serve our interest in securing additional spectrum."

- Securing license renewal stability. At present, "license challenges and competing applications are resolved through a frequently inconsistent maze of largely subjective after-the-fact judgments." The print model is not the answer, according to Padden. If that goal were achieved, he said,

"the government would no longer be able to stand in judgment as to whether we had upheld our end of the 'traditional bargain' by rendering a program service responsive to the community." And in that event, he said, "the only apparent alternative would be the scheme favored by the most ardent deregulators—namely, spectrum in exchange for cash," an alternative the INTV board "does not favor."

- Assuring consumers "realistic and meaningful access to our stations." Padden said that, "in the cable context, that means must-carry and channel-positioning legislation." It also means securing "free and unimpeded antenna-type access through future telephone company fiber-optic systems consistent with the free nature of the program service" broadcasters provide.

Here again, Padden said, he does not see how the print model advances the public policy goal. He said he knows of no court that has "enunciated a First Amendment right for broadcasters to be carried by cable systems or by telco fiber networks." On the other hand, he said, "the public interest standard, and our obligation to provide a program service attuned to the needs of the community, provide substantial public policy bases upon which we can stand in asserting our need for assured access to consumers."

Padden sees the free, over-the-air system of television as an endangered species, with coaxial cables, high-power satellites and fiber optic conduits providing the technology to require the American public to pay for the same programing broadcasters now provide at no charge. With NFL games now on a cable service, "cable chieftains," Padden said, "are licking their chops at the prospect of siphoning more and more program events from free broadcasting to pay cable." It seems as if the only question left, he said, is whether the Super Bowl and the World Series will follow the other contests to the pay medium.

It was against that background that Padden appealed "to the architects of public policy" to be aware of "the value of, and the very real threats to, our system of free television. And to our friends in the industry," he added, "we say, please, before you get carried away by the rhetorical allure of the print model, analyze the real bread and butter issues and see if your pragmatic interests aren't better served by allegiance to the public interest standard." The speech drew an immediate and sharp rebuttal from Peter Pitsch, Patrick's chief of staff, and Alex Felker, chief of the commission's Mass Media Bureau. They argued, as Pitsch said later, that Padden had "missed the boat" in his analysis of the effect of the print model



on broadcasters. It is the print model, Pitsch said, that gives broadcasters the freedom they need to compete effectively. While Padden had expressed concern about "a camel's head under the edge of the tent," Pitsch talked of broadcasters with "heads in the sand." "They are missing the point," he said, "that competition is here, and is here to stay. They should be aware of that. For while broadcasters are binding themselves to program requirements [to retain their 'special status'], their competitors—in cable television and in the other developing technologies—do not. They are free to provide the programming that viewers want. Broadcasters, then, will lose market share."

The public interest standard, Pitsch said, is "a blank check that will allow future Congresses to write program requirements for broadcasters."

## Markey champions public interest standard to indies

**Tells group FCC has taken deregulatory process too far**

House Telecommunications Subcommittee Chairman Ed Markey (D-Mass.) restated his desire to resurrect the public interest standard of broadcast regulation in a speech last week to independent television operators. Furthermore, the chairman believes revival of the standard is well under way with the passage of a children's television bill in the House earlier this month (BROADCASTING, June 13). Markey spoke to about 100 general managers from independent stations who were in Washington attending a conference sponsored by the Association of Independent Television Stations.

He was the keynote speaker at an INTV dinner that also featured telecommunications subcommittee members Al Swift (D-Wash.), Dennis Eckart (D-Ohio), John Bryant (D-Tex.), Mickey Leland (D-Tex.), Billy Tauzin (D-La.), Jack Fields (R-Tex.), Matthew Rinaldo (R-N.J.), Tom Tauke (R-Ohio), and Michael Oxley (R-Ohio). Congressman Doug Bosco (D-Calif.) also attended.

Markey said he had "no quarrel" with elimination of "burdensome regulation." But the FCC has taken the deregulatory process to an "extreme," he said. The adoption of legislation limiting advertising on children's television, he noted, is a "direct response" to the FCC's deregulatory push.

To the chairman, reinstatement of the fairness doctrine is essential to restoring the public interest standard. Fairness, he told the broadcasters, will be "one of the first items," on the new President's desk. The chairman also promised "expeditious consideration" of must carry next year and said he was "anxious" to see the FCC's survey on the matter. As for his views on television in general, Markey said it "creates role models in life...and gives some the vision of what they can be."

On other fronts, Markey expressed strong interest in monitoring the development of high-definition television. He assured the

INTV audience that he intended to see that both cable and broadcasting benefit from the new technology. "Unless the federal government monitors and guides [this] technology, the competitive balance could be altered permanently." Markey's subcommittee held the first of two hearings on HDTV last week (see "Top of the Week").

Another highlight at the INTV dinner was a sneak preview of a new AIDS prevention campaign the Ad Council is producing in conjunction with the American Foundation for AIDS Research and the National AIDS Network. There are four messages (two are still in production), which will be available in Spanish and English.

**Leland and lobbyists.** The Cable Communications Policy Act of 1984 "may have created an unregulated monopoly," House Telecommunications Subcommittee member Mickey Leland (D-Tex.) told members of the American League of Lobbyists in Washington last week. He said there is interest in legislation to prevent cable operators from dominating the home satellite market and in removing barriers to telephone companies competing with cable.

That House Telecommunications Subcommittee member Billy Tauzin's (D-La.) home satellite legislation is scheduled for markup this week is indicative of the concern, Leland said. "Regardless of whether his bill gets out of full committee and to the floor this year, this issue of competition will be debated again in the 101st Congress." Whether to allow telcos in the cable business will be the focus of a subcommittee hearing in late July or early August. "While there will not be legislation this year, it is unlikely that the advocates of telco entry into cable will go away any time soon," said Leland.

Leland said he is personally concerned about cable's efforts to recruit minorities and women. At one point in late 1984, Leland said he could have blocked passage of the Cable Act by refusing to accept a watered-down equal-employment-opportunity provision that Senator Orin Hatch (R-Utah) was insisting on. But he chose not to, he said, taking cable at its word that it would take EEO seriously. So far, he said, cable has not lived up to its word.

Because of cable's EEO performance to date and its role in eliminating the FCC must-carry rules in federal court, Leland said following his talk, he supports the admission of telcos in cable ownership.

Leland said he agrees with the Senate leadership that has derailed the White House's nominations of Bradley Holmes and Susan Wing to fill the two vacancies at the FCC. Both are "conservative, Republican ideologues," he said. What are needed at the FCC, he said, are "progressive-minded" blacks and women who believe in the fairness doctrine, must-carry, EEO and affirmative action.

## THE LAST EMPEROR

“It fires the imagination, challenges the mind and breaks new ground in movies.”

—AT THE MOVIES  
*Bill Harris, Rex Reed*

# Newspaper rack decision could hold good news for cable TV

**Some cable lawyers read the Supreme Court's decision involving placement of news racks on city streets as applicable to cable and cities**

The oral argument at the Supreme Court last November attracted a heavy contingent of lawyers representing the cable television industry, although the case involved a Lakewood, Ohio, ordinance regulating the placement of news racks on the city streets. Cable television was not an issue. But the lawyers thought the case could, when decided, contain a clue to the court's thinking about the franchising of cable television. After all, the case involved the city's right to regulate the use that the *Cleveland Plain Dealer*—clearly a First Amendment institution—wanted to make of public property.

And, with the change of only a few words, the opening paragraph of Justice William Brennan's opinion for the court could be the lead paragraph for an opinion dealing with a city's authority to franchise cable television: "The City of Lakewood . . . appeals a judgment of the court of Appeals for the Sixth Circuit enjoining enforcement of its local ordinance regulating the placement of news racks [cable television wires]. The court's decision was based in part on its conclusion that the ordinance vests the mayor [franchising authority] with unbridled discretion over which publishers [cable operators] may place news racks [cable television wires] on public property and where." His opinion went on to affirm the appeals court decision declaring the ordinance unconstitutional on its face.

Some cable television lawyers thought the use of cable television concepts fit well in the context of the paragraph. And Bruce Sanford, one of the lawyers for the Plain

Dealer Publishing Co., saw the decision as a victory not only for the newspaper business but, "by implication, for the cable industry." He said "it struck down the notion that municipalities can grant public officials discretion to make sensitive censorship decisions." Cynthia Pols, general counsel, office of federal relations, of the National League of Cities, saw the decision differently. "The case probably doesn't have too much to do with cable," she said.

And, once into Brennan's 20-page opinion, in which Justices Thurgood Marshall, Harry A. Blackmun and Antonin Scalia joined, the analogy to cable television franchising, according to some private and government lawyers, becomes strained.

The ordinance's fatal flaw, as seen by four of the seven members of the court who participated in the decision, was that it gave what Brennan called "unbridled" authority to the mayor to grant or deny a permit for the use of news racks, which Brennan said were involved in the circulation of newspapers and, therefore, protected by the First Amendment. He also cited "the absence of express standards," which, he said, makes it difficult to distinguish between legitimate denial of a permit and "illegitimate abuse of censorial power."

Those failings may not be as easy to establish in connection with cable franchises. There is considerable variety among the 10,000 cable franchises written over the years, but Michael Berg, an attorney representing cities in their dealings with cable operators, said all franchises have been subject to federal parameters, generally those set by the FCC. Franchises granted since 1984, he noted, were to follow the grant and renewal dictates prescribed in the Cable Act enacted in that year.

But lawyers seeking to overcome a city's reluctance to grant a franchise, particularly a second one, are not likely to overlook *Lakewood v. Plain Dealer*. "Anyone trying to force a city to grant a franchise will analogize from this case," said Arthur H. Harding, who represents cable interests. "If the local ordinance does not have the standards to judge an application, it would be subject to attack on the same grounds [as those cited in the *Plain Dealer* case]."

And, in any case, one cable lawyer described *Lakewood v. Plain Dealer Publishing Co.* as one of the "garden variety." After all, he said, "there are lots of cases that say that when government regulates in the First Amendment area, it can't delegate unbridled authority." And one commission lawyer acknowledged that the potential implications for cable but said, "Nothing much was decided."

What intrigued some of those who followed the case was the dissent. Justice Byron White, in an opinion in which Justices John Paul Stevens and Sandra Day O'Connor joined, disagreed with the majority principally on its holding that the ordinance is unconstitutional on its face. White said the court could not reach the constitutional issue unless it was considering a publisher's experience under the ordinance. But the aspect of Wright's argument that caught the eye of several lawyers—a position Brennan does not address—was the view that "an outright ban on news racks on city sidewalks would be constitutional, particularly where (as is true here) ample alternate means of 24-hour distribution of newspapers exist."

White said such a ban would not be constitutional in the case of pamphleteering and speech on streets, sidewalks and parks, which he described as "traditional public fora." The public sidewalks, then, are not a public forum, at least in terms of the use to which the *Plain Dealer* would put them.

White emphasized that point in several other passages not likely to encourage those who advocate cable television's First Amendment right of access to a city's streets. At one point, citing an earlier case, White says that a newspaper's right to solicit or speak on a city's streets does not mean it can distribute its newspapers "where and when it chooses." "More specifically," he said, the *Plain Dealer's* right to distribute its papers does not encompass the right to take city property—a part of the public forum . . .—and appropriate it for its own exclusive use, on a semi-permanent basis, by means of the erection of a newsbox."

Complicating efforts to read the Supreme Court's views of cable television franchising into a decision on news boxes was the fact that only seven members of the court participated in the case. Chief Justice John Rehnquist and Justice Paul Kennedy took no part in the consideration or decision.

But as one cable lawyer summed up his feelings, "It was the dissent that worries me." □

**Franks to CBS.** Martin D. Franks, with the Washington lobbying firm of Charles E. Walker Associates, is joining CBS as its Washington vice president on July 1. Franks succeeds Robert McConnell, who left the network May 31 for the law firm of Gibson, Dunn & Crutcher (BROADCASTING, May 23). A Capitol Hill veteran, Franks has been a vice president at Walker Associates since February 1987. Previously, he was the executive director of the House Democratic Congressional Campaign Committee for six years under Representative Tony Coelho (D-Calif.). In 1980 he was the national research and issues director for the Carter/Mondale presidential committee. From 1977-79, Franks was administrative assistant to Senator Patrick Leahy (D-Vt.). He graduated with a BA in politics from Princeton University in 1972. Franks will report to Jay Kriegl, senior vice president, CBS Inc.



Franks



## House units hear case for preserving black and white films

**H.R. 2400 would give screenwriter, director power to block changes in original film, including coloring; appropriations bill amendment would establish board to 'protect' films**

Colorization returned as a focal point of congressional interest last week, as the House Copyright Subcommittee conducted a hearing on the matter, while the House Rules Committee took up an Interior Department appropriations bill that would establish a commission to protect "classic" black and white films (see "In Brief").

The copyright subcommittee focused on both H.R. 2400, a bill offered by Richard Gephardt (D-Mo.) to restrict colorization, and the amendment by Robert Mrazek (D-N.Y.) to the appropriations bill that would protect films against material alterations (BROADCASTING, June 20). In their questions, copyright subcommittee members seemed to be focusing on whether adequate but nonintrusive labeling of films could be established to balance the directors' concerns about colorization and the decision by film owners to colorize films and broaden the market for them. House Copyright Subcommittee Chairman Robert Kastenmeier (D-Wis.), who was expected to introduce his own bill on colorization last week, said at the hearing: "I suspect the [Mrazek] amendment will not survive in its present form."

Ralph Oman, register of copyrights, said the Copyright Office "had serious problems" with H.R. 2400, which would confer upon a film's principal director and screenwriter the right to block any alterations in the original film. Protection of so-called moral rights is already present in existing law, said Oman. He said the measure would prohibit any unauthorized "material alteration," which he said was "overly broad."

Oman said the Copyright Office has made the tentative decision to copyright colorized works and has 25 to 30 film applications to date. The office plans a hearing on colorization and copyright on Sept. 8 and is due to submit a report on the issue next year. Pending that, Oman said, Congress should hold off on any legislation. Failing that, he said the "labeling approach is a much better starting point," than H.R. 2400 or the Mrazek amendment. "I don't see a role for such a commission," he said, referring to the National Film Commission that Mrazek proposed to oversee the disposition of black and white films. "I would not want to be the chairman of the NFC and tell the President that 'Bedtime for Bonzo' didn't make the list," he said. Retitling of colorized works, which is in the Mrazek amendment, is

"more form without substance," said Oman, "and I'm not sure it protects the original work." Oman said a voluntary code using labeling may be achievable.

Several committee members pressed the panelists who opposed colorization, asking them what was the harm if the black and white master copies were not destroyed. Arthur Hiller, vice president of the Directors Guild of America, said: "Congress is the guardian of our nation's cultural heritage" and that colorized versions will be so widespread that the original black and white versions "will cease to be" for all intents and purposes.

Representative Dan Lungren (R-Calif.) said he had yet to hear a complaint from a constituent on colorized films. And Lungren wondered whether the colorization of classic films would serve to intrigue younger audiences to search out the black and white versions. Hiller contended that the black and white versions would be locked in a vault, a

point disputed later by Roger Mayer, president of Turner Entertainment. (Hiller acknowledged later that black and films are still available on some television stations today. And he said directors, although they may not like such changes, accept that movies will be edited for television or the airlines and that commercials may appear in them. "We're not asking for the world," he said. Hiller said he would not consider commercial insertion and dubbing as a material alteration, but that colorization would qualify as such.)

Kastenmeier asked *New York Times* film critic, Vincent Canby, who appeared on the panel in support of H.R. 2400, "What's new today?" given that films have always been altered throughout the creative process. Canby said those alterations, made by producers, editors or the studios, "don't have any bearing. We're talking about finished films."

Kastenmeier, Lungren and Representative

## MOONSTRUCK

“...a film about love that's so easy to love it hits you in the eye like a big pizza pie.”

—AT THE MOVIES  
*Bill Harris, Rex Reed*

Benjamin Cardin (D-Md.) focused questions on the adequacies of labeling. Canby said "it is kind of ridiculous because it doesn't tell you anything of substance. It's a pat on the back for doing what you want." But if it were a matter of labeling or nothing, as Lungren asked, Canby said labeling "wouldn't hurt" and "would point out the bad deed that had been done." Law professor Monroe Price, who generally sided with Hiller and Canby in the debate, said "labeling was a useful technique." But he said it should exist for all films, not only those that had been colorized.

David Brown, a Hollywood producer who spoke on behalf of the Motion Picture Association of America, which opposes both H.R. 2400 and the Mrazek amendment, said "I have no problem with labeling. We would like to work out the language." Mayer said TBS informs the audience what it is watching whenever a colorized film is shown. "In general, we would have no problem" with labeling, he said, although "it could get out of hand." Asked whether he would agree to a label whereby the original director and/or writer would disassociate themselves from the colorized version of a film, Brown said: "That could be a problem," because part of the marketing aspect is the "names" associated with the picture.

Both Brown and Mayer said efforts to block colorization smack of censorship. The taste and choice of the public, they said, should not be legislated. And they said that current archival efforts by the film studios, the Library of Congress and other groups are preserving the black and white originals of older films.

While the subcommittee sought to find some common ground on labeling, there were differences over other aspects of H.R. 2400 and the Mrazek amendment. The subcommittee had problems with singling out the director and writer as responsible for the artistic work of a film, as would be specified in H.R. 2400. "Can we be sanguine in nominating only the director and writer and/or their heirs?" asked Kastenmeier. Representative Henry Hyde (R-Ill.) had trouble with the bill's provision that would allow the artist's heirs to assign the artistic rights to a qualified person. Representative Pat Schroeder (D-Colo.) said she was bothered "a lot" by the prospect of a government agency, the NFC, deciding questions of taste.

Representative Howard Berman (D-Calif.) asked why the differences the Directors Guild had with film alterations weren't corrected during the creation of the film. "We're talking about a social issue," said Hiller, "and that's beyond collective bargaining."

The Association of National Advertisers joined with the MPAA and the National Association of Broadcasters last week in opposing the Mrazek amendment. ANA wrote to House Rules Committee Chairman Claude Pepper (D-Fla.), whose committee is the next stop for the Interior Department's appropriations bill, urging Pepper to vote against a waiver that would allow the NFC to be considered within the appropriations bill. □

## Color it green

Sometimes lost in the colorization debate is the question of whether the financial ends have justified the means. Ted Turner bought the MGM film library at a cost of over \$1.4 billion, in part, because of the potential for reviving many of the black and white films by colorizing them.

Turner Entertainment President Roger Mayer said colorized versions of black and white films have produced strong ratings, which in turn have created a bona fide revenue stream. Mayer, at a luncheon with reporters on the eve of a House hearing on colorization (see page 55), said the black and white version of "Miracle on 34th Street" earned \$1 million in syndication over the past 20 years. The colorized version, in three years, has grossed \$2.7 million. Two relatively unknown Errol Flynn pictures, which made \$200,000 each in 10 years in syndication as black and white films, have brought in \$1 million each in their first colorized showings, Mayer said.

In the videocassette market, Mayer said that in the past two years, 200,000 copies of the colorized version of "It's a Wonderful Life" were sold, while only 60,000 copies of the black and white version were sold. TBS continues to put out black and white versions of classic films for videocassette, including "Asphalt Jungle" and "Father of the Bride," which will appear in both versions this summer, said Mayer.

Mayer said TBS has colorized 30 movies to date and has plans for about 100. Both Color Systems Technology and American Film Technology are colorizing films for TBS. They deliver about two a month, said Mayer, at a cost of \$250,000 to \$300,000 per picture. Those costs are usually covered in the first year, said Mayer. TBS has found revenues on average running between \$500,000 and \$800,000 in the first year after colorizing a film, he said. The next few films that will be colorized, he said, are "Arsenic and Old Lace," "They Died with Their Boots On" and "The Postman Always Rings Twice."

MGM is not the only studio colorizing black and white films. Mayer said Disney, 20th Century Fox, Columbia and Republic Pictures are also involved in colorizing.

## Lakers-Pistons battle gives CBS the week

Bolstered by two broadcasts of the NBA finals between the L.A. Lakers and the Detroit Pistons, CBS won its second week of the "summer season," taking week 39 (ended June 19) with an 11.8 rating and a 23.2 share. NBC closed out the week with an 11.0/21.6. ABC had an 8.7/16.9, according to Nielsen household ratings figures. (CBS's other summer win was week 32, when the network closed out the week with a 13.9 rating over NBC's 13.4 and ABC's 12.1.)

Game five of the finals ran on Thursday, June 16, and ranked fourth for the week with a 16.1/30. Game four, telecast June 14, posted a 14.8/27 and ranked ninth, just ahead of NBC's *L.A. Law*, which earned a 14.3/26. CBS's other two programs that ranked in the top 10 for the week were the *CBS Sunday Movie*, which ranked seventh (15.0/28), followed by *60 Minutes* at eighth with a 14.9/35.

NBC held onto the top three slots, with *Night Court* in the lead (16.4/29), followed by *A Different World* (16.3/31) and *Cheers* 16.3/30. ABC's *Who's the Boss?* ranked 12th for the week with a 13.4/27.

Nielsen	Net	AGB	Nielsen	Net	AGB				
1.	16.4/29	N Night Court	3.	16.9/30	34.	9.7/19	C Blue Skies *	33.	10.3/20
2.	16.3/31	N Different World	4.	16.9/33	35.	9.7/24	N Facts of Life	35.	10.0/24
3.	16.3/30	N Cheers	2.	17.2/32	36.	9.5/19	C 48 Hours	37.	9.5/19
4.	16.1/30	C NBA Finals, game 5	6.	14.7/28	37.	9.4/18	A Billy Joel in the USSR	38.	9.4/17
5.	15.3/33	N Golden Girls	5.	16.6/35	38.	9.4/16	A Thirtysomething	39.	9.3/17
6.	15.2/30	N Cosby Show	1.	17.6/36	39.	9.2/18	A Monday Night Baseball	45.	8.7/16
7.	15.0/28	C CBS Sunday Movie	7.	14.7/28	40.	9.0/17	N Bronx Zoo	40.	9.1/16
8.	14.9/35	C 60 Minutes	13.	14.0/34	41.	8.9/18	N My Two Dads	53.	8.0/16
9.	14.8/27	C NBA Finals, game 4	18.	13.2/25	42.	8.7/17	N Miami Vice	50.	8.2/15
10.	14.3/26	N L.A. Law	14.	13.8/25	43.	8.6/19	A Full House	47.	8.7/18
11.	13.7/28	C Murder, She Wrote	17.	13.3/28	44.	8.5/18	A Mr. Belvedere	36.	9.8/20
12.	13.4/27	A Who's the Boss?	12.	14.0/27	45.	8.5/19	C Beauty and the Beast	44.	8.7/19
13.	13.1/27	N Amen	11.	14.1/28	46.	8.4/18	N Family Ties	48.	8.5/18
14.	13.0/25	A Perfect Strangers	21.	12.7/24	47.	8.2/19	A Perfect Strangers, Friday	41.	9.0/20
15.	12.9/26	N ALF	9.	14.4/28	48.	8.2/15	N Sara	43.	8.8/16
16.	12.9/23	N NBC Tuesday Movie	8.	14.7/26	49.	8.1/17	A Spenser: For Hire	56.	7.7/16
17.	12.8/23	C Newhart	20.	13.0/23	50.	8.0/16	A I Married Dora	46.	8.7/17
18.	12.6/25	A 20/20	19.	13.1/24	51.	7.9/14	A ABC Thursday Movie	51.	8.1/15
19.	12.6/24	C Wiseguy	22.	12.6/23	52.	7.7/16	A MacGyver	55.	7.8/16
20.	12.6/25	N Hogan Family	15.	13.7/25	53.	7.7/17	C Sea World Lone Star	49.	8.4/18
21.	12.4/23	N NBC Sunday Movie	23.	12.5/23	54.	7.6/14	A ABC Sunday Movie	52.	8.0/15
22.	12.3/25	C CBS Friday Movie	16.	13.5/26	55.	7.6/16	N Sony Spoon, Detective	59.	6.8/13
23.	12.2/24	N Matlock	10.	14.2/27	56.	7.5/16	C West 57th	57.	7.5/16
24.	12.0/25	N Hunter	25.	12.4/26	57.	7.5/17	N Best of TV Bloopers	42.	9.0/19
25.	11.7/21	N NBC Monday Movie	27.	11.9/22	58.	6.6/13	C Good Man, C. Brown	60.	6.5/12
26.	11.6/25	A Growing Pains	26.	12.4/25	59.	6.4/13	A Ohara	63.	5.4/11
27.	11.5/23	A Head of the Class	28.	11.9/23	60.	6.4/12	N Days, Nights of M. Dodd	58.	7.4/14
28.	11.5/20	C Eisenhower and Lutz	30.	11.1/20	61.	6.4/13	N Highway to Heaven	54.	7.9/16
29.	11.4/21	C Cagney and Lacey	24.	12.4/23	62.	5.7/11	A Sledge Hammer!	62.	5.9/12
30.	10.8/25	N 227	29.	11.7/27	63.	5.6/13	N Our House	61.	6.1/15
31.	10.6/19	A Moonlighting	31.	10.9/20	64.	5.2/12	A Disney Sunday Movie	64.	4.4/11
32.	10.2/20	A Hoopman	32.	10.5/20	65.	4.7/11	A Probe	65.	4.1/10
33.	10.2/21	C Jake and the Fatman	34.	10.3/20					

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NBC Sports analyst, Ahmad Rashad, has been signed as a "special correspondent" and substitute host by syndicated *Entertainment Tonight*, distributed by **Paramount**. He will continue his role at NBC Sports, and there was no word at deadline how often he will appear on *ET*. A spokesman acknowledged that Rashad will be doing some sports-related stories, but said he was not brought on board in response to the upcoming *USA Today* magazine show, which will have a daily sports segment anchored by Bill Macatee. However, talks are currently being held between Paramount and NBC to negotiate which—if any—Olympics-related stories Rashad can do for *ET*. He will be anchoring NBC's daytime afternoon and weekend coverage of the Seoul summer games. According to Paramount, Rashad will be reporting on "all aspects of the entertainment industry" for *ET*. Rashad's first appearance on *ET* was June 20, when he co-hosted with John Tesh.

**Genesis Entertainment** said last week it had cleared for a firm go the travel show, *The Great Escape*, for debut next fall. The weekly program has cleared in more than 50 markets, including the top three—WCBS-TV New York, KHJ-TV Los Angeles and WMAQ-TV Chicago. Genesis also said last week that *The Judge*, going into its third season, has been renewed by 55 stations covering close to 70% of the country.

Among the most recent signings are several major markets where the show will switch to a different station, including Chicago, where WMAQ-TV will pick it up next season, replacing WLS-TV, which has shelved the program for the remainder of the season. The program will also switch to the following stations next fall: KYW-TV Philadelphia (from WPHL-TV); WSVN(TV) Miami (from WTVJ(TV)); KSDK(TV) St. Louis (from KMOV-TV); KXTV(TV) Sacramento, Calif. (from KOVR(TV)); KPNX(TV) Phoenix (from KNXV-TV); KMBC-TV Kansas City, Mo. (from WDAF-TV) and WSPA(TV) Greenville-Spartanburg, S.C.-Asheville, N.C. (from WLOG-TV).

**Group W Productions** has announced as a firm go a new animated series for next fall, *Teenage Mutant Ninja Turtles*. The program is being produced by Murakami Wolf Swenson, Hollywood. Group W began selling the show in early May and has cleared 102 stations covering 86% of the country, including all of the top 10 markets. The program is based on the comic book series of the same name.

With the addition of WWOR(TV) Secaucus, N.J. (New York), **Raycom Sports and Entertainment** has cleared the top 10 markets for a two-hour nationally syndicated telecast of the Emmy awards for sports. The broadcast will mark the first time that the sports awards presentation has been nationally televised.

## Rep reviews fall syndication

### 'Cosby,' 'Regis,' 'Family Feud' seen as heading for success

Station rep veteran Dean McCarthy of HRP predicted a "gigantic success" for the syndicated *Cosby Show* and said it will "revolutionize TV viewing" in the 5 p.m.-6 p.m. hour in which it is expected to air in most top 50 markets.

At a luncheon speech sponsored by the National Academy of Television Arts and Sciences last Wednesday, June 22, McCarthy warned, however, the show's "rub-off effect will not make a number-three news station number one since a lot of the audience will search for other entertainment programs following *Cosby*." But even a "minute spillover" of its sizable audience, he said, "could be substantial."

In reviewing the upcoming syndication season, McCarthy said of another anticipated entry, *USA Today: The Television Show*, "Our advice to stations has been if you're not the number-one news station, don't take it." He added: "It has potential, [but] I still believe it's not a known entity."

Of other new syndicated shows coming next fall, among those McCarthy believes will be successful are talk show *Live with Regis and Kathy Lee*, *Public People/Private Lives*, game show *Family Feud* and medical shows *Family Medical* and *Group One Medical*.

*On Trial* has "great potential" if it can maintain the quality of its initial shows. Also with good chances at success, said McCarthy, are daytime game shows *Relatively Speaking*, *Sweethearts* and *Wipeout*.

McCarthy called *A Current Affair* "the sleeper of the year" while he admitted *The Morton Downey Jr. Show* has been "successful beyond my expectations." Among first-run efforts, *Freddy's Nightmare* and *War of the Worlds* will also probably be very successful, he said.

Among those shows he considers marginal: *Liddy* and the new version of *The Gong Show*.

In children's programming, McCarthy lauded the move away from what he called "robotic animation" and gave high ratings to

upcoming entries *Alvin and the Chipmunks*, *Care Bears*, *C.O.P.S.*, *Gumby* and *The Yogi Bear Show*. For kids' live action programming, *Finders Keepers* and *Funhouse* in the afternoon transition time period should do as well as *Double Dare* has this season, he said.

## Fatal ATTRACTION

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—AT THE MOVIES  
*Bill Harris, Rex Reed*

## Grossman says TV news getting better, not worse

**Among factors he sees influencing future direction of TV news are more news sources and access to societies now closed**

NBC News President Larry Grossman said there is an "alarming" trend toward "sleaze" journalism at some local television stations. He added that events such as the Tawana Brawley case (a recent headline-making case in New York concerning an alleged attack against a black woman) could, however, be "genuine news events." "It depends how it is covered," said Grossman, noting that the story, aside from its sensationalistic elements, also might raise larger issues of how minorities are treated by New York's judicial system. Grossman's remarks last Wednesday (June 22) were made at a luncheon sponsored by the Advertising Club of New York. (The NBC News president is himself a former advertising executive.)

Most of Grossman's speech concerned the major influences affecting television news today. "If you ask a former president of a network news division or a former anchor...television news is inevitably changing for the worse...it's not as good as it used to be." But Grossman said that current executives—himself included—conclude instead that there is now more news, more diverse news, and in some cases better journalism than previously.

The future direction of television news will be influenced not by a simple better-or-worse trend, Grossman said, but by a variety of factors. One such factor is the growing diversity of news sources, including the Cable News Network, videocassettes and syndicated television news. Some of the news vehicles also spawned their own news perspectives, he added, including the "tabloid" approach and "...soft news," such as that to air on *USA Today* (to be syndicated by GTG, Los Angeles) "...with personalities and back-of-the-magazine sociological pieces."

How have these different approaches affected network television news? Grossman said the assumption that network news has followed these other trends has some truth, but it is also true that the news divisions have been pushed in the opposite direction as well, "moving us into more serious journalism with more analysis, content, perspective and history."

The future of the network news business will continue to be shaped by its economics, he said. Trying to make the news more self-sufficient without "compromising coverage" has led to several new approaches, Grossman said, including "...changing the way we do our work,...eliminating bureaucracy,...incorporating new technology,...looking elsewhere to distribute our wares...and



Grossman

working more intelligently to divide up the pie with local stations, with the networks doing national and international."

News will continue to move into more time periods, said the NBC News president. "Paradoxically, the worse the networks perform...the more news becomes an important backstop." Other trends he said would shape network news include the opening of countries to news coverage, a trend for which he said the Soviet Union provided a recent example; and a diversification of news interest away from Western Europe toward Africa, the Far East and elsewhere.

One thing Grossman said would not change—that the television network news business would continue to be governed by "eternal verities of the business...clarity, a sense of fairness and quality of writing. Everything hangs on sense of leadership...what interests the public...and what kind of news you, the advertisers, will be supporting." □

## NBC announces news briefs in daytime

**At Maui meeting, Grossman also promises new twist to coverage of political conventions**

Starting in August, NBC News will air hourly, unsponsored, 30-second news briefs in daytime from 10 a.m. to 3 p.m. (NYT). The announcement came from Lawrence Grossman, president, NBC News. The morning briefs will come out of network program time, with the afternoon briefs coming from network promotion time. Grossman said the briefs (which will report national and international headlines) will give affiliated stations carrying them a stronger news identity.

Speaking at NBC's affiliate meeting in Maui (see story, "Top of the Week"), Grossman also told affiliates about a novel twist NBC News hopes to lend to its coverage of the political conventions this summer. He said the news division will stage live discussions between citizens around the country

and party delegates and leaders at the conventions. Grossman said the idea was to "take down the walls of the conventions and open them up to the American people through television." In effect, he said, the discussions will amount to a "town meeting format" on a national scale.

Grossman said that NBC will be the first to stage "nationwide debates and mini-debates as a running theme of its convention coverage." NBC's coverage will run from 9 p.m. to 11 p.m. NYT each night of both conventions (Democratic, in Atlanta, July 18-21; Republican, in New Orleans, Aug. 15-18).

At the affiliate meeting in Maui, Grossman also urged affiliates to clear NBC News's *Sunday Today* at 9 a.m. (NYT) in direct competition with *CBS Sunday Morning* with Charles Kuralt. The program is fed at 8 a.m., when the majority of affiliates carry the show, due to other program commitments later in the morning. But Grossman urged stations to consider moving back their broadcasts of the show based on the improved ratings performance of several NBC-owned stations that have moved the program back. The program, however, will continue to be fed at 8 a.m.

Grossman also reported that a news program pilot, *Today's Woman*, with host, Deborah Norville, will be ready by the end of the month. Designed for a late morning time slot, there is no word yet on an air date for the show.

NBC News has also decided on a title for its summer series of prime time, one-hour documentaries, to air Tuesday at 10 p.m.: *Summer Showcase*. Connie Chung will be the host. □

**Award winners.** Tele-Communications Inc.'s Dubuque, Iowa, cable system; KLTW(TV) Tyler, Tex., and WRDQ(AM) Daytona Beach, Fla., each won National Advertising Council's Silver Bell awards. The awards are for meritorious service in supporting public service advertising.



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*Rex Reed*



*Bill Harris*



**Our Success Shows**

## Schumer bill on cable data

Legislation that would require cable operators to report their rates every month to the FCC was introduced in the House last week. Offered by Representative Charles Schumer (D-N.Y.), the bill also calls on the FCC to issue a statistical report each month on the cable data. Schumer believes the measure is needed to gain an accurate picture of what has occurred since rate deregulation kicked in last year.

"Some cities have seen rates jump over 100%, yet the cable industry reports that, on average, rates have only risen about 6%," Schumer said in a statement released with the bill. (The bill says the first report must include information dating back to Jan. 1, 1987, when rate deregulation began.)

According to the National Cable Television Association, "while the average basic rate increased by 10.6% during the first six months of 1987, the average rate for premium services declined by 2.3%, with the result that the average net subscriber bill increased by only 6.7%." NCTA's rate survey was conducted by Arthur Anderson.

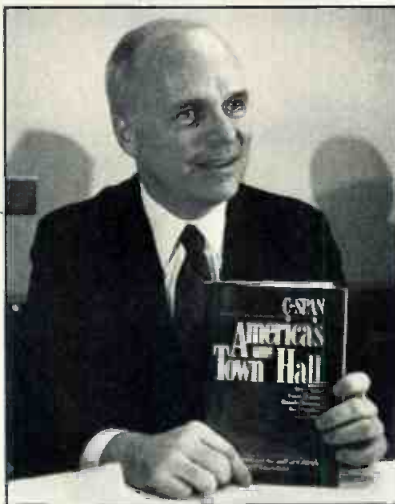
Nevertheless, Schumer said there are "some who disagree" with NCTA's survey and say "rates have jumped much more." Schumer listed 51 cities where, he said, rates increased 50% or more in 1987. According to Schumer's statement, the source of his list was Paul Kagan & Associates and the congressman's office. Another list based on Kagan data and released by Senator Howard Metzenbaum (D-Ohio), was challenged by the NCTA as containing inconsistencies and duplicative information (BROADCASTING, May 2).

"However you feel about cable deregulation, you'll agree that the debate shouldn't be based on sketchy and biased information. Let's get the facts as best we can," said Schumer in urging consideration of the measure.

This is not the first time Schumer has criticized the cable industry. Last year he compiled a report alleging wireless cable (MDS) operators were having difficulties in lining up distribution rights for cable programming (BROADCASTING, Sept. 21, 1987). He represents New York City, the home of Microband Corp. of America, a prominent wireless cable operator.

Concern about rate increases also stimulated the introduction of a bill by Representative Elton Gallegly (R-Calif.) that would reopen the 1984 Cable Act to determine the extent of a franchiser's authority to protect consumers from "significant" rate increases.

A closer look at rates will be revealed this fall, when the Government Accounting Office reports back to House Telecommunications Subcommittee



Lamb

**From Reagan to Zappa.** Brian Lamb, chairman and chief executive officer of C-SPAN introduced a new book he and the staff of C-SPAN wrote, called *C-SPAN: America's Town Hall*, before a Washington Cable Club luncheon last week. The book profiles 104 individual viewers, offering a cross-section of the C-SPAN audience from Ronald Reagan to Frank Zappa. New research for the book shows that C-SPAN audiences are fiercely loyal, watching an average of 9½ hours per month. Of those, there is a hard core who watch 20 or more hours per month. Lamb said there were two reasons for the network's success: first a constitution and a First Amendment that drives society to seek information, a fact that he said could be seen in the interviews in the book, and, second, broadcast deregulation, which Lamb said had caused a dearth of news in the radio industry that C-SPAN filled.

## Access out

The Kansas City city council has voted, 9-2, to eliminate the public access channel on the city's cable system. The vote to shut down the channel stemmed from efforts by local Ku Klux Klan members to cablecast programming on the cable system (BROADCASTING, June 13). Several members of the council and the mayor backed legislation that would have altered the franchise agreement to change the public access channels to community access outlets. That would have given the cable system editorial control over the programming. A vote on that change resulted in a 6-6 deadlock.

The council revisited the issue June 16, voting to eliminate the channel. The cable

system, however, said it will retain the spirit of the channel by converting it to a community programming outlet. The council kept the right to reinstitute a public access channel requirement at a later date.

A council spokesman said the shift to eliminate the channel entirely was done to avoid singling out any group. The spokesman also said one council member's vote was contingent on the channel being eliminated. The move leaves the city with only one mandated local origination channel, devoted to city government.

The cable system supported the council's decision. Carol Rothwell, director of public affairs for American Cablevision, said a number of groups that formerly produced for the public access channel will be invited back to participate in the community programming channel.

The training of several groups, including the local Ku Klux Klan, had been put on hold, and Rothwell said that they'll be invited to participate in future programming. A community advisory board, that exists to handle other issues involving the cable system will now also advise American on what programming should be carried on the community programming channel. American retains ultimate control on what will run, however. Rothwell said it was possible that the KKK, for instance, would be invited to participate in programming, but with American retaining control of the format. Standards for what types of programming are allowable, said Rothwell, will be applied equally across the board.

## TCI rebuts NTIA report

Tele-Communications Inc. took issue with a National Telecommunications and Information Administration report that criticized the company for exercising market power (BROADCASTING, June 20).

Bob Thomson, vice president, government relations, for TCI, said the report "represents a useful contribution to the evolving debate," but that "the section of concentration of cable ownership was very poorly done." Thomson said "we're most upset by incidences where TCI is singled out for special mention in extremely misleading and unfair ways." One was the question of volume discounts. NTIA, quoting a trade press report, said TCI paid HBO 90 cents per subscriber while a small cable operator was paying \$5 per subscriber. Both TCI and HBO said last week that that was not true. Thomson said the company paid more than four times the figures quoted by NTIA.

Another problem, he said, was the allegation that TCI pressured programmers against assembling a package of services to market to the home dish industry. Thomson said TCI believed such a



## Warner, citing corporate mixup, withdraws telco application

Warner Cable has withdrawn an application filed with the Wisconsin Public Service Commission by its Milwaukee cable system, requesting authorization to provide telephone service on behalf of a prospective business client. The system had filed the application on May 19, unbeknownst to corporate officials at Warner Cable headquarters until reports surfaced in the trade press last week.

As part of a standard agreement Warner has in Milwaukee, Warner can apply to provide "point to point service, on a private line basis, to business or commercial customers or to public institutions for high capacity transport of digital electronic signals...for simultaneous two-way transmission of data." The agreement and the type of services they cover are common in the cable industry.

But in the application filed May 19 by Bruce Massey, president and general manager of Warner Cable of Milwaukee, the system said it intended to go beyond the services described above by "employing analog as well as digital channels to provide capacity for simultaneous two-way transmissions of

voice as well as data." The request said Warner would install copper and fiber optic cables for such telephone services and to connect city phone customers to long-distance carriers.

A Warner Cable spokesman said the application was "overly broad" and "beyond the scope of the services we have a desire in providing...We have not changed from our original position," which is that the company has no desire to offer telephone services. The application, the spokesman said, "has caused considerable misunderstanding."

Warner executives have been out in front on opposing telephone entry into the cable business. Warner Communications Chairman Steven Ross, in the closing session at the National Cable Television Association convention this year, said: "Telephone companies must not be allowed to own cable television systems or be the actual distributor of television programming into the home." Warner Cable President James Gray, a member of the NCTA's telco committee, said at the same convention that telco entry "would again subject us to unfair competition and drive many from the marketplace."

scenario could have caused a conflict with the antitrust laws and said so at the time. Eventually, TCI assembled its own package of services to TVRO, as others did, while programmers sold their service individually to TVRO owners. Thomson said that programmers now have 95% of the market share in TVRO homes.

Thomson also said TCI thought the report "went to excessive lengths on horizontal concentration." The report listed TCI with 10.2 million subscribers. Thomson contended a more accurate figure is 6.5 million—which includes wholly owned and managed systems with ownership of greater than 50%. Counting those systems in which TCI has under 50%, plus some double counting, said Thomson, distorts the numbers to 10.2 million, which the report said was closing in on but did not violate government antitrust limits.

TCI also had problems on the standards NTIA used for the video marketplace. In one section of the report, said Thomson, the video marketplace included all programming to the home, broadcast, cable, home video, etc. But when NTIA examined horizontal concentration, it only focused on cable, said Thomson, ignoring the fact that broadcasters remain cable's dominant competitor in the top 50 markets.

TCI is often criticized for its ownership in programming services, but NTIA did not have a problem with that. Thomson said TCI "was pleased with their conclusions on vertical integration."

### Part of their media mix

WMAQ-TV Chicago plans to make cross-promotion of its evening news programming on a local cable interconnect a standard part of its media buying plan. WMAQ-TV began the experiment last November and carried it through the February and May sweeps. During those times, the station inserted a "Tonight at 10" promotion, specific for that day, on basic services on the Chicago cable interconnect owned by Network Media Corp.

"We aren't calling it an experiment any longer," said Jim Corboy, director of

advertising and promotion at the station. Corboy, who attributes some of WMAQ-TV's subsequent ratings improvement to the cable promotion, said, "This has been the first time we've been able to use TV other than ourselves to promote ourselves, and it is phenomenal to know that cable is now part of our media mix."

The promotion was so successful that NBC President Robert Wright flew to Chicago for a presentation by the NBC owned-and-operated station on WMAQ-TV's use of cable as a promotion tool. Network Media Corp. said WMAQ-TV is negotiating to buy a full-year schedule of advertisements on the interconnect, which connects 10 cable systems serving nearly 500,000 subscribers.

### Outperforming the networks

An NBC research report based on the November 1987 Nielsen peoplemeter numbers shows that although all of the cable networks trail the broadcast networks in the total viewers they deliver, they outperform the networks on a viewer-per-household basis.

Among the cable channels, the pay cable network, Showtime, was first in its delivery of adults 25-54 and men 25-54. Lifetime was first among women 25-54.

Cabletelevision Advertising Bureau President Bob Alter said that he wasn't sure why NBC would release such a report, which demonstrates the demographic strength of cable. But he called the report "an exercise in sophistry" because the November Nielsen peoplemeter sample was small.

NBC manager of new media research, Richard Feldman, said that NBC based the report on the November peoplemeter sample "because that's what we do business on." Feldman added that he sees no reason for any difference between the November numbers and the February numbers, when the peoplemeter sample was larger. An NBC study based on the February book has yet to be released.

In prime time during November 1987, according to the Nielsen peoplemeter data,

NBC delivered 11 million adults 25-54 per average minute, and CBS and ABC each delivered 8.6 million. NBC delivered 4.6 million men 25-54, ABC had 4.2 million and CBS had 3.6 million. Among women 25-54, NBC delivered 6.4 million, CBS 4.9 million, and ABC 4.6 million.

In terms of viewers per 100 households in prime time, Showtime was first with 111, HBO was second with 98, Lifetime was third with 91, superstation WTBS(TV) Atlanta was fourth with 87, and ESPN was fifth with 79.

Among VPH's of men 25-54, Showtime was first with 64 men per 100 homes, ESPN and HBO were tied for second with 53 and ESPN was fourth with 48. Among women 25-54, Lifetime delivered 53 per 100 households, Showtime delivered 47, HBO delivered 45, and NBC 44.

### Nothing but talk

Paul Fitzpatrick, a former executive at C-SPAN and Request Television, is pitching the cable industry on an all-talk cable service, called Talk Television. The service would provide a mixture of talk formats, personalities and issues on a 24-hour basis. Fitzpatrick has run the idea past a dozen cable operators, and has gotten a favorable response on funding from both the operators and others in the industry. He said the concept would be fine tuned in the next few months, as to its exact makeup, funding support and subscriber commitments from MSO's.

### TNT commitment

Continental Cablevision signed to carry Turner Network Television last week, although it did not say how many of its 2.2 million subscribers will receive the service when it launches Oct. 3. Continental is the third of the five major cable operators on the Turner board to sign for TNT. Tele-Communications and United Artists have signed, while American Television & Communications and Warner Cable have yet to commit subscribers.

## Arbitron to go with peplemeter

### Service, ScanAmerica, to provide program ratings, record of purchases

Despite word that Nielsen's first national TV ratings competitor was on the verge of bowing out of the business (BROADCASTING, June 20), Arbitron said last week it will roll out its ScanAmerica service beginning in early 1989 in five cities and expand to a national sample thereafter. ScanAmerica is to go to 2,600 households by 1990, 5,000 by 1992 and 18,000 by 1995. Arbitron will also replace the overnight meters it operates in 14 cities with ScanAmerica meters.

ScanAmerica gives its subscribers two streams of information: peplemeter television ratings of television viewing and a record of a purchases logged by use of a small wand that scans Universal Product Codes. The simultaneous tracking of two streams of information is what is meant by "single source" in the ratings business.

Arbitron has been operating a ScanAmerica test in 600 homes in Denver since April 1987. Before that, there was a pilot panel of the service in 1986 using 200 households.

Arbitron expects that between 70% and 80% of its national sample will answer the on-screen prompting and use the product wand. Homes in the ScanAmerica sample will each be paid \$300 a year for their participation.

Arbitron President A.J. (Rick) Aurichio



ScanAmerica's peplemeter

called the roll-out schedule "relatively conservative."

Aurichio said Arbitron expects to lose \$125 million on ScanAmerica before it starts turning a profit in 1995. By that time,

"we'll be making \$170 million" a year on the service, he said. Aurichio added: "We're prepared to stay in television," referring to Arbitron's ability to stick with the service financially.

The Arbitron president said he believes "this is the correct time" to introduce another national ratings service for broadcasters, since they are seeing dollars previously committed to television spent elsewhere, and for advertisers, who are concerned about getting the most value for their television advertising dollar.

The cost of ScanAmerica to the networks will be about the same as the national services of Nielsen and AGB, or \$4 million-\$5 million. Aurichio said the networks will not provide the financial backbone of the service, however. "We're not expecting the networks to jump on the bandwagon," said Aurichio.

Two of the three networks' refusal so far to subscribe to AGB is considered integral to that service's economic survival (BROADCASTING, June 20). Forty percent of ScanAmerica's revenues will come from advertisers, 25% from advertising agencies and 35% from broadcast and cable networks.

On average, advertising agencies will pay \$200,000 apiece and advertisers will pay \$75,000 each for data on a particular product category.

Aurichio said last week it is confident in its ability to survive the "peplemeter wars" because of the way in which ScanAmerica will differentiate itself from its competition. Along with getting peplemeter measurements of the age, sex and program choice of television viewers and the record of product purchases by households, the ScanAmerica RD-100 meter is able to give subscribers greater detail on the spending patterns of viewers within a demographic category. Where previous ratings technology could target all women 18-49, for example, ScanAmerica makes possible the targeting of women 18-49 who have a track record of buying within a certain product category. Arbitron refers to ScanAmerica's more detailed information as BuyerGraphics.

Arbitron vice president of station sales and marketing, Pete Megroz, said the ratings company was encouraged to go forward with its plans to go national with ScanAmerica based on the success of the Denver sample, and the high degree of utility for the ScanAmerica information. Megroz said the timing of the announcement in the wake of the news of AGB's difficulties was "happstantial."

Although ScanAmerica is a copyrighted system, making direct copying of the service impossible, Nielsen plans to complement its own peplemeter with product purchasing data. The two services will not be

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combined, according to Nielsen vice president of communications, Kathryn Creech, because Nielsen feels that in mixing the two data-gathering processes, they might "contaminate" or detract from each other and make their respective data less valid. Instead, Nielsen's version of single source data will consist of the same ratings meters that are in operation in overnight markets currently, along with wands that keep track of product purchases and their prices. The product-monitoring/meter sample and the peplemeter sample will operate in distinct households. The peplemeter sample consists of 3,300 homes currently and will expand to 4,000 in September.

The target customers for the product data will be advertisers, Creech said, adding that broadcasters would be less likely to subscribe to the service.

Nielsen's "Learning Laboratory," the operating name for its test of its tabulation of product purchases, has 1,500 homes using wands in New York, Los Angeles and Chicago. That sample will expand to 2,250 homes by the end of the year and 10,000 homes by the end of 1989.

The latest Nielsen effort in some sense mirrors its response to the coming of peplemeters. Nielsen did not originate peplemeters, although it seems to have been victorious in competing with that technology's creator, AGB. □



**WFAN(AM) New York** □ Sold by Emmis Broadcasting to Spanish Broadcasting System for \$23 million, most ever paid for AM stand-alone. **Seller** is Indianapolis-based group of one AM and 10 FM's principally owned by Jeff Smuylan, chairman. **Buyer** is New York-based group of three AM's and two FM's headed by Raul Alarcon. WFAN is on 1050 full time with 50 kw.

**WSOR(FM) Fort Myers, Fla.** □ Sold by Daytona Group to Heritage Broadcast Group for \$4.75 million. **Seller** is owned by Norman S. Drubner and Carl Como Tintera, who also own KRIX(FM) Brownsville, Tex.; KSLM(AM)-KXYQ(FM) Salem, Ore., and KIVA(AM) Corrales and KIVA(FM) Santa Fe, both New Mexico. Drubner also has interest in WNLC(AM)-WTYD(FM) New London, Conn., and WPAP(FM) Panama City and WCOA(AM)-WJLQ(FM) Pensacola, both Florida. **Buyer** is Tucker, Ga.-based group of four AM's and four FM's owned by James T. Cullen and Adam G. Polacek. WSOR is on 95.3 mhz with 3 kw and antenna 328 feet above average terrain. **Broker: Media Venture Partners.**

**KLso(FM) Henderson, Nev.** □ Sold by Columbia Theater Co. to Southwest Radio Inc. for \$2.75 million. **Seller** is principally owned by Frederick Danz and family. It has no other broadcast interests. **Buyer** is principally owned by Fred Havenick. It owns dog racing track in Naples, Fla. KLso is on 95.5 mhz with 100 kw and antenna 1,120 feet above average terrain. **Broker: Norman Fischer & Associates.**

#### CABLE

**Systems serving Lincoln, Linsborg and Smith Center, all Kansas** □ Sold by Universal Cable Communications to ML Media Partners

L.P. for \$32 million-\$37 million. **Seller** is principally owned by Jay O'Neal and has no other cable interests. **Buyer** is Greenwich, Conn.-based MSO serving approximately 500,000 subscribers. It is headed by Elton Rule, Marty

Pompador and Christopher Conley. Systems serve 22,000 subscribers. **Broker: Waller Capital Corp.**

*For other proposed and approved sales see "For the Record," page 71.*

## Stage set for noncommercial showdown

**Markup called for June 28 on CPB reauthorization bill; public broadcasting groups differ on Senate proposals**

A new chapter in public broadcasting history may begin tomorrow, June 28. The Senate Communications Subcommittee is scheduled to mark up a 1991-93 Corporation for Public Broadcasting reauthorization bill that promises a radical shift of funds away from CPB.

Three versions of the bill are now being considered on the Hill: an unamended Senate version; a Senate version with amendments rerouting most national programming dollars around CPB and directly to the stations, and a House version, including a definition of independents that would not count producers who contribute to series with executive producers (BROADCASTING, March 21). If any but the amended version passes, CPB will have to adjust to having less money for, and authority over, national programming decisions.

But whichever version passes through the House-Senate conference, floor votes and potential administration veto, public broad-

casting will face a more short-term problem. Differences within the noncommercial system over the Senate proposals have already led to harsh cross-allegations, and, according to CPB, PBS and station sources, reunification of those parties will take time and effort.

The Senate amendments would codify the division of funds between CPB and public stations, redirecting 80% of national programming dollars—still earmarked for national programming—directly to the stations. If the codified percentages (75% to unrestricted grants to stations, 20% to national programming grants to stations and 5% to CPB) were in effect during the current fiscal year, money for the CPB Program Fund would be reduced from nearly \$40 million to less than \$10 million. (A similar division already exists on the radio side and would also be codified by the amendments.)

Claims, counterclaims and documents have piled up in June as each organization has corresponded with subcommittee members, the stations and the press, calling for support of its view. (Donald Ledwig, the CPB president, and David Brugger, presi-

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dent of the National Association of Public Television Stations, have submitted explanations of their views to BROADCASTING [see "Monday Memo," June 20 and this issue].)

When the amendments were first revealed May 24, CPB adopted a resolution of "unalterable opposition" to them and called PBS and NAPT's resolutions supporting the amendments "a breach of faith" (BROADCASTING, May 30.) The resolutions initiated a stream of allegations from both CPB and PBS about past and current support for national programming, particularly in innovation and minority and children's programming. Saying that "left to themselves, stations purchase few new, risky or innovative programs," CPB President Ledwig argued the amendments "could speed up the 'creeping commercialization' of public television programming that Congress recently criticized." And in a June 2 letter to subcommittee Chairman Daniel Inouye (D-Hawaii), Ledwig said that "local stations exerted tremendous resistance" to expansion of *MacNeil/Lehrer's* format to an hour. "CPB's Program Fund," Ledwig told the chairman, "provides the *only* substantial, aggregated source of funds that is *not* susceptible to... ratings and market-driven pressures."

In return, PBS called CPB's initial reaction "wounded." "CPB's distrust," it said, "is unwarranted and reflects the inappropriately patronizing approach that CPB has taken to fulfilling its statutory responsibilities."

CPB's charge concerning *NewsHour* "de-means the role of both the producers and the stations," said PBS. "Proven funding options," such as the Station Program Cooperative (SPC), said PBS President Bruce Christensen, have aggregated "twice the amount that CPB has budgeted for its FY 1989 Program Fund," adding that PBS support of the *NewsHour's* first and second seasons outstripped CPB's contribution by \$1.1 million and \$2 million, respectively.

"The Public Broadcasting Act was never intended to give CPB oversight responsibility for public broadcasting stations' programming decisions," Christensen said in his own June 15 letter to Inouye. "Congress... specifically directed CPB to carry out its purposes... in ways that will most effectively assure the maximum freedom" to the stations "from interference with, or control of, program content or other activities... There is no evidence of widespread 'commercial tendencies' that would 'bring the very mission of public television into question,' as CPB suggests," he said.

Other public TV parties, however, have joined CPB's thumbs-down response. "The proposal will... sharply reduce funds available for children's programming," *Sesame Street* producer, Children's Television Workshop, said in a letter to the subcommittee. And despite its ongoing differences with CPB, the National Coalition of Independent Public Broadcasting Producers has also aligned itself against the amendments, which, said NCIPBP, would "affirm" not "remedy [the] station community's demonstrated lack of response to the needs of independent producers."

(NCIPBP last winter persuaded House

Telecommunications Subcommittee Chairman Ed Markey [D-Mass.] to write the definition of independents into the House reauthorization bill, to which CPB is strongly opposed.)

An informal survey conducted by NAPT's during the first week of June found "overwhelming support" for the amendments among stations, but conceded its respondents had broadly expressed "concern" over the reaggregation question.

Several stations have also expressed concern over CPB, PBS and NAPT's activities. James Heck, general manager of WUSF-FM-TV Tampa and WSFP-FM-TV Fort Myers, both Florida, in a June 8 letter to the Washington parties, noted "indications of self interest evidenced by the three respective parties... As a result," he said, "we may lose the support in the Congress which we have had over the years." Heck advocated taking "action to have these amendments withdrawn until public broadcasting can settle on an appropriate approach."

New Hampshire Public TV general manager, Arthur Singer, in a letter dated the same day and addressed to the same parties, said, "reconciliation," not among CPB, PBS and NAPT's, but "with the stations... is in my mind essential." Adoption of resolutions at each organization, he said, had "taken away any real ability of individual stations to respond to your follow-up requests for support. Damage has been done," he said, "but it can be eased considerably if we can all join for a dialogue together."

Calling current and past Station Program Cooperative practices "out of control," Singer said that existing aggregation mechanisms "will not do it... There may be a stalemate over how to proceed."

On the House side, the Markey definition of independent producer that excludes those answering to series executive producers or station consortia may prove to be another large hurdle for the 1991-1993 authorization. CPB has objected to the definition, arguing it would threaten the funding of series like *Frontline*, that use independent producers but retain an executive producer, both to maintain continuity and to make quality and content decisions based on accountability to Congress.

The solution of national programming problems, NCIPBP has said, lies in the creation of a national independent producers program fund, separate from other Program Fund activities. CPB and the NCIPBP, responding to a Markey directive last March, had worked out a three-year, \$6-million agreement, but Ledwig told House Commerce Committee Chairman, John Dingell (D-Mich.) the deal would not be feasible if the Senate amendments passed.

In a responding letter to Ledwig, Dingell said, "I very much regret that CPB has decided that it cannot reach any agreement with independent producers as long as the current legislative situation in the Senate exists... Ed Markey... and I concur that the subcommittee should now examine legislative solutions to the independent producer issue," perhaps including establishing the independent producers program fund suggested by NCIPBP. □



# Satellite Footprints

**Trans-Atlantic news deal.** Brightstar Communications will provide CNN video transmissions from London, Paris and other parts of Europe to the U.S. for at least the next two years, according to terms of an agreement signed this month. Brightstar vice president of marketing, Bill Page, credited this year's move to Intelsat's primary TV bird over the Atlantic with allowing Brightstar to offer transmissions directly to CNN's Atlanta headquarters.

**Moving ahead.** The Intelsat board of governors last week cleared coordination requests that will enable Pan American Satellite to provide ku-band service linking the U.S. with the United Kingdom and with West Germany. The board will recommend that the Extraordinary Assembly of Parties, to be held in Washington next fall, find that PAS's U.S.-UK and U.S.-West Germany service will be technically compatible with Intelsat's use of spectrum and orbital space and will not cause significant economic harm. The board also decided to recommend favorable Assembly action on other PAS's proposed use of five Latin Beam transponders to provide service between the U.S. and the Dominican Republic.

**Musical transponders.** Hughes Communications will lose one pay-

per-view cable service and gain one basic cable service this week, and GE Americom will lose one basic cable service and gain four pay-per-view services. Beginning Friday, July 1, Arts & Entertainment Cable Network will move its distribution feeds from one of GE Americom's two primary cable birds, Satcom 3R (transponder 24), to one of Hughes Communications' two primary cable birds, Galaxy 1 (transponder 12). A&E will continue Satcom 3 feeds for an undisclosed period of time. Pay-per-view service, Request Television, which currently occupies Galaxy 1, transponder 12, said last Wednesday that its two cable PPV services, Request-1 and Request-2 (the latter scheduled to launch in July [BROADCASTING, June 20]) will find homes on GE Americom's Satcom 3, and its two new "Guest Cinema" PPV hotel industry services will be sent over transponders on Satcom 4.

Meanwhile, GE Americom's currently unoccupied transponder 16 on Satcom 4 will become the new home of Eastern Microwave's and United Video's superstation KTLA(TV) Los Angeles, also on July 1. KTLA(TV) is moving from its spot as the only cable service on Satcom 1. United Video's radio superchannel, KKGO(FM) Los Angeles, will also move to a subcarrier of transponder 16, Satcom 4, from a subcarrier of transponder 3 on that same bird. Dual feeds of the two services will continue through July 15.

## Groups try to block TCI entry in DBS market

**They see cable developing a monopoly in TV distribution**

In separate filings, the Wireless Cable Association, Advanced Communications Corp. and two citizen groups have asked the FCC to reject the application of a Tele-Communications Inc.-controlled company for a two-satellite, 32-channel direct broadcast satellite system.

TCI, the nation's largest cable operator, is the parent of Tempo Acquisition Co., which holds 51% of Tempo Satellite Inc. (TSI), the DBS applicant. And TCI has an agreement to purchase Tempo Enterprises Inc., which owns the remaining 49% in TSI.

Bruce Feinberg, of Pepper & Corazzini, who represents TSI, said TSI would reserve its reaction to the attack on its application for its formal response, which will be filed with the FCC in a few weeks.

WCA, which represents operators of wireless cable systems that broadcast cable services to subscribers over microwave (MDS, ITFS, OFS) channels, said allowing TCI to become a DBS operator would increase its ability to pressure cable programmers to deny their services to wireless cable and other cable competitors.

ACC, which applied for a DBS permit last April at the same time as TSI, argued along the same lines as WCA, saying TCI has "significant monopoly power" that it has abused and "would likely do so again if allowed to enter into the DBS industry."

The National Association for Better Broadcasting and the Telecommunications Research and Action Center, in a filing prepared by the Media Access Project, took a different tack to the same destination. They

said TCI "lacks the requisite character" to hold a broadcast license, citing a 1985 jury decision that TCI violated federal and state antitrust laws and alleging that TSI misrepresented the finding in its application.

"As the largest MSO," WCA said in its filing, "TCI has already achieved unparalleled market power in its dealings with programmers, to the extent that it can demand without additional payment de facto programming exclusivity arrangements capable of crushing potentially competitive alternatives. This market power would be reinforced by the entrenchment of TCI as a DBS licensee, where it could utilize an increased subscriber base as additional leverage over programming sources to eliminate competition from alternative providers such as wireless cable."

Advanced said: "TCI has a demonstrable track record of cutting off competition, both inside and outside the cable industry. To allow it to gain a foothold in the DBS industry would give TCI excessive power over other DBS operators and competing cable providers to the detriment of the public. It would also heighten the incentive for TCI to continue its discriminatory practices

against wireless cable providers."

In support of their arguments, the WCA and Advanced cited repeatedly the National Telecommunications and Information Administration's report on cable television, released two weeks ago, that expressed serious concern about the growth of some cable companies and its impact on competition. "Although WCA does not agree with all of NTIA's observations regarding the cable industry, WCA certainly concurs with NTIA's finding that 'the fundamental communications policy goal of diversity may be thwarted by the trend towards concentration of ownership' within the cable industry."

TRAC and NABB maintained that TCI is unfit to hold a DBS license. In a case arising out of the battle for the cable franchise for Jefferson City, Mo., a federal district court jury three years ago found TCI's local operating unit violated the federal antitrust laws and awarded \$35.8 million in damages to another company that had applied for the franchise. "TCI's misconduct, which is fully attributable to its Tempo subsidiary, constitutes broadcast-related misconduct which, under the commission's current policies, must be explored at an evidentiary hearing."

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## GTE details fiber plans for Cerritos

**Services will go through four test phases, ranging from cable delivery to videoconferencing**

The GTE executive responsible for the telephone company's state-of-the-art telecommunications experiment in Cerritos, Calif., outlined for reporters last week the five fiber optic tests GTE will undertake there.

GTE expects to file its application detailing the fiber tests at the FCC this week, tests that would provide a wide range of video services, including video on demand, home-to-home video transmission and conventional cable services. If all goes according to plan, fiber delivery of both voice and video will be in full swing by this time next year, said Tom Gillett, director of advanced operations testing for GTE.

GTE, through Robak Construction, has begun building the coaxial cable plant that will pass the city's 16,000 homes and 2,000 businesses. Under the buried coaxial cable plant, GTE is placing vacant conduits, through which the fiber will be strung. GTE will go through four service test phases as the coaxial cable and fiber are built.

Phase one of the construction will provide traditional cable service. (GTE's phone service is already in place.)

Phase two will focus on testing GTE's interactive video services, such as home shopping, home banking, entertainment information and educational services, through the addressable coaxial cable plant. GTE has been working with Continental Cable on an interactive home shopping test, entitled GTE Main Street, in a cable system near Boston. GTE also plans a similar test in Philadelphia with Comcast. Gillett said those shopping experiments use full NTSC-quality pictures to illustrate products, as opposed to the videotex-generated pictures. Phase two will also include interactivity with city services, whereby residents would

be able to obtain dog registrations or permits for city parks through their television sets. There are discussions of an educational service, said Gillett, where students could pull up a math tutorial created specifically for their class by the local school teacher.

In phase three, video on demand will be offered, both through the coaxial line and an advanced version once the fiber is in place. The video on demand would have full VCR functioning capability, said Gillett. He said discussions are under way with those who supply the service, such as the cable company, Apollo, or someone else, and also with product providers in Hollywood. The lack of any antitaping technology, he acknowledged, prevents GTE from getting an early window for theatrical releases before home video. Video on demand could also include college courses transmitted to the home, GTE said.

Using the addressable coaxial cable function, GTE envisions "a pay-per-view-like service," said Gillett, whereby 30 channels on the cable system would be set aside to simulate a shelf at a video store. Movies would be scheduled on those 30 channels to run every 15 minutes. Viewers could call up and order any movie available. The coaxial cable will limit the total number of subscribers who can call for a movie at any given time. But when the fiber portion is in place, Gillett said, the number of simultaneous orders could be infinitely more.

Phase four will include switched point-to-point broadband video, which could be used between homes or for videoconferencing. Gillett said that phase would attempt to capitalize on the 8% of U.S. homes that have video recording equipment. A person in one home could set up a video camera to videotape a child's birthday party, for instance, dial up another home and, through the fiber link, present the live video of the party on the television screen at another

home, such as the child's grandmother's.

The first three phases will be in place by the beginning of 1989, said Gillett, and barring regulatory problems, the fiber plant will be in place by next summer. Gillett said GTE can roll out service in most of the first three phases of construction without the fiber being in place.

The core of the Cerritos experiment, however, will be GTE's five fiber experiments, utilizing fiber supplied by AT&T and Siecor. The first fiber tests will examine the "low technical issues," said Gillett—switching from fiber to coax at the home site, splicing and fusion, maintenance and reliability testing, etc. GTE envisions a box attached to the side of the house or garage where the fiber signals will be switched to the coax plant.

The second test will encompass the supertrunk fiber link from the Apollo cable head-end to the GTE laboratory building, where the fiber will originate. The supertrunk will only run a short distance, since the headend and labs are adjacent to each other in Cerritos.

"Pure telephony," said Gillett, will be the third fiber test. GTE will use AT&T equipment to conduct tests on voice and data over the fiber lines. GTE said the service to the home essentially will be two voice channels and one data channel. That test will be limited to 600 homes, said Gillett.

The fourth test, conducted in 100 homes, will be delivery of analog cable television video and digital voice/data. American Lightwave Systems will supply the fiber for this video portion of the fourth test, while CTI Corp. will supply the fiber for the voice portion. In typical cable systems, the coaxial cable delivers all the cable system's services to the subscriber's converter box on the television set. With this test, when a subscriber makes a viewing choice, the signal is transmitted back to the GTE lab site, probably several miles, where the signal desired is then transmitted back to the home.

The final test will seek to get around the backend bottleneck problem by delivering 16 of the most popular programming services to the home, along with capability to call up any others that are offered. This "integrated voice/data/video" test, said Gillett, will provide 20 simultaneous digital video channels to the home—the 16 most popular broadcast or cable services on the service and four switched signals. A viewer at any television set in this five-home test will be able to call up any of the 16 program services on demand. If the viewer wishes to select an offering from beyond the 16, the four switched channels allow the viewers to access other services through the entire network. A 1.5-megabytes-per-channel digital voice and data channel will also be going into the home in this test. Equipment for this



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# We are doing business...

This announcement appears as a matter of record only.

**PRICE COMMUNICATIONS CORPORATION**  
has acquired  
**KSNF, Television**  
Joplin, Missouri

The undersigned initiated this transaction.




Harvey Sandler    Barry Lewis  
General Partner    General Partner

FOUNDER    DIRECTOR    NEW YORK, N.Y.    10036-2403

This announcement appears as a matter of record only.

**KOAM Limited Partnership**  
has acquired  
**KOAM-TV**  
Pittsburg, Kansas  
formerly owned by  
Draper Communications, Inc.

The undersigned initiated this transaction.




Harvey Sandler    Barry Lewis  
General Partner    General Partner

FOUNDER    DIRECTOR    NEW YORK, N.Y.    10036-2403

This announcement appears as a matter of record only.

**ML MEDIA PARTNERS**  
has acquired  
**KATC, Television**  
Lafayette, LA


The undersigned initiated this transaction.




Harvey Sandler    Barry Lewis  
General Partner    General Partner

FOUNDER    DIRECTOR    NEW YORK, N.Y.    10036-2403

This announcement appears as a matter of record only.

**WTVC, INC.**  
\$17,500,000 of Subordinated  
Notes and Equity  
provided by  
**MEDIA/COMMUNICATIONS PARTNERS**  
an affiliate of  IFA Associates

*Media/Communications Partners' managed funds provided the above equity and debt financing and arranged for \$52,000,000 of bank loans for the acquisition of WTVC, Channel 13, Toledo, OH.*




Harvey Sandler    Barry Lewis  
General Partner    General Partner  
acted as financial intermediaries to the above parties.

FOUNDER    DIRECTOR    NEW YORK, N.Y.    10036-2403

This announcement appears as a matter of record only.

**COMMONWEALTH COMMUNICATIONS SERVICES, INC.**  
has acquired  
**WSPD-AM and WLQR-FM, Toledo**

The undersigned initiated this transaction.




Harvey Sandler    Barry Lewis  
General Partner    General Partner

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This announcement appears as a matter of record only.

**PRICE COMMUNICATIONS CORPORATION**  
has acquired  
**WSEE Television**  
Erie, Pennsylvania

The undersigned represented the buyer.




Harvey Sandler    Barry Lewis  
General Partner    General Partner

FOUNDER    DIRECTOR    NEW YORK, N.Y.    10036-2403

This announcement appears as a matter of record only.

**TAK COMMUNICATIONS, INC.**  
has acquired  
**KITV Television**  
Honolulu, Hawaii

The undersigned initiated this transaction.




Harvey Sandler    Barry Lewis  
General Partner    General Partner

FOUNDER    DIRECTOR    NEW YORK, N.Y.    10036-2403

This announcement appears as a matter of record only.

**COLUMBIA EMPIRE BROADCASTING**  
Hugh E. Davis, President  
has sold  
**KNDU-TV Yakima, Washington**  
**KNDU-TV Richland, Washington**  
to  
**FARRAGUT COMMUNICATIONS, INC.**  
Washington, D.C.  
Bill Lincoln, President

The undersigned initiated this transaction.




Harvey Sandler    Barry Lewis  
General Partner    General Partner

FOUNDER    DIRECTOR    NEW YORK, N.Y.    10036-2403

This announcement appears as a matter of record only.

**ADAMS COMMUNICATIONS CORP.**  
has sold  
**KSTU-TV**  
**SALT LAKE CITY**  
to  
**MWT, Ltd.**  
Mountain West Television Corp., General Partner  
Northstar Communications, Inc., Limited Partner

The undersigned initiated this transaction.



Harvey Sandler    Barry Lewis  
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test, which would allow for the home-to-home video switching described earlier, is being developed within GTE Labs.

Gillett also said GTE has been talking with high-definition television system proponents about integrating their technology in its Cerritos tests. GTE said HDTV will be a part of the demonstrations at the showcase center GTE plans to set up in Cerritos to provide information to residents on what's

behind the test. The center will include a "home of tomorrow" that will incorporate what is envisioned as the most advanced delivery technology.

GTE expects to spend upwards of \$20 million its test in Cerritos. Gillett said GTE will have a good idea by 1991 of the results of the tests, but that the project may continue after that.

Gillett said the point of the tests is for

"knowledge generation," and he downplayed the conflict GTE has had with the cable industry. He said GTE, by putting networks in place, could give cable operators the opportunity to provide services that could add subscribers and reduce churn. Despite the cable industry's rhetoric, he said, "I have a lot of faith that logic will win" once cable operators "see the advantages to working together." □

## HDTV production standard: 1,125/60 or fight

### Association and production company push for acceptance of U.S.-backed high-definition TV standard

Summer 1988 is beginning with an increase in promotion of the U.S.-supported 1,125/60 high-definition production standard for TV. Two new groups have been formed, one to drum up support for the standard among different sectors of the TV industry and the other to produce new HDTV programming. Formation of the HDTV 1,125/60 Group, an association of equipment manufacturers that aims to be an open forum and center of information on high-definition production, was announced last Friday. It followed an earlier announcement in New York that ZBIG Vision Ltd., an independent production company, and VCA Teletronics Inc., a video duplication, production and post-production company, have joined forces to establish an HDTV studio

equipped with the latest 1,125/60 gear.

The 1,125/60 format, which produces high-resolution pictures on videotape equivalent in quality to 35 mm film, was first displayed in the U.S. by the Japanese Broadcasting Co. (NHK) in the early 1980's. Soon afterward two American organizations, the Advanced Television Systems Committee (ATSC) and the Society of Motion Picture and Television Engineers (SMPTE), began documenting the standard. The final document was approved last August by ATSC's Japanese counterpart, the Broadcast Technology Association. ATSC approved an identical document last January, and SMPTE approved the standard in March; 1,125/60 is now nearing approval by the American National Standards Institute and has also been adopted as the national HDTV production standard in Canada.

But the overall goal of a world production standard approved by the CCIR (International Radio Consultative Committee),

which would allow for quality transmission internationally without the need for standards conversion, will be hard to achieve. The 60 hertz field rate of 1,125/60, which is carried over from the NTSC standard now in use in Japan and North America, is strongly opposed in Europe where the TV systems are based on a 50-hertz field rate. Eureka, an organization backed by the European Common Market countries, is now working to develop a production standard to rival 1,125/60 before the CCIR, which will consider HDTV standardization again during a scheduled May 1989 meeting.

William G. Connolly, president of the Advanced Systems Group, Sony Corp. of America, and the technical spokesman for the new HDTV 1,125/60 Group, said last week that he was optimistic that 1,125/60 will be adopted by the CCIR. The Eureka proposal will be an obstacle, he said, but the 60-hertz proposal will gain international acceptance because a higher repetition rate results in fewer motion artifacts, such as flicker, which are more noticeable in 50-hertz systems. The fact that 1,125/60 is a more mature and advanced system gives it an advantage over Eureka as well, Connolly said. "If you ask a responsible, informed broadcaster if he would like a single, worldwide standard, I think the answer is a universal 'yes'...even in Europe."

The HDTV 1,125/60 Group, however, will not directly take part in CCIR proceedings. Its main function, according to the group's press release, will be "to provide an industry forum for close dialogue between U.S. television producers, HDTV systems users and manufacturers." A large part of its mission will be educational.

One common point of confusion, for example, is between the HDTV production standard and the Muse transmission system which was also invented by NHK. Many in the industry refer to 1,125/60 as "the Muse production standard," Connolly said. This misconception, he said, leads many to believe that acceptance of 1,125/60 will lock the U.S. into acceptance of Muse as a transmission standard. "Our job is to point out that you should really unlink the production standard from the transmission standard," Connolly said. "It is only important that the production standard...is transcodable to the transmission standards and is hopefully transcodable to the proposed standards." He said that he believes 1,125/60 fits those requirements.

The group was to have held its organizational meeting last weekend (June 25-26) in Los Angeles concurrent with the International Teleproduction Society Conference

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there (BROADCASTING, May 9). Manufacturing company charter members of the new group joining Sony are: Chyron, Cinema Products, Compression Labs, Dynair Electronics, Dynatech Broadcast Group, Grass Valley Group, Hitachi America, Ikegami Electronics, Magni Systems, NEC America, Panasonic, Panavision, Quantel, Rank Cintel, Symbolics Graphics, Toshiba America, Ultimatte Corp. and U.S. JVC. In addition, advisers from broadcast and cable industries, stations, including several noncommercial TV stations, and Home Box Office are participating in the HDTV 1,125/60 Group. The two established American HDTV production studios, 1125 Productions and Rebo High Definition Studio, have also joined the group. As of last week, however, the new ZBIG/VCA studio had not yet been contacted, Connolly said.

The agreement between the two companies calls for ZBIG founder, director Zbigniew Rybczynski, to solicit HDTV projects and direct them for client companies while VCA provides engineering and technical



support. "HDTV is a revolutionary medium...the future of image-making," Rybczynski said. According to ZBIG producer, Stuart Samuels, several negotiations for HDTV productions are already in progress. The most promising prospect is a feature film project to begin shooting in January

1989 in cooperation with the Italian TV network RAI, which produced the first full-length HDTV theatrical movie, "Julia and Julia," which was shown in American theaters last winter. "We are also in discussions with PBS and HBO for other projects," Samuels said. □

## In Sync

### D-2 sale

Ampex Corp., Redwood City, Calif., has completed two deals this month to sell D-2 composite digital videotape equipment to a TV broadcast group, Pulitzer Broadcasting Co., and to Northwest Teleproductions Inc., a postproduction company. The new D-2 machines were introduced by Ampex and Sony Corp. at the National Association of Broadcasters convention in Las Vegas last April.

Pulitzer, St. Louis-based, will install Ampex's ACR-225 D-2 spot players in each of its seven TV stations. Northwest is buying 15 VPR-300 D-2 VTR's. Six of them will be installed at Northwest's Minneapolis postproduction facility, with four others to be used for film-to-tape transfers, dubbing and duplication. Three will be used for post production and two for duplication at Northwest's Dallas studios. Deliveries on the two orders are targeted for the first quarter of 1989.

The D-2 standard was developed by Ampex as a less expensive alternative to the component digital D-1 standard, which has been approved as a world standard by the CCIR (International Radio Consultative Committee). Ampex and Sony have been actively seeking approval of the D-2 standard by the Society of Motion Picture and Television Engineers.

After a meeting of the SMPTE's committee on television recording and reproduction technology (TRRT) earlier this month, all of the D-2 documents, which total about 160 pages, are being considered by SMPTE's standards committee, according to TRTT Chairman David Fibush, senior product manager, Ampex. Pending approval by the standards committee, and "one assumes

they would," Fibush said, the standard will be published in the *SMPTE Journal*, by late fall, with final approval expected about six months later.

### No decision

Japan's national network, NHK, developer of the "Muse family" of high-definition and enhanced-definition television systems, has received an answer to the question it posed to the National Association of Broadcasters and the Association of Maximum Service Telecasters. Both organizations were asked to assess the seven Muse systems introduced by NHK during the April NAB convention. Based on NAB and AMST reactions, NHK was to begin development of hardware for the system most preferred by American broadcasters.

However, both associations have sent word to NHK that they will not rate the new systems, which include three Muse-6 and three Muse-9 NTSC-compatible systems and Narrow-Muse, a one-channel incompatible system. "Our letter simply says that NAB has a policy of neutrality regarding proponent systems," said Michael Rau, head of NAB's science and technology department.

NHK's Washington spokeswoman, Ann Hagemann, did not know what other specific courses the Japanese network will use to pick which of the Muse family will be developed in hardware. Details of all seven systems, as well as the earlier-developed Muse-E one-and-one-half-channel, incompatible system, will be submitted to the systems subcommittee of FCC's ATS Advisory Committee by its Sept. 1 deadline. After the decision is made, it will take six months to produce

hardware for one of the new systems, she said.

### Lab lineup

An interim board of directors of the Cable Television Laboratories Inc. has been announced by the new organization's chairman, John C. Malone, president, Tele-Communications Inc. The Cable Labs were formed May 4, the day after the close of the National Cable Television Association convention, as a research and development co-venture of several major multiple systems operators (BROADCASTING, May 9). High-definition television transmission will be among the Cable Labs' first priorities when it begins operation.

The interim board will serve until the fall, when an 18-member permanent board will be elected, consisting of executives of MSO's that sign an affiliation agreement with the labs by Sept. 30. In the meantime, the interim board is expected to consider the hiring of a chief executive officer for the group. An executive recruitment firm is expected to submit a name soon.

The executives appointed to the interim board are: Gary Bryson, executive vice president, American Television & Communications Corp.; Joseph Gans, president, Cable Television Co.; Edward Horowitz, senior vice president, HBO Inc.; Richard Leghorn, president, Eidak Corp.; John Rakoske, executive vice president, Continental Cablevision; Brian Roberts, executive vice president, Comcast Corp.; Richard Roberts, president, TeleCable Corp.; and James Robbins, president, Cox Cable Communications Inc. Leghorn will serve as president of the board and Rakoske as treasurer.

# Stock Index

	Closing		Net	Percent	P/E	Market	Market					
	Wed	Wed					Change	Change	Ratio	Capitali-	Closing	
	Jun 22	Jun 15				zation	Wed	Wed	Change	Change	Ratio	Capitali-
						(000,000)	Jun 22	Jun 15				(000,000)
<b>BROADCASTING</b>												
N (CCB) Capital Cities/ABC	313	3/4	319	- 5	1/4	-01.64	19	5,075				
N (CBS) CBS	160	1/8	161	-	7/8	-00.54	9	3,783				
A (CCU) Clear Channel	14	1/4	1/4	-	1/4	-01.75	25	54				
O (INFTA) Infinity Broadcast	29	1/8	29	7/8	-	3/4	-02.51	91	242			
O (JCOR) Jacor Commun.	5	7/8	5	5/8	1/4	04.44	-13	57				
O (LINB) LIN	63	5/8	65	1/4	- 1	5/8	-02.49	40	3,287			
O (MALR) Malrite	8	1/4	8	5/8	-	3/8	-04.34	-17	112			
O (MALRA) Malrite 'A'	8	1/2	8	1/2		00.00	-12	116				
O (OBCCC) Olympic Broad.	3	3/4	3	3/4		00.00		9				
O (OSBN) Osborn Commun.	7	1/4	7	1/4		00.00	-6	36				
O (OCOMA) Outlet Commun.	22		21	1/4		3/4	03.52	-8	144			
A (PR) Price Commun.	9	1/8	9	3/8	-	1/4	-02.66	-7	88			
O (SAGB) Sage Broadcasting	4	3/4	4	3/4		00.00	-7	18				
O (SCRIP) Scripps Howard	85		85			00.00	68	877				
O (SUNN) SunGroup Inc.	2		1	7/8		1/8	06.66	-2	4			
O (TLMD) Telemundo	9	3/4	9	1/8		5/8	06.84	-1	74			
O (TVXG) TVX Broadcast	2	3/4	2	1/2		1/4	10.00		16			
O (UTVI) United Television	31	1/4	30	1/4		1	03.30	51	342			
<b>BROADCASTING WITH OTHER MAJOR INTERESTS</b>												
N (BLC) A.H. Belo	30		30	1/4	-	1/4	-00.82	12	316			
O (ASTV) Amer. Comm. & TV		3/32		3/32			00.00		7			
N (AFL) American Family	14		14	1/8	-	1/8	-00.88	12	1,133			
O (ACCMA) Assoc. Commun.	22	1/2	23		-	1/2	-02.17		214			
O (BMAC) Bus. Men's Assur.	34	3/4	34	1/2		1/4	00.72	93	364			
N (CCN) Chris-Craft	21	3/4	22	1/4	-	1/2	-02.24	48	473			
N (DNB) Dun & Bradstreet	50	3/8	50	7/8	-	1/2	-00.98	19	7,657			
O (DUCO) Durham Corp.	26	1/4	26	1/4			00.00	22	221			
N (GCI) Gannett Co.	32	5/8	33		-	3/8	-01.13	16	5,282			
N (GY) GenCorp	19	1/2	19	1/2			00.00	1	618			
O (GMXC) GMX Commun.		3/32		1/8	-	1/32	-25.00	1	618			
O (GACC) Great Amer. Comm.	11	3/8	11	1/4		1/8	01.11	11	299			
N (JP) Jefferson-Pilot	32	3/4	31	1/4		1/2	04.80	14	1,292			
N (KRI) Knight-Ridder	45		44	1/4		3/4	01.69	16	2,559			
N (LEE) Lee Enterprises	26	5/8	27	3/8	-	3/4	-02.73	19	661			
N (LC) Liberty	40	1/4	39	3/4		1/2	01.25	15	373			
N (MHP) McGraw-Hill	59	7/8	57	1/8		2	3/4	04.81	18	2,887		
A (MEGA) Media General	42	1/2	41	3/4		3/4	01.79	28	1,198			
N (MDP) Meredith Corp.	28	3/8	28	1/8		1/4	00.88	11	545			
N (MCG) Mich. Energy	24	1/4	24	1/8		1/8	00.51	15	65			
O (MMECD) Multimedia	70		68			2	02.94	67	770			
A (NYTA) New York Times	28	1/8	27	7/8		1/4	00.89	14	2,306			
N (NWS) News Corp. Ltd.	19	1/4	17	7/8		1	3/8	07.69	10	5,129		
O (PARC) Park Commun.	28	1/2	28	1/2			00.00	22	393			
O (PLTZ) Pulitzer Publishing	29	3/4	30	1/2	-	3/4	-02.45	20	311			
N (REL) Reliance Group Hold.	5	7/8	6		-	1/8	-02.08	6	440			
O (RTS) Reuters Ltd.	29	5/8	30	1/8	-	1/2	-01.65	20	24,597			
T (SKHA) Selkirk	22	1/2	20	1/2		2	09.75	19	182			
O (STAUF) Stauffer Commun.	144		144				00.00	48	144			
N (TMC) Times Mirror	33		33	3/8	-	3/8	-01.12	16	4,270			
O (TMC) TM Communications	15/16		7/8		1/16		07.14	4	7			
O (TPCC) TPC Commun.		1/8		1/8			00.00		1			
N (TRB) Tribune	38	1/2	38	3/4	-	1/4	-00.64	21	2,937			
A (TBSA) Turner Bcstg. 'A'	15	3/8	15	1/8		1/4	01.65	-2	669			
A (TBSB) Turner Bcstg. 'B'	14	7/8	15	3/8	-	1/2	-03.25	-2	323			
A (WPOB) Washington Post	209	3/4	215		-	5	1/4	-02.44	14	2,694		
<b>PROGRAMING</b>												
O (SP) Aaron Spelling Prod.	5	3/4	5	5/8		1/8	02.22	4	105			
O (ALLT) All American TV	2		2	1/8	-	1/8	-05.88	2				
O (BRRS) Barris Indus.	9	1/8	9	1/4	-	1/8	-01.35	-4	71			
N (KO) Coca-Cola	38	3/4	38	3/4			00.00	15	14,547			
A (CLR) Color Systems	5		4	7/8		1/8	02.56	-3	26			
N (KPE) Columbia Pic. Ent.	9	1/2	9	3/4	-	1/4	-02.56	135	1,042			
O (CAVN) CVN Cos.	14	1/8	13	1/4		7/8	06.60	11	245			
A (DEG) De Laurentiis Ent.		9/16		15/16	-	3/8	-40.00		6			
O (dcpil) dick clark prod.	4	3/8	4	1/8		1/4	06.06	11	36			
N (DIS) Disney	64	1/8	62	1/2		2	03.21	19	8,501			
N (DJ) Dow Jones & Co.	35	1/8	35	1/2	-	3/8	-01.05	16	3,382			
O (EM) Entertainment Mktg.	4	1/4	3	3/8		7/8	25.92	14	52			
O (FNNI) Financial News	7	3/4	7	3/4			00.00	35	93			
A (FE) Fries Entertain.	1	3/4	2		-	1/4	-12.50	7	9			
N (GW) Gulf + Western	43	3/8	43	5/8	-	1/4	-00.57	7	2,607			
O (QNTX) Hal Roach	3	3/4	3	3/4			00.00	8	26			
A (HHH) Heritage Entertain.	2	1/2	2	1/2			00.00	2	11			
A (HSN) Home Shopping Net.	4	7/8	5		-	1/8	-02.50	22	424			
N (KWP) King World	17	3/4	18	1/2	-	3/4	-04.05	11	511			
O (LAUR) Laurel Ent.	2	5/8	2	1/4		3/8	16.66	5	6			
A (LT) Lorimar-Telepictures	13	1/4	13	1/4			00.00	-4	613			
N (MCA) MCA	42		42				00.00	23	3,053			
N (MGM) MGM/UA Commun.	16	3/8	16	7/8	-	1/2	-02.96	-9	820			
A (NHI) Nelson Holdings		1/2		1/2			00.00	-5	13			
A (NWE) New World Enter.	1	7/8	1	7/8			00.00	5	20			
<b>PROGRAMING</b>												
O (NNET) Nostalgia Network		7/8		7/8			00.00	-1	4			
N (OPC) Orion Pictures	15	1/2	15	1/2			00.00	13	267			
O (MOVE) Peregrine Entertain.	1	5/8	1	5/8			00.00	-54	3			
N (PLA) Playboy Ent.	13	5/8	13	7/8	-	1/4	-01.80	15	128			
O (QVCN) QVC Network	9	5/8	10		-	3/8	-03.75	-20	97			
O (RVCC) Reeves Commun.	5	5/8	5/16		-	5/16	-05.26	28	71			
O (RPICA) Republic Pic. 'A'	7	1/2	7			1/2	07.14	83	31			
O (RPICB) Republic Pic. 'B'	7		6	3/4		1/4	03.70	50	5			
O (SMNI) Sat. Music Net.	5	3/8	5			3/8	07.50	-134	48			
N (WCI) Warner	35	5/8	34	7/8		3/4	02.15	19	4,494			
O (WONE) Westwood One	12	3/8	13	1/2	-	1	1/8	-08.33	16	178		
<b>SERVICE</b>												
O (AMEA) A.M.E. Inc.	8	5/8	8	1/8		1/2	06.15	9	42			
O (AGRP) Andrews Group	4	5/8	4	3/4	-	1/8	-02.63	-1	30			
O (BSIM) Burnup & Sims	14	5/8	14	3/4	-	1/8	-00.84	31	233			
N (CQ) Comsat	28	5/8	29	3/8	-	3/4	-02.55	-11	524			
N (FCB) Foote Cone & B.	26	3/4	26	3/8		3/8	01.42	13	222			
O (GREY) Grey Advertising	112	1/2	111			1	1/2	01.35	15	136		
O (IDBX) IDB Communications	8	1/2	8	1/2			00.00	34	34			
N (IPG) Interpublic Group	32	5/8	32	3/8		1/4	00.77	14	732			
O (OGIL) Ogilvy Group	27		27				00.00	13	384			
O (OCMC) Omnicom Group	19	1/8	19	7/8	-	3/4	-03.77	13	470			
N (SAA) Saatchi & Saatchi	20	3/8	22	3/8	-	2	-08.93	9	2,968			
O (TLMT) Telemation	1	7/8	1	7/8			00.00	7	8			
A (TPO) Tempo Enterprises	8	3/8	8			3/8	04.68	27	48			
A (UNV) Unitel Video	7	7/8	7	7/8			00.00	11	17			
<b>CABLE</b>												
A (ATN) Acton Corp.	15	3/8	15	3/8			00.00	2	18			
O (ATCMA) Amer. TV & Comm.	25	3/4	25			3/4	03.00	57	2,801			
O (CTEX) C Tec Corp.	33	1/4	34	1/4			00.00	15	188			
A (CXC) Cablevision Sys. 'A'	34	3/8	32	5/8		3/4	02.29	-11	701			
N (CNT) Centel Corp.	45	3/8	48		-	2	5/8					



# Telecastings

## CBS gets Murphy

CBS announced last week it signed comedian and film star Eddie Murphy to an exclusive three-year deal to develop, produce and perhaps star in series and specials on the network. The one exception to the exclusivity is the comedy series pilot, *Outrageous*, which the comedian developed for NBC this season. NBC has not yet decided what it will do with the pilot. The CBS deal is actually with Eddie Murphy Television Enterprises, a joint venture with Paramount that was put together two years ago when Murphy signed a multiyear deal to develop and star in theatrical films for the studio. Under the CBS deal, Murphy will produce, write and direct, but not necessarily star in the series (one firm commitment), pilots and three annual specials, said a spokeswoman for Murphy.

## Theeeeeere goes Gary

Garry Shandling has decided not to renew his contract to serve as guest host of the *Tonight Show* for the 1988-89 TV season. Shandling said last week his commitments to his own program, *It's Garry Shandling's Show*, seen on Showtime and Fox Broadcasting Co., as well as an upcoming movie, "It's Garry Shandling's Movie," prevent his continuing his role as a *Tonight Show* guest host. Shandling credited his guest role stint on the program with being "a catalyst in my career." NBC said it was unclear whether Shandling would be replaced or whether the show's other regular guest host, comedian Jay Leno, would fill the void.

## 'NewsHour' changes

Among the fall schedule moves toward "an increased emphasis on news and public affairs," noncommercial WNET(TV) Newark, N.J. will move *MacNeill/Lehrer NewsHour* from its current 7:30-8:30 p.m. slot to 8-9 p.m. each weeknight. *NewsHour* also announced that its essayist, former NBC correspondent Roger Mudd, will add duties as Capitol Hill correspondent.

## Rivera and 'reality.'

Both NBC and Geraldo Rivera have confirmed that Rivera has signed a deal to do a live, prime time "reality" special for NBC next fall, tentatively scheduled to appear immediately following the World Series. Rivera had been discussing an agreement with ABC, which the network announced, and then had to rescind after talks broke off without a deal. A spokesman for Rivera said the special would be a "news type documentary" program of between one and two hours in length. It is understood that Rivera has until the middle of next month to choose a subject for the special, which must then be approved by NBC. The special will be produced by

Investigative News Groups (Rivera's production company), in association with Tribune Entertainment Co., which distributes both his specials and his daily syndicated talk show. Rivera sought and received permission from Tribune to do the

NBC deal. Rivera, under his current agreement with Tribune, must receive that company's permission to do television projects for other program exhibitors. There is, in the NBC agreement, sources confirm, an option for Rivera to do a second special.

# For the Record

As compiled by BROADCASTING June 15 through June 22 and based on filings, authorizations and other FCC actions.

## Ownership Changes

Abbreviations: AFC—Antenna For Communications; ALJ—Administrative Law Judge, alt.—alternate; ann.—announced; ant.—antenna; aur.—aural; aux.—auxiliary; ch.—channel; CH—critical hours; chg.—change; CP—construction permit; D—day; DA—directional antenna; Doc.—Docket; ERP—effective radiated power; Freq.—frequency; HAAT—height above average terrain; H&V—horizontal and vertical; khz—kilohertz; kw—kilowatts; lic.—license; m—meters; mhz—megahertz; mi.—miles; MP—modification permit; mod.—modification; N—night; pet. for recon.—petition for reconsideration; PSA—presunrise service authority; pwr.—power; RC—remote control; S-A—Scientific-Atlanta; SH—specified hours; SL—studio location; TL—transmitter location; trans.—transmitter; TPO—transmitter power output; U or unl.—unlimited hours; vis.—visual; w—watts; \*—noncommercial. Six groups of numbers at end of facilities changes items refer to map coordinates. One meter equals 3.28 feet.

■ KGTW(FM) Ketchikan, AK (BAPH880526HJ; 106.7 mhz; 4 kw; HAAT: 308 ft.)—Seeks assignment of license from Media Ltd. to Gateway Broadcasting Co. for \$300,000. Seller is headed by Dennis Egan, who has no other broadcast interests. Buyer is owned by Craig O. McCaw, who also owns KJNO(AM)-KTKU(FM) Juneau, KIFW(AM) Sitka and KTKN(AM) Ketchikan, all Alaska. Filed May 26.

## Actions

■ KVFD(AM) and KFTX(FM), both Fort Dodge, IA (AM: 1400 khz; 1 kw-U; FM: 92.1 mhz; 3 kw; HAAT: 300 ft.)—Seeks assignment of license from, respectively, Fort Dodge Broadcasting Inc. and Webster Broadcasters Inc. to Dodge Broadcasting Inc. for total consideration of \$875,000, with \$475,000 for KVFD and \$400,000 for

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AM-fulltime	Profitable metro/university town	\$660,000
AM-fulltime	Profitable, near metro,+ real estate	\$437,500
AM-fulltime	S.Central, single station market	\$425,000
AM-fulltime	Profitable, close to beach & metro	\$400,000
AM-5kw/day	East coast metro market	\$375,000
AM-fulltime	Central growth market	\$375,000

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KFTX. Seller of KVFD is group of six investors headed by Max Landes, president, and Ross Martin, executive secretary. It has no other broadcast interests. Seller of KFTX is owned by Ron Hamilton and John Hurley. Hamilton also owns KCFI Cedar Falls, IA. Hurley has no other broadcast interests. Buyer is owned by Dean Sorenson, who owns Sioux Falls, SD-based group of five AM's and five FM's, and Raymond Lamb, owner of KBRK(AM)-KGKC(FM) Brookings, SD. Action June 1.

■ WKJN(FM) Hammond (Baton Rouge), LA (103.3 mhz; 100 kw; HAAT: 1,045 ft.)—Seeks assignment of license from Sterling Communications Corp. to Southern Communications Corp. for \$6 million. Seller is Columbia, MD-based group of two AM's and three FM's principally owned by W. Lawrence Patrick, president. Buyer is owned by Lewis Campbell and Donald Nelson, who also own WBRB(AM) Baton Rouge. Action June 3.

■ WRHD(AM)-WRCN(FM) Riverhead, NY (1570 khz; 1 kw-D; 103.9 mhz; 3 kw; HAAT: 466 ft.)—Seeks assignment of license from East Shore Broadcasting Corp. to Williams-Spitzer Media Corp. for \$4.5 million. Seller is owned by Richard I. Adrian, who has no other broadcast interests. Buyer is owned by Robert L. Williams and Elton L. Spitzer. Williams has interest in WKAP(AM) Allentown, PA. Spitzer has interest in WXXP(FM) New Kensington, PA, and WLIR(AM) Spring Valley and WYUT-AM-FM Herkimer, both New York. Action June 3.

■ WRSC(AM)-WQWK(FM) State College, PA (AM: 1390 khz; 2.5 kw-D; FM: 96.7 mhz; 3.2 kw; HAAT: 170 ft.)—Seeks assignment of license from Eastern Broadcasting Corp. to Metro-Management Inc. for \$7,750,000. Seller is Washington-based group of five AM's and six FM's principally owned by Roger Neuheff and family. Buyer is owned by Richard Borel and Lewis Lloyd, who also own WXXX(FM) Burlington, VT. Action June 31.

## New Stations

■ Trussville, AL (BPH8805190H)—Dobson Broadcasting Co. seeks 105.9 mhz; 1.04 kw H&V; 168 m. Address: 1806 Paulette Dr., Birmingham, AL 35226. Principal is owned by Edward W. Dobson and Katherine B. Dobson, who also own WYYN(FM) McKenzie, TN. Filed May 19.

■ Marked Tree, AR (BPH880518ML)—Marked Tree Media Partnership seeks 93.7 mhz; 3 kw H&V; 100 m. Address: 806 Liberty St., Marked Tree, AR 72365. Principal is owned by John Allen, James T. Canfield, Jerry Flippo, Don Nicholas and Boyce Baird, who have no other broadcast interests. Filed May 18.

■ Marked Tree, AR (BPH880519NU)—George S. Flinn seeks 93.7 mhz; 3 kw H&V; 100 m. Address: 188 S. Bellevue, #222, Memphis 38104. Principal has no other broadcast interests. Filed May 19.

■ Independence, CA (BPH880519NG)—Bill Dean Cramer seeks 106.3 mhz; 0.03 kw H&V; 892 m. Address: 5091 Champion Ave., Las Vegas 89122. Principal has no other broadcast interests. Filed May 19.

■ Sebastopol, CA (BPH880526MC)—Apple Communications seeks 93.7 mhz; 0.59 kw H&V; 228 m. Address: P.O. Box 296, Star Route, Muir Beach, CA 94965. Principal is owned by Gerald N. Pearlmán and Leo C. Lee. It has no other broadcast interests. Filed May 26.

■ Sebastopol, CA (BPH880519OE)—Kathleen Harris seeks 93.7 mhz; 0.53 kw H&V; 238 m. Address: 7170 Lynch Rd., Sebastopol, CA 94472. Principal has no other broadcast interests. Filed May 19.

■ Bradenton, FL (BPED880511MI)—Brightness Ministries Inc. seeks 91.5 mhz; 3 kw H&V; 61 m. Address: P.O. Box 1462, Jeffersonville, IN 47131. Principal is nonprofit corporation headed by John W. Smith, John W. Smith III, Darlene Smith, Mary Smith and Carl Lord. Filed May 11.

■ Tice, FL (BPH880519NP)—Gooderham/Swartley Tice Ltd. seeks 93.7 mhz; 3 kw H&V; 100 m. Address: 1414 Lime Dr., Melbourne, FL 32935. Principal is owned by Pam Gooderham and Charlene Swartley, who have no other broadcast interests. Filed May 19.

■ Tice, FL (BPH880519NM)—Female Frequency seeks 93.7 mhz; 3 kw H&V; 100 m. Address: P.O. Box 915049, Longwood, FL 32791. Principal is owned by Rhonda V. Vega, Barbara A. O'Connell and Geraldine Parrott, who have no other broadcast interests. Filed May 19.

■ Tice, FL (BPH880519NB)—Belkis J. Lezcano seeks 93.7 mhz; 3 kw H&V; 100 m. Address: 3801 SW 130th Ave., Miami 33175. Principal has no other broadcast interests. Filed May 19.

■ Tice, FL (BPH880518MK)—Anderson Broadcasting Co. seeks 93.7 mhz; 3 kw H&V; 100 m. Address: 931 Creighton Drive, Ft. Myers, FL 33919. Principal is owned

by Audrea Anderson. It has no other broadcast interests. Filed May 18.

■ Tice, FL (BPH880519NK)—Press Broadcasting Co. seeks 93.7 mhz; 3 kw H&V; 100 m. Address: Press Plaza, P.O. Box 880, 605 Mattison, Asbury Park, NJ 07712. Principal is owned by E. Donald Lass, Jules L. Plangere, Jules L. Plangere III, Robert E. McAllan, Robert E. Murphy and Charles W. Ritscher. Filed May 19.

■ Tice, FL (BPH880519NJ)—Orange River Broadcasting Ltd. seeks 93.7 mhz; 3 kw H&V; 100 m. Address: P.O. Box 178, Punta Gorda, FL 33957. Principal is owned by Elaine O. Lane. Filed May 19.

■ Tice, FL (BPH880519NC)—Linda Giles seeks 93.7 mhz; 3 kw H&V; 100 m. Address: 10428 Acme Rd., West Palm Beach, FL 33414. Principal has no other broadcast interests. Filed May 19.

■ Vero Beach, FL (BPH880523MM)—WTET Ltd. Partnership seeks 99.7 mhz; 50 kw H&V; 150 m. Address: 4366 27th Ave., Vero Beach, FL 32967. Principal is owned by Doretha L. McGriff, Robert L. Haskins, Thomas H. Barr and William E. Wrenn Jr. Filed May 23.

■ Vero Beach, FL (BPH880523MV)—Vero Beach Communications Inc. seeks 99.7 mhz; 50 kw H&V; 91 m. Address: 3951 47th St., Vero Beach, FL 32967. Principal is owned by Christine Sanders, who has no other broadcast interests. Filed May 23.

■ Vero Beach, FL (BPH880523ML)—Gwendolyn G. Rowland seeks 99.7 mhz; 50 kw H&V; 49 m. Address: 14 Castle Court, Fort Pierce, FL 34949. Principal has no other broadcast interests. Filed May 23.

■ Vero Beach, FL (BPH880523MZ)—Coastal Communications FM Radio L.P. seeks 99.7 mhz; 50 kw H&V; 150 m. Address: 807-B Ashland Ave. NE, Atlanta 30307. Principal is owned by Fanitra R. Russell, who has no other broadcast interests. Filed May 23.

■ Vero Beach, FL (BPH880523MY)—Fisher Broadcasting Inc. seeks 99.7 mhz; 50 kw H&V; 79 m. Address: 1517 Kailteen Circle NE, Palm Bay, FL 32905. Principal is owned by Robin L. Fisher, who has no other broadcast interests. Filed May 23.

■ Vero Beach, FL (BPH880523MT)—Denette Schweikert seeks 99.7 mhz; 50 kw H&V; 92 m. Address: 651 Loggerhead Dr., Satellite Beach, FL 32937. Principal has no other broadcast interests. Filed May 23.

■ Vero Beach, FL (BPH880523)—John D. Earman seeks 99.7 mhz; 50 kw H&V; 150 m. Address: 8655 22nd St., Vero Beach, FL 32966. Principal has no other broadcast interests. Filed May 23.

■ Vero Beach, FL (BPH880523MP)—Margarita Maria Bouza seeks 99.7 mhz; 50 kw H&V; 150 m. Address: 8635 SW 44th St., Miami 33155. Principal has no other broadcast interests. Filed May 31.

■ Vero Beach, FL (BPH880520MC)—Christine Harvel seeks 99.7 mhz; 50 kw H&V; 88 m. Address: 2710 18th Ave. SE, Cape Coral, FL 33904. Principal has no other broadcast interests. Filed May 20.

■ Vero Beach, FL (BPH880523NB)—Helen V. Millar seeks 99.7 mhz; 50 kw H&V; 150 m. Address: 2710 Dove St., Fort Pierce, FL 33482. Principal owns WXXR(AM) Cullman, AL. Filed May 23.

■ Vero Beach, FL (BPH880523MK)—Joann Radakovic seeks 99.7 mhz; 50 kw H&V; 150 m. Address: 8446 Manchester, Grosse Ile, MI 48138. Principal has interest in WAXE(AM) Vero Beach, FL. Filed May 23.

■ Vero Beach, FL (BPH880523M)—Wilson Broadcasting Co. seeks 99.7 mhz; 50 kw H&V; 150 m. Address: 5 Oliphant Circle, Indialantic, FL 32903. Principal is owned by Beverly J. Wilson, who has no other broadcast interests. Filed May 23.

■ Vero Beach, FL (BPH880523MW)—Orchid Isle Communications Inc. seeks 99.7 mhz; 50 kw H&V; 102 m. Address: 100 Clarkson Lane, Vero Beach, FL 32963. Principal is owned by Mary A. Hurson and Frederick P. Hurson. It has no other broadcast interests. Filed May 23.

■ Hogansville, GA (BPH880531MN)—Tharpe Communications Inc. seeks 97.5 mhz; 3 kw H&V; 100 m. Address: P.O. Box 656, Hogansville, GA 30230. Principal is owned by L.A. Wood and Alexander M. Tharpe, who also own WMXY(AM) Hogansville, GA. Filed May 31.

■ Kankakee, IL (BPED880518MV)—Kankakee Community College seeks 91.1 mhz; 1.75 kw H&V; 93 m. Address: P.O. Box 888, Kankakee, IL 60901. Principal is educational institution headed by Larry D. Huffman, Fey R. Orr, Paul F. Blanke, Donald L. Haley and Charles C. Huber. Filed May 18.

■ South Bend, IN (BPH880519NA)—Paradise Communications Group Inc. seeks 106.3 mhz; 3 kw H&V; 100 m. Address: 2013 Cunningham Dr., #233, Hampton, VA 23666. Principal is owned by Carolyn Sartor, Jeanette

Foreman and Carol Adams, who have no other broadcast interests. Filed May 19.

■ South Bend, IN (BPH880519OF)—Goodrich Theatres Inc. seeks 106.3 mhz; 3 kw H&V; 60 m. Address: 3565 29th St. SE, Kentwood, MI 49508. Principal is owned by Robert E. Goodrich, William E. Goodrich and Kathryn M. Goodrich. It owns WVIC-AM-FM East Lansing, WSNX-AM-FM Muskegon, both Michigan; WXLPA(AM) Moline, IL, and KSTT(AM) Davenport, IA. Filed May 19.

■ Monroe, LA (BPH880520MD)—Patrick H. Robinson seeks 105.3 mhz; 50 kw H&V; 150 m. Address: 402 Shotwell, Monroe, LA 71210. Principal has no other broadcast interests. Filed May 20.

■ New Iberia, LA (BPH880519OC)—Acadiana Ltd. Partnership seeks 93.7 mhz; 3 kw H&V; 150 m. Address: Rte 3, Box 571, New Iberia, LA 70560. Principal is owned by Gene E. Nora. Filed May 19.

■ New Iberia, LA (BPH880519NN)—D.C. Jones seeks 93.7 mhz; 50 kw H&V; 150 m. Address: 500 Candle Glow Dr., New Iberia, LA 70560. Principal has interest in KISY(AM) Alexandria, LA. Filed May 19.

■ Yazoo City, MS (BPH880519NZ)—Dri-Two Inc. seeks 93.7 mhz; 3 kw H&V; 100 m. Address: P.O. Box 47, Yazoo City, MS 39194. Principal is owned by Harold Lardinois, William D. Jones and Emily Lardinois. Filed May 19.

■ Columbia, MO (BPH880531MO)—Cooke-Donze Broadcasting Inc. seeks 93.9 mhz; 2.083 kw H&V; 120 m. Address: 41 Doverie Dr., Saint Genevieve, MO 63670. Principal is owned by Anne K. Donze, Wendy E. Cooke, Elmo L. Donze and Thomas Cooke. It has no other broadcast interests. Filed May 31.

■ Freehold Township, NJ (BPED880506MM)—Faith Broadcasters Inc. seeks 89.7 mhz; 1.26 kw; 46 m. Address: 2422 Woodbridge Ave., Edison, NJ 08817. Principal is owned by Andrew Stamat, Antonia Stamat and Ann Stevens. It has no other broadcast interests. Filed May 6.

■ Clyde, NY (BPH880519OI)—KIC Radio Ltd. seeks 93.7 mhz; 3 kw H&V; 100 m. Address: 1735 Birchwood Dr., Farmington, NY 14425. Principal is owned by Katharine Ingersoll. Filed May 19.

■ Clyde, NY (BPH880519NW)—Wayne County Professional Broadcasters seeks 93.7 mhz; 2.3 kw H&V; 111 m. Address: 601 Jefferson St. Ext., Newark, NY 14513. Principal is owned by John M. Tickner and Anne M. Tickner, who have no other broadcast interests. Filed May 19.

■ Wrightsville Beach, NC (BPH880519NT)—George S. Flinn seeks 93.7 mhz; 3 kw H&V; 100 m. Address: 188 S. Bellevue, #222, Memphis 38104. Principal has no other broadcast interests. Filed May 19.

■ Wrightsville Beach, NC (BPH880519OJ)—Oleander Radio Partners seeks 93.7 mhz; 3 kw H&V; 100 m. Address: 2406 Mimosa Place, Wilmington, NC 28403. Principal is owned by David McGowan and E.L. Finch. It has no other broadcast interests. Filed May 19.

■ North Bend, OR (BPH880523MO)—Maureen K. Vega and Vincent P. Vega, L.P. seeks 107.3 mhz; 100 kw H&V; 299 m. Address: 2922 SE Colt Drive, #155, Portland, OR 97202. Principal has no other broadcast interests. Filed May 23.

■ North Bend, OR (BPH880525MB)—Big Bay Radio Inc. seeks 107.3 mhz; 100 kw; 159 m. Address: 1956 Meade Ave., North Bend, OR 97459. Principal is owned by David W. Walker, Margaret Ann Karl, Kay Lamer and Andrew C. Walker. It has no other broadcast interests. Filed May 25.

■ Springfield, OR (BP880531AE)—J&K Broadcasters seeks 840 khz; 1 kw-D; 225 w-N. Address: 613 South La Grange Rd., La Grange, IL 60525. Principal is owned by Robert A. Jones and Patricia A. Jones, who also own WRPQ(AM) Baraboo, WI, and KKMC(AM) Gonzales and KEBR(AM) Rocklin, both California; WCHP(AM) Champlain, NY; WLWJ(AM) Royal Palm Beach and WGOR(AM), Christmas, both Florida, and WWRJ(AM) Hollywood, SC. Filed May 31.

■ Troutdale, OR (BP880531AF)—Jerry J. Collins seeks 860 khz; 20 kw-D, 500 w-N. Address: 711 Southwest 53rd Terrace, Cape Coral, FL 33914. Principal also owns WDCQ(AM) Pine Island Center, FL, and KJCC(AM) Carmel Valley, CA. Filed May 31.

■ Bishopville, SC (BPH880519ND)—JKRC Central Communications L.P. seeks 93.7 mhz; 3 kw H&V; 100 m. Address: P.O. Box 264, Bishopville, SC 29010. Principal is owned by Ruby D. Gibbs, Robert L. Haskins, Thomas H. Barr and William E. Wrenn. It has no other broadcast interests. Filed May 19.

■ Georgetown, SC (BPH880519OO)—VBX Communications Inc. seeks 93.7 mhz; 3 kw H&V; 100 m. Address: 1032 Duke St., Georgetown, SC 29440. Principal is owned by Samuel B. Hudson and Sannuel M. Bonds. It has no other broadcast interests. Filed May 19.



- Loudon, TN (BPH880527MK)—Deborah H. Greenwood seeks 105.3 mhz; 3 kw H&V; 100 m. Address: 2401 Craig Cove Rd., Knoxville, TN 37919. Principal has no other broadcast interests. Filed May 27.
- Bay City, TX (BPH880523ME)—Ammerman Enterprises Inc. seeks 97.7 mhz; 50 kw H&V; 157 m. Address: 4800 Sugar Grove Blvd., #400, Stafford, TX 77477. Principal is owned by Dan Ammerman, Mary Ammerman and Don McMullin, who also own KANI(AM) Wharton, TX. Filed May 23.
- Bay City, TX (BPH880523MX)—Oak Creek Communications Inc. seeks 96.1 mhz; 50 kw H&V; 150 m. Address: Hwy 35 East, Bay City, TX 77414. Principal is owned by Brenda C. Harrison, who has interest in KIOX(AM) Bay City, TX. Filed May 23.
- Bay City, TX (BPH880523MN)—North Star Communications Inc. seeks 96.1 mhz; 50 kw H&V; 150 m. Address: 3900 Essex Lane, #1100, Houston 77027. Principal is owned by Clive Rannels, J.H. Landrum and Mike Wickizer. It has no other broadcast interests. Filed May 23.
- Bay City, TX (BPH880523MU)—Gardiner Broadcasting Corp. seeks 96.1 mhz; 50 kw H&V; 150 m. Address: 433 Park Point Dr., Golden, CO 80401. Principal is owned by Clifton H. Gardiner, Rex R. Miller and William L. Weaver. It has no other broadcast interests. Filed May 23.
- Nekoosa, WI (BPH880915OG)—Berry Radio Co. seeks 93.7 mhz; 3 kw H&V; 100 m. Address: 1360 Chicago St., Green Bay, WI 54301. Principal is owned by Julie Ann Albrecht, who has no other broadcast interests. Filed May 15.

## Actions

- Lowell, AR (BPH871104MC)—Dismissed app. of Moran Broadcasting Co. for 101.9 mhz; 50 kw H&V; 150 m. Address: P.O. Box 8346, Wichita Falls, TX 76307. Principal is owned by Richard J. Moran, Julie Hancs, John C. Bentley, Vincent J. Curtis, Ikard Smith, Bret E. Hanes and John B. Stahler. It also owns KQXK(AM)-KCIZ(FM) Springdale, AR. Action June 3.
- Idyllwild, CA (BPH870514MC)—Granted app. of Kay Sadtler-Gill for 101.3 mhz; 0.075 kw H&V; 495 m. Address: 13235 H Fiji Way, Marina Del Rey, CA 90292. Principal has no other broadcast interests. Action June 1.
- Silverton, CO (BPH850711PG)—Granted app. of Betty Reineke for 107.3 mhz; 100 kw (H&V); 1506 m. Address: 1082 The Lane, Lexington, KY 40504. Principal has no other broadcast interests. Action June 13.
- Beverly Hills, FL (BPH871119MB)—Dismissed app. of Beverly Hills Broadcasting Group for 97.1 mhz; 3 kw H&V; 100 m. Address: State Rte. 200, Hernando, FL 32642. Principal is owned by Roger G. Norris, who has no other broadcast interests. Action May 27.
- Summerland Key, FL (BPH860703MN)—Granted app. of Theresa P. Parrish for 102.9 mhz; 3 kw; 328 ft. Address: P.O. Box 9, Summerland Key, FL 33042. Principal has no other broadcast interests. Action April 15.
- Byron, GA (BPED860422MA)—Granted app. of Augusta Radio Fellowship Institute Inc. for 90.5 mhz; 100 kw H&V; 168 m. Address: 3213 Huxley Dr., Augusta, GA 30909. Principal is owned by Clarence T. Barinowski and Sylvia M. Barinowski. It has no other broadcast interests. Action June 8.
- Cordele, GA (BPCT871028KE)—Sunbelt-South Telecommunications Ltd. for ch. 55; 100 kw-V; 125 m. Address: P.O. Box 917, Cordele, GA 31015. Principal is owned by William B. Goodson and Phillip A. Streetman. Action June 8.
- Cussetta, GA (BP880104AB)—Rejected app. of Kenny D. Hopkins for 700 khz. Address: 352 Hamilton Station, Columbus, GA 31909. Principal has no other broadcast interests. Action June 3.
- Coal City, IL (BPH860203OW)—Granted app. of Don H. Barden for 100.7 mhz; 3.0 kw (H&V); 303 m. Address: 1249 Washington Blvd., #2100, Detroit 48226. Principal is owned by Don H. Barden. Action June 1.
- Grinnell, IA (BPH861114MA)—Granted app. of Blair Broadcasting Corp. for 106.7 mhz; 3 kw H&V; 100 m. Address: 909 1/2 Main St., Grinnell, IA 50112. Principal is owned by Gary D. Blair, Curtis Hanover, Kathern Hanover, William D. Olson and Steven Plate. It also owns KGRN(AM) Grinnell, IA. Action June 10.
- Jonesville, LA (BPH851210MK)—Granted app. of Jonesville FM Group L.P. for 101.1 mhz; 3 kw; 100 m. Address: P.O. Box 703, Jonesville, LA 71343. Principal is owned by Helen Johnson Watson, Morgan M. Watson, Janie S. Morris, Olga R. Purvis, Mitchell Albert and Malvia Garner Albert. It has no other broadcast interests. Action June 10.
- Truro, MA (BPH841031IM)—Granted app. of Primo Communications for 102.3 mhz; 3.0 kw; 328 m. Address:

848 Franklin St., Duxbury, MA 02332. Principal is owned by Gregorio Rivera and Eric Reid. Action June 2.

- Duluth, MN (850712NP)—Dismissed app. of Asian American Broadcasting Group for 101.7 mhz; 1.26 kw; 132 m. Address: 213 Hugo Ave., North Duluth, MN 55811. Principal is owned by E. Roxana Sifuentes, who has no other broadcast interests. Action March 24.
- Kansas City, MO (BPCT880104KH)—Dismissed app. of Sam J. Walters for ch. 62. Address: 12326 Granada, Leawood, KS 66209. Principal has no other broadcast interests. Action June 8.
- Las Cruces, NM (BPH860929MD)—Granted app. of STL Broadcasting Corp. for 99.5 mhz; 63.9 kw H&V; 2219 m. Address: c/o 223 Jupiter Rd., WSMR, Las Cruces, NM 88002. Principal is owned by Carole P. Mathis and Robert N. Mathis. Action June 6.
- Newburgh, NY (BPED861010TD)—Returned app. of Sound of Life Inc. for 90.1 mhz; 17 kw H&V; 216 m. Address: P.O. Box 380A, Lake Rd., Kingston, NY 12401. Principal is nonprofit corporation headed by Bruce Winchell, Philip Greer, Paul Tuttle, Ronald Camp, Samuel Mason, Charles Rider, Thomas Stockton, Suzanne Van Wagenen and Dennis Newcomer. It has no other broadcast interests. Action June 7.
- Lawton, OK (BPED841029IB)—Granted app. of Lawton Educational Broadcasting Foundation for 90.3 mhz; .378 kw; 150 m. Address: Box 148 A, Route 4, Lawton, OK 73505. Action June 3.
- Barnesboro, PA (BPH871124MS)—Granted app. of Bland Group Inc. for 92.5 mhz; 1.45 kw H&V; 143 m. Address: 1013 Philadelphia Ave., Barnesboro, PA 15714. Principal is owned by William C. Bland, Larry J. Sherwin, Patrick A. Trusio, Michael M. Costello and Clara Drotar. Action June 10.
- McConnellsberg, PA (BPH870820MS)—Granted app. of Wilton Ronald Smith and Lois Jane Smith for 103.7 mhz; 3 kw H&V; 13 m. Address: 104 Hunter Hill Dr., Hagerstown, MD 21740. Principal has no other broadcast interests. Action June 3.
- Susquehanna, PA (BPH871124MI)—Granted app. of Ben J. Smith for 92.5 mhz; 1.151 kw H&V; 162 m. Address: 306 Grace St., Old Forge, PA 18518. Principal has no other broadcast interests. Action June 7.
- Socastee, SC (BPH871231MZ)—Dismissed app. of Robert E. Johnson for 99.5 mhz; 1.4 kw; 147 m. Address: 317 S. Hollywood Dr., Surfside Beach, SC 29575. Principal has no other broadcast interests. Action June 7.
- Sumter, SC (BPH880310NO)—Granted app. of Mark Brody for 94.7 mhz; 3 kw; 100 m. Address: P.O. Box 411, Sumter, SC 29151. Principal has no other broadcast interests. Action June 2.
- Rockwood, TN (BPH871203MZ)—Returned app. of Roane Broadcasting Co. for 105.7 mhz; .6 kw H&V; 222 m. Address: P.O. Box 387, Rockwood, TN 37854. Principal is owned by David R. Ledford and Wilma J. Eblen, who also own WOFE(AM) Rockwood, TN. Action May 26.
- West Rutland, VT (BPH851209MK)—Granted app. of Brian Dodge for 107.5 mhz; 3.0 kw H&V; 328 m. Address: P.O. Box 80, Spofford, NH 03462. Action June 13.
- Wilmington, VT (BPH870908MU)—Granted app. of Robin M. Rothschild for 100.70 mhz; .135 kw H&V; 445 m. Address: P.O. Box 183, Wilmington, VT 05363. Principal has no other broadcast interests. Action June 7.
- Woodstock, VT (BPH860808MC)—Granted app. of Robert J. and Shirley P. Wolf, a partnership, for 93.9 mhz; .568 kw H&V; 738 m. Address: 36 Summit St., Old Orchard Beach, ME 04064. Principal has no other broadcast interests. Action June 10.
- Othello, WA (BPH870320MB)—P-N-P Broadcasting Inc. for 97.7 mhz; 3 kw H&V; 64 m. Address: 9235 NE 175th, Bothell, WA 98011. Principal is owned by Duane J. Polich. It also owns KPNP(FM) Pullman, WA. Action June 2.

## Facilities Changes

### AM's

- Kensett, AR, KMOA, 1190 khz—June 3-Application for CP to increase power to 10 kw day.
- Scaford, DE, WSUX, 1280 khz—May 25-Application for CP to make changes in ant. sys. and to correct coordinates: 38 36 47N 75 35 12W.
- Woodville, FL, WTWF, 1160 khz—June 2-Mod of CP to change city of license to Tallahassee, FL; increase night power to 1000 w and change TL to Mission Rd. at I-10, Tallahassee, FL; 30 28 47N 84 20 44W.
- Golden Meadow, LA, KLEB, 1600 khz—June 2-Mod

of CP to change hrs of oper to unlt'd by adding night service with 250 w and make changes in ant. sys. (new ant. construction).

- Montezuma, GA, WMNZ, 1050 khz—May 25-Application for CP to change TL: at the end of Short St. in Montezuma, Macon Co, GA; 32 17 53N 84 02 02W.
- Moultrie, GA, WJGA, 1130 khz—June 2-Application for CP to change FREQ: 580 KHZ; reduce day power to 900 w; change city of lic to Riverside, GA, and add top loading.
- Fort Dodge, IA, KVFD, 1400 khz—May 23-Application for CP to make changes in ant. sys.; 42 28 44N 94 12 10W.
- Clayton, MO, KSIV, 1320 khz—June 3-Application for CP to make changes in ant. sys.; change hrs of oper to unlt'd by adding night service with 0.27 kw.
- Reno, NV, KISK, 1550 khz—May 24-Mod of CP (BP811124BL, as mod) to make changes in ant. sys.; reduce power form 10KW to 2.5KW and change from DA to ND.
- St. Pauls, NC, WNCR, 1080 khz—June 6-Application for CP to increase power to 50 kw/25 kw-ch; install DA-D; make changes in ant. sys. and change TL: Mill Rd (State 1288) 1109' from intersec of Plank Rd. Hope Mills, NC; 34 56 30N 79 00 29W.
- Guthrie, OK, KOKC, 1490 khz—May 26-Application for CP to increase night power to 1 kw (class IV).
- Cabo Rojo, PR, WEKO, 930 khz—May 26-Application for CP to increase night power to 4.4 kw.
- Jasper, TN, WAPO, 820 khz—June 1-Application for CP to increase power to 10 kw.
- Plano, TX, KSSA, 1600 khz—June 9-Application 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 1kw/5kw, DA (resubmitted appl).
- Jackson, WI, WYLO, 540 khz—May 31-Application for CP to increase nighttime power from 34.1 w to 500 w.

### FM's

- Phoenix, AZ, KKLT-FM, 98.7 mhz—May 23-Application for CP to change transmitter location and make changes in ant. sys.
- Osceola, AR, KWLN, 98.1 mhz—May 18-Mod of CP (BPH850621IP as mod) to change TL: 0.35 mi. W of Frenchmans Bayou, just off Hwy 61, Mississippi Co, AR, and change center of radiation: 35 28 01N 90 11 27W
- Searcy, AR, KWCK-FM, 99.3 mhz—May 26-Application for CP to make changes: ERP: 50 kw H&V; HAAT: 150 m. H&V; TL: 4 mi. W of West Pangburn of Hwy 16; class C2.
- Los Angeles, KUSC, 91.5 mhz—June 2-Application for CP to change ERP: 8.7 kw H&V; HAAT: 868 m. H&V; TL: U.S. Post Office Building, Mt. Wilson, CA 91023.
- Santa Maria, CA, KXFM, 99.1 mhz—May 23-Mod of CP (BPH860806JE, as mod) to change TL: Tepusquet Peak, 22 km, 102 degree SE of Santa Maria, Santa Barbara Co, CA; change ERP: 2.3 kw H&V; HAAT: 581 m. H&V
- Crestview, FL, WTJT, 90.1 mhz—April 22-Mod of CP (BPED850911MC) to change HAAT: 77 m. H&V.
- Lehigh Acres, FL, WOOJ-FM, 107.1 mhz—May 24-Application for CP to change ERP: 13.5 kw H&V; HAAT: 290 m. H&V; TL: 10 km SW of Corkscrew, FL; change to class C2 (Per DA 88-382).
- Pensacola, FL, WOWW, 107.3 mhz—May 06-Mod of CP (BPH851125IE) to change HAAT: 429 m. H&V; change antenna supporting structure height.
- Stuart, FL, WZZR, 92.7 mhz—May 18-Mod of CP (BPH860902IG) to change ERP: 50 kw H&V; HAAT: 174 m. H&V; TL: 3.65 km NNW of intersec of SR 5 and CR 732, Stuart, FL; change to class C2 (per MM Docket 87-374).
- Vero Beach, FL, WCXL, 101.7 mhz—May 23-Application for CP to change FREQ: 99.7 mhz; ERP: 50 kw H&V; HAAT: 150 m. H&V; change to class C2; change ant. supporting structure height; TL: at Jackson St., Sebastian, Indian River Co, FL; 27 49 39N 80 28 42W Mutually exclusive with other new applicants.
- Dekalb, IL, WNIU, 89.5 mhz—May 24-Application for CP to change ERP: 50 kw H&V; change to directional antenna.
- Mendota, IL, WGLC-FM, 100.1 mhz—May 26-Application for CP to change HAAT: 100 m. H&V; TL: 0.9 km E of Illinois Gulf RR and 0.3 km S of Trailer Park at Mendota, La Salle Co, IL.
- Fort Dodge, IA, KFTX-FM, 92.1 mhz—May 23-Application for CP to change HAAT: 98 m. H&V; TL: Hwy 169, 0.4 mi. S of Hwy 20, S of Ft Dodge, Webster Co, IA.
- Pratt, KS, KGLS, 93.1 mhz—May 19-Mod of CP

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(BPH870217IF) to change HAAT: 307 m. H&V.

■ Gloucester, MA, WVCA-FM, 104.9 mhz—May 18-Application for CP to change ERP: 2.5 kw H&V; HAAT: 110 m. H&V; TL: Lot 13, Kondelin Rd., Cape Ann Industrial Park, Gloucester, Essex Co, MA.

■ Syracuse, NY, WAER, 88.3 mhz—May 17-Application for CP to change ERP: 50 kw (H) and 39.56 kw (V); HAAT: 94.4 kw H&V; TL: Sky Top Rd., Syracuse, NY; install directional antenna.

■ Davidson, NC, WDAV, 89.9 mhz—May 27-Application for CP to change ERP: 100 kw H&V; make changes in ant. sys.

■ Stillwater, OK, KOSU-FM, 91.7 mhz-June 3-Application for CP to change HAAT: 308 m. H&V; change TL: 12.1 km (7.5MI) W of Main St., Stillwater, OK. on Hwy. 51, approx 1 km NE of the intersec with Rte 51C: 36 06 33N 97 11 43W.

■ Franklin, PA, WVEN, 99.3 mhz—May 26-Application for CP to change ERP: 7.3 kw H&V; HAAT: 183 m. H&V; TL: off Buttermilk Hill Rd, NW of Franklin, PA, in Canal Township, Venango Co, PA; class: B1 (per docket 87-297).

■ Waverly, TN, WVRY, 104.9 mhz—May 27-Application for CP to change ERP: 105.1 MHz (per docket 86-325); ERP: 50 kw H&V; HAAT: 150 m. H&V; TL: 1.9 km S of US 70 on E side of the McEwen-Bold Springs Hwy. Humphreys Co, TN; change to class C2.

■ Bandera, TX, KHLC, 98.3 mhz—May 24-Application for CP to change ERP: 1.663 kw H&V; HAAT: 130.9 m. H&V; TL: 0.82 mi. NE of Hwy 173 and 2828. Bandera, TX.

■ Brenham, TX, KWHI-FM, 106.3 mhz—May 27-Application for CP to change ERP: 44 kw H&V; HAAT: 160 m. H&V; TL: 3 mi. WNW of Somerville, TX; FREQ: 106.1 mhz (per docket 386-442); class: C2.

■ Harker Heights, TX, KIXS, 105.5 mhz—May 18-Mod of CP (BPH87031JK) to change ERP: 0.93 kw H&V; HAAT: 179 m. H&V; TL: 0.7 mi. NNE of Nolanville, TX, on Farm Rd. 439.

■ Palestine, TX, KYK, 98.3 mhz—May 18-Application for CP to change ERP: 50 kw H&V; HAAT: 150 m. H&V; TL: 5.2 km bearing 70 degrees True from Bradford, Anderson Co, TX; change to class C2 (per docket 87-234).

■ Saint George, UT, KRDC-FM, 99.3 mhz—May 17-Mod of CP (BPED860923MC) to change ERP: 0.4 kw H&V; HAAT: 70.5 m. H&V; TL: Webb Hill, St. George, UT.

■ Laramie, WY, KLWG, 105.5 mhz—May 18-Mod of CP (BPH850710N m.) to change ERP: 0.35 kw H&V; HAAT: 295 m. H&V; TL: approx 12 km 110 degrees T from Center of Laramie, WY.

## TV's

■ Fort Lauderdale, FL, WSCV, ch. 51—June 1-Application for CP to change ERP vis.: 5010 kw; HAAT: 262 m.; ANT: Andrew Corp./ATW25H3 4-DSP-51; TL: 390 NW 210th St., Dade Co, Miami 33169.

■ Fort Wayne, IN, WANE-TV, ch. 15—May 26-Mod of CP to change HAAT: 253 kw; TL: 2915 W State Blvd., Ft. Wayne, Allen Co, IN; 41 05 38N 85 10 48W.

■ Hagerstown, MD, WHAG-TV, ch. 25—June 1-Application for CP to change ERP vis.: 1358 kw.

■ St. Joseph, MO, KTAJ, ch. 16—May 23-Application for CP to change antenna supporting structure height: 39 39 03N 94 40 11W; HAAT: 1071 ft./326 meters.

## Actions

### AM

■ Georgetown, DE, WSEA, 900 khz—June 7-Application (BP87022AJ) granted for CP to change hrs of oper to unld by adding night service with 0.5 kw; incrs day power to 10 kw; install DA-2; change TL to: U.S. Hwy 113, 2.6 km NW of center of Georgetown, DE, and make changes in ant. sys.; 38 42 28.5N 75 24 28W.

### FM's

■ Marana, AZ, KXMG, 98.3 mhz-June 6-Application (BPH871113IL) granted for CP to change HAAT: 91 m. H&V.

■ Jonesboro, AR, KFIN, 107.9 mhz-June 2-Application (BPH870218IC) granted for CP to change TL: on Rte 6, approx 3.4 mi. SW of center of city, Jonesboro, AR; change ERP: 97.67 kw H&V; HAAT: 310.96 m. H&V and make changes in ant. sys.; 35 47 53N 90 44 30W.

■ Fowler, CA, KEZL, 96.7 mhz-June 3-Application (BPH880307IE) granted for CP to change ERP: 25 kw H&V; HAAT: 100 m. H&V; change to class B1 (per docket 87-391).


■ Los Angeles, KLSX, 97.1 mhz-June 2-Application (BPH851231IH) granted for CP to change TL: atop Mt



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Wilson, Los Angeles; change ERP: 20.9 kw H&V; HAAT: 914.8 m. H&V; change to directional antenna; 34 13 37N 118 03 58W.

■ Shafter, CA, KKBB, 97.7 mhz-June 9-Application (BPH8802161A) granted for CP to change TL: intersect of Kratzmeyer Ave and Nord Ave, 12 km SE of Shafter, Kern Co, CA; HAAT: 100 m. H&V; 35 25 10N 119 11 54W.

■ Longmont, CO, KCDC, 90.7 mhz-June 9-Application (BPED830708AB) dismissed for CP to increase ERP: 0.437 kw H&V; HAAT: 258 feet H&V.

■ New Britain, CT, WFCS, 97.9 mhz—May 27-Application (BPED861231MP) returned for CP to change FREQ: 105.3 MHz (#287); change TL: Rattlesnake Mtn., Farmington, CT; change ERP: 0.01896 kw H&V; HAAT: 221 m. H&V and make changes in ant. sys.: 41 42 09N 72 49 56W.

■ Leesburg, FL, WCAT-FM, 106.7 mhz-June 8-Application (BPH8603101I) granted for CP to change TL: approx 1.27 mi. W of intersect of US Rtes 17/92 and Miller Rd, Orange City, FL; HAAT: 491 m. H&V; 28 55 16N 81 19 09W.

■ Tarpon Springs, FL, WFCE, 88.9 mhz-June 9-Application (BMPED8805021A) granted for Mod of CP (BPED-8405161E) to supply measured directional antenna data and increase height of antenna.

■ Wrightsville, GA, WIML, 106.3 mhz-June 1-Application (BPH871214IG) granted for CP to change antenna supporting structure height.

■ Oelwein, IA, KOEL-FM, 92.3 mhz-June 6-Application (BMPH8804221E) granted for Mod of CP (BPH850712JG) to change HAAT: 302 m. H&V and make changes in antenna.

■ Alton, IL, KATZ-FM, 100.3 mhz-June 3-Application (BPH8610201A) dismissed for CP to change ERP: 18.2KW (H) & 12.6KW (V); change HAAT: 244.8 m. H&V.

■ Terre Haute, IN, WISU, 89.7 mhz-June 8-Application (BPED870817MQ) returned for CP to change ERP: 19.94KW (V); HAAT: 179.8M (V); TL: 3/10 mi. E of SR 150 N of Sycamore Park Rd, Terre Haute, IN.

■ Wichita, KS, KCEV-FM, 88.3 mhz—May 23-Application (BMPED8704061C) granted for Mod of CP to change TL: 1107 South Broadway, Wichita, KS; change ERP: 17 kw H&V; change HAAT: 43 m. H&V; 37 40 22N 97 20 08W.

■ Lexington, KY, WBKY, 91.3 mhz-June 6-Application (BPED870519MC) granted for CP to change ERP: 100 kw H&V; change HAAT: 300 m. H&V; TL: 2.1 km N 81 degrees of the center of Dix Dam, approx 5 km SE of High Bridge at bend in Kentucky River, near High Bridge, KY; 37 47 18N 84 40 49W.

■ Kaplan, LA, KMDL, 97.7 mhz-June 6-Application (BPH8802051B) granted for CP to make changes (per MM Docket 86-429); ERP: 42.09 kw H&V; FREQ: 97.3 MHz; TL: 5.57 km 185.2 degrees True from Youngsville, Lafayette Parish, LA.

■ Houma, LA, KCIL, 107.1 mhz-June 2-Application (BPH8703161A) granted for CP to change TL: 2.8 km NW of Larose, LA; change HAAT: 299 m. H&V; 29 35 41N 90 23 46W.

■ Harlock, MD, WAAI, 100.9 mhz-June 1-Application (BMPH8801221C) granted for Mod of CP (BPH850712QS) to change TL: 1.6 km due W of Harlock, on N side of Rd 392, Dorchester Co, MD; change HAAT: 153 m. H&V; change ERP: 1.3 kw H&V; 38 37 28N 75 53 20W.

■ Greenville, MI, WPLB-FM, 107.3 mhz-June 1-Application (BPH8710151B) granted for CP to change TL: 1/4 mi. due NE of intersect of Lincoln Lake Rd and 3 Mile Rd., Vergennes Township, Kent Co, MI; change HAAT: 150 m. H&V; 43 01 15N 85 20 46W.

■ Lordsburg, NM, KXKK, 97.7 mhz-June 2-Application (BPH8605301D) granted for CP to change FREQ: 97.9 MHz (per docket 84-460); change TL: 4 mi. NW of White Signal, NM; ERP: 94 kw H&V; change HAAT: 612 m. H&V; 32 34 57N 108 25 29W.

■ Pahrump, NV, KLVV, 107.5 mhz-June 9-Application (BMPH8703251C) granted for Mod of CP (BPH8606271D) to change ERP: 24.5 kw H&V.

■ Owego, NY, WQXT, 101.7 mhz-June 6-Application (BMPH8801151C) granted for Mod of CP (BPH8512161X) to change TL: 0.6 km SE of junction of N Cafferty Rd and Burnt Hill Rd, Owego, Tioga Co, NY; change HAAT: 170 m. H&V; change ERP: 1 kw H&V; 42 06 07N 76 07 14W.

■ Greensboro, NC, WUAG, 106.1 mhz-June 2-Application (BPED871023MP) granted for CP to change FREQ: 103.1 MHz; ERP: 0.018 kw H&V; HAAT: 79 m. H&V.

■ Granville, OH, WDUB, 90.9 mhz-June 6-Application (BPED791227A1P) granted for CP to change FREQ: 91.1 mhz. #216; ERP: 0.1KW (V) only; HAAT: 52M (V) only.

## Actions

### Commission Actions

■ Doug Halonen FOIA request—Upheld ruling by managing director denying, in part, FOIA request by Doug Halonen of Crain Communications Inc. (By MO&O [FCC 88-193] adopted June 8 by commission.)

■ Commission stays KQHU-FM Yankton, SD, license revocation hearing—MM docket 87-272 (Report DC1180, Action in Docket Case) commission has granted request by William F. Turner to stay evidentiary hearing which was scheduled to begin June 13, 1988, in Sioux City, IA, concerning license revocation of KQHU-FM at Yankton, SD. Action by commission June 10 by order (FCC 88-197).

■ Miami, et al.—Granted license renewal of Channel 33 Inc. for WBFS-TV Miami; granted license renewal of Grant Subsidiary of Chicago Inc., debtor-in-possession for WGBO-TV Joliet, IL.; granted transfer of control of Channel 33 Inc., licensee of WBFS-TV from Grant Broadcasting Systems Inc., debtor-in-possession, to Grant Broadcasting Systems Inc., Delaware Corp.; granted assignment of license of WBGS-TV Philadelphia, from Grant Broadcasting of Philadelphia Inc., debtor-in-possession, to Grant Broadcasting of Philadelphia Inc., Delaware Corp.; and granted assignment of WGBO-TV Joliet, IL. from Grant Subsidiary of Chicago Inc., debtor-in-possession, to Grant Subsidiary of Chicago Inc., Delaware Corp. (By Memorandum Opinion and order [FCC 88-198] adopted June 13 by commission.)

■ FCC affirms allotment of channel 243A to Biltmore Forest, NC, and allots channel 285A to Clemson, SC (Report MM-327, Mass Media Action)—Action by commission June 13 by MO&O (FCC 88-199).

### Staff Actions

■ Anchorage, AK—Designated for hearing applications of Elipse Broadcasting Group Inc.; Echonet Corp.; HCPA Inc., and Alaska 33 Inc. for new commercial TV station to operate on ch. 33 at Anchorage. (MM Docket 88-288 by order [DA 88-860] adopted May 31 by chief, Video Services Division, Mass Media Bureau.)

■ Crawford, GA—Designated for hearing applications of Alfred A. Johnson, Georgia Family Radio Limited Partnership, Crawford Broadcasting Co. Inc., and Crawford FM Limited Partnership for new FM station on channel 271A (102.1 mhz) at Crawford. (MM Docket 88-294 by order [DA 88-881] adopted June 1 by chief, Audio Services Division, Mass Media Bureau.)

■ New Haven, IN—Designated for hearing applications of Allen County Broadcasting Limited Partnership, Joseph G. Parson, Larko Communications Inc. and Frank Kovas for new FM station on channel 300A (107.9 mhz) at New Haven. (MM Docket 88-295 by order [DA 88-890] adopted June 3 by chief, Audio Services Division.)

■ Poughkeepsie, NY—Designated for hearing 11 mutually exclusive applications for new FM station on channel 241A (96.1 mhz) at Poughkeepsie. (MM Docket 88-279 by order [DA 88-823] adopted May 27 by chief, Audio Services Division, Mass Media Bureau.)

■ Tobyhanna, PA—Designated for hearing applications of Tiab Broadcasting Corp. and Resort Broadcasting System Inc. for new FM station on channel 300A (107.9 mhz) at Tobyhanna. (MM Docket 88-293 by order [DA 88-880] adopted June 1 by chief, Audio Services Division, Mass Media Bureau.)

■ Guayama, PR—Designated for hearing applications of Ebenezer Broadcasting Group Inc. and Ministerio Radial Cristo Viene Pronto Inc. for new TV station on ch. 46 at Guayama. (MM Docket 88-291 by order [DA 88-863] adopted May 31 by chief, Video Services Division.)

■ Murrells Inlet, SC—Designated for hearing applications of Palmetto Broadcasting Inc. of Murrells Inlet; Inlet Broadcasting Co.; Olde Point CATV Inc.; Murmar Media Corp.; Gary S. Morris and Nancy C. Morris, General Partnership; Murrell's Inlet Radio Limited Partnership; Jerry W. Oakley, and South Carolina Radio Fellowship for new FM station on channel 233A (94.5 mhz) at Murrells Inlet, and dismissed application of Rita A. Capobianchi. (MM Docket 88-296 by order [DA 88-882] adopted June 6 by chief, Audio Services Division.)

■ Bryan, TX—Designated for hearing applications of Siten Minority Group Inc.; Central Texas Broadcasting Co. and Clear Channel Communications Inc. for new commercial TV station to operate on ch. 28 at Bryan. (MM Docket 88-290 by order [DA 88-862] adopted May 31 by chief, Video Services Division.)

■ Tyler, TX—Designated for hearing 11 mutually exclusive applications for new FM station on channel 281C2

(91.5 mhz) at Tyler. (MM Docket 88-280 by order [DA 88-824] adopted May 27 by chief, Audio Services Division.)

■ Martinsburg, WV—Designated for hearing applications of Hefly Communications Ltd; M & D Broadcasting Ltd. and Ralph D. Albertazzie for new commercial TV station on ch. 60 at Martinsburg. (MM Docket 88-292 by order [DA 88-864] adopted May 31 by chief, Video Services Division.)

## Call Letters

### Applications

Call Sought by

#### New FM

KZJH Teton Broadcasting, Jackson, WY

#### New TV

WMMF-TV Skycom Inc., Fond du Lac, WI

#### Existing AM

WLXV WGAB Living Communications of Conn., Bloomfield, CT

#### Existing FM's

KFNC KSDW Murray County Broadcasting Inc., Sulphur, OK

WHGL-FM WKAD Contour Communications Co., Canton, PA

### Grants

Call Sought by

#### New FM's

WTUR Primo Communications Inc., Truro, MS

WSTD Agri-Valley Communications Inc., Stands, MI

KOFI-FM KOFI Inc., Kalispell, MT

KSJE San Juan College, Farmington, NM

KTOW-FM Music Sound Radio Inc., Sand Springs, OK

WJUN-FM Mid-State Broadcasting Inc., Mexico, PA

WFSM Marian E. McCollough, Tazewell, TN

KEEP John A. Gordon, Marshall, TX

KDHB Don H. Borden, Pittsburg, TX

#### New TV's

KGCC Garcia Communications, Douglas, AZ

WBUU Butler University, Indianapolis, IN

KLGC Larry Gene Dare, Poplar Bluff, MO

WKSP Susan K. Panisch, Syracuse, NY

KCTF Central Texas College, Waco, TX

KJVI Western Telecasting Co., Jackson, WY

#### Existing AM's

KZXY KAVR Ruby Broadcasting Inc., Apple Valley, CA

WNNI WINN Southeast Indiana Radio Inc., North Vernon, IN

WTCO WKXJ Heartland Communications Inc., Campbellsville, KY

WTCO WKXJ Heartland Communications Inc., Campbellsville, KY

WTCO WKXJ Heartland Communications Inc., Campbellsville, KY

#### Existing FM's

KZXY-FM KAVR-FM Ruby Broadcasting Inc., Apple Valley, CA

KKLY KLDR-FM Monument Broadcasters, Delta, CO

KSIF KEZF Simmons Family Inc., Idaho Falls, ID

WINN WNNI-FM Southeast Indiana Radio Inc., North Vernon, IN

WUPS WHZT Northlands Communications Inc., Houghton Lake, MI

WVXC WXUC Xavier University, Chillicothe, OH

WVXU WVXU-FM Xavier University, Cincinnati

WBBG WQOD H&D Communications Ltd.

Partnership, Youngstown, OH

KOYN KSMP Sudduth Media Co., Paris, TX



# Classified Advertising

See last page of Classified Section for rates, closing dates, box numbers and other details.

## RADIO

### HELP WANTED MANAGEMENT

**Major public broadcasting company** in top fifteen of group radio broadcasters searching for general manager of top twenty-five west coast AM/FM property. Successful candidates will have stable employment history, good sales experience and solid budget and expense control. Submit a letter giving complete career, salary history and current references to: Box J-41.

**We're looking for a station manager** - sales director for our 100,000 watt powerhouse. Person must be experienced and strong in sales and promotions with an understanding of regional sales. Excellent Midwest growth market. Reply to Box J-64.

**Public radio program director.** KRWG Radio seeks creative individual who knows audience research, latest public radio programming practices, a variety of musics, and can lead a staff of veterans and novices. Teaches one class per semester. Requires MA degree in broadcasting or related field; 5-7 years of full-time experience or part-time with academic training in increasingly responsible positions in radio-public radio preferred. Knowledge of radio operations; equipment; regulations; many musical styles; audience research; news, public affairs, entertainment standards. Skills in translating knowledge into good programming; supervising staff. Salary: \$21,757 minimum. Starting Date: August 18, 1988. Send cover letter, resume, 3 references, 5 minute audition tape including presentations of classical, jazz and folk or new age, plus public service interview to: General Manager, KRWG Radio, P.O. Box 3000, Las Cruces, New Mexico, 88003-3000. Deadline: 7/8/88 postmark. KRWG Radio/New Mexico State University is EOE. Women and minorities encouraged to apply.

**Sales manager.** Exceptional opportunity for experienced sales professional. Established, regional powerhouse looking for dedicated, hardworking person to assist in major turnaround. Resume, earnings history and references to: L. Homburger, VP/GM, WTAC, Box 600, Flint, MI 48501. EOE.

**General manager for WMMN,** Fairmont, W. Va., 5000 watt AM 920. Applicant must lead street sales, promotions and enjoy heavy community involvement. Excellent opportunity for right person. Reply Box 3319, Charleston, WV 25333. EOE.

**We are expanding our radio and TV properties** and are requesting resumes of potential station and sales managers. The individual we select shall have experience, creativity track record and the need to succeed. Small, medium and large markets. Send resumes to: Pollack Broadcasting Company, P.O. Box 3036, Memphis, TN 38173. Strict confidence. EOE.

**Assistant manager for programming.** Experienced programmer wanted for Philadelphia's only 24 hour jazz station--WRTI/Jazz 90, the public radio voice of Temple University. WRTI is a CPB qualified, all-jazz formatted station with a weekly come audience of just under 200,000 (Birch Feb-/Mar 1988). A minimum of three to five years of professional, programming experience necessary, preferably in public radio and in a jazz format. A thorough working knowledge of jazz is absolutely necessary. BA required, MA preferred. We are looking for a seasoned professional who can work in a challenging, exciting atmosphere, maintaining the already high quality of our programming, while putting new ideas and processes into place. WRTI is about to be the first public station in the country to implement "The Selector," a computer-based music programming system used by over 1,000 commercial stations throughout the United States. The assistant manager for programming supervises a full-time and several paid part-time personnel as well as working with over forty student/community volunteers. Must be able to work under pressure and constant deadlines. Should have a working knowledge of computers, be able to type, operate on-air equipment and do on-air shifts as necessary, and have a valid driver's license. This is an exciting opportunity for an outstanding broadcast professional to join one of the highest rated all-jazz stations in the country. You will be joining a dynamic team of eight professionals in the country's fifth market. Women and minorities are urged to apply. Send letter of application with three professional references and resume to: Personnel, Temple University, 201 University Services Building, Broad and Oxford Streets, Philadelphia, PA 19122. Temple University is an equal opportunity employer. Applications accepted until the position is filled. Interviewing will begin on July 5, 1988.

**Sales oriented GM** for growing group's Utah combo. Record of small/medium market turnaround successes in western market and stable employment preferred. Resume with references to Box J-81.

### HELP WANTED SALES

**Selling sales manager.** Promotions-minded. Three person sales staff. AC. University town. Remotes. Upscale. WTGC, P.O. Box 577, Lewisburg, PA 17837.

**Rapidly growing radio group** based in Lexington, Kentucky, has a top account list available for the right person, with potential to become sales manager. Recently acquired new FM in Charleston, SC and are currently accepting applications for sales there. Send cover letter and resume to Box 11788, Lexington, KY 40578. EOE.

**Sales professional:** Ground floor opportunity with Pittsburg, Kansas, AM-FM. City of 25,000 with state university. New ownership with proven track record. Liberal draw and commission plan. Resume, sales record, and references to: Dave Winegardner, Box K, Neosho, MO 64850. 417-451-1420. EOE.

**FM near Charlotte, NC,** looking for experienced AE's and local sales manager. Resume to Charles Hicks, P.O. Box 126, Concord, NC 28026.

**Rapidly growing NYC talk station** needs quality salesperson, with strong retail background. Excellent opportunity to make serious \$\$\$. Must be aggressive, hard-working, with strong, conceptual orientation. Call Kate. 212-586-5700.

**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.

### HELP WANTED ANNOUNCERS

**Announcer needed ASAP** at WPNH & WPNH-FM Plymouth, New Hampshire. At least one year of on-air experience, strong production and communications skills a must. Competitive salary. A/C format. Call 603-536-2500. EOE.

**Earlybird air-news-etc.** Excellent diction, smooth reading, low voice. New graduate or beginner. WMCR AM-FM, Oneida, NY 315-363-6050.

### HELP WANTED TECHNICAL

**American Media, Inc., chief engineer** sought for KMEN/KGGI, market leader, Riverside/San Bernardino, CA. 3 yrs. exp. and strong AM/FM transmitter background required. Join our last growing group at the Inland Empire's CHR giant. Resumes to Gen. Mgr., PO Box 1290, San Bernardino, CA 92402. EOE. M/F.

**Radio technician.** WRKO-AM/WROR-FM in Boston has an immediate opening for a broadcast technician, preferably with 2 years' experience in a major market or equivalent. Background in electronics maintenance and remote broadcast experience, as well as an FCC general class license are required. Send resumes to: Human Resource Department, RKO Radio, WRKO-AM/WROR-FM, 3 Fenway Plaza, Boston, MA 02215. An equal opportunity employer. M/F/H/V.

**News director** to cover and report local news, supervise other reporter and stringers. Great position for experienced reporter. We take news seriously! Call Kemp Miller, NOW, at 703-635-4121. EOE.

### HELP WANTED NEWS

**Entry level position** on our award-winning news team. Early morning radio shift. Tape and resume to John Morvant, News Director, Guam Cable TV, 530 W. O'Brien Dr., Agana, Guam 96910.

**Call now:** Anchor-reporter for New York State full-service/AC. Two years minimum experience. Your references will be checked. Call GM, Jack Scott, or ND, Tom Roehl. 518-725-7175. EOE.

### HELP WANTED PROGRAMING PRODUCTION & OTHERS

**Dir. music performance programs** - WBST radio has an opening for someone to direct the development, programming assembly and delivery of all local music and performance programming. BS degree or equivalent in music, telecommunications or related area with demonstrated training in interview, fine arts production area with 1-3 years music performance production broadcast experience, including some on air/hosting background required. Application deadline 7/8/88. Send cover letter, resume and copy of college transcripts to: Human Resources Department, Ball State University, Muncie, IN 47306. An equal opportunity/affirmative action employer.

**Morning drive/PD** for AM/FM in Washington, D.C., ADI. If you're ready to be PD and do mornings, call Kemp Miller, NOW, at 703-635-4121 EOE.

**Program director.** America's leading Spanish radio group is looking for an experienced program specialist to be responsible for maintaining and enhancing a leading Spanish radio station's dominant position in the Southwest. Applicants must have programming experience, must be bilingual, and must have exceptional formatic skills. Company offers excellent benefit package and salary to be commensurate with experience and performance. Send cover letter and resume to Box J-59.

### SITUATIONS WANTED MANAGEMENT

**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.

**Currently employed GM** with strong sales/promotions/programming background looking for more rewarding opportunity. Well suited for turnaround or startup situations. Box J-68.

**Hands-on GM** with strong leadership ability, 25 years experience. Check my credentials; there aren't many like me. I'm employed, medium market, but looking to move up. Box J-67.

**Available - mature general manager** Prefer small/medium market FM or combo in Midwest/western US. J.B. at 214-723-2605 after 5 pm. CDT.

### SITUATIONS WANTED ANNOUNCERS

**PBP sportscaster.** Clear, crisp, colorful, descriptive, exciting style. Fifteen years broadcast experience. Looking for college, minor league, or excellent high school situation. Box J-61.

**CSB graduate** desires entry level position in sports. Professional, knowledgeable, enthusiastic, ambitious. Have talent, ability, just need an opportunity. 1-813-960-4261

**Professional attitude and sound,** four years small market experience. Call anytime. Bill, 308-534-1211.

**Looking for factual, opinionated talk show host** with exceptional national contacts for major markets. Strong journalistic skills as well as football analyst and five years' experience as NBA color man Barry 303-333-3962.

### SITUATIONS WANTED NEWS

**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.

**News/talk pro available.** Team player with winning attitude. 619-542-1597.

**Award winning sportscaster** seeks college PBP. 16 year pro can also do news. 303-241-6452.

**Former news director** eager to return to radio news at small to medium market station. Prefer Northeast, but all areas considered. Call Dave 814-238-5434.

**Sports director,** ready for medium market, ready to relocate. PBP minor league baseball, college basketball, playoff football. Enthusiastic, hard-working, five years experience. David 314-756-7097.

**ND produces news people talk about.** Targets audience. Gets the most out of beginners willing to work at being the best. Adult formats. 501-228-0267.

### SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

**Professional looking for professional situation.** 11 years experience, announcer, PD, assistant engineer. Call today 217-287-7626.

**Top-notch commercial production,** promos. Good voice, air shift. For resume and tape. Dave 513-423-7304.

**Hello Colorado.** 18 years experience. Strong news-production - air personality - program director.. AC or country format. Dedicated professional, would like to relocate in Colorado. 1-406-265-3318 before 2 pm.

## TELEVISION

### HELP WANTED MANAGEMENT

**Director of programming/operations** - responsible for public affairs, production, film & programming. Management experience and college degree. Strong indy - 3 years old and growing - Fox affiliation - 8 share S.O.-S.O. in six station market. Call Rick Lowe, GM, KRRT-TV, San Antonio, 512-684-0035. EOE.



**Seattle sales manager.** Washington's most dominant independent seeks an aggressive and experienced manager for its Seattle sales office. If you have proven success as a manager, want to work in a solid and growing Seattle market, and desire to become part of an aggressive management team, please send a resume to: Personnel, KSTW-TV, P.O. Box 11411, Tacoma, WA 98411.

**Director of operations.** Responsible for management and supervision of facility scheduling, graphics design, on-air operation, and station physical facilities including uplink and remote services for southwestern television station. Bachelors degree in related field. Equivalent education and experience accepted in lieu of degree on one-year for one-year basis. Seven years experience in broadcast or media operations including facility management, administration, budgeting, graphics/photography/production techniques, personnel supervision. General knowledge of FCC regulations desired. Salary \$29,868. negotiable depending on experience. Send resume to UNM Personnel Department, 1717 Roma NE, Albuquerque, NM 87131. Reference this ad. AA/EEO. Closing date 7-13-88.

**General manager** to assume day-to-day responsibility for operations of Univision Network (Spanish language) television station in top ten United States market. Job requires particular abilities in sales, marketing, production, as well as command and sensitivity to financial control and budget systems. Ideal candidate will have had hands-on experience in all facets of broadcasting, will have substantial experience in both selling and managing sales, as well as in station promotion, and will preferably be bilingual. CBP, 4828 Loop Central Dr., Suite 110, Houston, TX 77081.

**Promotion manager:** Medium market Midwest ABC affiliate seeking promotion professional with minimum 1-2 years experience. Responsible for total station promotion, concept to implementation. Excellent writing and organizational skills, degree, familiarity with all media required. Creative, energetic self-starters send resume by July 7th. EOE. Box J-73.

**Senior vice president, national/international division.** Maryland Public Television (MPT) is seeking a talented professional to lead its national/international division, which is responsible for developing, producing and marketing national/international television projects. MPT produces over 150 hours of national programs for public television each year. An extensive background in major television production and international co-productions is required. Management experience in public television production and programming is essential. We are looking for someone with leadership qualities and managerial talents to establish MPT as a major producer of national/international TV programs. BA is required, MA preferred. Salary commensurate with experience. Send resume and letter to: Director, Human Resources, Maryland Public Television, Owings Mills, MD 21117, by July 31, 1988. MPT is an AA/EEO employer.

**Vice president of development.** Maryland Public Television (MPT) is looking for a dynamic individual to lead our marketing and development division. This senior management position requires demonstrated success in fundraising and marketing; specifically, experience in direct mail, telemarketing, on-air fundraising, national and local underwriting, and experience dealing with major donors and foundations. Strong communication skills are a must. Management experience in development at a major public television station will be given priority. Position reports directly to the president. Salary negotiable. Send resume and letter by July 31, 1988 to: Director, Human Resources, Maryland Public Television, Owings Mills, MD 21117. MPT is an AA/EEO employer.

**Research director.** Top 20 independent TV station needs an individual with experience in the areas of research and ratings analysis. Person must possess strong managerial and organizational skills. Oral and written communication skills a must. Independent TV background strongly preferred. Send resume and cover letter to: Personnel, c/o WPGH-TV 53, 750 Ivory Ave., Pittsburgh, PA 15214. No calls accepted. EOE, M/F.

**Controller** - very rapidly growing Houston broadcast company with thirty five employees seeks controller with five years or more general accounting management experience including supervision and accountability for budgeting, preparation of monthly financials, receivables, payables, credit, collection, general ledger, etc... must also have experience in supervision and conversion to computerized accounting and MIS systems and creation of controlled structure in control environment. Broadcast experience preferred. Bilingual English/Spanish preferred. Salary commensurate with experience and performance. CBP, 4828 Loop Central Dr., Suite 110, Houston, TX 77081.

#### HELP WANTED SALES

**Salespersons wanted.** Community Club Awards (CCA), broadcasting's oldest sales promotion firm (34 years), seeks experienced TV sales persons. Fulltime travel. Draw against substantial commission. Resume and picture. John C. Gilmore, CCA, Inc., P.O. Box 151, Westport, CT 06881. Tel. 203-226-3377.

**Career opportunity** with a leading affiliate TV station in top 50 market. Seeking an experienced broadcast account executive with a strong background in account development. Please send resume and salary history to: WMMT, 233 East Fulton St., Ste. #222, Grand Rapids, MI 49503. No phone calls, please.

**Account executive.** A successful ABC affiliate is looking for an experienced account executive to take over an active, profitable list due to a promotion within the company. Only experienced professionals need apply who know ratings and how to close. This is an exceptional opportunity for the right person. Resume and references to Susan Kelly, LSM, WMDT TV, P.O. Box 4009, Salisbury, MD 21801. EOE, M/F.

**National/regional sales manager wanted.** One of the nation's most desirable retirement areas, low cost of living, high life quality, excellent recreational, medical, support facilities. Wanted numbers expert (turn hard sell into \$). Limited hours per day. High commissions for productivity. Send resume to P.O. Box 2220, Florence, AL 35630.

**Account executive** - 25% commission. TV45, Box 445, Park City, UT 84060. 801-649-4501.

**Local/regional account executive.** Top 50 group owned independent, seeks experienced, career minded, self-starter, with broadcast sales experience preferred. Responsibilities include emphasis on new business development agency service, co-op and sports. Excellent benefits, salary \$30,000 range. Send resume to: GSM, WVAH-TV, 11 Broadcast Plaza, Charleston, WV 25526. EOE, M/F.

**General sales manager** - candidate should have 3-4 years rep/NSM, 2 years as LSM. Knowledge of retail development, co-op, vendor, media research, traffic system & inventory control are necessary. Strong indy - 3 years old and growing - Fox affiliation - 8 share S.O.-S.O. in six station market. Call Rick Lowe, GM, KRRT-TV, San Antonio, 512-684-0035. EOE.

**Account executive:** #1 CBS affiliate in Richmond, VA, is looking for a sales pro! If you can develop new business, create new opportunities while servicing a great list, WTVR-TV 6 has golden opportunity for your television career! Excellent growth opportunities if you're serious about future management at WTVR-TV! Send resume to: Ed Herbert, LSM, WTVR-TV, 3301 W. Broad St., Richmond, VA 23230. EOE, M/F.

**KCRA-TV/Sacramento-Stockton** seeks regional account executive to run Stockton sales office. Must be aggressive self-starter well versed in agency and direct sales. Five years broadcast sales experience preferred and hyphenated market experience a plus. If you're interested in growth and the opportunity to sell for a top 20 NBC affiliate powerhouse, submit resume and salary requirement to: General Sales Manager, KCRA-TV, 3 Television Circle, Sacramento, CA 95814-0794. Please, no calls. EOE, M/F.

**Retail sales manager.** Ground floor opportunity at Washington, DC, independent for innovative leader who would enjoy the challenge of developing new staff and generating new business. Letter and resume: Box J-85.

#### HELP WANTED ANNOUNCERS

**Air personality retire with us.** One of the nation's most desirable retirement areas, low cost of living, high quality, excellent recreational, medical, support facilities. On-air talent needed. You deliver it, that's all. Perks, easy work load. Send tape/resume to P.O. Box 2220, Florence, AL 35630.

**Movietime** is searching for a unique voice with personality that is different from all other announcers. Send audio cassette to: Deborah Adler, Movietime, 1034 Seward St., Hollywood, CA 90038. Part-time work. No phone calls, please.

#### HELP WANTED TECHNICAL

**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.

**Technical director.** Responsibilities include operation of Ampex ACE and Vista, Abekas A42 and A52, Chyron RGU II and other state-of-the-art equipment. Proven experience in editing and directing. Strong technical knowledge and skills in all aspects of studio production and post-production. Chicago residency required for this fulltime position. Send resume to: WYCC-TV, 7500 South Pulaski Rd., Chicago, IL 60652, Attn: Personnel Department. The City Colleges of Chicago is an equal opportunity employer.

**Senior engineer** for leading consulting firm, FCC or broadcast consulting background, degree, PE, AM directional and TV experience essential. Contact Lawrence Behr, LBA Group, Box 8026, Greenville, NC 27834, 1-800-248-6277.

**On-air switcher/tape operator.** One year experience required, 1", 3/4" operation, fulltime position. Send resumes to: Tammy Schmol, Production Manager, KTVB, 1007 W. 32nd Ave., Anchorage, AK 99503. EOE.

**EFP supervisor.** Creativity stressed, strong background writing, shooting, editing, directing. On location 3/4", 1" experience. Deal closely with sales staff, ad agencies. Salary DOE. Send resume and tape to: Bruce Sloan, KTVB, 1007 W. 32nd Ave., Anchorage, AK 99503. EOE.

**Network alternative:** The Christian Science Monitor television operation is looking for talented broadcast professionals. Major market experience with state-of-the-art equipment a must. Live news experience preferred. Video tape operator; art director/Paint Box designer; technical director; technical operations supervisor; satellite uplink technician; satellite traffic scheduler; senior video engineer; studio camera operator. Please send resumes and tapes to: Maria Parrott, The Christian Science Publishing Society, C-44, One Norway St., Boston, MA 02115.

**The Christian Science Publishing Society**—Broadcast engineering—radio, television, satellite. The broadcast engineering department of The Christian Science Publishing Society is looking for experienced broadcast maintenance engineers. Individuals must have a strong technical background in the setup, repair and maintenance of state-of-the-art equipment and systems. The following openings exist: TV maintenance supervisor; RF systems engineer; radio maintenance engineer. Send resume to: Maria Parrott, The Christian Science Publishing Society, C-44, One Norway St., Boston, MA 02115.

**Assistant chief engineer:** 3 to 5 years proven experience on: Sony 1-inch, Beta, GV6 and Utah switchers, CMX 340, Chyron. Some UHF RF experience preferred. Send resume to: Chief Engineer, KTXA-TV, 1712 East Randol Mill Rd., Arlington, TX 76011.

#### HELP WANTED NEWS

**Anchor/news director:** We're a small market VHF affiliate gearing up to be #1 against tough competition. If you have outstanding anchor ability and can produce, manage and motivate our excellent 12 person staff, this is a fine opportunity at a station that cares about news. Starting salary \$30,000. Excellent rural community with outstanding recreation opportunities. EOE. Box J-48.

**Anchor/reporter.** Be a part of UPI's best news team! We are seeking a journalist with a minimum of two years on-camera experience. Work top equipment and a satellite news truck. Tape and resume to News Director, WCSC-TV, 485 East Bay St., Charleston, SC 29403. Tapes will not be returned. Absolutely no phone calls.

**Wanted: News producer** for Reno NBC affiliate. Must have one year experience in similar position at commercial station. Send resumes to News Director, KCRL-TV, P.O. Box 7160, Reno, NV 89510. EOE.

**Wanted: News reporter** for Reno NBC affiliate, must have one year experience as fulltime reporter at commercial television station. Others need not apply. Send resumes and tapes to News Director, KCRL-TV, P.O. Box 7160, Reno, NV 89510. EOE.

**Sun-sational career opportunities!** Seeking news anchor/reporter with proven credibility; sportscaster with versatile play-by-play experience; videographer/editor with flair for outdoor features; weathercaster with environmental expertise; and magazine host with oodles of sparkle. P.O. Box 22607, Tampa, FL 33622-2607.

**Anchors** for beautiful western top 100 award winning news leader. Need strong communications for major week-night casts. Minimum two years anchoring. Resumes only to Box J-76.

**Chief photographer.** Fifties market network affiliate looking for a chief photographer to help make the best photo staff in town even better. Looking for an excellent photojournalist who can supervise editing, conduct ongoing critiques, oversee vehicle maintenance and coordinate equipment purchases. People and organizational skills a must. Send resume, references and salary requirements. Box J-83. EOE, M/F.

**Weathercasters & anchors** needed for medium to major market clients. Strong on knowledge, experience, and presentational skills. Respond in confidence with non-returnable tape & resume to: Newspeople, 20300 Civic Center Dr., Suite 320, Southfield, MI 48076.

**Consumer reporter:** Experienced consumer reporter to handle troubleshooting-type reports. Perfect candidate with experience developing and supervising a consumer unit for a television station. Successful candidate will also do generic-type consumer stories. Resumes only to Box J-77.

**Weathercaster:** Minimum two years experience with television news organization. AMS certification and/or degree in meteorology helpful. Successful candidate will also do environmental/science reporting. Prefer experience with Colorgraphics Liveline IV. Resume only (no calls) David Baer, News Director, WGRZ-TV, 259 Delaware Ave., Buffalo, NY 14202.



**Assistant news director.** Fox Television, KRIV in Houston is seeking a qualified assistant news director. A minimum of five years newsroom, and three years news management experience is required. Must have strong producing skills and writing skills. Excellent communication and people skills required. Please send resume to KRIV-TV, P.O. Box 22810, Houston, TX 77227. Attn: News Director. No phone calls. EOE.

**News producer.** Fox Television, KRIV in Houston is seeking a qualified producer. Applicant must have strong writing skills, excellent news judgement and 3-5 years experience as a main newscast line producer. Excellent communication and people skills a must. A videotape representation of work will be required. Please send resume to KRIV-TV, P.O. Box 22810, Houston, TX 77227. Attn: News Director. No phone calls. EOE.

#### HELP WANTED PROGRAMING PRODUCTION & OTHERS

**Production coordinator.** Will train and supervise directing and production support staff. Minimum 5 years directing experience, quality conscious. Resumes to Wayne Thing, Production Manager, WTOL-TV, P.O. Box 715, Toledo, OH 43695 EOE, M/F

**Executive producer - WMBD-TV** in Peoria looking for experienced producer to supervise air product and produce early news. No recent college graduates need apply. Send air check, resume, salary expectations, and news philosophy to Duane Wallace, News Director, 3131 North University, Peoria, IL 61604. EOE, M/F.

**Field producer:** WABC-TV seeks an experienced field producer for its public affairs production unit. Minimum 3 years experience in a major market producing magazine style and in studio segments. Experience in producing minority programs and specials preferred. No calls, please, send reel and resume to: Senior Producer Public Affairs, WABC-TV, 7 Lincoln Sq., 5th Fl., New York, NY 10023. We are an equal opportunity employer.

**Promotion producer:** If you're tired of producing the same old news promos with no budget, if you want creative freedom, and like to shoot film, this is the job for you. Affiliate in southwestern top twenty market. If you have strong writing and production skills and would like to be involved with a creative and innovative promotion department send demo reel and resume to Creative Services Manager, 3435 N. 16th St., Phoenix, AZ 85016. EOE.

**Innovative minority affairs series,** airing on public television in New York, New Jersey, Philadelphia, and Washington, DC, hiring freelance field producer/correspondents to produce top-quality packages. Must be a seasoned journalist with demonstrated experience conceptualizing, writing, producing and appearing in feature stories/field pieces. Must be familiar with and dedicated to minority related issues. Rush resume and tape to: Personnel Office, New Jersey Network, 1573 Parkside Ave., CN 777, Trenton, NJ 08625-0777. EOE.

**Studio producer wanted** with min. 2 years experience in directing talent for studio based news show. Strong background in writing and producing. News directing experience a plus. Send resumes to: Deborah Adler, Movietime, 1034 Seward St., Hollywood, CA 90038. No phone calls, please.

**Promotions producer wanted** to coordinate network campaigns. Must have 2 years experience working in all aspects of television promotions. If you have strong writing skills and have produced witty, original campaigns, send resume to: Deborah Adler, Movietime, 1034 Seward St., Hollywood, CA 90038. No phone calls, please.

**Parttime writer/producer/shooter/editor** fill-in reporter/anchor for news cut-ins and kids newsbreaks. Minimum 16 hours per week. Strong writing/producing skills and solid judgement. Previous professional broadcast experience a must. Resumes, references, handwriting and writing samples and non-returnable tapes. FULLTIME WRITER/PRODUCER/shooter/editor and weekend reporter/anchor for news cut-ins and innovative kids newsbreaks. Enterprising attitude, strong writing/producing skills and solid judgement required. Minimum two years broadcast experience a must. Resumes, references, handwriting and writing samples and non-returnable tape to: News Search, 1151 Ellis St., Bellingham, WA 98225.

**Traffic manager:** Overseas television station. Computer experience necessary, preferably Columbine. Tax free income, car and other exceptional benefits. Send resume to: Debbie Slavkin, Indo-American Entertainment, Inc., 1055 Wilshire Blvd., #1710, Los Angeles, CA 90017.

**Computer graphics artist:** NBC affiliate seeks qualified artist w/hands-on experience in news oriented computer graphics. Will operate Aurora 220 and Artstar Live Line V Colorgraphics systems. Send resume/tape to: Art Director, WPCQ-TV, P.O. Box 18665, Charlotte, NC 28215-0665. EOE.

**Network affiliate seeks creative services producer.** Creative writing skills important, need camera and lighting experience. Send tapes/resumes to Production, KLS-TV, P.O. Box 1941, San Angelo, TX 76902. EOE.

**TV director wanted** with minimum of one year news directing experience. Emphasis on news, but commercial, promotion and EFP experience necessary. Duties include director/TD of nightly news. With some commercial, public affairs and promotion production. College degree or equivalent experience. Send salary requirements, references and tape with resume to Bill Ramsey, Production Manager, WPTF-TV, P.O. Box 29521, Raleigh, NC 27626. EOE.

**Research director:** Minimum 5 years in media marketing & research. Main functions: To develop audience research estimates, both qualitative and quantitative, to aid and support advertiser sales, station sales, and promotion. Emphasis on local market knowledge. Charlotte, NC, office. Contact: Carol Keller at 212-302-4072.

**Director of program marketing,** WETA, Washington, DC. WETA Television/Radio seeks an articulate professional with previous experience in corporate marketing, to contact and call on senior officers or corporations that are potential underwriters of the national public television series and programs that we produce. Candidates should have several years of successful experience in obtaining new corporate orders or business, with solid background in effective personal presentations, writing and organizing proposals. Candidates should submit a letter of interest, resume, salary history and names of three recent references to: WETA TV/FM, Personnel, P.O. Box 2626, Washington, DC 20013. EEO/AA.

**Fast, creative television news graphic artist needed.** If you have good aesthetic eye, at least two years of experience on a computer graphics system (especially Cubi-Comp) and have substantially more experience in television, you may be the person we're looking for. We're a major national television news service, located on the East Coast and dedicated to excellence and station service. Our ideal candidate has an excellent understanding of production and electronic post-production techniques, including editing. You should also be technically and aesthetically flexible and able to work effectively as part of a close-knit team. You must be able to work to tight deadlines without losing your creative spark. We are an equal opportunity employer. Resumes and tapes to P.O. Box 65772, Washington, DC 20035-5772.

#### SITUATIONS WANTED MANAGEMENT

**AE, no ratings!** \$52,000 a month average. Looking to manage in top three market. Write Box H-66.

#### SITUATIONS WANTED TECHNICAL

**Television engineering manager.** 12 years managerial, 23 years total including hands-on experience. VHF and UHF. Looking to move up. Please reply Box J-52.

**Chief engineer** over ten years experience desires new challenges in professional and pleasant atmosphere. Please write: P.O. Box 832, Jamestown, NY 14702-0832.

#### SITUATIONS WANTED NEWS

**Meteorologist, ex-Air Force officer,** Florida State University degree, two years overseas on-camera experience, seeking on-air position. Will consider all markets, all locations. Dynamic personality with top credentials. Tape available. Tom Hauf 301-467-8019.

**Successful, experienced news executive** wants back on the street as reporter. Major market experience. Box J-54.

**Hard-working beginner,** CNN and local internship, seeking challenging position in television news. 713-437-4690. Carrie Crado, 3303 Deerwood, Missouri City, TX 77459.

**Aggressive, experienced reporter.** Seeking TV reporter/anchor position in small to medium market. Experienced on all beats, past two years on medical/health beat. Call Peter, 904-332-5254.

**Meteorologist, AMS seal,** 4 years TV/radio, presently dominating market. Seeks station in tighter race, will make the difference. Ed 412-343-1572.

#### SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

**Pair-a-docs:** Father/daughter Ph.D.'s; hosts, feature, reporters, guests, psychology/intimacy issues. Top credentials/extensive TV/radio experience. 612-291-7547.

**Experienced director/producer:** 9 years directing experience. Have directed nationally broadcast news, sports, and entertainment programs. Also heavy postproduction emphasis. Currently directing nationally syndicated program. Seeking directing position in major market, or medium market management position. Box J-74.

**Producer/director:** Worked at two top ten stations; experience includes sports, news and specials. Looking for challenging position-Mike, 419-289-2274.

**Line producer** for major network news-talk morning program is seeking new opportunities and challenges. Willing to relocate. Write Box J-70.

**Director/editor/camerman:** Commercial production experience EFP, studio and mobile truck. A/B roll editing, ADO, Chyron Scribe. Willing to relocate. Contact: Josh 301-345-8360.

#### MISCELLANEOUS

**Primo People** is looking for weathercasters. Solid credentials and experience are paramount. Send tape and resume to Steve Porricelli or Fred Landau, Box 116, Old Greenwich, CT 06870-0116. 203-637-3653.

**Be on TV.** Many needed for commercials. Casting info. 1-805-687-6000 Ext. TV-7833.

## ALLIED FIELDS

#### HELP WANTED INSTRUCTION

**Wanted: Instructor/assistant professor** of speech communication: radio and television. One year, fixed term with possible renewal. Rank and salary dependent on experience, degree and qualifications. Excellent salary and benefit package (Range \$19,432-\$35,164). Appointment date is September 7, 1988. Teach courses in radio and television production and performance and public speaking. Advise and supervise television program productions. B.A. plus experience candidates will be considered. M.A. plus experience preferred. Send letter of application, resume, transcript to: Director of Personnel Services, Southwest State University, Marshall, MN 56258. EEO. Applications reviewed July 15, 1988. Position open until filled.

**Instructor/assistant professor.** Teach courses in mass communication and theory & production and assist in operation of campus radio station. Masters required. PhD preferred. College teaching desirable. Send resume, transcripts, and four references to: Sharal Rehman, Chair, RTVF, Box 747, West Texas State Univ., Canyon, TX 79016. 806-656-2807. Screening will begin July 1 and continue until position is filled.

**Telecommunications:** Assistant or associate professor to lead development of a curriculum and instructional model in the field of telecommunications. Program to be developed in cooperation with Cycle Sat, Inc. Send letter of application and resume to Dr. Oscar T. Lenning, Executive Vice President, Waldorf College, Forest City, IA 50436.

#### HELP WANTED MANAGEMENT

**Mississippi State University television center.** Mississippi State University seeks a director for its newly expanded television production center. The current staff of nine will be expanded to meet television production needs in support of university athletics, public relations, student recruitment, news, instruction, and outreach functions in agriculture, veterinary medicine, economic development and continuing education. Bachelor's degree required, advanced degree preferred. Send letter of application and resume to: Dr. Billy C. Ward, Vice President for Administration, P.O. Drawer J, Mississippi State, MS 39762. Mississippi State is a comprehensive land-grant institution of about 12,000 students. An AA/EEO university.

#### HELP WANTED SALES

**Sales/marketing reps.** Full service musical image corporation with offices in Atlanta and New York seeks freelance representative with production sales experience and agency contacts. Add to current portfolio. Great commission and incentives. Relocating not necessary. Write: Kinder Bryant Kinder, Inc., 1200 Spring Street, N.W., Atlanta, GA 30309.

#### HELP WANTED PROGRAMING PRODUCTION AND OTHER

**Experienced producer** for corporate communication company. Must have excellent writing skills, (scripts and proposals). Good command of all facets of editing and a strong production (studio and field) background, with experience in training and marketing video communications. Send resume, references and salary history to Box J-72.

#### PROGRAMING

**Radio & TV Bingo.** Oldest promotion in the industry. Copyright 1962. World Wide Bingo, P.O. Box 2311, Littleton, CO 80122. 303-795-3288.

**"Talkline."** Money talks. Our format is talk. Any questions? Call 606-781-8255.

#### 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.

**Hiring!** Government jobs - your area. Many immediate openings without waiting list or test. \$15,000 - \$68,000. Call 602-838-8885. Ext 8435.

## 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.

## WANTED TO BUY EQUIPMENT

**Wanting 250, 500, 1,000 and 5,000 watt AM-FM transmitters.** Guarantee Radio Supply Corp., 1314 Iurbide 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

## FOR SALE EQUIPMENT

**AM and FM transmitter,** used excellent condition. Guaranteed. Financing available. Transcom. 215-884-0888. Telex 910-240-3856

**FM transmitters\*\*Harris FM25K (1983), AEL 25KG (1977), \*\*Harris FM20H3 (1976), RCA BTF20E1 (1983) \*\*Harris FM10H3 (1974), RCA BTF10D (1968), CCA 30000DS (1968) \*\*Transcom Corp. 215-884-0888, Telex 910-240-3856**

**AM transmitters\*\*CCA AM 10,000D (1970), Collins 820E (1978) \*\*Gates BC-5P (1962) \*\*Harris MW1A (1970), Harris BC-1H1, CSI T1A (1981), Bauer 707 (1970), Collins 20V3 (1968), \*\*McMartin BA 2.5K (1981), \*\*Transcom Corp. 215-884-0888, Telex 910-240-3856**

**50KW AM\*\*CCA AM 50,000D (1976), excellent condition\*\*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.

**1000' Kline tower.** Standing in Nebraska. Available immediately. Can move anywhere. Call Bill Kitchen, Television Technology 303-665-8000.

**FM antennas.** CP antennas, excellent price quick delivery, from recognized leader in antenna design. Jampro Antennas, Inc. 916-383-1177

**TV antennas.** Custom design 60KW peak input power. Quick delivery. Excellent coverage. Recognized in design and manufacturing. Horizontal, elliptical and circular polarized. Jampro Antennas, Inc. 916-383-1177.

**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

**AM - trans.** 7 - 50kw's, 10 - 10kw's, 13 - 5kw's, 9 - 1kw's, FM trans. 3 - 40kw's, 1 - 27 1/2kw, 1 - 25kw, 1 - 22.5kw, 11 - 20kw's, 8 - 10kw's, 1 - 7 1/2kw, 9 - 5kw's, 2 - 3kw's, 1 - 2kw, and 16 - 1kw's. All manufacturers, all books, all spares, all removed from "on air service". Besco Internacional, 5946 Club Oaks Dr., Dallas, TX 75248. 214-226-8967. 214-630-3600. Ask for Rob Malany

**Sealed bids will be received until 9:00 am, Thursday June 23, 1988,** for the sale of one (1) used RCATK29B film island. For more information contact Mr. Jim Moore, KOMU-TV Station, Highway 63 South, University of Missouri-Columbia, Columbia, MO 65211. Telephone: 314-442-1122

**Cart machines/carts.** Like new - factory reconditioned - (1) CTR112 Dynamax Stereo Playback 1 \$1785.00. (1) 3200APS BE Stereo Playback - \$1200.00. (1) 3200AP BE Mono Playback - \$1100.00. New Fideipac carts - \$4.25 each - (110) 2-1/2 min-Gold-Hot Tape. (90) 3-1/2 min-Gold-Hot Tape. (250) 4-1/2 min-Hot Tape. 806-372-4518.

**Harris MW-50 - 50KW AM** top condition on air now - available in August. This unit in major market - every factory update available completed. BESCO Internacional, 5946 Club Oaks Dr., Dallas, TX 75248. 214-226-8967, 214-630-3600

**3/4" and 1" blank videotape.** Evaluated tape, broadcast quality guaranteed. Sample prices UCA/KCA-5 minutes, \$4.99 each; KCS-20 minutes \$6.49; KCA-60 minutes, \$10.99; 1" - 60 minutes \$37.99. Elcon evaluated, shrink wrapped, your choice of album or shipper and delivered free. Almost one million sold to professionals. For more info, call 1-800-238-4300; in Maryland, call 301-845-8888

**COMSAT "C" band uplink.** RCA TK-29 or TK-27 film islands. VPR-2Bs, VPR-2s, VPR-1Cs, HR-200s, BVH-1100As and 1100s, BVU-800, BVW-40s, BVW-25s, BVH-2000s, HL-79EALs, RCA TK-47s. Call 919-977-3600 or FAX 919-977-7298. Media Concepts

**Scientific - Atlanta** 5.5 meter Ku antenna - new - cost + \$35,000. Sell for \$9,000.00 F.O.B. NEC 5.5 meter KU \$3,500 F.O.B. Call 804-474-9105, after 5 PM EDT.

**ENG van** 1980 Wolf Coach. 42 ft. mast, 6.5 kw generator - ready for equipment. \$16,000.00. Paul at 703-631-8666.

**Radio broadcast equipment** scratch, dent, overstock, clearance, ones-of-a-kind. New and/or demo with factory warranty. New at used prices. Descriptive flyer available. Dennis Mackey - 317-962-8596.

**Summer special,** Inventory reduction. New SWR 4 1/16" "K"-Line Coax. 20' sections. \$700/section. Immediate delivery. Call Mike at 603-529-2500.

**2 Otari stereo reel reproducers** w/25 HZ sensors complete \$600.00 each. WGVN - Greenville, MS 38701. Phone: 601-334-4559.

**JVC KY 1900U camera,** 3/4" JVC 4900 recorder, Bogen tripod, Lowell lights, AC adaptor/battery, dolly, monitor - total pkg. Best offer 305-653-5541 ext. 7139.

## RADIO

### Help Wanted Sales



Do you have the sales skills necessary to telemarket eight of the hottest satellite - delivered formats available? If you have radio sales, programming and management experience... and can relocate to Colorado Springs... We'd like to hear from you. Letter and resume only to:

Neil Sargent  
VP/Affiliate Sales  
Transtar Radio Network  
660 Southpointe Court  
Suite 200  
Colorado Springs, CO  
80906  
EOE.

## CALIFORNIA RADIO SALES

Unique sales opportunity exists in California's fastest growing major market. Two top broadcast sales achievers will be hired to manage existing lists, and develop new accounts for a heavily promoted CHR in California's capital city, Sacramento. Resume, employment history, and salary requirements to: Radio Opportunity, Post Office Box #3097, Sacramento, California 95812-3097. Only experienced radio salespersons, please. EEO. M/F.

## Help Wanted Technical

### BROADCAST ENGINEER

Qualified individual sought to maintain/repair studio and transmitter audio and RF equipment. Must have 5 years experience with AM broadcast audio and RF systems, including design and construction background; 2 years with computers; current or future certification from the S.B.E. as a Senior Broadcast Engineer. Amateur radio background desirable.

Send resume with salary requirements to:  
**KFWB NEWS 98**

Richard Rudman, Engineering Mgr.  
6230 Yucca Street, Hollywood, CA. 90028

Equal Opportunity Employer

## Help Wanted Technical Continued

### CONSULTING ENGINEER

**Hammett & Edison, Inc.,** a leading consulting engineering firm specializing in engineering for the radio and television broadcasting industry, has an opening for a senior engineer. Our work involves broadcast systems design, FCC applications, and forensic engineering, including some field work and travel. A bachelor's degree is required; advanced degrees are desirable, as is broadcasting industry experience. Professional engineering registration is essential but can be obtained later. Our West Coast location is close to beautiful, exciting San Francisco and the technology center of Silicon Valley. If you are interested in this career opportunity in a challenging field with a firm known for 36 years of engineering excellence, please reply in writing with your resume to:

Robert L. Hammett  
Hammett & Edison, Inc.  
Consulting Engineers  
Box 280068  
San Francisco, CA 94128



## TELEVISION

### Help Wanted Sales

### ACCOUNT EXECUTIVE KING 5 TELEVISION

NBC affiliate in top 20 market is expanding staff. Emphasis will be on new business development in addition to a modest list.

One to three years media sales or related experience, excellent oral and written communication skills, strong quantitative skills and bachelors degree required. Please send your resume immediately to:

KING 5 TV  
333 Dexter Avenue North  
Seattle, Washington 98109  
Attn: Human Resources-code B

PLEASE, NO PHONE INQUIRIES



An Equal Opportunity Employer M/F/H/C

## Help Wanted Announcers

### FINANCIAL NEWS ANCHORS NEEDED

LOOKING TO FILL 2 FULL-TIME POSITIONS AT EXCITING START UP PROGRAM.

SEND TAPES AND RESUMES TO:  
MIKE FARRELL, c/o INFOTEL INC  
345 GRAND AVENUE, LEONIA, NJ 07605

— NO CALLS PLEASE —

## Help Wanted Technical

### VIDEO & AUDIO TRANSMISSION OPERATORS

Teleport needs video and audio operators. Expanding services require experienced operators who know satellite transmission of broadcast video and audio services. Responsibilities include operating master transmission console as well as some troubleshooting and minor repair. Reply ASAP. Susan Davis, W.I.T. 1133 21st Street, N.W. Washington, DC 20036.



**ALLIED FIELDS**

Help Wanted Sales

**REGIONAL SALES MANAGERS**

A well known small Broadcast Equipment manufacturer is seeking both West and East Coast Regional Sales Managers. These positions require experience in Television, Radio and Post-Production equipment sales. Successful candidates can earn upwards of \$60,000.00 per year. Submit resume to Box J-71.

Help Wanted Technical

**VIDEOCOM, INC. MAINTENANCE ENGINEER**

Teleproduction facility located in Boston area has immediate opening for skilled, experienced maintenance engineer. This hands-on position requires expertise in maintenance of studio, duplication, and satellite uplink facilities. Equipment includes: studio cameras, 3/4", 1/2", 1", associated switching and routing equipment along with co-located satellite uplink equipment. Ability to work in time-urgent, client-driven environment. Excellent salary and benefits package.

Call Linda Mogianesi at 617-329-4080 or send resume to:

Videocon Inc.

502 Sprague Street

Dedham, Massachusetts 02026

EQUAL OPPORTUNITY EMPLOYER

Employment Services

**JOB HUNTING?**

If you need a job, you need MediaLine. MediaLine gives you instant access to jobs in news, weather, sports, production, promotion, programming, radio news and announcing. Access a daily report by phone or computer for less than 90 cents a day. To get the first word on the best jobs, call

1-800-237-8073



**10,000 RADIO AND TV JOBS!**

The most complete list of job openings ever published by anyone! Up to the minute, computer printed, and mailed to the privacy of your home. As many as 300 weekly. All formats, all market sizes, all positions! Many jobs for beginners and minorities. One week \$7.00 - SPECIAL SIX WEEKS \$15.95 SAVE \$20.00. MONEY BACK GUARANTEE AMERICAN RADIO JOB MARKET, 1553 N Eastern, Las Vegas, NV 89108

Blind Box Responses:

**BOX ???**

c/o Broadcasting Magazine  
1705 DeSales St., NW  
Washington, DC 20036

(No tapes accepted)

Miscellaneous

**CHANNEL YOUR PROBLEM COLLECTIONS INTO PRIME PROFITS!**

Our collection services are tailored to your industry's requirements.

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- Nationwide representation
- Competitive rates
- RESULTS



ALLEN FINANCIAL SERVICES

7100 Hayvenhurst Ave.

Van Nuys, CA 91406.

818-785-5500

**VENTURE CAPITAL DEBT FINANCING**

For broadcasters

Sanders & Co.

1900 Emery St., Ste. 206

Atlanta, GA 30318

404-355-6800

For Sale Stations



**CALIFORNIA FM**

Recently upgraded Class C with outstanding ratings.

Asking \$1.5M with terms.

**PETER STROMQUIST**

818/893-3199



**NORTHEAST**

Small AM for sale in Southern New England

Growth Area

Good Real Estate

Some Owner Financing Possible

Box J-80

**AM/ Small Ky-Tenn. single station mkt. Profitable. Includes Real Estate \$85,000 CASH!! Great opportunity Owner/Operator.**

1-404-536-2242

**Get great coverage of a 725,000+ PA market. Respected 5KW Day/1KW Night AM property. Owners will negotiate with the right buyers. Principals only reply to Box J-82.**



**TV Chief Engineer**

Chief Engineer for UHF public TV station in Southern California. Current signal pattern covers most of the Los Angeles market. New RCA TTU-55C transmitter with 1.3 million watts ERP. Licensed to the San Bernardino Community College District. Will supervise maintenance and MCR staff. Must have 45 semester units of electronics and at least 2 years as a broadcast Chief Engineer with extensive experience in repair, maintenance, installation, and design of telecommunications equipment and on-air broadcasting equipment including transmitters. Salary range is \$35,916 to \$42,588, with excellent family medical, dental and employee life insurance benefits. AA/EEOE

Applications must be postmarked by July 13, 1988. Apply to:

Patricia Mollica, Personnel Director

KVCR-TV/FM

633 North "E" Street

San Bernardino, CA 92410

714/387-4288



**TELEVISION ENGINEERS**

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:

Jim Brown, Engineering

Turner Broadcasting System, Inc.

One CNN Center

Box 105366

Atlanta, Georgia 30348-5366

TBS is an equal opportunity employer.

**Help Wanted Programing Production & Others Continued**

**National Talk Show Producer**

Several years producing experienced required. Looking for investigative & news background along with field producing experience.

**EEOC** Send resume to:  
Box J-84

NO TAPES PLEASE

## For Sale Stations Continued

### BOB KIMEL'S NEW ENGLAND MEDIA, INC.

#### TV - TV - TV - TV

MAJOR MARKET, Top 10 ADI/DMA on air TV Station. Authorized for maximum allowed FCC power. \$4 million. Call our TV specialist: Bill Mockbee 506-529-3847.

#### RADIO - RADIO - RADIO MICHIGAN

AM-FM Combo in strong economy, competition market. Priced to sell at \$500,000.

#### NEW ENGLAND

AM-FM Combo in very good New Hampshire City. \$4,200,000.

AM in great coastal Massachusetts City. \$425,000.

8 DRISCOLL DR., ST. ALBANS, VT. 05478  
802-524-5963

### FOR IMMEDIATE SALE TOP 10 MARKET

FULLTIME AM STEREO. CLEAR CHANNEL with LOW DIAL position. UPGRADEABLE. ALL NEW equipment and facilities. PERFECT for specialty, religious or ethnic format. \$1.5MM cash, or \$1.6MM with LOW DOWN and EXCELLENT owner financing.

JOHN W. SAUNDERS 713-444-4477

### SOUTHERN CLASS C FM

Class C FM with CP to go to 1,000 ft. plus. Station citygrades two extremely attractive smaller southern markets, both with major universities, growing economies and relatively few competitive radio stations. Currently owned by non-broadcasters -- profitable in the past but still underdeveloped. Excellent opportunity for short and long term growth. \$1,800,000 with terms. Call Jay Bowles, Blackburn & Company, Inc. 404-892-4655.

## EARLY DEADLINE NOTICE

Due to the Independence Day holiday, all classified ads for the July 11, 1988, issue are due by noon on Friday, July 1, 1988. Ads received past this deadline will automatically be placed in the next available issue.



### SOUTHWEST TV

Boundless opportunities with this network affiliate. Asking \$2.5M cash.

RON HICKMAN  
201/579-5232



## BROADCASTING'S CLASSIFIED RATES

All orders to place classified ads & all correspondence pertaining to this section should be sent to: BROADCASTING, Classified Department, 1705 DeSales St., N.W., Washington, DC 20036.

**Payable in advance.** Check, or money order only. Full & correct payment MUST accompany ALL orders. All orders must be in writing.

**Deadline** is Monday at noon Eastern Time for the following Monday's issue. Earlier deadlines apply for issues published during a week containing a legal holiday, and a special notice announcing the earlier deadline will be published above this ratecard. Orders, changes, and/or cancellations must be submitted in writing. NO TELEPHONE ORDERS, CHANGES, AND/OR CANCELLATIONS WILL BE ACCEPTED.

When placing an ad, indicate the EXACT category desired: Television, Radio or Allied Fields; Help Wanted or Situations Wanted; Management, Sales News, etc. If this information is omitted, we will determine the appropriate category according to the copy. NO make goods will be run if all information is not included. No personal ads.

**Rates:** Classified listings (non-display). Per issue: Help Wanted: \$1.00 per word, \$18.00 weekly minimum. Situations Wanted: 60¢ per word, \$9.00 weekly minimum. All other classifications: \$1.10 per word, \$18.00 weekly minimum.

**Rates:** Classified display (minimum 1 inch, upward in half inch increments), per issue: Help Wanted: \$80 per inch. Situations Wanted: \$50 per inch. All other classifications: \$100 per inch. For Sale Stations, Wanted To Buy Stations, Public Notice & Business Opportunities advertising require display space. Agency commission only on display space.

**Blind Box Service:** (In addition to basic advertising costs) Situations Wanted: \$4.00 per issue. All other classifications: \$7.00 per issue. The charge for the blind box service applies to advertisers running listings and display ads. Each advertisement must have a separate box number. BROADCASTING will not forward tapes, transcripts, writing samples, or other oversized materials; such materials are returned to sender.

Replies to ads with Blind Box numbers should be addressed to: (Box number), c/o BROADCASTING, 1705 DeSales St., N.W., Washington, DC 20036.

**Word count:** Count each abbreviation, initial, single figure or group of figures or letters as one word each. Symbols such as 35mm, COD, PD, etc. count as one word each. Phone number with area code or zip code count as one word each.

The publisher is not responsible for errors in printing due to illegible copy—all copy must be clearly typed or printed. Any and all errors must be reported to the classified advertising department within 7 days of publication date. No credits or make goods will be made on errors which do not materially affect the advertisement.

Publisher reserves the right to alter classified copy to conform with the provisions of Title VII of the Civil Rights Act of 1964, as amended. Publisher reserves the right to abbreviate, alter, or reject any copy.

- 100,000 watts. Southern Nebraska. Covering 40,000 with prime signal. Reduced to \$390,000.
- Fulltimer within Charleston, WV \$350,000
- Powerful AM plus FM in south-central OH. Bargain at \$440,000. Terms



Broadcast Communications Division  
**BUSINESS BROKER ASSOCIATES**  
615-756-7635 — 24 Hours

*R.E. Meador & Assoc*

MEDIA BROKERS

AM-FM-TV-Appraisals

P.O. BOX 36

LEXINGTON, MO 64067 KANSAS CITY, MO.  
816-259-2544 816-455-0001

FOR SALE AM/FM COMBO. OHIO RIVER VALLEY 30 YEARS. 5 KWAM 3 KW FM STEREO WITH B-1 ON FILE. 2 1/2 TIMES GROSS...\$200,000 DOWN - TERMS CONTACT JOHN KERR, 284 PARKLANE, ATHENS, OH. EVENINGS 614-593-6506

### E. TEXAS 10 KW AM

Clear channel. Growing Tyler-Longview market. Power can be increased. Unique format. Real estate included. \$620,000.

BOX J-75



# Fates & Fortunes

## Media



Todd



White

**Donita Todd**, director of operations, WDCA-TV Washington, joins WNRW-TV Greensboro, N.C., as VP, general manager.

**Bill White**, general sales manager, WVAH-TV Charleston, W. Va., joins WTAF-TV Charleston, S.C., as VP, general manager.

**Mark Boardman**, manager, WXXI-AM-FM Rochester, N.Y., named VP, radio, for parent of those stations and WXXI-TV.

**Robert Kollet**, general manager, KFJZ(FM) Maurice, La., joins KMKT-FM Denison, Tex., in same capacity.

**Kenneth Brown**, VP, general manager, WIRL(AM)-WSWT(FM) Peoria, Ill., joins WIRE(AM)-WXTZ(FM) Indianapolis in same capacity.

**Robert Miller**, general manager, WIBB(AM)-WFXM-FM, Macon, Ga., joins KDIA(AM) Oakland, Calif., in same capacity.

**Wylie Rollins**, program director, noncommercial WBGO(FM) Newark, N.J., adds duties as deputy general manager.

**Patricia Ross**, VP, human resources, Bankers Trust Global Markets, New York, joins Viacom International Inc., New York, as VP, personnel and employee relations.

**David Fox**, marketing director, Cable Television Hong Kong, Hong Kong, joins Coaxial Communications, Columbus, Ohio-based cable MSO, as VP, marketing, sales and programming.

**Evelyn Fine**, cable carriage consultant, WETA-TV Washington, joins Public Broadcasting Service, Alexandria, Va., as director, planning, policy and planning department.

**Ian Hennes**, executive promotion director, WRMF(FM) Palm Beach, Fla., joins WJNO(AM)-WRMF(FM) West Palm Beach, Fla., as assistant operations manager/marketing director.

**Harriett Gadson**, bookkeeper, WHDH(AM)-WBOS(FM) Boston, named assistant business manager.

**Linda DeVito**, senior research analyst, ABC Radio Network, New York, named manager, research.

**Greg Hankins**, VP, Hankins Co., Las Cruces, N.M.-based media consulting firm, joins KPTM(FM) Omaha as research director.

## Marketing

**Roy Bostock**, president DMB&B/USA, named president and chief operating officer, DMB&B Inc. **Harry Hayes**, senior copywriter, Bloom Agency, Dallas, joins DMB&B, St. Louis, as copywriter.

Named VP's, BBDO, New York: **Jayne Evans** and **Liz Hilton**, account supervisors; **Tony Frere**, executive producer; **Charles Gade**, associate media director. **Thomas Watkins**, director of planning and research, Ogilvy & Mather, Chicago, joins BBDO there as VP, group research director.

**Si Sanders**, VP, director of broadcast media, Wunderman Worldwide, New York, joins La-Buick Media, New York, as president.

**Richard O'Brien**, executive VP, Saatchi & Saatchi DFS Compton, New York, named vice chairman, member, policy committee. **Michael Keeshan** and **Marion Sims**, executive VP's, named executive management directors.

Appointments, DDB Needham Worldwide: **Vicki Mondae**, group account director, and **Christie McMahon**, group creative director, Chicago, to senior VP's; **Kathleen Ehresman**, associate planning director, and **Linda Wisselman**, associate research director, both New York, to VP's.

Appointments, TeleRep: **Jerry Jones**, sales manager, Memphis, to sales manager, San Francisco; **Mark Winkler**, senior account executive, Los Angeles, to group manager there; **Jody Witern**, local sales manager, KWGN-TV Denver, to account executive, Los Angeles; **Susan Hooks**, local account executive, Chicago, to account executive, Los Angeles; **Tracey Goldman**, sales, WKOX(AM) Framingham, Mass., to account executive, New York.

**Roddy Freeman**, associate media director, N W Ayer, joins W.B. Doner & Co., Baltimore, as VP, associate media director.

**Mary Jo Matava**, regional secretary, Southeast region, ESPN, Bristol, Conn., named account executive. **Shari Leventhal**, consum-

er marketing assistant, ESPN, named advertising coordinator.

**Peter Gladstone**, account supervisor, Lewis, Gilman & Kynett Advertising, Philadelphia, joins Eisner & Associates, Baltimore, as VP, management supervisor. **Ron Dresner**, director, public relations, Freed & Associates, Baltimore, joins Eisner, Petrou & Associates there as account supervisor.

**Rick Keilty**, general sales manager, WVEC-TV Hampton, Va., joins KHOU-TV Houston as director of sales and marketing.

Appointed VP's, Major Market Radio Sales, New York: **Mary Mullen**, manager, Philadelphia, **Karin Dutcher**, manager, St. Louis, and **Howard Silver**, manager, San Francisco.

**Todd Leiser**, sales manager, Cox Enterprise's WSB-AM-FM Atlanta, named general sales manager, co-owned WWBA(FM) St. Petersburg, Fla.

**Kent Fletcher**, general manager, KDWD(FM) Burlington, Iowa, joins KRVR(FM) Davenport, Iowa, as sales manager.

**Benny Herzog**, local sales, KTXH-TV Houston, named local sales manager. **Ted Rudolph**, national sales, Seltel Inc., joins KTXH-TV as national sales manager.

Appointments at WOFL(TV) Orlando, Fla.: **James Miotke**, local sales manager, to research director; **Sharon DeLuca**, national sales manager, to local sales manager; **Thomas Calato**, regional sales manager, to national sales manager; **Mark Simonsen**, account executive, to regional sales manager.

**Bob Bentz**, account executive, WTNH-TV New Haven, Conn., joins WFSB(TV) Hartford, Conn., as regional sales manager and director, New Haven sales office.

**Mei Clark**, research associate, Coleman Research, Raleigh, N.C., joins WCAT-FM Leesburg, Fla., as regional sales manager.

**Stephen Rabb**, national sales manager, KSTW(TV) Seattle, joins WVAH-TV Charleston, W. Va., as general sales manager.

**Paul Seccareccio**, general manager, WCIB-FM Falmouth, Mass., joins WHDH(AM)-WBOS(FM) Boston as retail sales manager.

**Farewell.** Joseph P. Dougherty, 64, executive vice president and director of Capital Cities/ABC Inc., will take early retirement after 29 years with Capital Cities. Although no date has been set for his departure, Dougherty will continue to serve on the company's board of directors through the end of 1988. Dougherty had suffered a stroke in January 1986, not long after the company had announced his new senior executive responsibilities with the newly merged communications company. Dougherty joined Capital Cities in 1959 as general manager of WPRO-TV Providence, R.I., and was named vice president in December of that year. In 1966, he was appointed executive vice president, television and radio. He was elected a director in 1967 and president of the Broadcasting division in 1969. Dougherty also serves on the board of directors of the Association of Maximum Service Telecasters.





**Ad exhibit.** "Young & Rubicam and Broadcast Advertising: Growing Up Together" will be the Museum of Broadcasting's first major exhibition on the advertising industry. The collection will span Young & Rubicam's 65-year history. Exhibition dates will be announced shortly. Shown above are (l) Piels Beer and Sanka Brand Coffee ads from Y&R.

**Ann Janes**, senior research analyst, Blair Television, and **Holly Hughes**, graduate, Boston College, join ESPN, New York, as sales service coordinators.

Appointments at Radio Advertising Bureau, New York: **Carl Kitts**, regional sales manager, InterUrban Broadcasting, to midwest regional director; **Karen McCombs**, general assignment reporter, "The National Underwriter", Hoboken, N.J.-based insurance trade publication, to staff writer; **Darlene Fiscus**, IRTS summer fellow, RAB, New York, to audio producer.

Appointments at Blair Television: **Gretchen Jordan-Farrell**, assistant manager, CBS sales team, Los Angeles, to manager, ABC sales team there; **Christopher Newgard**, account

executive, NBC sales team, Los Angeles, to assistant manager, CBS sales team there, and **Megan McCafferty**, account executive, Boston, to account executive, ABC red sales team, Chicago

**Rachell Lebedun**, production manager, The Atkinson Group Inc., St. Louis, joins SRH Direct Marketing there in same capacity. SRH is division of D'Arcy Masius Benton & Bowles, St. Louis.

**Rosie Eisele**, production manager, Fanning Advertising Agency Inc., Davenport, Iowa, joins Warren Anderson Advertising & Public Relations, in same capacity.

**Susan Scott**, media planner, HDM Dawson, Johns & Black, Chicago, joins McConaughy Barocci Brown there in same capac-

ity.

**Irina Lapin**, account planning coordinator, Chiat/Day Inc., San Francisco, named account planner.

**Lisa Williford**, account executive, KXYX-FM San Diego, joins KKYY-FM San Diego in same capacity.

**Steven Johnson**, financial consultant, Merrill Lynch, joins Christal Radio, Houston, as account executive.

**Catherine Meharg**, from Gauger & Silvas, San Francisco, joins McGavren Guild Radio there as account executive.

**Carole Galloway**, media supervisor, Stone, August & Co., Detroit, joins Hillier, Newmark, Wechsler & Howard there as account executive.

**Joseph Quinlan**, account representative, Dietrich Industry Inc., Chicago, joins WDTN(TV) Dayton, Ohio, as account executive.

**Catherine White**, account executive, Suburban Cablevision, Avenel, N.J., joins WPAT-(AM)-WPAT(FM) Clifton, N.J., as account executive.

## Programing



Credle

**Gary Credle**, VP, senior executive, production, Warner Bros. Television, Burbank, Calif., named senior VP, production.

**Jack O'Hara**, manager of programing, ABC Sports, New York, named director of programing, ABC Sports.

**Thomas McKinney**, senior VP, Tempo Television Inc., Tulsa, Okla., adds chief operating officer responsibilities.

**Rick Howe**, VP, affiliate marketing, Showtime/The Movie Channel, New York, named senior VP, affiliate marketing. **Lila Reinhard**, manager, advertising, Showtime/The Movie Channel, named director, trade marketing.

**Julian Levin**, VP, general manager, Vestron Television International, Stamford, Conn., named VP, general manager, worldwide sales and distribution. Vestron Television, Vestron Television (U.S.A.) and Vestron Television International have been reorganized and will operate as one unit, Vestron Television.

**Philip Murphy**, executive director, operations, television group, Paramount Pictures Corp., Los Angeles, named VP, operations.

**James Parsons**, executive VP, chief financial officer, De Laurentis Entertainment Group, joins Fries Entertainment, Los Angeles, as executive VP, corporate development.

**Sue Preston**, promotion coordinator, Buena Vista Television, Los Angeles, named production supervisor. **Ted Kaye**, production executive, Walt Disney World Co., Lake Buena Vista, Fla., named VP, film and tape production.

# Broadcasting

The News Magazine of the Fifth Estate

1705 DeSales St., N.W., Washington, D.C. 20036-4480

Please send ... (Check appropriate box)

- Broadcasting**  **Magazine**  
 3 years \$190     2 years \$135     1 year \$70     6 mos. \$35  
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- Broadcasting**  **Cablecasting Yearbook 1988**

The complete guide to radio, TV, cable and satellite facts and figures—\$110 (if payment with order \$95.) **Billable orders** must be accompanied by company purchase order. Off press March 1988. Please give street address for UPS delivery.

To order by MASTERCARD or VISA credit cards, phone toll free 1-800-638-SUBS

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Company \_\_\_\_\_  Bill me

Address \_\_\_\_\_ Home? Yes  No

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Type of Business \_\_\_\_\_ Title/Position \_\_\_\_\_

Signature \_\_\_\_\_ Are you in cable TV operations  Yes  
 (required)  No

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**Meade Camp**, VP, Southeastern and Western regions, Columbia Pictures Television, Burbank, Calif., named senior VP, syndication, Southeastern and Western regions.

**Jim Mitchell**, chief financial officer, Harmony Gold, Los Angeles, named executive VP, administration and finance.

**Carolyn Reynolds**, manager, program operations, and producer, cultural programs, Arts & Entertainment Cable Network, New York, named director, performance arts programming.

**Susan Kroll**, manager, consumer marketing, Viewer's Choice, New York, pay-per-view service, named director, consumer marketing.

**Nancy Cook**, director, affiliate relations, The Source Radio Network, NBC, joins Multimedia Entertainment, New York, as associate sales manager.

**Dave Price**, regional marketing director, Premiere Radio Networks, Hollywood, named national marketing director.

**Mike Kallevig**, morning news air personality, KIDX(FM) Billings, Mont., joins KGHL(AM)-KIDX(FM) there as production manager.

**Robert Gordon Jr.**, operations manager, WTVF(TV) Nashville, joins Jim Owens Companies, Nashville-based television production company, as production operations manager.

**John O'Neil**, producer, WBZ(AM) Boston, joins WHDH(AM)-WBOS(FM) Boston as executive producer.

**Luke Fair and Norbert Williamson**, production assistants, ESPN, Bristol, Conn., named associate producers.

**Lyle Seltzer**, senior accountant, USA Network, New York, named manager, general accounting. **Eric Rosenberg**, accountant, Raum, Hantman & Sklar, CPA's, Levittown, N.Y., joins USA Network as manager, cash management.

**Maxine Schnall**, afternoon personality, WDVT(AM) Philadelphia, joins WMCA(AM) New York in same capacity.

**John Monds**, morning personality, WQHT(FM) Lake Success, N.Y., joins WUSA(FM) Philadelphia as afternoon personality.

**Meredith A. Lobel**, associate attorney, Tenenbaum & Ardi, Los Angeles, entertainment law firm, joins Viacom International Inc., Universal City, Calif., as entertainment attorney in law department.

## News and Public Affairs

**Glennwood Branche**, Philadelphia bureau chief, ABC News, named St. Louis bureau chief. **Carla Delandri**, political reporter, ABC News, New York, named Philadelphia bureau chief.

**Richard Davis**, senior producer, *Inside Politics '88*, CNN, Atlanta, named producer, *Crossfire*, CNN Washington.

**Ed Fouhy**, executive producer, national presidential debates to be staged jointly by Republican and Democratic National Committees, and former news executive at ABC, CBS and

NBC, joins WNEV-TV Boston, as media commentator.

**Gregory C. Mocerri**, former news director, WOOD-AM-FM Grand Rapids, Mich., joins WZZM-TV there as assignment editor.



Davison

**Phil Davison**, bureau chief, Mexico and Central America, for Reuters, joins Copley News Service as head of new news bureau, Mexico City.

**Marie Curkan**, assistant news director, KARE(TV) Minneapolis, joins KOCO-TV Oklahoma City as news director.

Appointments at KPIX(TV) San Francisco: **Santi Herrera**, writer, producer, WPVI-TV Philadelphia, to same capacity; **Laura Werlin**, executive producer, assignment editor, KERO-TV Bakersfield, Calif., to associate assignment editor; **J.V. Frazier**, graphic coordinator, KPRC-TV Houston, to graphic design producer.

**Carole Simpson**, senior correspondent, ABC News, Washington, named anchor, *World News Saturday*, and reporter for *World News Tonight*, on new beat covering social and economic issues affecting American family.

Appointments at KOLD-TV Tucson, Ariz.: **Jim Wieder**, weekend anchor, KVOA-TV Tucson, to general assignment reporter and backup anchor; **Mindy Blake**, weekend anchor, KOAA-TV Pueblo, Colo., to general assignment reporter and morning anchor; **Robert Johnson**, reporter and anchor, KNST(AM) Tucson, to weekend producer and assignment editor; **Tom Leander**, weekend sports anchor, KMST(TV) Monterey, Calif., to weekend sports anchor; **Larry Rodriguez**, chief photographer, KOSA-TV Odessa, Tex., to photographer.

Appointments at WVIT(TV) New Britain, Conn.: **Anthony Everett**, weekend anchor, named 7 p.m. weekday anchor; **Nancy Andrews**, 11 p.m. nightly news producer, to 7 p.m. producer; **Donna Greer**, weekend news producer, succeeds Andrews as 11 p.m. producer; **Kathleen Harrington**, noon news producer, WLWT(TV) Cincinnati, succeeds Greer as weekend producer.

**Steve Riordan**, weekend anchor, general assignment reporter, KHBC-TV Honolulu, named weekday anchor, weathercaster and producer.

**Jack Martin**, anchor, senior reporter/producer, *Navy News This Week*, worldwide Navy news program, Washington, joins KARK-TV Little Rock, Ark., as weekend anchor.

**Paige Beck**, news producer/co-anchor and public affairs host, WOAY-TV Oak Hill, W. Va., joins WCJB(TV) Gainesville, Fla., as co-anchor.

**Dr. Nancy Snyder**, director, division of head and neck surgery, University of Arkansas for Medical Sciences, joins KPIX(TV) San Francisco as medical reporter.

**Rebecca Sobel Bell**, deputy bureau chief, Conus Communications, Washington, joins Associated Press Broadcast News Center, Washington, as reporter.

**Rick Sanchez**, anchor/reporter, KHOU-TV Houston, joins WSVN(TV) Miami as reporter.

**Alan Sealls**, weekend meteorologist, WALB-TV Albany, Ga., joins WTMJ-TV Milwaukee in same capacity.

## Technology

Appointments at ESPN, Bristol, Conn.: **Susan Riggi**, scheduling coordinator, to senior facilities coordinator; **Mark Savitt**, engineer, WFSB-TV Hartford, Conn., to studio technician; **Don Simpson**, production control assistant, Jarvis Airfoil, to studio technician.

**Scott Martin**, radio district sales manager, North Carolina and South Carolina, Harris Corp., Quincy, Ill., named radio district sales manager, Florida and Georgia. **Kent Pendleton**, president, owner, Advanced Audio Systems Inc./Pendleton Electronics Industries, joins Harris Corp. as radio district sales manager, southern Nevada, Arizona, Colorado, Utah and Hawaii.

**Eugene Hammerle**, senior project planner, relocation task force, NBC, New York, joins AF Associates, a Northvale, N.J.-based supplier of high-technology television systems, as director of engineering.

**Larry Cafiero**, national accounts manager, ITT World Communications, Los Angeles, joins IDB Communications Group Inc., satellite program transmission service there, as national accounts manager, data services.

**Bridget Williamson**, regional sales manager, KITO-FM Colorado Springs, joins Enterprise Systems Group Inc. there as regional sales manager, Southeast.

## Promotion and PR



Sardo

**Sal Sardo**, director of promotion, Buena Vista Television, Burbank, named VP, creative services.

**Paul Myer**, VP, director, government relations, Capital Cities/ABC Inc., Washington, joins Northern Telecom, Arlington, Va., as VP, public affairs.

**Carol Greenberg**, director, publicity, ABC, West Coast, joins Flaherty/Winters/Greenberg & Partners, Beverly Hills, Calif., as partner.

**Mel Crippen**, promotion manager, entertainment, public service, WOI-TV Ames, Iowa, named director of marketing; **Terry McFarlane**, promotion manager, news, commercial, named overall promotion manager.

**Meredith Gould**, manager, Business/Humanities Project, New Jersey Department of Higher Education, joins Gillespie Public Relations Inc., Princeton, N.J., as manager, account services. **Steven Forry**, director, stewardship, Columbia University, New York, joins Gillespie as account supervisor.

**Deborah Kontir**, manager, radio public relations, Katz Communications, New York, named director, radio promotion, special projects. **Lisa Dampf**, public relations assistant, United States Tennis Association, Princeton, N.J., joins Katz Communications' corporate relations, New York, as publicist.

**Sandra Edwards**, manager, Shreveport Symphony, Shreveport, La., joins WPSX-TV University Park, Pa., as head, development.

**Deborah Weber**, public service director, promotion producer, WDAF-TV Kansas City, Mo., named manager, public relations and special projects.

**Sandy Crespo Ivy**, log programming supervisor, KHJ-TV Los Angeles, named public service coordinator.

**Mary Lou Keenon**, general manager, WIBM (AM)-WIBM(FM) Jackson, Mich., joins Publicom Inc., Lansing, Mich.-based public relations firm, as account executive.

**Keely McKinnon**, intern, Earle Palmer Brown Public Relations, Philadelphia, named assistant account executive, Washington office.

**Robert Andrews**, staff VP and director, customer service center, Meredith Corp., Des Moines, Iowa, will retire July 1, after 18 years with Meredith.



Dimling

**John Dimling**, senior VP, director of marketing, Nielsen Television Index, Nielsen Media Research, New York, named executive VP, group director of marketing, effective Aug. 1.

Appointments, Arbitron Ratings Co.: **Claire Kummer**, radio product manager, Laurel, Md., to VP, strategic programs; **Brad Feldhaus**, manager, radio policies, procedures, Laurel, to radio product manager; **David Bright** and **Bob McCloud**, client service representatives, New York, named account executives.

**Tim Whipple**, director, San Francisco licensing office, Broadcast Music Inc., named national director, sales and licensing, New York.

**Marc Schwartz**, independent casting agent, Hollywood, joins TV talent department of William Morris Agency there.

New board members at Cabletelevision Advertising Bureau, New York: **David Bohmer**, president, Centel Cable Television, Oak Brook, Ill.; **Robert Fennimore**, president, Cable Networks Inc.

**Signing on.** Dick Carr, New York-based media consultant and former senior executive with ABC Radio Networks and Mutual Broadcasting System, has been named to manage Vice President George Bush's national radio advertising campaign for President. The appointment was made by the Bush For President committee.

Elections at Federal Communications Bar Association, Washington: **William Potts Jr.**, Haley, Bader & Potts, to president; **Richard Zaragoza**, Fisher, Wayland, Cooper & Leader, to president-elect; **Patricia Reilly**, Wiley, Rein & Fielding, to secretary; **Kathleen Abernathy**, COMSAT Corporation, to assistant secretary; **William Kennard**, Verner, Lipfert, Bernhard, McPherson & Hand, to treasurer; **Henry Baumann**, National Association of Broadcasters, **Alan Campbell**, Dow, Lohnes & Albertson, and **S. White Rhyne**, Mullin, Rhyne, Emmons & Topel, to executive committee.

Appointments at Fleischman & Walsh, Washington: **Seth Bloom**, Casson, Harkin & Lapallo, Washington, to associate; **Steven Lancellotta**, Wheeler & Wheeler, Washington, to associate; **Karen Muller**, Brown & Wood, New York, to associate; **Matthew Emmer**, Boston University Law School, Boston, to associate.

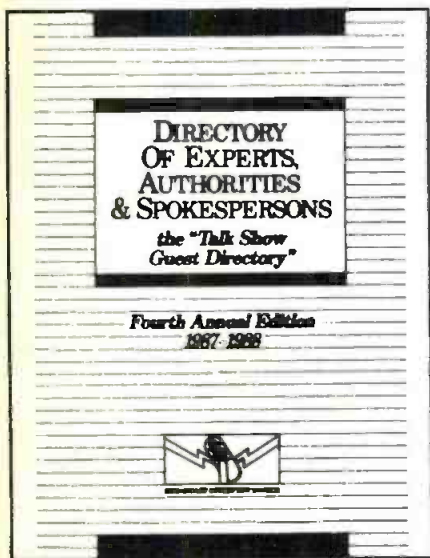
New officers, National Academy of Television Arts and Sciences, New York: **Robert Wussler**, senior executive VP, Turner Broadcasting System Inc., to chairman of board; **Michael Collyer**, senior partner, Kay, Collier & Booze, New York, to vice chairman; **Mike Duncan**, VP, Post Masters, Nashville, VP; **Alice Marshall**, account executive, Seattle, to secretary; **Isadore Miller**, VP, director, business administration, D'Arcy, Masius, Benton & Bowles Inc., New York, to treasurer.

Appointments to board of directors, Associated Press Broadcasters Inc.: **Roger Ogden**, KCNC-TV Denver; **Ken Maness**, WJCW(AM)-WQUT(FM) Johnson City, Tenn.; **Ken Hatch**, KIRO Inc., Seattle; **Bob Rogers**, KENS-TV San Antonio, Tex.

## Allied Fields

**Karen Kelley**, sales agent, Sheraton Corp., and **Martha Lawler**, assistant coordinator, Advertising Club of Greater Boston, join Great American Broadcasting Co., Boston, as satellite coordinators.

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## Deaths

**Rudolph Maximillian Montgelas**, 74, former chairman of Ted Bates & Co., New York, died of cancer June 20 at Stamford Hospital, Stamford, Conn. Montgelas began his advertising career in 1937, when he joined Buchanan & Co., where he eventually became president. Montgelas joined Ted Bates (now Backer Spielvogel Bates Inc.) in 1950. He was partner and then vice president before being named president in 1959 and later chairman. He is survived by his wife, Barbara, two daughters and two sons.

**Felix Morales**, 81, founder and owner of KLVJ(AM) Pasadena, Tex., and owner of KFHM(AM) San Antonio, Tex., died of pulmonary infection June 9 at St. Joseph's Hospital, Houston. KLVJ was first Spanish-language station in area. Morales is survived by his wife, Angie.



## Mark MacCarthy: Commerce committee's straight shooter

He is House Energy and Commerce Committee Chairman John Dingell's point man on communications matters, and as most industry lobbyists and committee staffers will tell you, when Mark MacCarthy speaks, it is on good authority. He is the Michigan Democrat's "eyes and ears," says one Washington insider who like others has grown to value MacCarthy for his political insight and honesty. They know MacCarthy as a straight shooter whose only agenda is to serve the chairman.

MacCarthy has been with Commerce for seven years, dealing with just about every significant piece of telecommunications policy before the committee. And since the departure last June of Tom Ryan, who was Commerce's chief counsel and Dingell's senior adviser on communications issues, MacCarthy has been playing a more active and visible role in managing both the substance and politics of Fifth Estate issues.

Dingell is a stickler about the details of the legislative process, and MacCarthy has no problem being the one to sweat those details. MacCarthy makes no secret of his admiration for Dingell, whom he calls "an extraordinary individual." MacCarthy, in turn, is described by National Cable Television Association President Jim Mooney as "a first-class guy, a real pro, and a very effective extension of his boss."

A one-time philosophy professor turned economist, the 40-year-old native New Yorker grew up on the east side of Manhattan. He attended Fordham University in New York, graduating in 1969 with a degree in English and philosophy. His attraction to the latter (he enjoys the works of Aristotle and political philosophers John Locke, Jean Rousseau and John Stuart Mill) led him to graduate school at Indiana University in Bloomington, where he received his doctorate in 1975.

He chose a career in education, and taught philosophy at Notre Dame from 1976 to 1978—at the same time earning yet another degree, this one a masters in economics. But a career in academia was not as appealing as he had envisioned. MacCarthy left Notre Dame and moved to Washington. His first stop was the Occupational Safety and Health Administration (OSHA) and its office of regulatory analysis, where he directed economic analyses of workplace safety and health regulations. But once MacCarthy gained a sense of what really moved and shook Washington, he set his sights on Capitol Hill.

With the arrival of the Reagan administration, he started hunting for another job. Dingell, as the new chairman of the Commerce Committee, was hiring staff and MacCarthy was brought on board in 1981 by former Commerce staffer Tim Nulty (now at



MARK MICHAEL MACCARTHY—professional staff member, House Energy and Commerce Committee; b. March 9, 1948, New York city; BA, English and philosophy, Fordham University, New York, 1969; PhD, philosophy, Indiana University, Bloomington, 1975; philosophy professor, Notre Dame University, South Bend, Ind., 1976-78; MA, economics, Notre Dame, 1978; economist, office of regulatory analysis, Occupational Safety and Health Administration, Washington, 1978-81; present position since 1981; m. Mary Alice Garber, Aug. 2, 1986.

the World Bank), with whom MacCarthy had once worked at OSHA.

Coming from OSHA, MacCarthy was initially most interested in environmental issues, but so were many others new to the committee. He chose a different course; his first undertaking was the controversial common carrier bill, H.R. 5158, which was a major rewrite of the common carrier portion of the Communications Act. "That was quite an education," says MacCarthy, who then moved on to telephone access charge legislation.

By 1983, he was working on the Cable Telecommunications Policy Act (playing a central role in the drafting of provisions regarding data transmission). He also followed committee deliberations on broadcast deregulation proposals in the 98th Congress. MacCarthy has a "good grasp of issues," says Capital Cities/ABC lobbyist Paul Myer, who has worked with him over the years.

Last year, the Dingell aide was the legislative strategist on the House side in the battle to revive the fairness doctrine. A fairness bill passed the House twice, but Senate proponents failed to muster enough votes to override Reagan's veto of the legislation (the FCC later declared the doctrine unconstitutional). "One thing that working up on the Hill teaches you," says MacCarthy about that experience, "is patience."

On another front, MacCarthy monitored negotiations between House Telecommuni-

cations Subcommittee Chairman Ed Markey (D-Mass.) and the National Association of Broadcasters on legislation limiting advertising in children's television. The House passed the measure earlier this month (BROADCASTING, June 13), and the bill is expected to move through the Senate without major opposition.

MacCarthy is to be found at most industry conventions. His appearance on a panel at the National Cable Television Association's annual convention in May left an impression. He suggested that the burden of proof is on the cable industry to show why telephone companies should continue to be barred from the cable business (BROADCASTING, May 9). He knows his remarks alarmed some in the NCTA audience, but he says others in the industry are recognizing the telco issue. Nevertheless, he does not expect Commerce to grapple with the matter until next year. He sees his attendance at industry meetings as an important line of communication: "For me it is good to hear what the people outside of Washington are saying."

Today in Washington, he says, committee members are focusing on the "macro issues" such as international trade matters. But MacCarthy predicts a robust communications agenda will emerge in the next Congress. Reinstatement of the fairness doctrine will be a chief priority, he says, adding that must carry is another agenda item.

And, according to MacCarthy, many members are interested in broadcast license renewal reform for both radio and television. He says the congressional debate over renewal reform will encompass the much broader issue of the public trustee concept of broadcast regulation. Any renewal standard will have to involve the public interest responsibilities of broadcasters, says MacCarthy. The development of high-definition television is yet another matter Commerce will continue to examine.

Lately, cable issues are attracting considerable attention because of the Telecommunication Subcommittee's cable oversight hearings. "I think the key is rates and local service and the ability of cable operators to continue to carry local stations, public and independent, and position them properly. If those things are dealt with properly, the other issues of vertical and horizontal concentration become less and less a matter of member concern." (Dingell conveyed a similar message earlier this month at the Broadcasting/Cable Interface II in Washington.)

Off the Hill, MacCarthy and his wife, Mary Alice Garber, are classical music buffs and hiking enthusiasts; indeed, he spent three weeks in Nepal in 1985. He describes his visit to Kathmandu and the Himalayas as an exhilarating experience. It is like his work with Dingell, "a once-in-a-lifetime experience."

**Advertising plans** were being submitted last week for **networks' upfront season**, although **most sources did not expect marketplace to take shape until after July 4 weekend**. Based on plans submitted so far, one network executive expected total dollars available for upfront purchases to be just under \$3 billion, amount slightly less than just-over \$3 billion spent last year. That total was deemed "reasonable" by one ad agency counterpart, although totals as low as \$2.6 billion have also been put forward in posturing between networks and agencies. With most parties to negotiations still waiting for NBC to set pace, pricing variables yet to be known include amount of inventory networks will set upfront. Also complicating picture is recent pick-up in third-quarter scatter market, partly attributed to injection of money by General Motors in several dayparts. For daytime there is less uncertainty, with at least one network executive agreeing that C-P-M's will decline.

**Western Tele-Communications Inc.**, 51% owned by Tele-Communications Inc., **has bought Taft Cable Partners**, joint venture between Bass Group and TCI, for **\$420 million**. Systems, concentrated in Michigan and New England, serve 210,000 subscribers. Purchase will give WTCI 560,000 subscribers. Also last week, WTCI board approved name change to WestMarc Communications and voted to continue stock repurchase plan. Company has already repurchased 2.2 million shares and said it may purchase another one million. WestMarc also signed agreement last week with MCI to build 1,500-mile digital microwave system between Seattle and Denver. Eight channels are to be built as part of 10-year agreement. MCI said it plans to use link "to provide alternate routing to [its] fiber optic network."

**NBC News** informed staff of **Before Hours** last week that 15-minute early morning business news show **will end its run on network when summer Olympics debut Sept 16**. *Before Hours* is fed to affiliates to run before *Sunrise* (Today-show lead-in that is carried by most affiliates at 6:30 a.m.). *Before Hours* executive producer Gerry Solomon said that 170 of roughly 210 NBC affiliates carry program between 5 and 6 a.m. Four of eight NBC affiliates in top 70 markets carry FNN-produced *Business This Morning*, early morning half-hour business program syndicated by Viacom. Viacom show is carried by 137 stations covering 90% of the country. Solomon said that NBC News President Larry Grossman told staff that as new business news ventures start up at NBC (such as NBC programming of cable channel Tempo), *Before Hours* staff would move into those areas. *Before Hours* is produced in association with *The Wall Street Journal*, which brings to show corps of reporters, as well as other business journalism assets.

In **affiliation change in Knoxville, Tenn.**, last week, **NBC picked up CBS-affiliate WBIR-TV (channel 10)**, Multimedia station. NBC affiliation agreement with current NBC affiliate WTVK(TV) (channel 26) expires Sept. 9. That station said that it had no agreement with CBS and that its affiliation position remained unknown as of last week. WBIR-TV dominates Knoxville market in ratings currently. Station will join NBC network prior to beginning of summer Olympics.

**INTV appeared to have moved toward resolution** last week of **underreporting of independent television stations in Nielsen and Arbitron diaries**. Resolution will essentially require ratings services to issue reports detailing differences between diary and meter methodology. Arbitron vice president of station sales and marketing Pete Megroz said last week that Arbitron agrees with INTV stance and that ratings service will now break out independents separately in meter and diary ratings. Date by which separate reporting of stations will begin remains to be determined. Nielsen also said that it agrees with INTV's claim and next step will be to determine format and timing of report.

**Galavision** said last week that it will launch nation's **first 24-hour Spanish-language news and information service** called ECO on Sept. 1 over cable channel's 300 affiliates reaching one million Hispanic homes. Channel will originate from Mexico with feeds

from every major Hispanic center around world. Launch of advertiser-supported channel completes Galavision's 18-month transition from pay to basic.

**Robert Kreek has been appointed president of Fox Television Stations**, succeeding Dirk Zimmerman, who left for Group W Productions, as president, last month. Previously, Kreek was executive vice president, Fox Inc., where he had responsibility for Fox station group.



Kreek

**Lorimar Film Entertainment has laid off 76 employees, following new distribution agreement with Warner Brothers**. Lorimar spokesman said company, in effect, is "closing their distribution division." Division had 110 employees. Seven more will leave after their contracts have been settled and additional layoffs may be in offing remaining 27 employees, but spokeswoman said that decision won't be made for several months. Divisions within Lorimar Film Entertainment that were affected by layoffs were distribution, acquisition, sales, marketing, publicity and promotion.

In gearing up for vote this Wednesday (June 29) by House Telecommunications Subcommittee on **home satellite bill** (H.R. 1885), **number of amendments were said to be in offing**. Both Representatives Cardiss Collins (D-Ill.) and Bill Richardson (D-N.M.) were believed to be working on EEO language to insert in bill. Collins initiative was being described as "killer amendment." Republicans Tom Tauke of Iowa and Howard Nielson of Utah were also interested in revisions but it was uncertain whether they would offer substitute bill.

Representative **Robert Kastenmeier** (D-Wis.) **introduced colorization bill** last week. H.R. 4897 would require labeling of films that are colorized (see page 55). Bill specifies that labeling would include nature of alteration and objections by any party directly related to film's creation. Bill would also set up national commission to encourage preservation of films. Meanwhile, Rules Committee has postponed further debate until tomorrow (June 28) on amendments to Interior appropriations bill that would set up national commission to determine which films could not be colorized without changing title.

House Judiciary Committee chairman Peter Rodino is convening **hearing this week** (June 30) **on Senate bill aimed at reducing violence on television**.

Metroplex Communications, Cleveland-based radio group, has placed **WRFX(FM) Charlotte, N.C., on block**. Station value is estimated to be in excess of \$15 million. Company has retained Gary Stevens & Co. for sale.

Group called **"Americans for Bush" has announced plans to spend \$10 million** in behalf of Vice President George Bush's presidential campaign. **Among other things expenditures will go for series of television commercials**, first of which, previewed for reporters, traces Bush's career from Navy pilot in World War II through his various jobs in Congress and government to his present role "as Ronald Reagan's trusted vice president." Americans for Bush effort, which is independent of vice president's own campaign and therefore not subject to federal spending limits, is being financed by National Security Political Action Committee. Retired Admiral Mark H. Hill, who appears in commercial, told reporters PAC "supports the initiatives of the active-duty mili-



tary" and that PAC's advertising effort would be aimed at portraying Bush as candidate with best record for supporting military.

**Chicago city council has voted 40-5 to repeal 4% entertainment tax that had been extended to include cable service in that city.** City cable operators, Tele-Communications Inc. and Group W Cable, used newspaper, radio, direct mail, automatic telephone, on-air PSA's, editorials and messages within subscriber bills to draw support for repeal of measure. Campaign brought outpouring of support, causing council to do about-face last week from original 34-5 vote. Although tax became effective May 7, first payment wasn't due until June 30, timetable that would have triggered increase being passed on to subscribers.

**Copyright infringement lawsuit brought against NPR** last January by former *Prairie Home Companion* host **Garrison Keillor** was settled last Thursday when NPR agreed to distribute tapes of Keillor's Oct. 20, 1987, National Press Club appearance free of charge. NPR transmitted and subsequently sold tapes of that program. NPR said it has aired Press Club appearances since 1971, accumulating 130 of them in its cassette catalogue since 1979. Settlement ends suit, with NPR claiming "its right to distribute ... Press Club appearances as part of its service to the listening public."

**ABC senior vice president of marketing and research Alan Wurtzel** said last week that network **had yet to determine whether to commit to AGB** Television Research. Wurtzel said that cost of service would not be determining factor in whether ABC subscribes to service. NBC vice president of research Bill Rubens could not be reached for comment. AGB recently informed ABC and NBC that it needs multiyear commitments from each in order to continue operating.

**Program news from CBS** last week included announcement that producers of *Designing Women*, Linda Bloodworth-Thomason, and husband, Harry Thomason, have been given 13-episode series commitment for 1989. Project will be produced in association with MTM. CBS also said it signed deal to carry annual Country Music Association Awards for another six years.

Next chapter in nearly eight-year-old **legal battle** for classical-formatted **wncn-fm New York** is about to be written. **New York State Court of Appeals has agreed to hear dispute** between Concert Radio, listener-backed media group headed by Charles Benton, chairman of Public Media, Chicago, and GAF Corp., Wayne, N.J., which owns station, over whether Concert Radio has right to acquire wncn-fm under terms of 1975 "option" agreement with GAF ("Riding Gain," July 20, 1987.) Listeners' Guild, nonprofit, listener-advocate organization, said it will file "friend-of-the-court" brief with Court of Appeals on Concert Radio's behalf. Court of Appeals will review 1985 decision by Appellate Division of New York State Supreme Court, which awarded Concert Radio monetary damages. At that time, GAF and Concert Radio agreed to sum of approximately \$4 million. Hearing is scheduled for Sept. 8.

**Disney Channel, Discovery Channel and American Movie Classics** will join in test marketing campaign geared to former or noncable subscribers. Target of services, which run from basic to bonus-to-basic to pay, are geared toward viewers that typically do not subscribe or have canceled service. Campaign will roll out in fall in Wilmette, Ill. (Continental); Omaha (Cox), and Weymouth, Mass. (Times Mirror). Promotion includes free basic installation, free month of Disney and free one-year subscription to Discovery and AMC monthly magazines. Scope of target is 110,000 homes.

**Electronic Industry Association's committee on advanced television met** last Wednesday (June 22) in Atlanta to chart EIA's position on high-definition television. Key issue decided was that any system adopted by U.S. TV industry must be compatible

with current NTSC transmission system. Quality of compatible transmission also must not result in any degradation of picture on conventional set. EIA committee includes representatives from manufacturers of consumer TV sets, satellite earth stations, broadcast transmitters, videotape and cable transmission equipment. ATV committee chairman, Sidney Topol, chairman of Scientific-Atlanta, appeared in Washington on day following meeting to report EIA's position to House subcommittee on science, research and technology (see page 41).

TV Guide will launch **first edition with more detailed breakout of cable listings** in New York area on July 2. New edition will serve four systems—Warner's Brooklyn-Queens system, American Cablevision of Queens, Gilbert/Cox Staten Island Cable and Queens Inner Unity. Those systems will pass 1.25 million homes by 1991. Edition will have 50,000 subscribers initially.

Irish tenor, **Dennis Day, 71**, who gained fame as Jack Benny's naive sidekick on *The Jack Benny Program*, on radio and television, **died June 22** of degenerative nerve and muscle disorder, commonly known as Lou Gehrig's Disease.



**Taking U.S. conventions over there.** C-SPAN is nine years old and already its gavel-to-gavel coverage of Democratic and Republican political conventions has become a tradition in the U.S. Now it is C-SPAN's ambition to extend that service to Europe. And, according to C-SPAN chief executive officer, Brian Lamb, the network is "85%" of the way to achieving that goal.

Lamb (l) and James Styles (r), the managing director of the London-based Sky Channel, Europe's most-watched satellite-to-cable entertainment service, held a news conference in Washington last week to announce all-but-definite plans to offer C-SPAN's gavel-to-gavel coverage of the conventions this summer to Sky Channel's 31.5 million viewers in 20 countries—or a larger audience if Sky Channel is successful in its effort to gain access to two more countries, Poland and Czechoslovakia.

And Pan American Satellite, the first private international satellite, which was launched into space on June 15, would provide the link between the U.S. and London.

But one reason Lamb described the plan as only 85% settled is that PAS does not yet have final FCC authority to offer service to the UK. PAS's license is conditioned on consultation with the International Telecommunications Satellite Organization. And although the organization's board of governors two weeks ago found that the six Ku-band transponders to be used in the U.S.-UK service would not cause the global system technical or economic harm, the final decision is left to the Assembly of Parties, which consists of the governments of the member nations. And the next Assembly is not scheduled until October or November.

To deal with that problem, PAS on Thursday requested temporary authority from the FCC to provide the C-SPAN service on one of the Ku-band transponders. PAS noted that the request involves a "donation of satellite capacity by PAS to a not-for-profit corporation, and video programing of unquestioned public merit."

## Good first step

The FCC last week kicked back into muted roar the long-sputtering effort to restore reason to the comparative renewal process, and to put an end to the open season on broadcasters that is triggered whenever a renewal comes due. Chairman Dennis Patrick and his colleagues appear to be approaching the problem with resolve and prudence—the first a virtue in seeing this sticky matter through, the second an asset in avoiding the political minefield that surrounds it.

One cannot now prophesize the eventual policy that will emerge from the FCC's research and deliberations—or even whether broadcasters will opt for less or more government programing intervention in determining renewal policy—but it is nevertheless cheering to know how the chairman tilts on the subject. "I personally lean toward development of a policy which would defer to the reasonable judgment—both editorial and business—of the broadcaster," Patrick remarked in a statement accompanying the FCC's notice of inquiry and notice of proposed rulemaking. "Members of the press should not be subject to editorial second-guessing at any time, including renewal. Rather, they should be free to compete in the marketplace of ideas. The framers recognized that it is in the crucible of this marketplace that the truth of speech will prevail. This same marketplace forces broadcasters to respond quickly and sensitively to the public they serve. Broadcasters feel the heat of competition; it won't go away. There are too many others vying for the public's attention. If we feel that broadcasters bring something unique to this competition, we owe it to the industry and to the public to provide a reasonable measure of renewal stability."

The motion is seconded. If only it carries.

## Cutting and running

Preston Padden, president of the Association of Independent Television Stations, has clarified the debate over future regulation of broadcasting. Speaking for the association's board, Padden has said that the not so very independent television broadcasters are willing to accept permanent exclusion from the organs of communication that are protected by the First Amendment in exchange for the continued use of broadcast frequencies without charge, for the expansion of their spectrum space for high-definition broadcasting, for "stability" in license renewals and for permanent assurance of carriage in desirable dial positions on cable television systems.

Until now, no respectable element of broadcasting has admitted publicly that it would swap any claims to freedom of the press for a hope of federal protection from competition. If anyone else has been in the closet with the INTV, it will now be safe to emerge. Let broadcasters be counted in their allegiance to the principle of private editorial authority or to the false security of government coddling and control.

Distressingly, there are signs of infection already setting in. The National Association of Broadcasters, which a year ago recovered its senses in time to avoid a political trade that would have bought license renewal expectancy at frightful First Amendment cost, is keeping discreetly silent about its latest legislative coup, the children's television bill that was adopted by the House and is awaiting Senate action. The bill establishes commercial time standards in children's television programing and requires broadcasters to prove at renewal time that they have enlightened and educated the young. When Peggy Charren

challenges the first renewal for failure to live up to expectations, the NAB may be glad it kept quiet in 1988. Meanwhile, the NAB can take no comfort in the warm praise it won from Padden in his speech last week.

It may be enlightening to record here two quotations appearing elsewhere in this issue of the magazine. The first is from the report on Padden's speech, beginning on page 52. "And to our friends in the industry," said Padden, "we say, please, before you get carried away by the rhetorical allure of the print model, analyze the real bread-and-butter issues and see if your pragmatic interests aren't better served by allegiance to the public interest standards." (By public interest, he meant, of course, the interest defined by federal regulation.)

On page 30 is a letter from William O'Shaughnessy, president of WVOX(AM)-WRTN(FM) New Rochelle, N.Y., and former member of the NAB board. It is an eloquent defense of the "fragile but timeless notion about First Amendment rights for all broadcasters everywhere, in their roles as electronic journalists." If, writes O'Shaughnessy, "we jettison our principles and throw them over the side for political expediency—it will be our day of infamy."

Defense rests.

## Color them misguided

Actor Jimmy Stewart was in Washington a week or so back, lobbying for the establishment of a national film commission that would designate certain movies as sort of national monuments that could not be tinted or edited without being branded with a scarlet letter announcing that fact and having their name changed. Last week both that amendment and no fewer than two bills that would throw roadblocks in the path of colorizers were the subject of legislators' time and attention better spent elsewhere.

In the manner of heartstring tugging, there is little defense against a frail, bespectacled Jimmy Stewart pleading—no doubt sincerely—for the life of his black and white movies and reading a letter from ailing director Frank Capra on the "monstrosity" that coloring has made of their film, "It's a Wonderful Life." But Ted Turner is not Mr. Potter threatening the Building and Loan. He is a man trying to make what he believes are improvements in his property. If audiences share Mr. Stewart's sentiments and disapprove of the action, all can vote with their channel changers or on-off knobs. That national commission is already in place: the voice of the people. Isn't that the voice that Capra was championing in all those movies?



Drawn for BROADCASTING by Jack Schmidt

*"Our air conditioner is broken—can you tilt the dish to put the shadow on our building."*



# Thank You

**WQTV 68**  
BOSTON

June 14, 1988

Mr. Allan Ginsberg  
President, Ginsberg & Associates, Inc.  
4801 Massachusetts Ave., NW  
Suite 400  
Washington, DC 20016

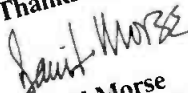
Dear Allan:

I would like to take this opportunity to thank you and Ginsberg & Associates, Inc. for the achievement of our goals during our first year and a half of ownership of WQTV 68 Boston.

From the creation of our business plan to the establishment of a program schedule and development of an outstanding and professional staff, Ginsberg & Associates, Inc. should take great pride in our mutual progress, specifically our outstanding growth in both revenue and audience share.

As we look to the future we're pleased to have Ginsberg & Associates, Inc. as a long term part of our management team.

Thanks again,



David Morse  
President and General Manager

1660 Soldiers Field Road  
Boston, Massachusetts 02135  
(617) 787-6868

Monitor Television, Inc. A subsidiary of The Christian Science Monitor Syndicate

# PETRY PAINTS A BRIGHT PICTURE

Throughout the years, Petry has delivered sales results that set the standard for the industry. Today, through innovative selling strategies, we paint bright pictures of our stations' distinctive advantages. After all, selling is an art and nobody sells Spot Television like Petry. It's our only business.

28 JUN 1988

**PETRY**

Petry, Inc., The Original Station Representative

