

# Broadcasting Nov 7

## An Open Message to Our Fellow Broadcasters

We live in a time of competition greater than ever before, but also a time of greater opportunity. To maximize all our opportunities, and to better serve our advertisers and all Americans, we must be more creative than ever before, and we must work together to develop new ways and means to demonstrate the superiority of our medium. To that end, all Hubbard Broadcasting stations are proud to be associated with other forward-looking broadcasters as members of TVB.

KSTP-TV

KOB-TV

WTOG-TV

WDIO-TV



KOBF-TV

KSAX-TV

KOBR-TV

AL 36112

MAXWELL  
BLDG 1405  
ROOM 122  
AUL-SAS

36112

12364 12K NOV/90

58th Year 1988

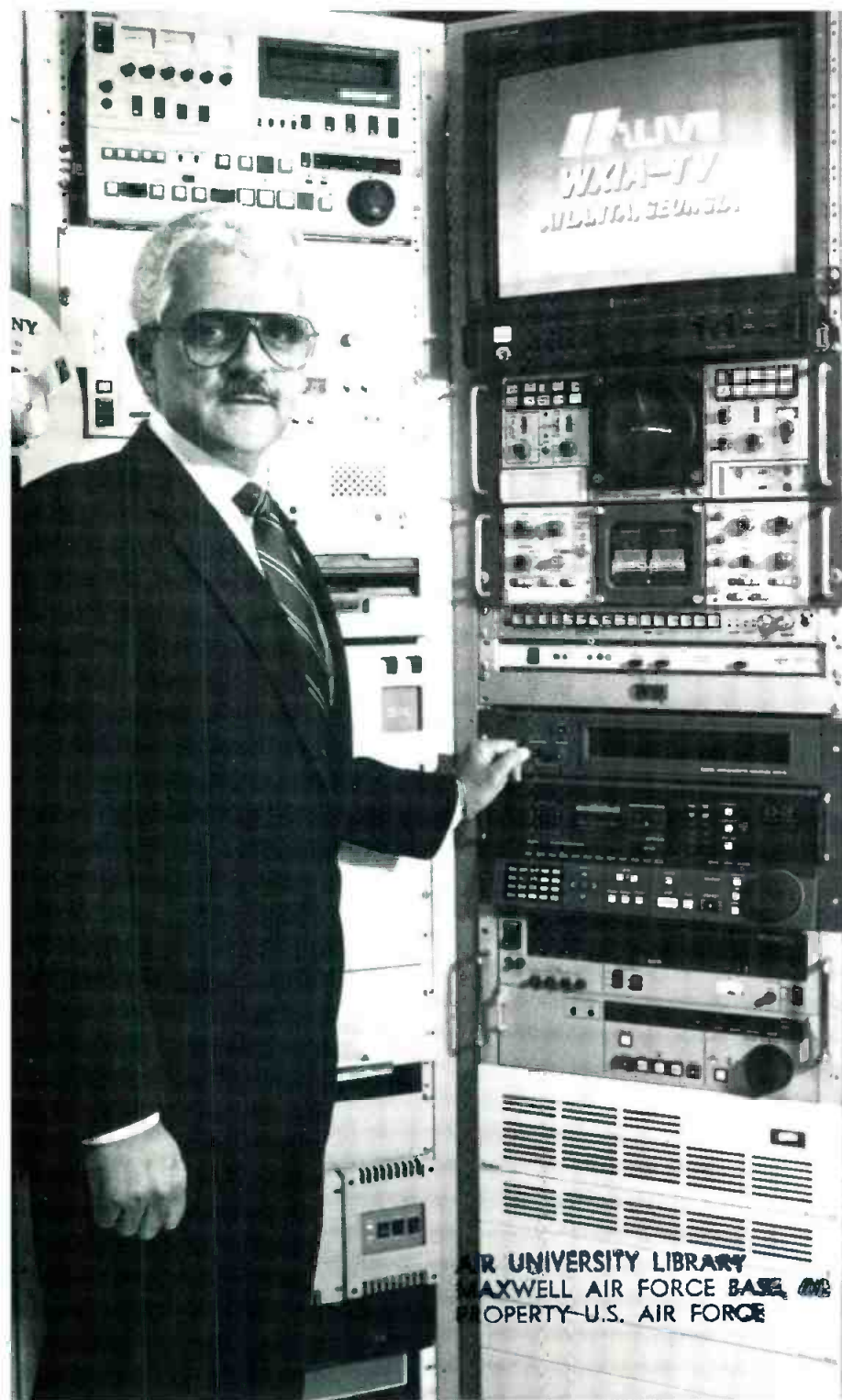
Awaiting the word  
on Bush-Dukakis  
Cautious outlook  
for TV's '89  
Stakelin to exit RA

# Yes, there is a digital VTR for the broadcast industry.

*"When we chose the D-2 format, we naturally looked to Sony – for technology, reliability and value."*

*... Mr. Mike Martin,  
V.P. Production, WXIA-TV,  
Atlanta, Georgia.  
- Gannett Production Services.*

*Mike Martin in WXIA's  
post production suite  
featuring a Sony DVR-10  
and a complete line of  
Sony broadcast products.*



The world of broadcast television is a fast paced environment where maintaining market share means bringing the best in news, information and entertainment to your community.

So when WXIA made the "digital decision", we were pleased to find that they chose our DVR-10. Because while there are over 200 DVR-10's in operation worldwide, this is the first to be delivered to a major broadcast facility in the United States.

As a plug-in upgrade, or for new production and broadcast facilities, the Sony DVR-10 provides a single cable, NTSC analog to digital interface. There are 20 generations of transparent dubbing for editing applications, 4 digital audio channels, plus write-after-read for simultaneous record/playback.

Quite simply, it establishes a new quality standard for the broadcast

industry, representing a decade of research. And because of Sony VLSI technology, it's no larger than a studio Betacam® VTR.

Maybe it's time for you to take a closer look at a DVR-10 and the company that *delivers* digital VTR technology today. For an update on digital video and the D-2 format, call us at 800-635-SONY. We think you'll see why "digital decisions" are becoming a regular occurrence.

## SONY®

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NOMINATED  
FOR 40  
ACADEMY  
AWARDS...



# COLUMBIA

40 Academy  
with 4 for



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A SOLDIER'S  
STORY

LA BAMBOLA

THE WINNERS:

1984 A PASSAGE TO INDIA

- Best Supporting Actress—  
Peggy Ashcroft
- Original Score—Maurice Jarre

1985 WHITE NIGHTS

- Original Song—  
"Say You, Say Me"—Lionel Richie

1982 TOOTSIE

- Best Supporting Actress—  
Jessica Lange

22 Major

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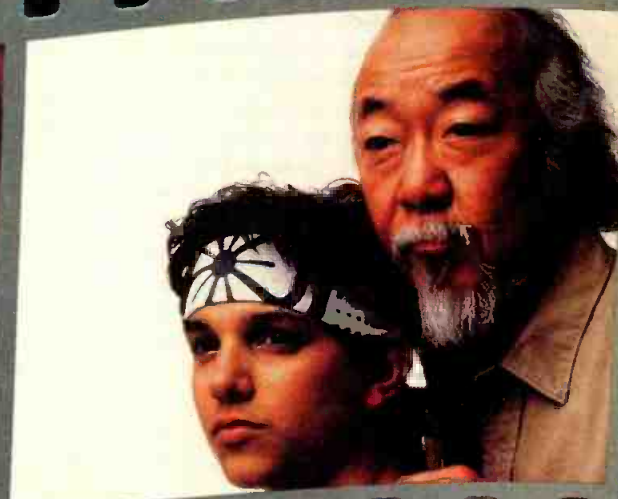
AMPAS. ®

# SHOWCASE I

Award Nominations  
Best Picture.



ROXANNE



THE KARATE KID PART II

Motion Pictures



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

# Where Things Stand

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

## AM-FM Allocations

NAB and other broadcast groups oppose FCC's proposed expansion of service to allow for local origination by translators, asking that rules establish translators as secondary services to fill in underserved areas of full-power stations and not as "low-power FM" stations.

NAB opposed proposal to authorize FM's using directional antennas and permitting allocation of stations in short-spaced positions, saying that an increase in FM directional antennas would lead to AM-ization of FM band. Some broadcast groups, however, favored more flexibility for FM broadcasters seeking suitable sites to locate transmission facilities.

Western hemisphere countries on June 2 concluded second and final session of conference to plan use of 100 khz of spectrum added to 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 some channels will be reserved for national licensees.

## Cable Regulation

Cable television industry remains under fire on allegations it is "unregulated monopoly." Cities may push for overhaul of Cable Communications Policy Act next year to strengthen their regulatory grip on cable and to provide entry for telephone companies to offer competitive services. Motion picture industry and independent broadcasters have also 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 to be on best behavior or Congress may reevaluate regulatory environment. Oversight hearings have been held by House Telecommunications Subcommittee and Senate Antitrust Subcommittee.

## Children's Television

■ Senate passed children's television bill days before Congress adjourned (BROADCASTING, Oct. 24). President Reagan has yet to sign measure but it is believed he will. Bill had become victim of political stalemate between House Telecommunications Subcommittee Chairman Ed Markey (D-Mass.), who wanted House version of legislation adopted, and Senator Tim Wirth (D-Colo.), who was blocking Senate action because it did not go far enough. Wirth, however, after receiving commitment from Senate Commerce Committee Chairman Ernest Hollings (D-S.C.) to hold hearings on children's TV in next Congress, withdrew opposition.

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House measure is product of negotiations between Markey and NAB and proposes commercial limits in children's programs of 10½ minutes per hour on weekends and 12 minutes on weekdays. It also requires broadcasters to serve "special needs" of children, which FCC would take into account at renewal.

## Comparative Renewal

National Telecommunications and Information Administration, in *NTIA Telecom 2000* report on future of broadcasting and telecommunications, recommended that FCC purge license renewal procedures of "references to program content" as part of overall elimination of rules "governing content." FCC Chairman Dennis Patrick has also called for minimizing role of programming in FCC deliberations at renewal time.

Views of NTIA and Patrick are not shared by broadcasting industry. In first round of comments in current FCC proceeding aimed at reforming much-maligned comparative renewal process, broadcasters led by NAB and INTV argue that past programming performance of stations should be basis for renewal.

FCC proceeding is also aimed at discouraging groups from using comparative renewal process and policy of allowing groups to petition FCC to deny renewal and station transfers to "extort" money from broadcasters. To deter abuse, FCC has proposed limiting payments broadcasters may make to challengers in settlements of comparative renewal proceedings and to groups in exchange for withdrawal of petitions to deny renewals. In addition, it has proposed requiring fuller ownership and financial disclosure information from competing applicants, clarifying standards broadcasters must meet to win "renewal expectancies" and reconsidering criteria used in comparative hearings, particularly diversity of ownership.

## Compulsory License

■ FCC voted last month (BROADCASTING, Oct. 31) to recommend that Congress abolish 12-

year-old compulsory copyright license, at least for distant signals, saying it would benefit consumers, broadcasters and cable programming services. Recommendation will be expanded to cover local signals if FCC Commissioner Patricia Diaz Dennis comes through with vote, which she is withholding until "editorial changes" are made.

What Congress will do is anybody's guess. At very least, if it decides to pass law requiring carriage of local signals, it will probably also preserve copyright license for those signals.

During last Congress, House Telecommunications Subcommittee member John Bryant (D-Tex.) offered bill (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 in June.

## Direct Broadcast Satellites

■ High-power Ku-band direct broadcast satellite delivery of television programming directly to homes will become reality in U.S., says Hughes Communications, which proposes launch of 200-watt direct broadcast satellite in "1992 time frame." Higher power—10 times higher than current fixed satellite service birds—says Hughes, will enable reception of video programming by only one-foot downlinks, thereby expanding current consumer home satellite market well beyond current two million.

Hughes's plan will go to parent, General Motors, for approval by end of year.

GE Americom could beat Hughes to punch, launching 60-watt Ku-band DBS birds, K-3 (as early as January 1990) and K-4 (both already under construction), marketing with HBO joint venture, Crimson Satellite Associates, to provide service to both cable industry and home dish owners (owning three-foot dishes), with cable likely retailers.

Hughes says GE service would only be "interim" step toward its 200-watt service. Hughes and GE agree on need to bring together "business system," including programmers and cable operators.

Before end of year, FCC hopes to rule on April 8 round of five new applications, offering up to 32 channels in each of eight orbital slots in DBS arc. Petitions to deny application of Tempo Satellite argued that Tempo's parent company, top multiple system cable operator Tele-Communications Inc., has "monopoly power" and "can use their leverage over ca-



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**AND GOD CREATED WOMAN**

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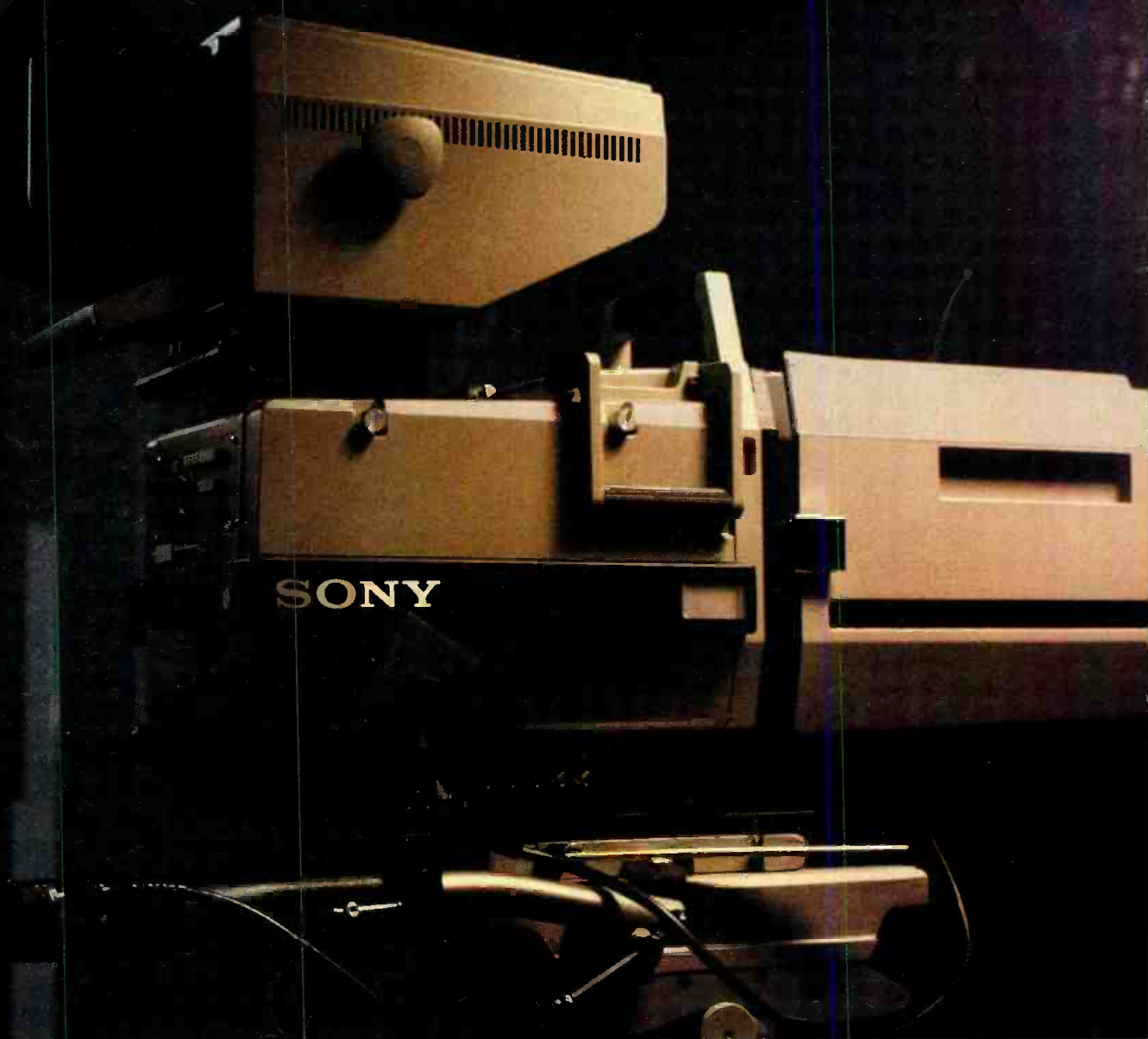
**TV**

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**O**

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And no wonder—it's the Sony BVP-360. The best-looking studio camera on TV. And the one with the best-looking picture.

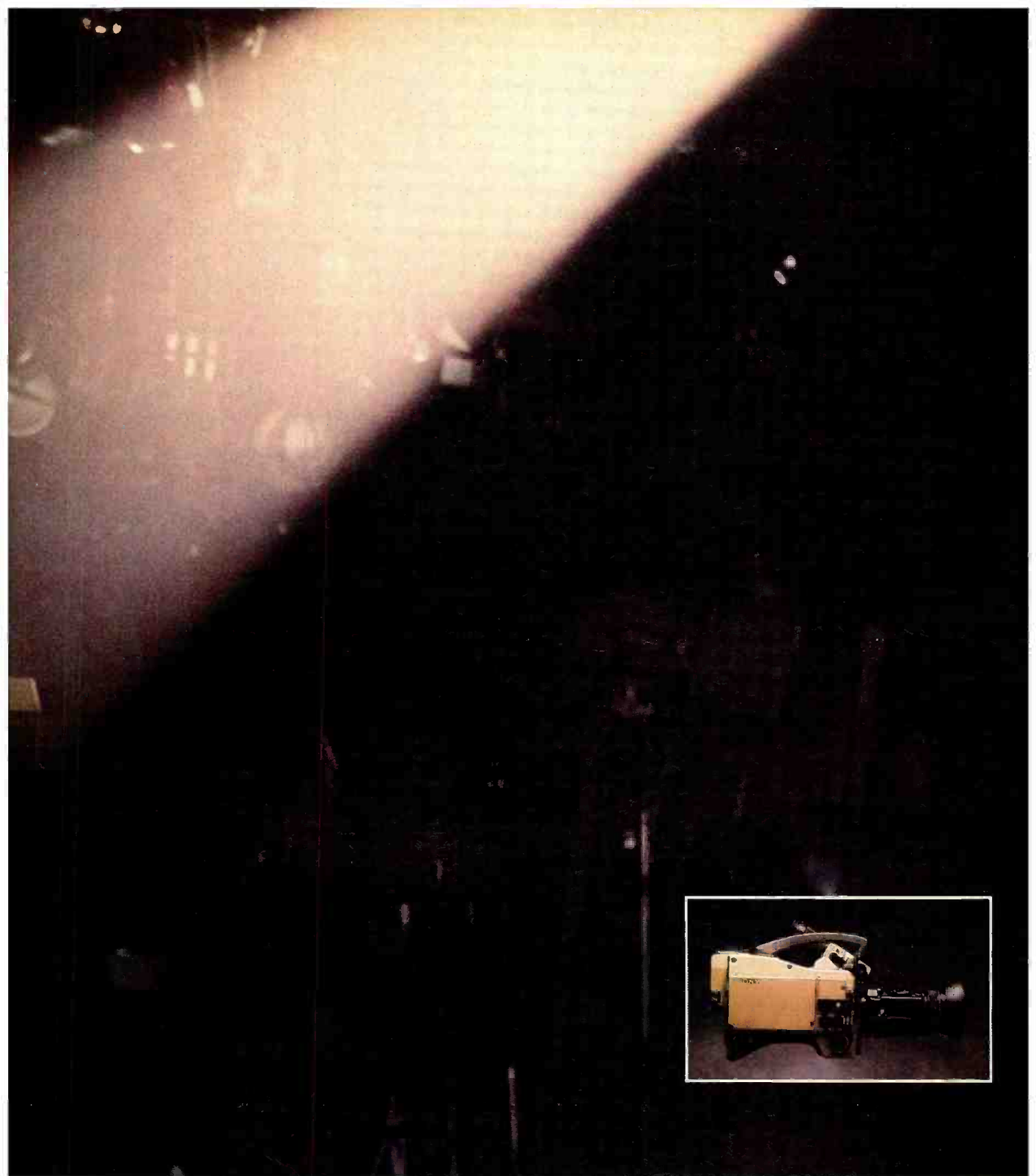
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**BROADCAST PRODUCTS**

ble program suppliers to impede development of competitive technologies."

## High-Definition TV

■ Advanced Television Test Center, project co-sponsored by NAB, ABC, NBC, CBS, PBS, Association of Maximum Service Telecasters and Association of Independent Television Stations, moved into temporary offices in same Alexandria, Va., building that houses PBS headquarters on Oct. 31. Permanent site for ATTC's headquarters is to be found by mid-1989, when center will provide facilities for Advanced Television Systems Committee (ATSC) and FCC's advisory committee on advanced television services to test HDTV and EDTV systems.

Consortium formed by several cable system operators, Cable Television Laboratories Inc. (Cable Labs), has been organized to perform HDTV transmission tests and other cable TV research and development. Temporary of-

fices for group have been established in Boston with permanent test facilities also still in formative stage. Some have suggested that ATTC, Cable Labs and test representatives from satellite transmission companies form joint lab to provide central location for HDTV testing.

Analysis subgroup of ATS committee's systems subcommittee has received submissions for 14 proposed HDTV or EDTV transmission systems and seven other audio- or video-only subsystems. Each of 14 full systems will be studied in depth by analysis group during scheduled meeting for Nov. 14-18 in Washington.

FCC tentatively decided to eliminate from standardization consideration transmission systems with continuous 9 mhz channel, incompatible with NTSC sets. Move eliminates possibility of terrestrial standardization of NHK's MUSE-E. Commission also decided to restrict any possible additional spectrum for advanced television broadcasting to currently allotted VHF and UHF television spectrum. Use of band above 1 ghz for augmentation

channels was ruled out.

At same time, FCC released inquiry asking which of four high-definition transmitter methods will be most suitable: one 6 mhz channel; 6 mhz channel with 3 mhz augmentation channel; 6 mhz channel with 6 mhz augmentation channel, or 6 mhz NTSC channel and simulcast noncompatible high-definition 6 mhz channel. Comments on issues raised in inquiry are due Nov. 31.

Telecommunications Subcommittee held hearing in September focusing on economic and trade implications of new technology. Subcommittee Chairman Ed Markey (D-Mass.) expressed desire to see U.S. industry take part in development and manufacture of HDTV equipment. Markey has asked Electronics Industries Association, American Electronics Association and Semiconductor Industry Association to submit report (no later than Jan. 4, 1989) recommending policy that would encourage U.S. activity in area. FCC's HDTV advisory task force and NTIA also were asked to prepare report on subject.

## 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 <sup>1</sup>	TOTAL *	
Commercial AM	4,915	278	5,193	
Commercial FM	4,116	606	4,722	
Educational FM	1,356	265	1,621	
■ Total Radio	10,387	1,149	11,536	
FM translators	1,625	439	2,064	
Commercial VHF TV	543	19	562	
Commercial UHF TV	506	205	711	
Educational VHF TV	119	7	126	
Educational UHF TV	214	29	243	
■ Total TV	1,382	260	1,642	
VHF LPTV	109	164	273	
UHF LPTV	290	1,165	1,455	
■ Total LPTV	399	1,329	1,728	
VHF translators	3,060	109	3,169	
UHF translators	2,198	338	2,536	
ITFS <sup>2</sup>	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 <sup>3</sup> & intercity relay	2,836	166	3,002	

C A B L E †	
Total subscribers	47,042,000
Homes passed	73,900,000
Total systems	8,000
Household penetration†	52.8%
Pay cable penetration	32%

\* Includes off-air licenses. † Penetration percentages are of TV household universe of 90.4 million. <sup>1</sup> Construction permit. <sup>2</sup> Instructional TV fixed service. <sup>3</sup> Studio-transmitter link.

## Indecency

President Reagan signed into law on Oct. 1 congressional spending bill that requires FCC to enforce its indecency policy around clock (BROADCASTING, Oct. 3). FCC has until Jan. 31, 1989, to issue new set of indecency rules. NAB and other media groups plan court challenge of law's constitutionality.

Many broadcasters joined FCC in its belief that new law is "constitutionally suspect" in light of recent case law. U.S. Court of Appeals in Washington had affirmed FCC's tougher indecency enforcement policy based on premise that FCC could not ban indecency, but could channel it to times of day when few children were in audience. But court remanded case to commission to justify midnight-to-6 a.m. "safe harbor." In light of congressional action, FCC may not go ahead with its remand rulemaking.

FCC adopted new policy in April 1987 in conjunction with action against three radio stations for broadcasting programming FCC deemed indecent. However, FCC enforcement of policy has not been aggressive.

## Land Mobile

Last fall, FCC delayed decision on petition to reallocate UHF channels in eight markets to land mobile radio until completion of report or whether UHF channels in question will be needed for broadcasting high-definition systems. But report released in June by FCC's advisory committee on advanced television service advised commission not to act because it is too early to know how much spectrum broadcasters will need. During special meeting on HDTV issues, FCC decided to follow report's advice (BROADCASTING, Sept. 5).

## Low-Power TV

FCC's nine-day "window" for LPTV applications closed June 24, but not before 1,000

## Loosening TV grips

Need to finance feverish Wall Street takeover activity may be inclining some major owners toward divesting TV portfolios. Proposed \$2.4 billion Polaroid bid by Roy Disney may account for friendly reception said to be gotten by those courting Disney's three TV stations. Gathered under corporate banner of Shamrock Broadcasting, three stations are KTAB-TV Abilene and KXXV(TV) Waco, both Texas, and WTVO-TV Lexington, Ky. Meanwhile, Malcolm Glazer, who is pursuing Formica Corp. in \$20-per-share offer, has quietly listed trio of TV stations with Morgan Stanley: WRBL(TV) Columbus, Ga.; WTWO(TV) Terre Haute, Ind., and KOTV(TV) St. Joseph, Mo.

## Morning line

Radio industry, and Radio Advertising Bureau board, has hardly had time to absorb news that Bill Stakelin will be moving on (story page 31), much less consider who may succeed him in RAB presidency. Nevertheless, at least three names had bobbed to surface by week's end: Daniel Flamberg, RAB's senior vice president for marketing and communications; Jerry R. Lyman, president of RKO Radio, and Peter Moore, president, Radio Network Association.

## The man who...

Michael Weisbarth, former executive vice president, television, Motown Productions, has been tapped to head joint production venture of MCA and King World. High-level source at MCA hinted last week that delay in putting executive in place at still unnamed venture may have cost opportunity to launch any projects in time for 1989. Likelihood of having show on air in time for 1989 "is possible given several circumstances, but it's still a long shot," said Weisbarth, who declined to say what projects he was considering, other than all genres of television. At time that MCA and King World announced venture in April (BROADCASTING, May 2), partners had hoped to have at least one project on air within year from that announcement.

## Family feud

"Fly-in" meeting of ABC's affiliate board two weeks ago saw expected questioning of network executives about reverse compensation plan for West Palm Beach, Fla., market. But more intense conversation was said to have featured network President Mark Mandala and other ABC executives voicing displeasure over board's joint FCC filing—with other affiliate

groups—opposing network ownership of cable systems. Displeasure stemmed from feeling that characterization of networks was such that it provided ammunition to opponents of ABC, CBS and NBC on other issues, including current financial interest and syndication talks with Hollywood.

## Think francs

U.S. stock market may have first chance to trade in highly successful French pay television service Canal Plus, whose \$700 million-plus in 1988 revenue make it world's second largest pay TV after U.S.'s Home Box Office. Canal Plus has registered with Securities and Exchange Commission to issue American Depositary Receipts (used to trade foreign shares) through sponsoring Bank of New York, with arrangements handled by New York-based CL GlobalPartners. American investors have been purchasing Canal Plus stock on French exchange since company went public year ago, but company executives said they wanted to forestall un-sponsored ADR trading on U.S. exchanges. Also behind move, however, is desire for higher profile in financial and TV production communities here, since U.S. media figures prominently in long-term plans. Canal Plus already has toe-hold with piece in MTM, picked up during \$320 million acquisition of Hollywood independent by Britain's TV South. Other U.S. investments have been perused, including Viacom offer of small stake in its Showtime pay cable service.

## Generation gap

Can there be too much of good thing? That's General Instrument's dilemma in bringing out Videocipher II Plus, successor to heavily pirated Videocipher II. There are reports—to which GI has declined to respond—that it could choose to withhold extra program capacity when it begins manufacturing Videocipher II Plus next June. Sources said consumers could be confused by, and panic over, possibility that programers could use VC-II Plus to make themselves inaccessible to current VC-II's. VC-II Plus descrambler hardware will offer same 56 'tier bits' of programing already accessible to VC-II owners, but programers could choose to transmit their signals via 200 other tier bits not accessible to those consumers. Despite programer assurances they will not leave behind half-million paying VC-II owners, and despite GI assurances that 56 accessible tiers will not become full for another two years, variety of sources fear consumer confusion, panic and choked sales of all home dish equipment and programing. GI said it is seeking solutions beyond assurances already made.

## Slowing down that revolving door

FCC commission seats may lose some of their allure as result of new ethics law pending on President's desk (he has until Tuesday to sign it). Bill is aimed at curbing so-called "revolving door" practice in Washington and—based on early analysis—it appears to be far more binding than current law. Measure would place two-year ban on exiting FCC commissioners from "representing someone before, or making a communication on behalf of someone to, a court or agency of the U.S.," involving matters "under the employee's responsibility within one year prior to leaving government." Measure does not take effect until nine months after enactment, which may result in some rethinking on part of sitting commissioners. Government Ethics Office has yet to issue memo on impact of legislation. Communications lawyer Susan Wing, with Hogan & Hartson, who has been nominated for FCC seat, says bill will be "big factor" in her decision to accept presumptive recess appointment.

## Price spread

Stock of Warner Communications closed at 34 7/8 last Friday (Nov. 4), while shares of Lorimar Telepictures, which Warner is planning to acquire, closed at 11 3/8. Scheduled stock-swap ratio for companies' merger is .3675 Warner shares for each Lorimar share. Purchasing Lorimar stock thus translates into buying Warner stock for \$30.95, 11% discount. Divergence of prices reflects Wall Street fears that stock-swap ratio, already changed once in Warner's favor, could change again. Other contributing factor is that arbitragers who might have closed spread between stock prices have bigger fish to fry with mega-mergers taking place in other industries.

## March-ing orders

NBC-owned Consumer News and Business Channel (CNBC) cable service is now looking to launch at very end of first quarter 1989. According to CNBC announcements, service will be launched when NBC Cable feels comfortable with its plans for weekday schedule of consumer business news programing and sports on weekends. When it comes to programing, CNBC has outlined basics of consumer business news programing, but has made only brief mentions of intentions for CNBC sports programing. Source attributed lack of more specifics on sports plans to interest in preventing competitors from thinking through possible counterprograming strategies.

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"Celebrity Secrets" will be  
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# Celebrity SECRETS



**WHICH CELEBRITY:**

Has close encounters with the ghost of a long-lost relative?

Relieves stress through sex?

Made sure Elvis wasn't "lonesome" one night?

**What if?...** As Americans prepare to choose 41st President tomorrow (Nov. 8), BROADCASTING examines outlook for Fifth Estate under administration of either Michael Dukakis or George Bush. **PAGE 27.**

**Sober forecasts...** Television station operators prepare for single-digit 1989 revenue and cost increases with planned program and personnel cost containment. **PAGE 30.**

**ABC's big show...** Network is hoping its upcoming mega-series *War and*



'War and Remembrance'

*Remembrance* will repeat blockbuster performance of its 1983 predecessor, *Winds of War*. **PAGE 39.**

**30/NBC IN AUSTRALIA**

Network signs five-year affiliation deal with Australian media firm, giving NBC option to buy and use of satellite transponder.

**31/STAKELIN LEAVING RAB**

Bill Stakelin, Radio Advertising Bureau president and chief executive officer, announces his intention to leave association in January 1989 to join company begun by former Viacom executives.

**35/ADAMS SAYS GOOD NIGHT**

Noah Adams, host and creator of American Public Radio's weekly variety show, *Good*

*Evening*, is leaving show at end of year to return to journalism.

**35/ELECTION NIGHT ON RADIO**

Radio networks plan full night of election coverage, concentrating on short-form reports.

**41/JUST SAYING NO**

National Association of Regulatory Utility Commissioners votes down resolution that would have backed telco entry into cable ownership and programing in their service areas.

**47/LORIMAR LOSSES**

Lorimar Telepictures reports net loss of \$215 million for quarter

ended Sept. 30, attributed in part to accounting practices at Warner Communications, which has agreed to acquire company.

**40/ACES SHOWING**

Some 325 programs are



nominated for ACE Awards, cable industry's most prestigious programing honors.

**46/STIRRING UP ENGLISH CHANNELS**

Upcoming British government broadcasting initiative could dramatically change that country's media industry.

**53/FCC REVOKES LICENSES**

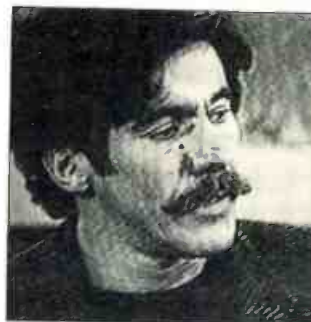
Commission's review board orders revocation of licenses of Silver Star Communications-Albany Inc.'s WMJM(AM)-WFAA(FM) Cordele, Ga., saying company abused FCC's distress sale policy.

**53/LOOKING FOR JUSTIFICATION**

Appeals court remands FCC decision to commission to determine whether political programs proposed by King Broadcasting, Seattle, qualify for Section 315 exemption.

**80/AUDIENCE PARTICIPATION**

Talk show host Geraldo Rivera



Rivera after the fight

has his nose broken during taping of program as guests and audience brawl.

**56/BUY IN BROOKFIELD**

Warner Cable enters into two-part deal to buy cable system in Brookfield, Wis.

**79/CHARTING NEW VISTAS**

Buena Vista Television's Bob Jacquemin has spent 12 years in syndication business. His keys to success are creative marketing and local station relationships.

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Q. How do you out-talk

Oprah Winfrey

Phil Donahue

Geraldo Rivera

Sally Jessy Raphaël

Morton Downey Jr.?

were received. Initial processing has been completed: 500 were directly grantable and have been put on public notice as of Friday, Sept. 30. If no petitions to deny are filed within 30 days, those grants become CP's.

Of remainder, approximately 335 were returned because of filing errors and 165 are going to lottery. Possibility of another window for filing is imminent, perhaps as soon as December. Community Broadcasters Association convention was to be held in Las Vegas Oct. 25-28. Fifteen low-power stations are signing on each month, according to CBA.

### Must Carry

National Cable Television Association released must-carry survey Sept. 13 that it said showed cable operators have been responsible in their broadcast carriage decisions. NCTA survey, conducted by Price Waterhouse, found that 98% of qualified stations remain on cable systems. NCTA also found that 94% of cable systems had not dropped stations or denied stations carriage and 91% had not engaged in channel repositioning. FCC released results of must-carry survey Sept. 1, but they did little to end debate over whether must-carry rules or law requiring ca-

ble systems to carry local broadcast signals is necessary. Of 912 television stations that responded, 280, or 31%, reported 1,533 incidences of being dropped or denied carriage on cable since federal court struck down rules on constitutional grounds; of 4,303 cable systems that responded, 869, or 20%, reported 1,820 incidences of dropping broadcast signals or denying them carriage after court action.

And National Association of Broadcasters' survey found, of 259 television stations responding, around 50 are not being carried on at least one cable system that would have had to carry them under must-carry rules.

### Network Rules

FCC's network rules are being reviewed, and several may be modified or eliminated in upcoming year on ground that networks now face stiff competition, particularly from cable. FCC has opened proceedings looking at rules prohibiting networks from representing affiliates in spot advertising market, barring networks from owning cable systems and limiting network-affiliate contracts to two years. In advance of filing formal comments next month, organizations representing affiliates of three

networks have announced opposition to repeal of network-cable crossownership ban.

### Public Broadcasting

CPB reauthorization for 1991-1993 passed Congress Oct. 21, after both houses agreed to cut annual authorizations to \$245 million, \$265 million and \$285 million over three years, down from original congressional proposals of \$304 million, \$345 million and \$404 million. Satellite replacement funding of \$200 million over three-year period was retained. Bill creates TV program fund specifically for independent productions, move opposed by noncommercial stations.

In August, even without authorization, President Reagan signed 1991 appropriation of \$242,060,000 to CPB, with additional \$56,810,000 for satellite.

### TV Stereo

■ Approximately 500 stations, over one-third of those now on air in U.S., are equipped to transmit stereo audio, including 59 ABC affiliates, 65 CBS affiliates, 146 NBC affiliates and 81 noncommercial stations.

## Advertisement

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### WILLIE HORTON ON TV

On October 24, the lead story on network news was Willie Horton, the Massachusetts murderer who escaped from prison while on a weekend pass and subsequently terrorized a Maryland couple in their home, raping the woman and torturing the man. The Horton case became prime time news after Lloyd Bentsen said on This Week With David Brinkley that there were racist overtones in the way the Republicans were using Horton. The Bush campaign has cited the Horton case to show that Dukakis is soft on crime, but what ignited the racism charge was a TV commercial that featured a photo of Willie Horton, disclosing that he was black.

The day after Bentsen made this charge, ABC, NBC and CNN showed the commercial featuring Horton's picture. On NBC, Bentsen was shown saying, "There were racist overtones in that commercial." Cong. Norman Mineta was shown denouncing the "Bush-Quayle dirty tricks team of holding up the image of Willie Horton in a blatant appeal to fear and racism." Chris Wallace said, "In addition to the Horton

case, they [the Democrats] cite a Bush ad on prison furloughs which they say shows black and Hispanic inmates." This was voiced over a tight shot of the Bush "revolving door" ad.

Talk about dirty tricks! The Bush ad had shown 16 actors dressed as prisoners walking through a revolving door, suggesting that the Massachusetts furlough program provided an easy way out of jail for murderers like Horton. Only two of the actors appeared to be black, but NBC used a closeup only, focusing on four faces—one black, one maybe black, one Hispanic, and one white. One could see the backs of four other heads, only two of which were clearly not black. NBC made the Bush ad fit the Democrats' charge of racist overtones.

Next they showed the ad that used Willie Horton's picture, with Lisa Myers saying Bush aides claimed they would have used the Horton case even if he weren't black and that the racism charge was ridiculous. On ABC, the Horton photo ad was used to illustrate Sam Donaldson's account of the controversy. CNN also showed it.

CBS did not use it, but did show Mineta angrily denouncing Bush for "holding up the image of Willie Horton" and focused

attention on a leaflet issued by the Illinois Republican State Central Committee charging that murderers were for Dukakis.

One who fits that description is Willie Horton, now in a Maryland prison, who says he's for Dukakis. The Maryland judge who sentenced Horton denied his request to be returned to Massachusetts, saying he should never be freed again and expressing doubts that Massachusetts authorities would keep him in prison as long as he lived. CBS didn't mention this.

Nor did ABC or NBC tell their viewers that the Willie Horton ad was not produced or paid for by the Bush campaign, but was the work of Americans for Bush, an independent committee. CNN's political analyst, Frederick Allen, described the committee as "nominally independent." The law requires that it be strictly independent, and it is.

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## This week

**Nov. 6-9**—*Canadian Association of Broadcasters and Western Association of Broadcast Engineers* joint annual conference and trade show. Winnipeg Convention Center, Winnipeg, Manitoba. Information: Elmer Hildebrand. (204) 324-6464.

**Nov. 7**—*American Women in Radio and Television, Florida Hurricane chapter*, "Sundown" media day. Don Cesar Beach Resort, St. Petersburg, Fla.

**Nov. 7-11**—*Journalism Week at University of Missouri-Columbia School of Journalism*. UM-Columbia, Mo. Information: Toni Hahn. (314) 882-4821.

**Nov. 9**—"Children's Television Programming: Whose Playground Is It?" meeting of *New York Women in Film*. McGraw Hill building, New York. Information: (212) 512-8022.

**Nov. 9**—"Bridging the Gap—Broadcasting," first in four-part series of seminars sponsored by *Young Lawyers Committee of Federal Communications Bar Association with Continuing Legal Education Committee*. FCC, Washington. Information: Michelle Plotkin, (202) 371-5761.

**Nov. 9-11**—*International Film & TV Festival of New York*. Sheraton Center hotel, New York. Information: (914) 238-4481.

**Nov. 10**—*USA Network* local ad sales seminar. Grand Bay hotel, Miami. Information: (212) 408-9170.

**Nov. 10**—"The Press and the Next President," *American University* forum. Kay Spiritual Center, AU campus, Washington. Information: (202) 885-2058.

**Nov. 10**—*Cable Television Administration and Marketing Society* general management achievement series seminar, co-sponsored by *Arizona Cable Television Association*. Ramada hotel, Tempe, Ariz. Information: (602) 967-6600.

**Nov. 10-12**—19th annual *Loyola Radio Conference*, for college, university and high school students and others interested in broadcasting. Holiday Inn Mart Plaza, Chicago. Information: (312) 670-3207.

**Nov. 10-12**—*Alpha Epsilon Rho, National Broadcasting Society*, East regional convention. Holiday Inn Holidome, Suffern, N.Y. Information: (914) 359-9500.

**Nov. 11**—*USA Network* local ad sales seminar. Don Cesar Resort, Tampa, Fla. Information: (212) 408-9170.

**Nov. 11-13**—*Alpha Epsilon Rho, National Broadcasting Society*, South regional convention. Sheraton Music City hotel, Nashville. Information: (615) 974-4291.

**Nov. 11-13**—*Alpha Epsilon Rho, National Broadcasting Society*, East Central regional convention. Sheraton hotel, Harrisonburg, Va. Information: (703) 568-3675.

## Also in November

**Nov. 13**—*Academy of Television Arts and Sciences* installation ceremonies for *Television Academy Hall of Fame*. 20th Century Fox Studios, Los Angeles. Information: (818) 763-2975.

**Nov. 13**—*Caucus for Producers, Writers and Directors* final general membership meeting, dinner dance. Chasen's, Los Angeles. Information: (213) 652-0222.

**Nov. 14**—Two seminars on "President Kennedy and Television," sponsored by *Museum of Broadcasting*. Part one, 12:30-2 p.m.: "Television and the Assassination of President Kennedy." Panelists: Morley Safer, CBS's *60 Minutes*; Julian Goodman, retired chairman, NBC; Ike Pappas, TV and radio correspondent; Richard Salant, former president, CBS News, and Harrison Salisbury, historian, journalist and TV commentator. Part two, 5:30-7 p.m.: "The Kennedy Presidency and Television." Panelists: Morley Safer; Don Hewitt, executive producer, *60 Minutes*; Edward P. Morgan, writer, commentator, journalist, and Tom Wicker, columnist, *New York Times*. MB, New York. Information: (212)

752-7684.

**Nov. 14-15**—*North American National Broadcasters Association* executive council meeting. Willard hotel, Washington. Information: (613) 738-6553.

**Nov. 15**—*Federal Communications Bar Association* monthly luncheon. Speaker: Robert Galvin, chairman, Motorola. Marriott, Washington.

**Nov. 15**—"Bridging the Gap—Broadcasting," second in four-part series of seminars sponsored by *Young Lawyers Committee of Federal Communications Bar Association with Continuing Legal Education Committee*. FCC, Washington. Information: Michelle Plotkin, (202) 371-5761.

**Nov. 15**—Third annual Advertising Law and Business Conference, sponsored by *American Advertising Federation*. Drake hotel, Chicago. Information: (202) 898-0089.

**Nov. 15**—*Southern California Cable Association* Diamond Awards presentation, honoring southern California's local programming executives. Stock Exchange, Los Angeles. Information: (213) 684-7024.

**Nov. 15-16**—*San Diego Communications Council* second annual fall conference, "Advanced Communications Technologies and the Public Interest." Keynotes: Julius Barnathan, ABC; Phillip Quigley, Pacific Bell, and Andrew Lippman, Massachusetts Institute of Technology. Panelists include: Representative Ed Markey (D-Mass.); Mel Harris, Paramount Television Group; Ed Horowitz, HBO; Thomas Stanley, FCC; Charles Shott Jr., National Telecommunications and Information Administration, and Dennis Leibowitz of Donaldson, Lufkin & Jenrette. La Jolla Marriott, San Diego. Information: (619) 594-6933.

**Nov. 16**—*New York Television Academy* drop-in luncheon. Speaker: Jeffrey Reiss, chairman and chief executive officer, Reiss Media Enterprises/Reques Television. Copacabana, New York.

**Nov. 16**—*American Jewish Committee's* Human Relations Award dinner honoring John Malone, president-

## Major Meetings

**Nov. 30-Dec. 3**—*Radio-Television News Directors Association* annual international conference and exhibition. Convention Center, Las Vegas. Information: (202) 659-6510. Future meeting: Sept. 13-16, 1989, Kansas City, Mo.

**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. Future meeting: Jan. 3-6, 1990 (tentative).

**Jan. 13-19, 1989**—*National Association of Broadcasters* winter board meeting. Scottsdale Princess, Scottsdale, Ariz.

**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. 2-4, 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.

**March 1-4, 1989**—20th annual Country Radio Seminar, sponsored by *Country Radio Broadcast-*

*ers*. Opryland, Nashville. Information: (615) 327-4488.

**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 11-15, 1989**—*American Women in Radio and Television* 38th annual convention. Waldorf-Astoria, New York. Information: (202) 429-5102.

**May 17-20, 1989**—*American Association of Advertising Agencies* 71st annual convention. White Sulphur Springs, W. Va.

**May 17-21, 1989**—Annual Public Radio Conference, coordinated by *National Public Radio*. St. Francis hotel, San Francisco.

**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 20-23, 1989**—*National Association of Broadcasters* summer board meeting. Washington.

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

**Aug. 20-23, 1989**—*Cable Television Administration and Marketing Society* annual conference. Marriott, Chicago.

**Sept. 13-16, 1989**—Radio '89 convention, sponsored by *National Association of Broadcasters*. New Orleans. Future meetings: Sept. 12-15, 1990; Boston, and Sept. 11-14 (tentative), 1991. San Francisco.

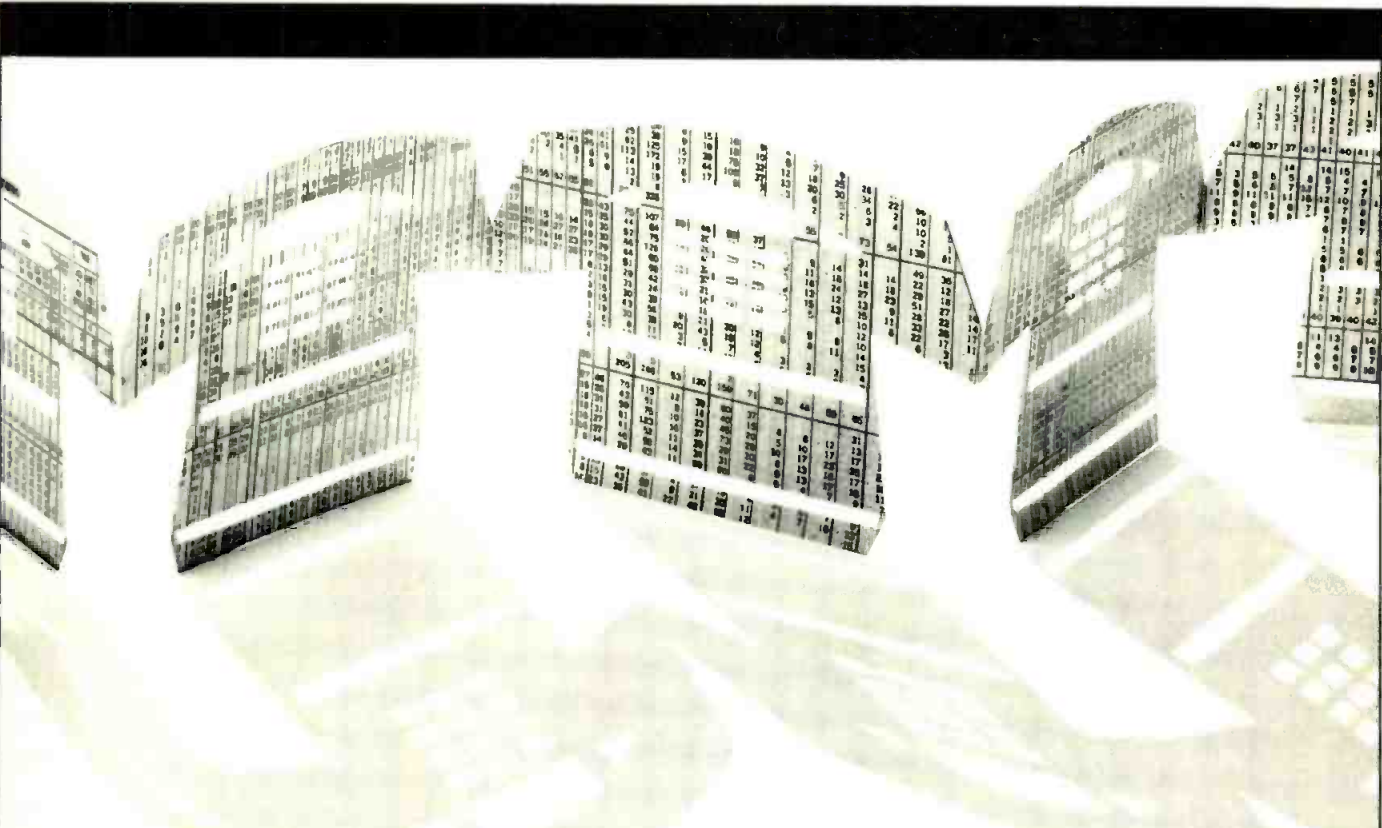
**Oct. 3-5, 1989**—*Atlantic Cable Show*. Atlantic City Convention Center, Atlantic City, N.J. Information: (609) 848-1000.

**Oct. 5-8, 1989**—*Society of Broadcast Engineers* fourth annual national convention. Kansas City, Mo. Information: John Battison, (614) 888-3364. Future convention: Oct. 11-14, 1990, St. Louis.

**Oct. 12-16, 1989**—*MIPCOM*, international film and program market for TV, video, cable and satellite. Palais des Festivals, Cannes, France. Information: Perard Associates. (212) 967-7600.

**Oct. 22-27, 1989**—*Society of Motion Picture and Television Engineers* 131st technical conference and equipment exhibit. Los Angeles Convention Center.

**Nov. 13-15, 1989**—*Television Bureau of Advertising* annual meeting. Century Plaza, Los Angeles.



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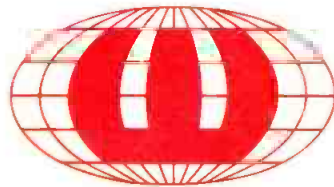
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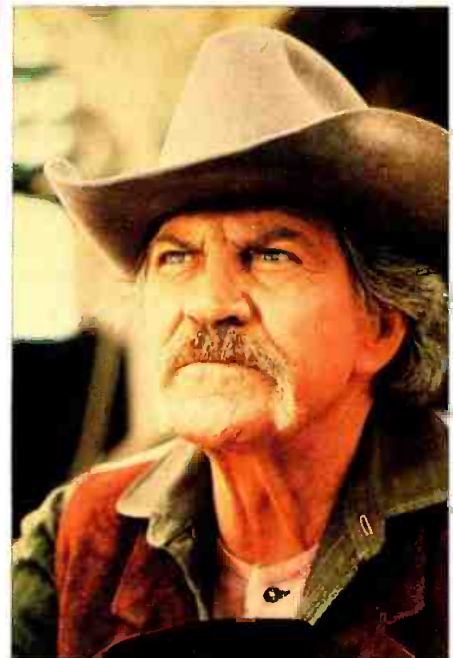
News



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## Errata

**Seminar on TV station acquisitions** mentioned in Oct. 31 story on effects on advertising of food company mergers should have said seminar was sponsored by Paul Kagan Associates.

In Oct. 31 story on *Family Feud*, name of KCBS-TV general manager was misspelled. Correct spelling is **Robert Hyland**.

chief executive officer, Tele-Communications Inc., Denver. Beverly Wilshire, Los Angeles. Information: (213) 655-7071.

**Nov. 16-18**—Private Cable Show, sponsored by *National Satellite Programming Network*. Keynote speaker: Al Swift (D-Wash.). Denver Tech Center, Denver. Information: (713) 342-9655.

**Nov. 17**—USA Network local ad sales seminar. Holiday Inn Crowne Plaza, Boston. Information: (212) 408-9170.

**Nov. 17**—"Policy for Children and Television," *Columbia Communication and Society* seminar sponsored by *Gannett Center for Media Studies*. Columbia University, New York. Information: (212) 280-8392.

**Nov. 17**—*American Women in Radio and Television*. Southern California chapter, event for AWRT's "Soaring Spirits" charity. Carlos n' Charlie's, Los Angeles. Information: (213) 736-0706.

**Nov. 17-20**—*Society of Professional Journalists*. Sigma Delta Chi, national convention. Convention Center, Cincinnati.

**Nov. 18**—*Broadcast Pioneers*. Washington area chapter, ninth annual awards banquet. Kenwood Country Club, Bethesda, Md. Information: Joe Ryan, (202) 783-5100.

**Nov. 18-19**—Symposium to "explore the practice of foreign affairs media coverage in U.S and Germany as it shapes understanding between the two nations," co-sponsored by *Goethe-Institut German Cultural Center*, Cincinnati, and *Broadcasting Division*, University of Cincinnati College-Conservatory of Music. University of Cincinnati College of Law, Cincinnati. Information: (513) 475-4394.

**Nov. 18-20**—"The Next Four Years," advanced economics conference for journalists, co-sponsored by *Foundation for American Communications*, *Cox Enterprises*, *Atlanta Journal and Constitution* and *Ford Foundation*. Hyatt Regency Ravinia, Atlanta. Information: (213) 851-7372.

**Nov. 18-20**—First Conference of College Broadcasters, sponsored by *National Association of College Broadcasters*, with grant from CBS Foundation. Brown University, Providence, R.I. Information: (401) 863-2221.

**Nov. 19**—*Alpha Epsilon Rho*, *National Broadcasting Society*. New England regional convention. Mount Wachusett Community College, Gardner, Mass. Information: (617) 632-6600.

**Nov. 19-Dec. 3**—"JFK on Television," exhibition at *Museum of Broadcast Communications*. MBC's Kraft Television Theater, Chicago. Information: (312) 987-1500.

**Nov. 21**—International Emmy Awards gala, sponsored by *International Council of National Academy of Television Arts and Sciences*. Sheraton Center, New York. Information: (212) 308-7540.

**Nov. 22**—*International Radio and Television Society* newsmaker luncheon, followed by goods and services auction. Waldorf-Astoria, New York. Information: (212) 867-6650.

**Nov. 28**—*Academy of Television Arts and Sciences* "Television Academy Hall of Fame" telecast (on Fox), honoring 1988 inductees Jack Benny, George Burns, Gracie Allen, Chet Huntley, David Brinkley, Red Skelton, David Susskind and David Wolper. Information: (818) 763-2975.

**Nov. 29**—*New York Women in Cable* meeting. Speaker: Marshall Cohen of MTV on "Consumers Viewing Habits." Information: Beth Araton, (212) 661-6040.

**Nov. 30**—"The Greenhouse Effect and Our Changing

Climate," conference for journalists sponsored by *Washington Journalism Center*. Watergate hotel, Washington. Information: (202) 337-3603.

**Nov. 30**—"Bridging the Gap—Broadcasting," third in four-part series of seminars sponsored by *Young Lawyers Committee of Federal Communications Bar Association* with *Continuing Legal Education Committee*. FCC, Washington. Information: Michelle Plotkin, (202) 371-5761.

**Nov. 30-Dec. 1**—"Telecommunications: Meeting Tomorrow's Challenges," meeting sponsored by *Telecommunications Conference Center*. Keynote speaker: Senator Ernest Hollings. New York Hilton, New York. Information: (212) 633-8011.

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

## December

**Dec. 1**—"Weather Forecasting: Is It Improving?" conference for journalists sponsored by *Washington Journalism Center*. Watergate hotel, Washington. Information: (202) 337-3603.

**Dec. 1**—Deadline for entries in 21st annual Addy Awards, sponsored by *Advertising Club of Metropolitan Washington*. Information: (301) 656-2582.

**Dec. 2**—"Agriculture 1989: Weather, Climate and Economic Prospects," conference for journalists sponsored by *Washington Journalism Center*. Watergate hotel, Washington. Information: (202) 337-3603.

**Dec. 4-Jan. 7**—"The American Children's Television Festival: A Holiday Celebration," sponsored by *Museum of Broadcast Communications*. MBC, Chicago. Information: (312) 987-1500.

**Dec. 7**—*Washington Journalism Center* conference on "The Media and the 1988 Presidential Campaign: Was the Coverage Fair?" Watergate hotel, Washington. Information: (202) 337-3603.

**Dec. 7-9**—Western Cable Show, sponsored by *California Cable TV Association*. Anaheim Convention Center, Anaheim, Calif. Information: (415) 428-2225.

**Dec. 8**—"Bridging the Gap—Broadcasting," last in four-part series of seminars sponsored by *Young Lawyers Committee of Federal Communications Bar Association* with *Continuing Legal Education Committee*. FCC, Washington. Information: Michelle Plotkin, (202) 371-5761.

**Dec. 12-13**—Technology studies seminar for media professionals, sponsored by *Gannett Center for Media Studies*. Columbia University, New York. Information: (212) 280-8392.

**Dec. 12-14**—Promotion strategy seminar, sponsored by *Association of National Advertisers*. Stouffer Westchester hotel, White Plains, N.Y. Information: (212) 697-5950.

**Dec. 13**—Presentation of Women at Work broadcast awards, sponsored by *National Commission on Working Women*. Capital Hilton, Washington. Information: Sandra Porter (202) 737-5764.

**Dec. 13-14**—World telecommunications conference, sponsored by *Financial Times*. London. Information: (01) 925-2323.

**Dec. 15**—*International Radio and Television Society* Christmas benefit, featuring Frankie Valli and the Four Seasons. Waldorf-Astoria, New York. Information: (212) 867-6650.

**Dec. 16**—Deadline for entries in 10th annual Frank O'Connor Memorial College Television Awards, sponsored by grant from *Mobil Corp.* Information: (818) 953-7568.

**Dec. 30**—Deadline for radio members of *National Association of Broadcasters* to nominate radio industry individuals for NAB's "Broadcasting Hall of Fame," which has replaced NAB's "Radio Hall of Fame." Information: (202) 429-5420.

## January 1989

**Jan. 4**—Deadline for entries in contest "to recognize best news reporting and best news features in 1988 by Christian radio stations in the U.S.," sponsored by *Scribe*, newsletter for news personnel in Christian broadcasting. Information: (608) 271-1025.

# The Fifth Estate Broadcasting TELEVISION

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kitadori, 2 chome, Miyakojima, Osaka, 534 Japan. Phone:

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Founded 1931. *Broadcasting-Television* introduced in 1946. *Television* acquired in 1961. *Cablecasting* introduced in 1972. □ Reg. U.S. Patent Office. □ Copyright 1988 by Broadcasting Publications Inc

A television ratings commentary from Gary Chapman, Freedom Newspapers Inc., Riverside, R.I.

## Is it time for a personal TV diary?

While the television peplemeter has captured much of the industry's attention, it is the diary that will remain the basic measurement instrument for the foreseeable future. I am reminded of a quote from a former executive director of the Electronic Media Ratings Council who now resides at the A.C. Nielsen Co.: "There will always be diaries in Duluth." The television diary provides a large amount of information for a relatively low cost. There has been no major industry-sponsored methodological research on the performance of the television diary since 1976, yet the nature of the video marketplace has changed dramatically. It is time for the industry to coordinate and help fund significant new research into the validity and reliability of the television viewing diary.

NAB's Committee on Local Television Audience Measurement (COLTAM) is developing a proposed new television viewing diary that would be designed in accordance with the realities of today's television viewing practices.

The number and type of video options have greatly increased. Most households now have multiple television sets, cable, VCR's and remote-control tuning devices. Portable and "personal" television sets are becoming more popular (as reflected in set sales and out-of-home viewing levels). The number of broadcast, cable and home video options has given video consumers great control over the selection, timing and location of what they watch. There is more away-from-home viewing. According to Nielsen, 80% of U.S. households receive more than 10 television channels, 59% receive 15 or more channels, and 31% receive 30 or more channels. The basic point is that the television viewing experience has become more personal, yet the basic measurement process is still predicated on television viewing as a group experience. Two decades ago, when the family gathered around the set in the living room to watch television, the average family size was 3.3 persons per household; today it's 2.6. Today in the early fringe time period, the woman of the household is probably watching Oprah Winfrey in the kitchen while the kids are in another room watching independent television. If it's a weekend, Dad could very well be in the garage, office or at a sporting event watching sports on a Watchman. As the American household has decreased in size, its number of television sets has increased. It is time to reexamine the reliability and validity of the household television diary.

The new diary suggested by COLTAM is a personal diary, rather than the existing household diary. COLTAM hypothesizes that



Gary Chapman is senior vice president, broadcasting, of Freedom Newspapers Inc., Riverside, R.I., which owns five TV stations. He began his broadcasting career in sales at KSDK-TV St. Louis and became director of marketing and research for the station's owner, Pulitzer Broadcasting, in 1976. Since 1980, he has served on the Electronic Media Rating Council, and was named chairman in 1982 for a term that runs through 1988.

by reducing response and nonresponse errors, a personal diary will yield more accurate measurement of television viewing. COLTAM formed a diary subcommittee to develop a plan for conducting this research and to obtain broad industry support for designing and funding this effort. COLTAM's goal is to complete the study by 1990.

The COLTAM diary subcommittee expects that by shifting from a household diary assigned to each television set or device (VCR's) to a personal diary, the effect of nonresponse and response errors on audience estimates could be reduced. Among other things, the subcommittee feels there is a logic and some evidence to support the conclusion that a personal television diary will be more accurate in measuring viewing behavior. It is expected that this will lead to a more actual television viewing being captured and reported by the rating companies as measured television viewing. There is now a known bias of the television diary to understate the true amount of household and personal television viewing.

The last time the broadcast industry funded a major television diary methodological study was in 1974-75, which resulted in the 1976 report, "How Good is the Television Diary Technique?" In this study, the performance of the diary was compared to a telephone coincidental as the measurement standard; three major findings were obtained: 1) *A modest level of nonresponsive error:* In-tab diary households (those that provide usable diaries) have slightly higher

viewer levels than all households; 2) *A more significant level of response error:* Compared with the telephone coincidental, the diary under-reported viewing levels for both households and persons, and 3) *A net effect of some understatement of television viewing:* Although nonresponse and response errors operate in different directions, they do not cancel each other out.

COLTAM recommends that a test of a personal television diary be coordinated on an industry-wide level. First, the two rating companies have been invited to participate in this test by working with the committee to develop a personal diary. Once this personal diary has been developed, it would then be pilot tested in individual local markets. The industry, in addition to assisting in the development of the personal diary, would fund a telephone coincidental study to serve as a comparison. The study should be conducted in markets where household diaries, set meters, personal diaries and the telephone coincidental data can be compared. COLTAM recommends that at least two markets be included in this study. If possible, a small, medium and large market (metered) should be included.

The design and execution of the diary and meter research would proceed according to the rating services' own procedures, with suggestions and coordination from the industry. The telephone coincidental study would be designed and funded by the industry. For example, in the last NAB COLTAM study, major broadcast groups, the networks, and the NAB provided funding. This would permit the 1976 COLTAM study to be updated, a comparison of household meter vs. household diary results and a comparison of personal diary data with that from existing techniques as compared to the telephone coincidental.

Since the focus of this study is local television audience measurement, the key daypart to be investigated is the 4-9 p.m. ET/PT (3-8 p.m. CT/MT) daypart. By limiting the study to this daypart, the cost of the study can be contained while yielding very useful data for the industry.

There are a number of issues this project raises. What will happen to audience shares when we improve response rates and start to measure more actual viewing, particularly away-from-home? Some segments of the industry may benefit in some circumstances and not in others. Our goal should be the best possible research.

We cannot make the right competitive decisions, either as sellers or buyers of television time, unless we get the facts straight. This is a project the entire television, advertising and research industry should get behind and support. We are looking for a ground swell of support from all three industries.



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Especially when those people include other members of the Radio-Television News Directors Association. They have named the KING 5 newsroom as their choice for the 1988 Edward R. Murrow Award for Overall Excellence in Electronic Journalism. It's an award with a tradition nearly as long as its name. It's an honor that salutes the talents and enthusiasm of our entire newsroom: the photographers and editors, reporters and producers, managers and technicians, artists and writers.

In a way, we think it also spotlights something special about our Pacific Northwest viewers: people not easily satisfied, who care passionately about where they live — and expect the same from their broadcast news.

The Murrow Award caps a gratifying year for us. Earlier, KING 5 was named the regional RTNDA winner for the third consecutive year, and we were presented with our area's Emmy Award for Outstanding Daily Newscast. Our day-to-day news-gathering effort is more than crime stories, politics, tragedy, sports and weather. It is also about social change, education and our economy: it is about the way we live. At KING 5, that is the job of each of our news people. Every day. And we're proud of the way they do that job.

It's nice when others notice too.

***KING 5 NEWS***  
**SEATTLE**

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TOP OF THE WEEK



## Election 88

### What's at stake for the Fifth Estate

*On Tuesday, voters will elect a President to succeed Ronald Reagan, who for eight years preached and often practiced a deregulatory style of government. Inevitably, changes are in store for the telecommunications industry, regardless of the winner. But to what degree? Some answers are suggested below.*

#### If Bush wins...

Will the telecommunications industry under a President Bush experience the "kinder and gentler" era that the vice president, as presidential candidate, has promised for the country generally? Probably, if that means a less hard-edged, less ideological approach to regulatory—or, more precisely, deregulatory—policy than that for which the FCC has become known in the Reagan years.

Washington observers of the telecommunications scene, including former FCC chairmen, agree on that assessment. "A Bush White House will have commitment to the marketplace and will be wary of government regulation, at least until it can be convinced a particular regulatory proposal will work, but will not have the fever for deregulation that Reagan has had," said Stephen A. Sharp, who served as a commissioner from October 1982 until June 1983. Putting it another way, he said: "It will be a continuation of the Reagan philosophy, but a softer approach."

What does that mean on issues? Will a Bush White House, for instance, veto a legislative effort to write the fairness doctrine into law, as Reagan did? Bush is on record as opposing the doctrine as a violation of the First Amendment. And some, like Sharp, think Bush would veto a fairness doctrine bill. But that, some think, would be putting ideology ahead of pragmatism, and one priority of a Bush administration will be to strengthen relations with Congress. Given the campaign he has run, even Republicans do not expect

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#### If Dukakis wins...

With Michael Dukakis in the White House, there will be a greater emphasis on government oversight. Yet few political insiders think there will be a mad rush to reregulate the Fifth Estate just because Congress and the executive branch would be in Democratic hands.

Those close to the Dukakis campaign say the governor is a "pragmatist" who will appoint FCC commissioners who use a "common sense" approach toward regulation. Moreover, Dukakis is considered a technocrat with solid ties to the business community; indeed, the high tech industries in his state have been given "free rein," says Neal Goldberg, special counsel to the Dukakis campaign on political broadcasting and federal election law issues, among others.

"One should not pigeonhole Democrats as bad for business or as knee-jerk regulators. A big supporter here is Dr. An Wang [chairman of Wang Labs]," says Goldberg. Others agree with Goldberg. "Given his record on public-private partnerships, he is not going to damage the industry," says one broadcast lobbyist.

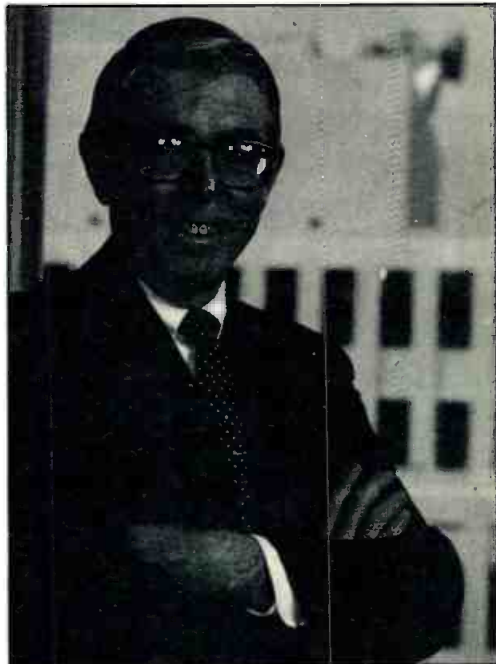
Nor will ideology be a driving force behind a Dukakis FCC, says Larry Irving, senior counsel to the House Telecommunications Subcommittee, which is chaired by Massachusetts Democrat Ed Markey. It is Markey (a long-time friend of the governor) who many believe will play a crucial role in the development of a Dukakis communications agenda. Markey, who was the principal sponsor of

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## If Bush wins...

Bush to enjoy much of a honeymoon on Capitol Hill.

The informal advisers a Bush White House might look to in fashioning telecommunications policy offer some clue as to the kind of policy that might emerge. Richard E. Wiley, a member of the commission for five years, three of them as chairman, is one of those to whom Bush might turn. He knows the vice president well, and played a key role during the Republican convention last summer. Dean Burch, another former commission chairman, is one many in Washington feel would be a kind of *eminence grise* in a Bush White House where telecommunications matters are concerned. Burch, now director general of the International Telecom-



Republican advisers Wiley...



...and Burch

munications Satellite Organization, was commission chairman for five years under President Richard Nixon, and has been very close to Bush for years. He insists he has "no role" in the Bush campaign. "I'm out of the loop," he said last week. But he acknowledged that he would offer advice if asked by a President Bush.

Both Wiley and Burch were regarded as moderates at the commission. And the movement toward deregulation can be said to have started during their tours there.

To a large degree, of course, the commission's approach will be a function of those the President names to the commission, particularly the chairman. Dennis Patrick is expected to remain as chairman, at least for a time. Bush would have no reason to be dissatisfied with Patrick's performance, according to those who follow the commission and Republican politics. But after five years on the commission, the last year-and-a-half as chairman, some say Patrick may be ready to consider moving on. Then there are the two vacancies the Senate has blocked the President's effort to fill.

A favorite Washington guessing game has been whether the White House would give the proposed nominees, Washington attorney Susan Wing and FCC staffer Bradley Holmes, recess appointments. One factor in that decision would be the effect of such appointments on the commission's relations with Congress. And those relations have hovered between poor and bad throughout the Reagan years. So two or three new nominees, including a chairman, some say, would give a President Bush a chance not only to put his stamp on the commission but to help heal its relations with Congress. What's more, such appointments, again including a new chairman, would help dispel the sour atmosphere some say has enveloped the agency in the past year.

As for the nominations a Bush White House might make to the commission, some mention the possible return of former commissioner and current deputy secretary of Transportation Mimi Dawson, as chairman, a position that was almost within her grasp during her first tour at the agency, if she does not get a Cabinet post. Other "names" include some of the usual suspects—Robert Pettit, a former Dawson aide at the commission now with her at Transportation; Craig Smith, head of the Freedom of Expression Committee, and Alan Moore, now an official with the Department of Commerce.

Whether those are the ones who show up for work at 1919 M Street in the months ahead, the feeling is that the tide of deregulation and ideology has reached its high-water mark, and begun to recede.



Democratic adviser Ferris

## If Dukakis wins...

a children's television bill that Congress adopted before adjournment this year, is committed to reviving the public interest standard of broadcast regulation.

Dukakis has signaled his support for the fairness doctrine, and it will probably become a priority. Still, the Massachusetts governor's position on fairness should not be interpreted broadly. "I would not read it as turning back the clock" on all of the deregulation that has transpired, says Joseph Waz, a lobbyist with Wexler, Reynolds, Harrison & Schule, which represents motion picture, common carrier and satellite interests.

Others besides Markey expected to offer advice include Charles Ferris, former FCC chairman under President Jimmy Carter and now a partner with Mintz, Levin, Cohn, Ferris, Glovsky & Popeo. Ferris heads a communications policy group for the Dukakis campaign that has prepared an outline of broadcast, cable and common carrier issues for the governor (BROADCASTING, Sept. 12). Both cable and radio were largely deregulated when Ferris ran the commission.

Not only would Dukakis name a new chairman, but he will have a chance at some point to fill the other four commission seats. Any of the participants on the Ferris policy group are considered potential candidates for FCC seats.

Goldberg, Irving and Waz serve on it. Tom Cohen, senior counsel for the Senate Communications Subcommittee; Larry Sidman, chief

counsel and staff director for the Telecommunications Subcommittee, and Gerard Salemme, senior policy analyst for the subcommittee, are also in the group and their names continually crop up as possible FCC nominees.

And it is believed Dukakis may appoint someone from the state regulatory arena to the agency. Among the possible candidates: Sharon Nelson, chairman of the Washington State Utilities and Transportation Commission; Gail Schwartz, deputy chairman of the New York Public Service Commission; Paul Levy, former chairman of the Massachusetts Department of Public Utilities, and Ronald Lehr, a member of the Colorado Public Utilities Commission.

Andrew Schwartzman of the Media Access Project thinks Dukakis appointees will be chosen for their "competence and indepen-

dence." And he says there will be an "end to the string of reversal after reversal" of FCC decisions in the Court of Appeals by Republican judges. Schwartzman is also part of the Ferris group.

The dealings between Congress and the FCC have been severely strained under the leadership of Dennis Patrick and his predecessor, Mark Fowler, but most insiders agree that the lines of communication would be restored with a Democratic victory. "With a Dukakis FCC, there will clearly be a renaissance of relations with the Hill," says Henry Rivera, a former FCC commissioner (who served under Carter and Reagan) and now a partner with Dow, Lohnes & Albertson. Rivera is another participant in the Ferris policy group.

Another expectation is that the Justice Department will be far more eager to enforce antitrust laws under a Dukakis administration.

## Fifth Estate prepares to count heads

### News organizations are making ready to call elections with exit polling once polls in states close

The networks are marshaling their considerable resources for the major quadrennial story that will unfold tomorrow night (Nov. 3)—the presidential election. Correspondents are staking out candidates' headquarters. Data is being stored in computers—and fed to the anchors who will report results as they are received. Network news executives talk of what some describe as the "exciting graphics" that will help tell the story. And at least two of the networks—ABC and CBS—will have correspondents reporting on a significant sidebar story—the media and their coverage of the election. But the big story may be over fairly early.

If polling results that show Vice President George Bush enjoying a substantial lead over Governor Michael Dukakis prove out in the voting booth, viewers and listeners will not have to wait for polling places on the West Coast—certainly not Hawaii and Alaska—to close before the networks and wire services call a winner. With the development of exit polling, news organizations no longer have to wait for the counting of votes in "rural" or "down state" areas.

The networks and other news organizations will have massive exit polling operations in place. True, the networks have made commitments to Congress not to use the results of the polling to project the election results in a state before the polls there close. So has Westinghouse Broadcasting, whose five owned stations poll in their service areas. But ABC, CBS and NBC consider themselves free to call the presidential election once one of the candidates has won the 270 electoral votes needed for victory. And the polls in states with 334 electoral votes will close at 8 p.m. ET.

Early projection of presidential election results has been controversial at least since 1980, when NBC announced Ronald Reagan the winner over President Carter at 8:15 p.m. ET, and was criticized not only by the Democratic politicians who were convinced he early call discouraged many party faithful from voting, but by its rivals, CBS and ABC. They said NBC had relied essentially on exit polling, without waiting for enough actual returns (BROADCASTING, Nov. 10, 1980). ABC proclaimed Reagan the winner at 9:52 p.m.—moments before Carter's con-

cession—and CBS, not until 10:32 p.m. But well before the official calls, all three networks were dropping broad hints that Reagan had won.

The controversy helped give impetus to a proposal offered in 1965 by Frank Stanton, then president of CBS, for a uniform poll-closing law. If the networks refrained from projecting results before the polls in a state were closed, a winner could not be called until all polls were closed. A uniform poll-closing bill sponsored by Representative Al Swift (D-Wash.), chairman of the House Elections Subcommittee, was finally passed by the House in the last Congress. But a companion measure died in the Senate after it had been changed substantially in the Rules Committee.

The networks last week were reminded of Congress's concern by a letter that Senator Timothy Wirth (D-Colo.) sent to the chairmen of the four network companies. He urged them to "voluntarily refrain from broadcasting projections or characterizations of results in a state" before the polls there close—which, he noted, "is fully consistent with your present policy." Like many in Congress, Wirth believes, as he said in his letter, that those eligible to vote are discouraged from doing so when told "their votes will not affect the outcome."

Network news executives regularly dispute that proposition. But Ralph Munro, secretary of state of Washington State, one of the western states concerned about early projections of presidential election winners, and Curtis B. Gans, director of the Committee for the Study of the Electorate, said in *The New York Times* on Friday (Nov. 4) that "every study we have seen shows that these polls have a small and negative effect on voter turnout. This, in turn, could influence the results of tight races in some locations." Their jointly authored op-ed piece was headed "Let's Say No," and called on readers to refuse to answer exit polls.

A newcomer to the exit polling on which projections of election results are based—Cable News Network—will break ranks with the other networks in one respect. It said it will conduct exit polling in conjunction with the *Los Angeles Times* for the purpose of demographic analysis, and, like the other networks, will wait until the polls close in a state before saying who carried it. But unlike the others, CNN will wait until the polls close on the West Coast before

declaring a winner in the presidential contest. "It seems the right thing to do," said a spokesperson.

Actually, the restraint promised regarding state-by-state election results is in line with the networks' long-standing policy, according to Warren Mitofsky, director of CBS News's election and survey unit. What is new, he said, is a commitment not to characterize the national popular vote early in the evening. The networks promised Congress there would be no "characterizations" of results. But they had never characterized voting by states in a national election. "There never was time," Mitofsky said. Characterizing the national popular vote, on the evening news and early in the election-night coverage, on the other hand, had been part of the coverage.

But the networks' agreement to exercise restraint on the use of exit polling may not last another presidential election. The promise was made as part of the agreement with members of Congress that called for enactment of a uniform poll-closing law. With the networks still waiting for Congress to deliver on its part of the bargain, ABC News President Rooney Arledge added this sentence at the conclusion of a prepared statement affirming ABC News's commitment to Congress: "Following the 1988 presidential election, we will reevaluate this policy with regard to future elections."

NBC News President Michael Gartner also indicated NBC would reevaluate its policy after the election. But he offered no indication as to what that reevaluation might produce. "We won't think about it until next time," he said. As for CBS News, Mitofsky said only: "I wish Congress would pass the uniform poll-closing bill."

Meanwhile, the networks last week won the seventh in a series of court fights challenging the constitutionality of state anti-exit-polling laws. U.S. District Court Judge David S. Doty in Minneapolis granted the networks' request for an injunction barring enforcement of a Minnesota law banning exit polling within 100 feet of a polling place. He cited the recorded statements of legislators who were concerned about the impact of election projections on voting turnout, and added, "Such a purpose is not a sufficient basis for restricting otherwise constitutionally protected speech."

Now, the question is, Which network will call the winner first on Tuesday night? □

# TV groups approaching new year with fiscal restraint

**Because 1988 revenue looks to fall a little short of expectations and predictions for '89 are in single digits, operators are focusing on program, personnel cost containment**

TV station operators last week were hesitantly budgeting single-digit revenue and costs for 1989, chastened by the mistakes of the same exercise 12 months ago. At that time many agreed with the Television Bureau of Advertising that industry revenue would be up 12% in 1988, a number that looks at least several percentage points too high as the year draws to an end. If the budget forecasts currently being made are correct, 1989 would add yet another year to what is probably the longest period of single-digit revenue growth (in nominal dollars) in the history of the industry.

Recently TVB released its 1989 projections, which call for station revenue to increase somewhere in the neighborhood of 5%, a figure that most of the station group owners BROADCASTING talked with last week seemed to accept. The largest unknown component of the revenue forecast was national spot advertising. Said Thomas J. Cookerly, president of Allbritton Communications' broadcasting division, "We are hopeful that local will be reasonable and scared to death of national."

Assuming that a mid-single-digit increase in total station revenue is achieved, the profits for 1989 will depend in large measure on holding down cost increases. That task will be difficult for those station groups loaded with high-ticket programming such as the recently debuted *Cosby* and *USA Today*, both of which are performing below expectations.

The sober revenue and cost forecasts have not gone unnoticed on Wall Street, where investors have not been kind to the stocks of many publicly held group owners. Kevin Gruneich, securities analyst for First Boston Corp., said: "I am looking for the television operations of those companies to...have down operating margins."

The industry should prepare itself for another erroneous forecast, said Gary Chapman, president of Freedom Newspapers' station group. Despite being cautiously optimistic about 1989, he also expressed "concern that this isn't just an aberration...it may be the beginning of a trend. In our television markets we went back and took a look at 1984 and 1986, then looked at market revenue in 1985 and 1987. The year after the elections, market revenue ended about flat with the year before."

Thinking a correction might be made in the other direction was the head of Multimedia's station group, Jim Lynch: "I suspect the first quarter will be a bit soft based on the fourth quarter being soft. But I think the year might end up a bit better than TVB and the others are saying. Either way, I saw the other day that the economy was up two or three percent, and if national spot sales are up five percent, that is healthy."

Not all group owners expect to perform

according to the norm next year. Outlet Communications anticipates revenue growth of 8%-10%, according to the group owner's president, David Henderson. "Nineteen-eighty-nine will really be the first year in which we will be operating on all cylinders," he said. Henderson noted that the group's two independent TV stations (it also has two NBC-affiliated stations) have shown improved ratings and should be able to sell on the increased numbers.

The mathematics of TV station profits require industry costs, on average, to stay the same or grow no more than 5%. For most stations, affiliate or independent, those costs consist predominantly of personnel and syn-

**"We have always been 60 days from success and 30 days from disaster."**

**—Tom Goodgame,  
president, Group W TV**

icated programming.

For affiliate stations, personnel is the primary budget item. Tom Goodgame, president of Group W's TV station group, said: "Our controllable cost increases will be very low, and overall costs should be up 3% or 4%. But we haven't recently had any layoffs and I don't anticipate any next year. Some jobs and positions have been modified so that former positions can go unfilled."

Jerry Agema, vice president and chief financial officer, Tribune Broadcasting, said that group is currently looking at, among other things, how it schedules part-time and overtime labor.

One station group president, who asked not to be identified, said: "We have tried to keep wage increases averaging 4% or a little less. But that target is difficult since it includes things like health insurance which are going through the roof. Also, we are dealing

with some long-term talent contracts that were written in the days of double-digit revenue growth.... There continues to be a little lag factor before those costs are under total control. Everybody is looking at labor-saving devices and cutting out middle management."

After personnel, the second largest cost for affiliates, and perhaps the highest one for independents, is programming. It is the cost, and uncertain success, of certain prime time access shows such as *Cosby* and *USA Today* that may determine whether some station groups have higher or lower profit margins in 1989.

Despite the hard lessons learned by some station groups, there were also some signs, particularly among independent station groups, that programming costs are moderating. Charlie Edwards, executive vice president of Gaylord Broadcasting, said: "For some companies programming costs will drop in 1989. For others—depending on the timing of their syndication contracts—the year will be 1990."

Tribune's Agema said: "You know the programs you have contracted for; the question is when you are going to run them. You have some leeway there, and they won't show up as an expense until you run them. The rate of increase in programming costs is slowing, most definitely."

"When you get past syndication and personnel you can draw your breath," said Group W's Goodgame. But after the pause a lot of station groups are examining other, smaller, costs such as ratings services, travel and entertainment and repairs and maintenance. Ken Elkins, senior vice president of Pulitzer Broadcasting, said that group's cost control does not extend to canceling memberships in trade organizations. And if any station groups were cutting back on news costs, they weren't admitting to it.

None of the group operators commenting last week were at the point of sounding any alarms. Said Goodgame, quoting a former station rep executive: "We have always been 60 days from success and 30 days from disaster." □

## NBC makes deal down under

**NBC signs Quintex's Seven Network to five-year affiliation agreement, with option to buy into parent company**

In what may be NBC's first step toward global media networking, the company last Wednesday struck a deal with Australian media firm Quintex, making its Australian Seven Network an overseas affiliate and giving NBC an option to acquire 15% of the parent firm for approximately \$87 million.

The deal with Quintex Australia Limited (QAL), whose holdings include Los Angeles-based Quintex Entertainment, the production and distribution company formed fol-

lowing last year's merger of Hal Roach and Robert Halmi studios, also provides NBC with opportunities to co-produce with Quintex and Seven and to use Seven's Australian production facilities and its Pacific Ocean satellite transponder.

Quintex Media and Entertainment Chief Executive Bob Campbell said the QAL board will meet within the week to discuss approval of NBC's five-year share purchase option.

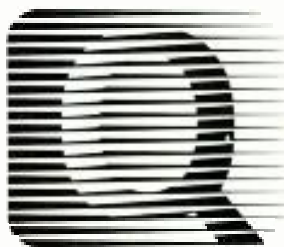
NBC's J.B. Holston III, vice president of business strategy and international development, said the deal represented a diversifying of NBC's business base and could lead to similar arrangements in other countries. Parties in at least five other regions, includ-

ing several in Europe and others in the Pacific Rim and Asia, have approached NBC with an interest in "tying up" with the company and, in particular, exploring arrangements similar to those with Qintex, he added.

Holston described the five-year deal as an inversion of a traditional U.S. affiliation agreement, with NBC in Australia selling programs and services in exchange for cash, as opposed to paying U.S. stations to carry programs and having to provide services for free.

Seven, which is one of the top-three-rated networks in Australia, will air an average of at least 2½-3 hours of NBC-produced programs daily. Holston did not specify how much NBC would be paid, but said the amount would be under \$5 million in the first year, and more or less in later years, depending on the success of its in-house production effort.

Seven first aired a limited amount of NBC news programming beginning in 1982 and other NBC in-house productions since 1985 on a straight licensing basis. The new agree-



**QINTEX  
ENTERTAINMENT  
INC.**

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ment will increase both the amount of programming and the price paid, according to Holston.

The affiliation covers all NBC programming to which it has rights in Australia, including news programs and specials, most of its sports, programs produced by NBC Cable's Consumer News and Business Channel and other NBC-produced programs including TV series, mini-series and made-

for-TV movies, as well as NBC publicity and promotional material.

Qintex's Campbell said Australia has no foreign program quotas that could limit the amount of U.S. programming Seven airs.

Co-production ventures, either for NBC or other U.S. or offshore outlets, are another aspect of the arrangement, although no specific projects have yet been worked out. NBC's use of Seven's Australian TV production facilities is being considered as well. Campbell said Seven's studios are primarily tied to news operations at the network's five capital-city stations, but include drama-entertainment-news facilities in Sydney and Melbourne.

The deal also includes language allowing NBC to explore the use of Seven's 24-hour Pacific Ocean transponder on Intelsat IV, which is available for at least another three years. Holston explained that NBC could use the transponder for news exchange, but that it was also possible NBC could beam programs to other broadcast or cable affiliates in the Pacific Rim region or even for direct-to-home services. □

## End of the Stakelin era at RAB

**After five years in post, RAB president will resign to join Apollo Radio Ltd., company begun by former Viacom executives**

There will be a new president of the Radio Advertising Bureau as of January 1989.

Last week, Bill Stakelin told members of the RAB that he will leave his position as president and chief executive officer at the end of January 1989 to become president and chief executive officer of a newly formed media company, Apollo Radio Ltd. Stakelin, who has been president of RAB since July 1983, will have an ownership position in the company, along with its founders, former Viacom executives Terrence A. Elkes, Kenneth F. Gorman and George C. Castell. Apollo's first move, according to Stakelin, could be the purchase of a radio station group.

Stakelin told BROADCASTING that he leaves radio's sales and marketing organization proudest of the way RAB has increased the perception of radio in the minds of advertisers. He was also critical of what he saw as a lack of support from a few in the radio industry.

Radio is now closing in on gross advertising revenues of \$8 billion. When Stakelin was elected RAB president in 1983, those revenues were at just over \$5 billion. The growth in radio revenue has meant greater regard for RAB, and a corresponding change in attitude among RAB members for their industry, said Stakelin.

"We've noticed a big shift in attitude toward the organization" by the radio industry, said Stakelin. "The most discernible difference that I notice going out the door," he said, "would be a change of attitude in the radio personnel themselves. Radio station sales forces are now more confident and more knowledgeable about their product

than they were in the past."

Compared to the "self-imposed inferiority complex" under which radio sales efforts used to labor, said Stakelin, radio sales people "have stopped apologizing for being in radio. They're not intimidated by television or great print companies or any other medium."

"RAB has really helped foster that better attitude that the radio broadcaster has about himself," said Stakelin, who counted the cultivation of that self-respect as a personal satisfaction. That attitude has been developed through RAB's educational efforts to sales forces within the industry and to buyers from agencies and advertisers them-

selves, he said.

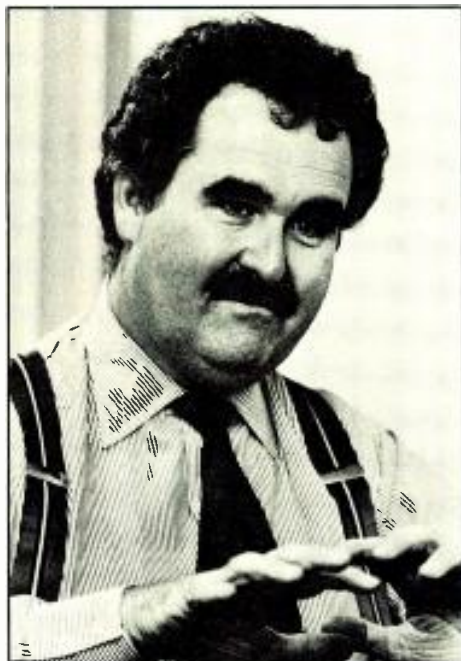
Even though Stakelin emphasized that being president of RAB was the "greatest job he has ever had," he had been frustrated, he said, by a lack of support from "two or three" major group owners. For RAB's efforts to be effective, Stakelin said, "every sizable player who has a major investment and takes a great deal out of this business has a moral obligation to support this industry, and I'm afraid there are still some who worry only about the success of their individual company or stations."

Stakelin said the lack of support for RAB keeps its on-air promotion budget at \$300,000, half of what it should be. Instead of paying "lip service" to RAB's efforts, Stakelin said, membership in the association should mean that a group owner lends its "expertise, man hours and money to position this industry for growth." Withholding support from RAB is "immoral, especially now, at a time when the radio industry is fighting for its future survival" in the advertising marketplace, he said. "It's a question of how this industry will shape up against television, cable, print and new techs coming down the road."

Stakelin called the lack of unified support for the association "one of the biggest challenges of my successor and of our industry. I'm not sure RAB can take care of that."

RAB will form a search committee for Stakelin's successor. Heading the committee, which is expected to be announced this week, are RAB Chairman and Capital Cities/ABC Radio President James P. Arcara and Richard Chapin of Chapin Enterprises, Lincoln, Neb.

Stakelin joined RAB in July 1983 from his posts as chairman of the joint boards of the National Association of Broadcasters and executive vice president of Lexington, Ky.-based Bluegrass Broadcasting. □



Stakelin

## Syndicators get real

### Among projects in works for next year are still more reality programs

Yet another reality series may be developed for next year's syndication market. This one is from Group W Productions, which said last week that its planned special, *Mis-sing/Reward*, was now cleared in 81% of the country for November-December exhibition. The company said if the program produces solid ratings, it may turn the special into a series for next year.

The special's performance will be monitored closely by officials at MCA TV Enterprises, which is launching a new strip for as early as January, called *\$Rewards* (see page 40). Both projects are based on the concept of stories tracking missing people and objects, with rewards for viewers providing information solving the cases.

In the related tabloid genre, King World said last week it has now cleared 19 stations for its new *Inside Edition* program, scheduled to bow in January as an access strip. Those stations include six of the top 10 markets and a number of stations now carrying *USA Today: The Television Show* or *Family Feud*, two new struggling strips that King World hopes to bump out of prime access with *Inside Edition*.

Rumors abound of stations on the verge of canceling or downgrading both programs with new product. Estimates by reps are that *Inside Edition* may succeed in usurping *Feud* or *USA Today* in perhaps 20 markets by January. Most stations say they are waiting for the results of the November sweeps before making any program changes.

In Miami, however, it may be the tabloid show that started the tabloid trend, *A Current Affair*, that replaces *USA Today*. WTVJ(TV) Miami, which carries *USA Today* at 7 p.m., has acquired the rights to *Affair* starting in January. Richard Lobo, vice president and general manager, confirmed last week he was leaning toward replacing the GTG strip with Fox's *Current Affair*, which was the highest rated new national strip in October, with a 6.7 rating.

"[*USA Today*] is performing way sub par, and we have an escape clause at the end of December to move it to another time period," said Lobo. "I have a lot of respect for Grant [Tinker] and Steve [Friedman] and I really want it to work." But if the numbers don't improve dramatically, said Lobo, who indicated it is doing about a 4 rating/7 share in Miami (and "just getting killed"), it will be moved to a late-night time period.

WPLG-TV Miami had the rights to *Current Affair*, but shelved the show this fall after acquiring *Wheel of Fortune*, which had been on WTVJ. Last summer, WPLG-TV was running *Current Affair* at 7 p.m., where it beat the usually dominant *Wheel*. The station could have kept the program on the shelf for the season, but sold the rights back to Fox, in what sources said was a "very attractive deal." Fox, in turn, was able to get the show back on the air in Miami, selling it to WTVJ.

In other first-run development news last week:

- Tribune Entertainment is pitching a new weekly one-hour music and entertainment show entitled *Dionne & Friends*, with host Dionne Warwick. Produced by Central City Productions in association with Tribune, the show is being targeted for weekend access.

- Samuel Goldwyn Co. is also putting together a weekly one-hour show, *American Gladiators*, featuring "big beefcakes" going up against "regular guys" in various athletic competitions. The "beefcakes" would be handicapped in some fashion. Former football players Fran Tarkenton and Tim Wrightman will co-host.

- World Events Productions is expanding its first-season weekly animated show, *Denver, Last of the Dinosaurs*, to a strip for the 1989 season. So far, that program is in the top 10 among children's programs in both households and demographics. Also, the company will test another weekly program, *Vytor, The Starfire Champion*, as a strip on the Tribune-owned stations for one week next January. If the test goes well, the company plans to expand that show to a strip format for national distribution next fall.

- Viacom has confirmed earlier reports of a plan to bring a new "event" game show to the market next fall, called *Betcha* (BROADCASTING, Oct. 24). *Betcha* is an adaptation of a European show in which "everyday people perform extraordinary acts," and contestants bet on whether the acts will be completed successfully. Miss California, Marlise Ricardos, will host. The pilot will be produced by Murray Schwartz Enterprises. □

## Murdoch predicts Fox will be in black in six months

News Corp. chief executive says network will lose just \$20 million in fiscal 1988, half of what project; he also reveals details of new Sky Television satellite service

Fox Broadcasting will lose no more than \$20 million this fiscal year, far less than last year's \$90 million loss, but half of what Wall Street analysts have projected. That according to News Corp. Chief Executive Rupert Murdoch, who spoke of the network subsidiary at a New York press breakfast last Thursday (Nov. 3).

While Murdoch seeks to control losses on this side of the Atlantic, in Great Britain he will invest more than \$100 million in News Corp.'s new British Sky Television satellite service before that turns a profit, he told reporters.

Murdoch said he expected the Fox Broadcasting network to be in the black within six months and had "absolutely" no plans to sell or discontinue the Fox Broadcasting network or to sell 20th Century Fox Film Corp. or the Fox Television stations.

Regarding analysts' predictions that Fox Broadcasting would lose \$40 million this year, Murdoch said, "The analysts are wrong." The institution of reality-based programming on Fox's Saturday night schedule has cut the cost of programming that night by more than 50%, while ratings have improved, he explained.

Speaking extensively about the Sky Television venture, Murdoch said he would spend \$50-\$60 million on the four-channel DBS service before it goes on the air next February, including \$30 million for construction of London facilities. The service, aimed primarily at the British market, would probably sustain an additional \$50 million in losses before its first profit. News International has already written off \$55-\$60 million on the original Sky Channel, a European satellite-to-cable general entertainment channel of which News International has been majority owner since 1983.

The new Sky Television service will include an upgraded version of Sky Channel, as well as a 24-hour news service, Sky

### Cosby report card

After a slower than expected start, the syndicated *Cosby Show* has picked up steam in the latest numbers released by Nielsen. According to Lonnie Burstein, Seltel associate program director: "The show is definitely growing, the only negative is the news numbers—it's just not bringing viewers to the news." According to numbers supplied by Burstein, in its fourth week, from Oct. 24-28, the show averaged a 10 rating and a 20 share in the 16 metered markets. That represents an 11% increase in share from week one. As a news lead-in in six markets, *Cosby* scored an average 9.6/20 for the fourth week, while its news lead-out scored an 8.6/18. The same news shows have shown no improvement from last year when they also averaged an 18 share during the same time. Entertainment show lead-outs on network affiliates have shown a 38% increase in share from last year (18 versus 13 last year). On seven independent stations, *Cosby* averaged an 11.1/20 last week, with its lead-out scoring a 9/15. The 11.1/20 that *Cosby* scored represents a 69% share increase from its time period a year ago. *Cosby's* lead-out share is up 36% from a year ago. Overall, *Cosby* has increased the average share of its lead-outs by 36% from last year. *Cosby* has increased its time slot 43% from last year, averaging a 20 share versus a 14 last year.



Television News: Eurosport, a joint venture of News International and the European Broadcast Union, and a subscription film channel, Sky Movies. The four channels will be carried on the 16-channel Astra direct broadcast satellite scheduled for launching next month. Several other services are scheduled to be on the bird as well, including the Screensport and Lifestyle channels of British retailer W.H. Smith and the Scandinavian Scansat, but Murdoch said that it appeared that rival British media magnate Robert Maxwell, who has considered bringing services such as his joint venture MTV Europe channel onto Astra, would not take space on the satellite.

Sky will be competing primarily with DBS service British Satellite Broadcasting,

is in discussion with Hollywood majors regarding programing acquisitions, Murdoch said, although he would not elaborate.

Sky Channel Chairman Sir James Cruthers said Sky would upgrade programing expenditures for the general entertainment service to as much as \$30,000 per hour or more for prime time, compared to the \$4,000-\$5,000 per hour now spent. When asked whether Sky Channel would be developing original programing for the nonsubscription entertainment channel, Murdoch responded, "Hell, no." Until now, Murdoch added, the average cost of programing on Sky throughout the day has been just \$1,000-\$1,500 per hour. As Sky Channel is upgraded, it will be pulled from most European cable systems, notably West Germany's, to avoid costly rights payments for widespread broadcasting.

Murdoch expects dish sales in England to be brisk, at the rate of not less than a million a year for the first three or four years and reaching about a third of Britain's more than 18 million TV households within five years. "People think we're optimistic," Murdoch said. "I don't." He added that the projection included dishes that could receive the in-

compatible D-MAC signal from BSB.

Sky Movies would be free for the first six months of operation, said Murdoch, after which Sky would lease decoders to subscribers. The pay movie channel would then turn "cash positive" after one million homes have signed up, a goal Murdoch said he expects to reach within one year. Sky's advertiser-supported sports, news and entertainment services will not be profitable until they reach two million households. Cruthers said that he foresees the eventual scrambling of the news, sports and entertainment channels, which will be transmitted using Europe's current PAL TV standard. Dish owners would be charged a monthly fee similar to that for basic cable in the U.S.

Advertising sales on the new Sky service have already reached \$20 million prior to launch, as much as the former Sky Channel's total for all of last year. Cruthers said he expects to double that total. According to Murdoch, the amount "will grow immediately as people try to get in on charter deals with news and sport" and turn to Sky in the face of what he called a shortage of British TV ad space and out-of-reach pricing for smaller British businesses. □

## The changing world of Westwood One

**Year following its purchase of NBC Radio has been marked by some resignations, changes in NBC Radio Network and Mutual affiliations and purchases of three radio stations**

If Westwood One's year-old acquisition of the NBC Radio Networks wasn't going according to plan, there was no indication of that last week from company Chairman Norman Pattiz. While there have been employee defections from the acquired radio networks (see "In Brief," Oct. 31) and the absorption of NBC has continued to be unkind to the company's earnings, their affiliate line-up has actually increased. Meanwhile, Westwood One bought another major-market station, KIQQ(FM) Los Angeles, which should both reduce its dependency on slower growing and less predictable national revenue, while perhaps also reducing the sizable compensation costs the company pays in major markets.

When Westwood One announced last week (Nov. 1) its agreement in principle to purchase KIQQ, Salomon Brothers analyst Lisa Donneson didn't seem surprised. As she matter-of-factly described the situation: "They're diversifying their revenue base."

Westwood One, also parent company of the Mutual Broadcasting System, cited a "soft national advertising marketplace" as one of the reasons for the company's sharp decline in its third-quarter and year-to-date profits. According to several industry observers, Westwood One's purchase of local revenue-driven stations will allow the company to reduce its dependence on national advertising. Also, by owning large-market properties the company will reduce the large amounts of compensation dollars that it now

has to pay its major network affiliates.

A completed acquisition of KIQQ would give Westwood One its third radio station. It recently began operating WYNY(FM) New York and is awaiting FCC approval on its 50% stake in WNEW(AM) New York. The deals are taking place during a particularly busy transitional period for the company, which is also tinkering with the network side of the business.

Westwood One cited costs incurred by its "restructuring" of the NBC Radio Network as another reason for the company's recent profit decline. Although revenue for the company's third quarter ending Aug. 31 showed a 13% rise from \$23,972,000 to \$27,141,000 over the same period last year, net income dropped to \$795,000 (6 cents per share) from \$2,798,000 (23 cents per share). Year-to-date revenue increased 42% to \$84,016,000 from \$59,338,000 in 1987, but net income fell from \$7,009,000 to \$2,905,000.

The network, which was purchased in August 1987, has been a source of complaints from some longtime staffers who have left the company since its purchase (BROADCASTING, Oct. 31). Many of the publicized complaints have focused on an alleged decrease in news quality due to Westwood One's cost-cutting and efforts to merge NBC with its Mutual Broadcasting news operation.

At NBC affiliate, all-news KFVB(AM) Los Angeles, executive editor Bill Yeager said that he and some of his colleagues have been "concerned" about the technical and editorial quality of news from the service since the Westwood One purchase. He said he recognized, however, that NBC appeared to be making genuine efforts to maintain quality control, adding that KFVB(AM) has renewed



Murdoch



Cruthers

which is scheduled to launch late next year with an entertainment channel, an events channel, a daytime family channel and a nighttime pay movie channel. Murdoch indicated he would use his Fox Film library in competition with BSB's movie service, providing Sky Movies with exclusive British pay-TV rights to all Fox films. The pay-TV window would be after videocassette release, as in the U.S., he added, and terrestrial broadcasting rights would not necessarily go to the Sky Channel basic service. Sky Television has "firm commitments" regarding productions from U.S. independents and

its contract with the network.

"We still have faith," said Yeager. "It's in little letters, not capital, but we still have faith."

Jerry Dahmen, news director at long-time NBC affiliate WSM(AM) Nashville, said that despite a network shift in personnel the quality of the feed has not suffered. "At this point, on the air, I don't really have any major complaints," he said.

NBC's station line-up as of Oct. 23 climbed to 482 stations, according to George Barber, manager of station relations for Mutual and NBC. The figure represents a rise, he said, from the 392 prior to Westwood One's ownership. Mutual's line-up has dropped, however, from 756 stations one year ago to 674 as of Oct. 23.

Barber said some of the Mutual drop-off could be attributed to the network's planned Dec. 1 drop of Westar TV satellite delivery, a move which will require some stations to install new receiving equipment. Barber said the only further drop-off expected from the switch would be a half-dozen at the most. Some stations such as WVOX(AM)-WRTN(FM) New Rochelle, N.Y., have indicated that the cost would be prohibitive and are likely to discontinue service.

Despite any total affiliate decline, Barber is quick to point out the positive RADAR ratings results for both networks. According to one company insider, changes in the affiliate line-up are part of the company's primary goals to court quality, high-audience stations and increase the number of FM affiliates.

Affiliate loyalty does not always come cheap. Westwood One's annual compensation budget is approximately \$23 million,

according to Pattiz, with as much as 30% of those dollars being spent in the top four markets. In New York alone, he said, compensation is about \$4 million.

Oppenheimer & Co. analyst Dennis McAlpine said Westwood's entry into the station acquisition business will reduce Westwood's dependency on privately owned stations and such high compensation fees while providing the company with much-needed hard assets. He added that Westwood One, which had at one time been enjoying a network growth rate of 25%, now needs to diversify itself to contend with

a slowdown on the network side.

"They can no longer grow faster than the [network] industry because they are, in essence, a good third of the industry," said McAlpine. "While that slows down, if they make good acquisitions and turn them around, by the time that growth slows some more, then the swing in the earnings coming out of the broadcast properties should take over." He said future station acquisitions for the company, in targeted markets announced earlier by the company, should lead to at least an AM and an FM property in Chicago and an AM in Los Angeles. □

## NAB backs TV promotion, hears update on telco-cable ownership study

**Association contributes \$30,000 to campaign singing praises of free TV; executive committee gets update on request for study of telco entry**

Next spring, the public will hear more about the virtues of free television as distinguished from cable. The National Association of Broadcasters executive committee voted last week to contribute \$30,000 toward a major on-air advertising campaign to promote free TV. NAB plans to unveil the campaign at its annual convention in Las Vegas (April 29-May 2).

Also last week, the executive committee heard an update on its request for a special study on the role of telephone companies in

television. The NAB TV board will review the report during its January meeting before making a decision on whether it will oppose or support telco entry into the video business.

Given the consultants NAB has hired to prepare the report, it may arrive at some interesting conclusions. Among the contributors is consultant Chip Shooshan, whose firm, Shooshan & Jackson, has been retained by the U.S. Telephone Association on numerous occasions. Shooshan & Jackson will examine the nature of the telcos, their size, their interest in video, as well as assess the fiber-to-home trials under way. It will be asked to explain how telco entry will affect broadcasters and present a possible pricing structure for either a cable or telco fiber-optic delivery system. The relationship of cities with both cable and the phone companies will be outlined by Michael Berg of Miller & Young, a law firm that represents municipalities engaged in legal battles with the cable industry.

Attorney Werner Hartenberger, with Dow Lohnes & Albertson (whose clients include Cox Communications, which has broadcast and cable interests), will provide a regulatory, legislative and judicial overview of the issue.

As for the advertising campaign, NAB says it is aimed at showcasing the "strengths of over-the air TV," and is not intended to result in any "cable bashing." Nevertheless, the ads are likely to be provocative. And it is believed the objective is to alert viewers to the danger of losing some of their favorite programs to cable, such as sporting events, which are appearing with greater frequency there. And, according to sources, the ads will emphasize over-the-air television as free TV and cable as pay TV.

The campaign is the handiwork of the Committee for Free Television, which was formed by independent broadcaster Milton Maltz of Malrite Communications and has the backing of all major industry groups including the networks (BROADCASTING, Oct. 3). The Association of Independent Television Stations and the Television Bureau of Advertising are being asked to contribute \$30,000 each toward the effort.

## Denial time in California

In the latest renewal cycle for California TV stations, comparative renewal challenges have been filed against nine TV stations. (The filing deadline was Nov. 1.)

■ Rainbow Broadcasting, a newly formed company of 15 Hispanic broadcasters and business people from the Los Angeles area, headed by President Esther Renteria, filed a competing application for Fox Television Stations's KTTV(TV) Los Angeles. The focus of the application is the station's minority employment record. Former KTTV licensee, Metromedia Inc., was aware of minority employment problems in 1984. A copy of an internal memo written in 1984 and placed in the station's public file, cites a 1983 formal letter of admonishment from the FCC to the station for "apparent lack of attention" to the recruitment and employment of qualified Hispanic employees.

The memo goes on to suggest: "In light of the enclosed letter, we should develop a specific plan to increase the representation of Hispanic persons in the KTTV workforce." Attorney Robert Thompson, who is representing Rainbow Broadcasting, says that the Hispanic employment situation at KTTV has gotten worse since then. The application will also include other charges against KTTV, but Thompson declined to discuss them before the commission has reviewed the case. He did note, however, that in his opinion, this case was going to be far more serious than the RKO General case, in which he was also a litigator.

Thompson received a call from a senior Fox official who wanted to set up a meeting with Rainbow to talk about settling the case, but Rainbow declined, saying it was not interested. Fox officials were not available for comment.

■ National Black Media Coalition has filed petitions to deny against six stations. NBMC has requested the FCC to investigate the equal employment opportunity practices of: KFCB(TV) Concord, KMST(TV) Monterey, KESQ-TV Palm Springs, KMIR-TV Palm Springs, noncommercial KVCR-TV San Bernardino and KFMB-TV San Diego.

■ The National Hispanic Media Coalition has filed petitions to deny against noncommercial KCET and KCOP, both Los Angeles, also for employment reasons.

## Adams saying good bye to 'Good Evening'

**Former 'All Things Considered' host leaving APR show to return to news; guest hosts will fill Saturday slot until replacement is found**

American Public Radio's 90-minute weekly variety show, *Good Evening*, will lose its host and creator, Noah Adams, at the end of this year, the former anchor of National Public Radio's *All Things Considered* said last week. Adams said he wishes to return to journalism—"something new...radio, maybe television" news—probably on a freelance basis. Chances are good, he said, that he will continue to be heard on APR or NPR, where the opportunity to produce extended features is great. *Good Evening* will begin its second year in January, featuring a series of guest hosts before a permanent replacement host is chosen.

Launched last Jan. 9 in the 6 p.m. ET Saturday slot, *Good Evening* replaced what had been the jewel in APR's entertainment programming crown through the late 1970's and early 1980's, *A Prairie Home Companion*. Live from the World Theater in St. Paul, Minn., the program blends music, literature readings and comic and dramatic skits and is now carried on 164 noncommercial radio stations—111 stations fewer than *PHC* at its peak, but "a good number," said Eric Friesen, APR executive vice president and director, programming. The APR Program Fund and corporate sponsor, Ashland Oil, have signed on for another year, and CPB will make a decision on recommitting this month, he said. The National Endowment for the Arts has been another of the five "essential" partners, including the affiliates which, as with all APR offerings, are provided with a 60-day drop-out clause.

Said Bill Kling, president of Minnesota Public Radio, which produces the show: *Good Evening* is a success by every index. Its audience surpasses all CPB-funded public radio programs.... We couldn't have hoped for more in such a short time. We will miss Noah. ...[who] leaves an exceptional opportunity for another performer to take over and rise with the show. We're looking for that kind of talent; we expect to attract it."

Adams "contributed a lot to the development of the program," said Friesen, "and the first year, under the shadow of *Prairie Home Companion* and its highly popular host, Garrison Keillor, was daunting. We're very grateful to him."

APR conducted a satellite interconnect last Tuesday with its affiliates, many of which offered reactions to Adams's departure. "I think [Adams] is very important" to *Good Evening's* popularity, said Friesen, but we didn't have any sense that the announcement will have an immediate effect in carriage. In the long term, I think a good



Adams

host is crucial to any variety show." MPR and APR chose to go with guest hosts for an indefinite period, in part, because "it is an audition in a way...a way to test station and listener response." Friesen said. A number of stations, said an APR spokeswoman, see the series of guest hosts as a promotion opportunity.

A commercial radio disk jockey, sales manager and station manager during most of the 1960's, Adams joined noncommercial radio in 1971 at the University of Kentucky's WBKY(FM) Lexington, becoming

morning news host in 1974. Later that year he joined *All Things Considered* as a writer and editor, becoming host of the program's *Weekend Edition* in 1978. He hosted *ATC* from 1982 until February 1987, when MPR hired him to create *Good Evening*.

"I always thought it was a simple program to do—good music and good literature, without condescension to the audience," Adams told BROADCASTING last week. "I think we've established a format that can continue for many years. I don't think [the listeners] turn on the radio and say, 'He's doing a bad job at being Garrison Keillor.'" As for future plans, he said, "journalism is what I can do." That does not mean he came to believe he cannot also do entertainment, he said. "On the contrary, this is a very strong program—160 stations, a major underwriter and a wonderful response in the press. I had never been on a stage before, and now I love walking out there on Saturday nights. It has been close to an obsession for two years. I'm not leaving because I'm unhappy. I've just been thinking about whether I should do it two more years, four more years. I came here to help get it started and now I'm going to move on to something new."

Saying his plans currently are no more specific than a vacation "that first week in January, in Key West or skiing in Montana," he added, "I wish somebody would ask me to write a screenplay. I'd like to try that. And I've always wanted to write a book." □

## Radio's got it covered

**Networks will offer their affiliates a variety of election coverage options**

While long-form election night coverage will be available from the radio networks, it appears that short-form reports will prevail as the nation casts its votes tomorrow night (Nov. 8). Broadcasters have already indicated that they are preparing for an early win in the presidential race (BROADCASTING, Oct. 31), but the radio networks are nevertheless anticipating a full night of activity as they closely follow this year's regional races.

"We're in this for the night," said Bob Benson, vice president, ABC News Radio, noting that an early presidential decision would not affect the network's emphasis on regional races. The ABC Radio Networks will be customizing material for affiliates via satellite, telephone interviews and the ABC Data System. This election year will be the first for the data system, said Benson, allowing affiliates to receive hard news copy as it is being reported.

This election night will also be the first for InfoLink, a print service available to affiliates of the CBS Radio Networks. Larry

Cooper, vice president, CBS News Radio, agreed with Benson that an early presidential decision would not cut into radio coverage, adding, "There's more to report locally than nationally." Both network representatives said that short-form reports would probably prove most popular among affiliates.

"Short-form is what flies," added Mike Freedman, managing editor for broadcasting, UPI Radio Network, noting that "the single most popular element of our programming this year has been our short-form 'live at :55' updates." Also receiving high marks from affiliates has been the network's daily 60-second *Campaign Notebook*, he said, which has been running since the beginning of this year.

UPI election night coverage will include three live reports per hour beginning at 7 p.m. ET and ending after midnight. There will be two-minute updates at the top of the hour, followed by a four-minute report at 25 minutes after the hour and a 45-second live report at 55 minutes past the hour. Anchors will be Pye Chamberlayne, Barbara Porter and political columnist Jack Anderson. UPI

will also have two correspondents reporting from each side of the presidential campaign.

United Stations Radio Networks also reported that its election night coverage will be primarily short-form. "There are very few music radio stations that will break away completely from format to do nothing but election results," said John McConnell, vice president of news. The election may be the biggest story of the year, he said, but it is not likely that a musical group such as U2 is "going to take a back seat to a little political analysis."

United Stations has chosen to provide only acceptance and concession speeches, as opposed to wall-to-wall coverage, on its back-up channel. "Of all the affiliates we surveyed," McConnell said, "there was one small-market station that wanted it."

United Stations coverage on election day will include 60-second special reports each hour from 5:55 a.m. to 5:55 p.m. ET. Beginning at 6:25 p.m., the network will provide 90-second reports every half hour until sometime after midnight. Primary anchors will be Tom Martin, Craig Windham and Nick Young. The day after the election, United Stations will present 60-second special reports from 5:55 to 11:55 a.m. Roundtable discussions will be featured on the post-election reports.

ABC Radio Networks will provide the following election night coverage beginning at 7 p.m. ET: Rock, FM and Contemporary Networks—a 50-second report each hour anchored by Mark Scheerer; Entertainment Network—90-second reports twice each

hour anchored by Jon Belmont; Direction Network—a 90-second report once per hour anchored by Chet Martin, and Information Network—110-second reports three times per hour, anchored by Bob Walker and Kate Doordan.

ABC coverage will also include victory and concession statements, projection, and a number of special election reports and commentaries delivered to its various affiliates. ABC will dissect coverage of the nation, based on common constituent interest, into nine different regions. The network will deliver two regional reports per hour of 110-second length.

Election night coverage at CBS Radio Networks will begin at 6 p.m. ET and will include three-minute updates four times per hour along with one-minute regional updates also delivered four times per hour. In addition, the twice-hourly newscast will feature extensive election night coverage. Primary anchors include CBS correspondents Bill Lynch and Christopher Glenn. CBS RadioRadio will present—in addition to reports within its hourly newscast—a series of 15 60-second reports that will be fed at 28 and 58 minutes past the hour from 6 p.m. to 2 a.m.

This will be the first election year that CBS is providing special reports the day after the election (Nov. 9), said Cooper, "to allow stations to concentrate on their local elections." CBS reporter Bill Whitney will provide a series of six 90-second follow-up reports that will air at 31 minutes past the hour, from 5 to 10 a.m. ET. RadioRadio will

present on the same day a 90-second wrap up report at 7:57 a.m. Major candidate speeches and individual state results (as determined by CBS News exit polling) will be delivered via separate satellite channel. The network will also have CBS correspondent Judy Muller and reporter Barry Bagnat available to affiliates for live question-and-answer reports.

Westwood One's NBC Radio Network election day coverage will begin with 90-second reports each hour from 6:20 to 8:20 a.m. ET, followed by hourly reports from 5:20 to 11:20 p.m. The network will also provide hourly 90-second reports from 5:40 to 11:40 p.m. Reports will be fed past midnight, if necessary. On Nov. 9, NBC will deliver two special reports each hour from 6:20 to 11:40 a.m. Producing for NBC Radio will be Bruce Hagan, newly named news director; executive producer will be Dave Bartlett, vice president of news. Anchors include Don Blair and Andy Fisher.

Westwood will pool NBC wall-to-wall coverage with its Mutual Broadcasting System on a back-up satellite channel beginning at 7 p.m. ET, with Dirk Van and Paul Duk anchoring. Mutual will provide hourly two-minute special reports from 6:15 to 11:15 a.m. on Nov. 8, followed later that night with two-minute reports twice each hour from 5:15 to 11:45 p.m. If necessary, the reports will run past midnight. Bob Witter will anchor Mutual's morning drive reports Peter Maer and Bill Groody will anchor the election night reports. Mutual's *Larry King Show* will also feature interviews relating to the election during its 11 p.m.-5 a.m. time slot.

Ron Nessen, vice president of Westwood One news, said the aim is to provide "kind of a cafeteria for stations." While many are seeking short-form reports, he said Westwood is also providing feeds in varying lengths. "What you want, we got," he said.

AP Network News will be offering affiliates extensive election night coverage that will include continuous reports on its A. Hotline back-up channel. The network's main channel will provide four-minute special reports each hour at 20 and 40 minutes past the hour, beginning at 8:20 p.m. ET. The first minute of each report will also be tailored as a stand-alone for affiliates looking for short-form reports. The network will also devote at least the top two-and-a-half minutes of its hourly newscast to election coverage. Mark Smith and Bob Moon will anchor the hourly newscasts; Wally Hinde will anchor the live continuous coverage.

CNN Radio News Director Bruce Chonj said that the network's election night report will be similar to its 1986 election coverage. The service will provide live updates on it top of the hour news reports and two-minute updates at 25 minutes past the hour.

Robert Siegel and Renee Montagne of *All Things Considered* will host National Public Radio's election night special, airing from 8 to 9:30 p.m. NPR political affairs correspondent Linda Wertheimer will anchor 15 minute reports on the hour and half-hour from 8 p.m. until 2:15 p.m., Nov. 9, each beginning with five-minute summaries followed by analysis and live updates from regional centers and campaign headquarters.

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ters. Live speeches by the candidates will take precedence over all other programming, said NPR.

Five-minute top-of-the-hour updates will fill the gap between 2:15 a.m. and 5 a.m., Nov. 9, when Wertheimer and Bob Edwards will host *Morning Edition*, starting one hour early. *Morning Edition* or NPR's special events unit will carry any press conference by the winner and loser, depending on when such an event occurs. Both *ME* and *ATC* will have post-election analysis Nov. 9, featuring the American Enterprise Institute's William Schneider and American Political Research Corp.'s president, Kevin Phillips; and on Nov. 10, featuring former Reagan White House public liaison Linda Chavez and the Jesse Jackson campaign's Eleanor Holmes Norton. □

## WNEW(AM) prepares for war of the words

New York AM station switches from music to talk at night; it will air 'Larry King Show' against Sally Jessy Raphael and Tom Snyder

The New York market is gearing up for a late night talk battle that will begin full speed when WNEW(AM) adopts its nightly all-talk



King



Raphael



Wells



The Dolans

format next month. The 54-year-old station will also maintain a music format during the day, positioning it as one of the last remaining music-oriented AM stations in the market.

Beginning Dec. 5, the station will present daily NBC Talknet's Bruce Williams at 8-11 p.m., NYT and Mutual Broadcasting's Larry King at 11 p.m.-2 a.m., NYT. Following King at 2-5 a.m. will be Talknet's Sara Wells. Both Mutual and NBC Talknet are owned by Westwood One Inc., which ac-

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quired 50% of WNEW(AM) last July. Westwood One also owns WYNC(FM) New York, and has entered an agreement to acquire KIQQ(FM) Los Angeles.

WNEW is classifying its format as "a New York personality station" combined with "great American music," according to Mike Kakoyiannis, station general manager and executive vice president of the Westwood One Radio Stations Group. The station's playlist includes musical standards by Frank Sinatra, Barbra Streisand and others. WNEW will also continue to present play-by-play New York Giants football, as it has since 1961. The station is oriented toward 40-60-year-olds, he said, with a 45-54 primary target demo.

Kakoyiannis said that among the plans for the station are a switch to AM stereo beginning in late December and a promotional campaign focusing on King that will likely include television spots.

The programing changes at WNEW coincide with a number of adjustments for New York talk format WOR(AM), including the return of some voices familiar to long-time listeners. ABC's nationally syndicated *Sally Jessy Raphael Show* will replace Westwood One's *Larry King Show* weeknights from 11 p.m. to 5 a.m. NYT, according to station vice president and general manager Bob Bruno. Raphael was originally heard on WOR from February 1986 to September 1987, when her program was carried by NBC Talknet.

Also returning to WOR are Ken and Daria Dolan, who are conducting their personal money management call-in program weeknights from 8 p.m. to 10 p.m. NYT. The Dolans were originally heard on the station in 1985. In yet another programing move, WOR has expanded its *Daily News Program* from one to two hours. The program is now heard at 6-8 p.m., NYT.

On WABC(AM) New York, *The Tom Snyder Radio Show* is competing in the late night talk slot daily at 12-3 a.m. NYT on WABC(AM). □



**Room for radio.** Radio took center stage at the Museum of Broadcasting during an Oct. 27 seminar, *Orson Welles On the Air: The Radio Years*, promoted as the museum's first radio exhibition. The panel, which focused on innovative radio techniques exercised by Welles, included Geraldine Fitzgerald and Arlene Francis, who both worked with Welles on stage and the radio; *War of the Worlds* radio scriptwriter Howard Koch; former Mercury Theatre stage manager and production assistant to Welles, Richard Wilson, and film critic Andrew Sarris, who moderated the panel. The seminar coincided with the unveiling of the museum's first radio exhibition room (pictured above). Designer Santo Loquasto styled the room after his set design for Woody Allen's nostalgic *Radio Days*, complete with furnishings used in the film. Major support for the museum's radio department has been provided by Interep Chairman Ralph Guild and Westwood One Chief Executive Officer Norm Pattiz. Pictured below, l-r: Chris Feder (Orson Welles's daughter); Koch; Fitzgerald; Francis; Wilson and Sarris.



## Riding Gain

### Rizzo on the radio

WCAU(AM) Philadelphia has signed a two-year contract with the city's outspoken former mayor, Frank Rizzo, to host a daily two-hour talk show at the news/talk station. The new call-in show will be heard weekdays at 4-6 p.m. beginning Nov. 9. WCAU reported that in addition to listener telephone calls, Rizzo's program will feature in-studio guest appearances by prominent newsmakers. Also included during the full-service information show will be updates on business, traffic, weather, local and CBS national news.

### Special delivery

AP Network News has scheduled two

specials for November: *JFK: The Vision and the Legacy* and *Finding the Lost Season*. The first, a 10-part series focusing on the Kennedy presidency, will air during the Nov. 22 closed circuit newfeed at 1:32 p.m. ET and again at that time on Nov. 14. The series of 90-second reports will be produced and anchored by AP Network News correspondent Wally Hinder.

### Spanish service

The Spanish Information Service has contracted with the Spanish Broadcasting System to provide Spanish language news and information to three of group owner's radio properties. Beginning Jan. 1, WSKQ(AM) New York, KSKQ(AM) Los Angeles and WCMQ(AM) Miami Springs, Fla., will receive

hourly news broadcasts, daily sports reports and audio feeds from service, which now reports 41 affiliates in eight states. SIS, division of Metropolitan Broadcasting Corp.'s Texas State Networks, is based in Dallas.

### Willie on radio

Nashville Network Radio reports more than 180 radio stations have signed up for its first major production, *Some Enchanted Evening With Willie Nelson*. The two-hour concert will be available on Satcom 1R for broadcast between Nov. 5 and 11, followed by a televised version scheduled to run Nov. 12 on The Nashville Network. TNNR is scheduled to begin 24-hour programing in December.

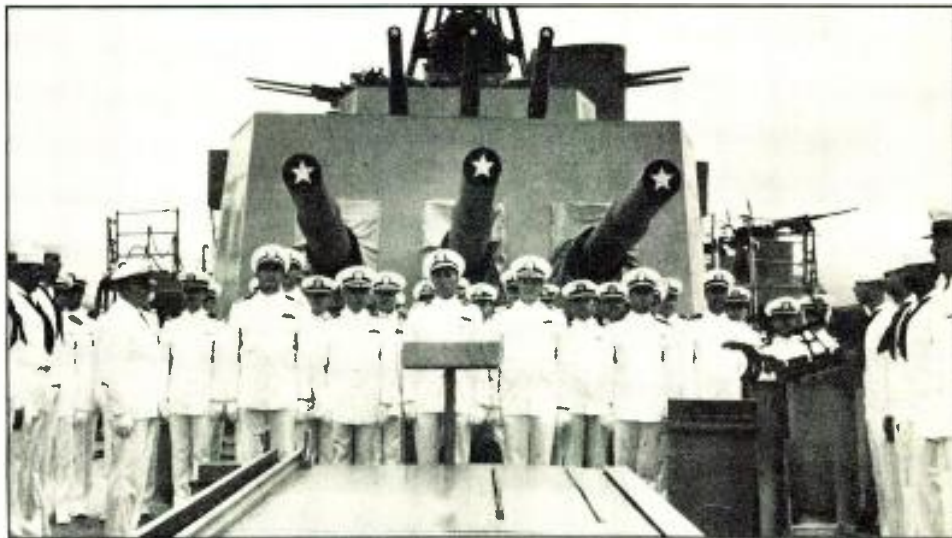
## ABC brings out its big guns

**Network is gambling that 32-hour *War and Remembrance* will bring in ratings as good as those of 1983 predecessor, *Winds of War***

In 1983, Dan Curtis, producer and director of ABC's *The Winds of War*, called the 18-hour mini-series the television event "of the century." For ABC, *Winds* propelled the network to a February sweeps victory with a 38.6 rating and a 53 share average spread out over seven nights. ABC is hoping that the 32-hour sequel, *War and Remembrance* (18 hours of which will be shown this month, the remainder scheduled for May 1989), will become the "television event of the century II" and will do for it in 1988 what *Winds* did for it in 1983. One big difference: the stakes are somewhat higher this time. The cost to ABC for *War and Remembrance* may run as high as \$107 million-\$108 million, according to Curtis. The sequel's director and executive producer, compared to the \$36 million the network paid five years ago for *Winds of War*.

"I expect it to be a blockbuster," said Barry Kaplan, a media analyst at Goldman Sachs, New York, adding: "It could do 40-share numbers or better." Although Kaplan doubts that *War and Remembrance* will produce the kind of numbers that *Winds* brought in, he nevertheless thinks the impact of *War* could be just as great "because it will have less original programming around it than *Winds* had, since it is still sort of a hybrid season."

"I'm confident because of the promotional effort and the press coverage that it has received that it will open strong on Sunday, Nov. 13, and end strong," said David Poltrack, CBS senior vice president, planning and research. "The big unknown," he said, "is what will happen in between. ABC will have to sustain what is an unprecedented time span. Our initial projection was it would be very strong." Poltrack cited two reasons why ABC may have trouble maintaining the opening episode audience throughout. The first, he said, was the "lackluster performance of NBC's *Favorite Son*, which we thought was a well done show scheduled in the face of not overly strong competition." The second reason is that because ABC has a contractual agreement with the NFL in presenting *Monday Night Football*, the network will not be able to air *War and Remembrance* on two consecutive Monday nights, said Poltrack. "that are strong HUT [homes using television] level nights." According to Poltrack, long-form fare traditionally does better on heavier viewing nights, and because ABC is skipping Monday nights after Sunday night installments of the mini-series, viewership may drop off during the week. A bigger



problem, said Poltrack, is the time investment that ABC is asking viewers to make. "It's not so much the fact that viewers will have to make a seven-night investment, but rather that they must make a two-to-three-hour investment per night for seven nights," he said.

*War and Remembrance*'s Dan Curtis believes that ABC is not asking too much of viewers. "They [the audience] are desperate for...good entertainment," he said. The potential for *War and Remembrance*, said Curtis, "is that it should attract, especially on opening night, the people who watched *Winds of War*, as well as some others."

ABC is using a cross-promotion with the Sony Corp. to lessen the investment that

viewers may feel toward the 18-hour first part. With the tagline of "*War and Remembrance*, if you can't be there, don't miss out," Sony is marketing a four-pack of video cassette tapes. According to Mark Zakarin, vice president marketing, ABC Entertainment, Sony has sold 50,000 of the four-packs for the 18-hours this month and will probably total 500,000-750,000 orders for the final 14 hours in May. "The Sony promotion helps to give *War and Remembrance* national event status similar to the Super Bowl," said Zakarin.

Zakarin said that ABC's ad campaign for the show, which kicked off on Labor Day, "totals some 50 different spots, targeting all age groups, and featuring the stars of the

**'USA Today' today.** Jim Bellows is making his presence felt as the new managing editor at *USA Today: The Television Show*. Top segment producers have been reassigned to field positions, and Bellows is now redirecting story coverage away from what some saw as duller "public affairs," lead stories to livelier fare, such as Boyd Matson's "In search of Elvis" cover story airing last Tuesday. "Elvis" emerged as a favorite topic of some local news stations during last May's sweep period to boost audience levels. The November sweeps started last Wednesday (Nov. 2) and industry executives are calling it "do or die" time for *USA Today: The Television Show*. Despite the two-year contracts to which GTG has signed most of the almost 160 television stations, station executives say if the show does not improve soon they could pressure GTG to either cancel the show or let the stations out of their contracts. "Otherwise they could suffer some severe, maybe permanent, damage to their relations with stations as syndicators," said one source.

Meanwhile, the top segment producers of the show have been replaced, with one resigning and the others being reassigned. Les Guthman, who was producing the lead USA section, resigned and has been replaced by Ilene Engel. Guthman reportedly resigned because the segment producers now have less say about story selection than before Bellow's arrival. Gay Rosenthal, former segment producer of the Money section, has been reassigned to a graphics and line producer spot, replaced by Carl Sears. Life segment producer Jim Ackerman has been reassigned to producing profiles, while Carol Ross doubles up as new head of that unit and Washington bureau chief. Sports segment producer Phil Griffin has been reassigned to do field stories, replaced by Gregg Winik. In addition, Dan Webster has been named national assignment editor.

Meanwhile, programmers following the show believe it is only a matter of time before Bellows changes the on-air anchor format, the argument being that two principal anchors would give the show more focus than the current four.

mini-series, as well as spots that focus on history or romance." For cable, he said, "ABC has tried to buy blocks of time, scheduling as many as three spots during one show, with some of the spots as long as two minutes."

Due to contractual prohibitions agreed upon with Herman Wouk, the author of the book upon which the show is based, ABC is unable to use spots during the mini-series to promote its fall schedule. The only time network promotional spots will air during *War and Remembrance* is just before each installment and just before the credits following each installment.

ABC has apparently been successful in selling its advertising, having recently raised the price of its 30-second spots to \$275,000 from \$250,000. According to one media analyst, the network has sold the majority of its inventory in blocks at the lower price and is now selling single spots for the higher price. According to the analyst, ABC is guaranteeing "a respectable 20 rating" for the spots.

The second 14 hours of the mini-series is scheduled for May, and Curtis says he will be as pressed for time to have the second part ready as he has been with the first. He said he is still working on the first part, but "it will be ready when it goes on the air." □

## MCA TV announces new syndicated fare

MCATV Enterprises last week announced a list of proposed new syndicated programs for 1989 that includes three first-run strips and a half-hour weekly first-run show, the largest commitment ever by the company in a single development season. The company will spend more than \$35 million developing the projects.

The announcement confirmed three new projects reported earlier, including a remake of the popular 1950's network program, *Lassie*, a children's game show, *Pictionary* (BROADCASTING, Oct. 24), and a new reality/tabloid show, *\$Reward\$*. The fourth project on MCA's development plate is a new "star-studded" game show from Carol Burnett's production company entitled *Star\*Play*.

Shelly Schwab, president of MCA TV Enterprises, confirmed last week that the company may challenge King World's *Inside Edition* in January with *\$Reward\$* (BROADCASTING, Oct. 31). Both are targeted for prime access. Schwab said the launch date of the program will be determined in large part by the needs of stations picking it up. "The show will be ready for January," he said. The company begins pitching the show to stations this week.

*\$Reward\$* will feature stories on wanted criminals, missing persons and lost or stolen property. Monetary rewards will be offered to viewers providing information leading to the capture of criminals or recovery of items. The show is being produced by Malcolm Barbour and John Langley, the team behind the Geraldo Rivera prime time specials, in association with Saban Productions. Terms are cash plus barter (six min-

utes local, one minute national).

MCA has teamed with Palladium Entertainment to bring back *Lassie*, which will be shot at the new Universal Studios Florida facility in Orlando. The producers will launch a national talent search for *Lassie*'s new boy/owner, once played by Jon Provost. Provost, *Lassie*'s second owner in the original, has approached MCA about a possible role in the new show, according to Schwab.

*Star\*Play* (originally called *Starstruck*), is a variation on the party game, Charades, featuring two teams of celebrities and contestants. The program will be hosted by veteran game show host Tom Kennedy. Both *Lassie* and *Star\*Play* are pegged for launch next fall. *Lassie* is being offered on a straight barter basis (with MCA retaining 3 minutes of national time); *Star\*Play* is being offered for cash-plus-barter (6 minutes local, one minute national).

*Pictionary*, an adaptation of the popular board game, has been scheduled to debut in summer 1989. It is being produced by Quantum Media, the Robert Pittman-run company in which MCA has a 50% interest. The show has already been picked up by KCOP(TV) Los Angeles, KBHK-TV San Francisco, MCA-owned WWOR(TV) Secaucus, N.J. (New York), as well as the five Gaylord stations in Fort Worth, Houston, Cleveland, Seattle and Milwaukee. It is being offered on a barter basis, with stations getting 4 minutes and MCA keeping two-and-a-half minutes. □

## Cable hands out its ACE nominations

HBO, for the 10th straight year, has garnered more ACE award nominations than any other cable network, with 114 of the 324 cable programs nominated for the industry's most prestigious programming honors. The nominees in 76 categories were announced by the National Academy of Cable Programming last week.

Following HBO were Arts & Entertainment (32 nominations), Showtime (23), CNN (20), Disney (18), USA (15), Discovery (14), WTBS(TV) Atlanta (13), ESPN (12), Bravo (11), Cinemax (10), Lifetime (eight), MTV (six), CBN and Nashville (five each), Nickelodeon (four), Prime Ticket (three), Madison Square Garden, Movietime and VH-1 (two each) and C-SPAN, FNN, Learning Channel, Movie Channel and an independent production that appeared on several regional sports networks (one each).

The top four shows with the largest number of nominations came from HBO. They were *Vietnam War Story* (18), *Mandela and The Man Who Broke 1,000 Chains* (eight each), and *HBO Comedy Hour Live* (seven).

Showtime's *It's Garry Shandling's Show* and Arts & Entertainment's *The Race for the Double Helix* had six.

Nominated for best dramatic series are HBO's *Vietnam War Story* and *Tanner '88*, and USA's *Ray Bradbury Theater*.

## 'Premiere Week' reverses erosion trend

Week six of the 1988-89 season (ended Oct. 30) gave the big three networks their first increase in prime time viewership compared to last year's tally. Together, the big three delivered a combined average audience of 38.8 million households—1.7 million more households than last year's week six tally. NBC won the week with a 16.4 rating and a 26.6 share; ABC had a 13.7/22.2; CBS had a 12.8/20.9.

Nielsen	□	Net		Nielsen	□	Net	
1.	26.2/43	N	Cosby Show	38.	13.2/23	A	Crimes of Passion
2.	24.4/38	N	Cheers	39.	13.2/22	A	Mr. Belvedere
3.	23.3/37	N	Different World	40.	13.0/20	C	Newhart
4.	23.2/36	C	60 Minutes	41.	12.8/22	A	Just the Ten of Us
5.	21.9/33	N	Devil Worship	42.	12.8/20	A	Wonder Years Special
6.	21.4/35	A	Monday Night Football	43.	12.8/22	C	Wiseguy
7.	21.2/38	N	Golden Girls	44.	12.6/19	A	Mission: Impossible
8.	20.6/30	A	Roseanne	45.	12.3/19	N	Magical World of Disney
9.	20.5/33	A	Growing Pains	46.	12.1/22	C	Garfield's Halloween
10.	19.8/31	N	Dear John	47.	12.0/18	C	CBS Monday Movie
11.	19.5/30	A	ABC Tuesday Movie	48.	11.9/18	C	Equalizer
12.	19.5/29	C	Murder, She Wrote	49.	11.7/18	C	CBS Tuesday Movie
13.	19.2/30	A	Who's the Boss?	50.	11.6/17	C	Coming of Age
14.	18.8/29	A	Head of the Class	51.	11.3/19	C	CBS Sunday Movie
15.	18.5/28	N	ALF	52.	10.5/16	A	MacGyver
16.	18.4/33	N	Empty Nest	53.	10.3/19	C	America: C. Brown, part 2
17.	18.3/28	N	NBC Monday Movie	54.	10.2/19	N	Miami Vice
18.	17.8/27	N	Night Court	55.	9.8/18	C	Dirty Dancing
19.	17.6/32	N	Hunter	56.	9.7/15	C	Annie McGuire
20.	17.4/30	C	Dallas	57.	9.5/15	A	Incredible Sunday
21.	17.3/29	C	Knots Landing	58.	9.3/15	C	48 Hours
22.	16.0/24	N	Family Ties	59.	9.1/17	C	West 57th
23.	15.9/26	N	NBC Sunday Movie	60.	9.0/16	A	Police Story
24.	15.4/25	A	ABC Sunday Night Movie	61.	9.0/14	C	Van Dyke Show
25.	15.2/24	N	Midnight Caller, preview	62.	9.0/15	N	Something Is Out There
26.	14.8/25	N	L.A. Law	63.	8.3/15	N	Sonny Spoon
27.	14.8/25	N	Tattinger's	64.	8.0/15	A	Scandals
28.	14.6/26	A	Full House	65.	7.6/12	A	Look of the Year
29.	14.5/26	N	Amen	66.	7.6/14	C	Simon and Simon
30.	14.4/21	N	Day by Day	67.	7.6/11	F	America's Most Wanted
31.	14.1/26	A	20/20	68.	6.8/11	A	Making of a Model
32.	14.1/26	C	Falcon Crest	69.	6.1/10	F	21 Jump Street
33.	14.1/22	C	Paradise	70.	4.8/7	F	Tracey Ullman, Special
34.	14.1/22	N	Unsolved Mysteries	71.	4.1/6	F	Gary Shandling Show
35.	13.9/21	A	Wonder Years	72.	3.9/7	F	Reporters
36.	13.4/25	A	Perfect Strangers	73.	3.0/5	F	Beyond Tomorrow
37.	13.4/25	N	227	74.	2.7/5	F	Duet



## Syndication Marketplace

Best comedy series nominees include HBO's *Not Necessarily the News* and *Comedy Hour Live*; Showtime's *Shandling*, and A&E's *Blackadder the Third* and *Yes, Prime Minister*.

In the documentary category are HBO's *Dear America: Letters Home from Vietnam*, which won several Emmy awards; Lifetime's *Dying for Love* and *Once Upon Her Time*; Discovery's *A Painful Reminder*, and WTBS's *Lands of the Living Totems*.

NACP said the number of networks with nominations has increased from 19 last year to 24 this year. Basic networks account for 45% of the nominations (146), a 30% increase over last year's 112.

The ACE awards will be carried on 10 basic cable networks—BET, CBN, Discovery, FNN, Lifetime, Movietime, Nick at Nite, WTBS, TNT and USA Network—at 9 p.m., Sunday, Jan. 15, 1989, live from the Wiltern Theater in Los Angeles. It will be produced by Moffitt-Lee Productions. Bristol-Myers has signed as a major sponsor. □

**Cannon Entertainment Inc.** has entered into an agreement with Sid and Marty Kroft Productions to provide the full support of Cannon's marketing, advertising and promotion departments for *D.C. Follies*, Sid and Marty Kroft Productions' series which enters its second season this month. Menahem Golan and Yoram Globus from Cannon will become executive producers of the show, which previously had been done in cooperation with Syndicast, before that company filed for bankruptcy earlier this year. The series is cleared in more than 100 markets in the country. □

**LBS** will distribute two new live event specials in 1989. On the heels of 1988's *Return to the Titanic...Live!*, and *Secrets of the Pyramid...Live!*, LBS will present *The Hunt For Stolen Treasures...Live!* April 19, 1989, and *Psychic Powers Exposed...Live!* June 14, 1989. □

**Select Media** is distributing two syndication specials next year: *The Fifth Annual Mrs. of the World Pageant*, a two-hour (taped in Hawaii) barter program (12 minutes local and 12 minutes national). The exhibition window is between March 15 and April 16, 1989. Select is also offering the *23rd Annual Victor Awards*, *Sporting News* sports awards, a one-hour barter show (6/6) with a window between July 17 and Aug. 27, 1989. Both specials are being produced by David Marmel Productions. So far, 11 stations have signed up for *Mrs. of the World* and 15 stations have bought *Victor Awards*. WVEU(TV) Atlanta has picked up both.

## The Media

### Utilities vote down telco-into-cable proposal, for now

**Resolution to support telcos owning and providing programming on cable systems in their own service area is defeated, but issue is expected to rise again**

The communications committee of the National Association of Regulatory Utility Commissioners last week voted against a sweeping resolution that would have supported telephone ownership of cable systems, and origination of programming, in their own service area. The committee, in a near unanimous voice vote, reversed the 16-5 subcommittee vote in favor of the resolution.

Although the resolution was defeated, the matter is expected to get more attention at NARUC's winter meeting in Washington. At that time, said Carolyn Chambers, director of congressional relations for NARUC, the committees have scheduled more time to debate the issue. The association also plans to schedule a panel session where interested parties will address the issue. Many utility commissions are pressing for telco entry as a way to put a check on cable rates, which they cannot control. Although some utilities support lifting the crossownership ban, said Chambers, the majority of the communications committee felt that dropping the programming content ban went too far.

Already several states' PUC's have voted to back the FCC rulemaking allowing the telco's in, including those in New Jersey and Michigan.

New Jersey said it supported the measure "to allow telephone companies and other entities to supply ancillary services to the cable industry and to allow telephone com-

panies to use their facilities to deliver signals for cable television companies on a common carrier basis."

But the state wants to maintain enough jurisdiction over telephone company participation to guard against anticompetitive conduct and degradation of telephone service. Specifically, the New Jersey board of public utilities said it wanted to retain the right to issue cable franchises, to oversee transfers of cable systems, to control telephone company accounts to prevent subsidization of a cable operation by telephone users and to prevent abuses concerning pole attachments and pole rates if telephone companies were also the cable operator in town.

The state PUC in Florida, despite a staff recommendation otherwise, has come out favoring the retention of the crossownership provision. Greg Krasovsky, associate general counsel, said that although the state was looking toward the benefits of fiber to provide information services to customers, it felt that "at this time it was too early to lift those [crossownership] restrictions." He said Florida will file comments in support of continuing the prohibition.

The divergent views of New Jersey and Florida typify the industry's stance, said Chambers. There is "certainly not one consistent position." Chambers said the group took up a similar resolution earlier this year, but the measure was softened.

California and Connecticut (where the PUC has blocked the TCI-Comcast purchase of Storer), for instance, have yet to take a position on the matter. The FCC's extension of its comment deadline to Dec. 1 has given commenting PUC's another month to file. □

As exemplified by New Jersey, Chambers said state PUC's, which regulate certain telephone company activities, want to maintain the controls they have over them and cable companies. The resolution NARUC debated, for instance, included language on PUC's being allowed to gain access to the accounting books of the unregulated businesses of phone companies. State PUC's have an uneven record of having access to those books, PUC commissioners say, and the access is key to determining if cross-subsidization is taking place. Chambers said there is also the concern that as phone companies make greater moves into unregulated businesses, the best staff follows, thereby giving customers of regulated businesses, i.e., telephone service, the short end of the stick.

States also have concerns. Chambers said, about federal preemption of state regulation. For instance, many state PUC's feel that the FCC's Computer II and Computer III safeguards are inadequate, and would rather have that control at the state level.

How other states react to the FCC's rulemaking largely depends on the role that cable plays in those states. George Barbour, a state commissioner in New Jersey, said states that are more heavily cabled, and more likely to have the bigger players, are more likely to be interested in letting in the telephone companies.

Earlier this year, NARUC passed a resolution calling for state and local authorities to regain control over the rates cable companies charge. The 1984 Cable Act preempted regulation of rates. NARUC also passed a resolution saying that if the FCC lets telcos into cable, adequate cost accounting measures must be put in place. □

# NewChannels drops SportsChannel NY

**MSO's move affects 100,000 subscribers and follows proposed rate hike; two sides agree to further talks on matter**

NewChannels, one of three cable operating units of Newhouse Broadcasting, dropped SportsChannel New York from its cable systems last week in a dispute over an 84% rate hike, it said.

NewChannels carries the regional sports network as part of a separate tier on eight systems, primarily in upstate New York. Those systems serve 225,000 basic subscribers, and about 100,000 of those take SportsChannel New York, said Leo Calistri, executive vice president of NewChannels. Calistri said NewChannels was informed by letter that SportsChannel would be raising its rates to NewChannels on Nov. 1, an increase that amounted to 84%. NewChannels wrote back informing SportsChannel, owned by Rainbow Programming Services, which in turn is owned by Cablevision Systems, that it would drop the service. "We're not going to be held hostage to any program service," Calistri said.

Calistri said SportsChannel New York charges NewChannels based on the basic

subscriber count, even though less than half take SportsChannel. The service is offered with other sports or pay movie services on a separate tier. To pass along the rate increase on basic, said Calistri, would have meant a several dollar increase per subscriber, something the company did not want to do. NewChannels would have considered passing the rate increase on to subscribers of the additional tiers, said Calistri, but not basic.

As a result, NewChannels has dropped the tier price where SportsChannel had appeared by 50 cents. Six of the eight systems will be carrying the Buffalo Sabres hockey channel where SportsChannel appeared, said Calistri, while the other two would include other services.

Also contributing to the decision, Calistri said, were problems with the Yankees in the past two seasons. In each case, early season games were delayed while SportsChannel and the Yankees worked out new contracts for the outer market rights to the team. Now, with the assumption the Yankees will exercise an exit clause in their 10-year contract with SportsChannel, the network may well not be carrying Yankees games next year.

Rich Kahn, a spokesman for SportsChannel New York, said the NewChannels con-

tract does not expire until early 1989. "Why they have chosen to drop [now], we don't quite understand," said Kahn. He declined to comment on the size of the increase or the billing questions, saying "clearly this is a negotiating issue." He said negotiations would continue and "it is our hope we will arrive at a solution."

Kahn said the rate hike was tied to additional events that SportsChannel New York has added, most notably the National Hockey League.

Tony Esposito, manager of American Television & Communications' Albany, N.Y., system, said he has several more years to run on his contract with SportsChannel New York, and price increases are included, but said they were nowhere near the NewChannels increase. And the cost pressure may only get worse, he said, when the new Yankees contract is signed. The cost of any new contract, said Esposito, whether it be with Madison Square Garden or SportsChannel, will likely cost subscribers in the end.

Calistri said NewChannels and SportsChannel have exchanged phone calls and the two sides are scheduling a meeting for November to negotiate a new deal. □

## Public TV prepares to 'get its act together'

**Awaiting President's signing of advance funding bill, system fears 'balkanized' allocations**

Reaction among major public television figures seemed to indicate that Congress passed a rose with a few thorns, when late last month it sent its 1991-1993 noncommercial television and radio authorization to President Ronald Reagan for approval. Decisionmakers at the Corporation for Public Broadcasting, the Public Broadcasting Service, the National Association of Public Television Stations (NAPTS) and major producing noncommercial station WGBH-TV Boston, expressed gratitude for assured future funding, particularly for satellite interconnection system replacement. Those same sources are confident that public TV will satisfactorily address Senate allegations of inefficiency and potential political influence on program decisions. (Reagan is expected to sign the bill into law this week or next.)

However, they said that the bill's creation of a new \$6 million - \$8 million fund for independent producers sets a precedent for the "balkanization" of funding, something that is already relatively scarce. And without programmer participation in independent production funding decisions, they argued, programs may be produced that never air on the system.

The National Coalition of Independent Public Broadcasting Producers (NCIPBP), the group that persuaded Congress to mandate creation of the independent production fund, believes the bill properly gives them "an institutional foothold...a claim to a

place in the system" that was not legislated before.

"The question of carriage [of independent productions by the stations] is always relative," said NCIPBP's Lawrence Daressa. "We do not aim at 100% carriage. Maybe you get 50% carriage. Obviously, zero carriage means you don't do it. We will provide experiments demonstrating how diversity can be achieved," he said, "but [there is] not enough funding to actually provide the diversity. You do that with the other \$30-some million." The independents are promised \$6 million for production costs and additional money for administration and promotion, probably adding up to "just over \$8 million," Daressa said.

The independent service's advisory board "will, of course, include" public broadcasters, said Daressa. "They will be heard, but they will have only a scintilla of influence," he said, because that influence represents "pressures toward the most facile entertainment...the commodification of broadcasting." Congress, he said, "should be congratulated for...creating a special laboratory for broadcasting."

"I'm concerned about the trend" that creation of the independents' fund portends, said WGBH-TV Boston President Henry Becton Jr. "The money is so small to begin with. You could quickly balkanize the funds we have."

"I think we all worry about how much instruction, on the editorial side, ends up in legislation." PBS President Bruce Christensen said of the creation of the independent program service. "If it is unhealthy to have presidential appointees [at CPB] involved in

the program funding process, it is equally unhealthy to have Congress involved." Carriage of programs from all sources "has always been the stations' ultimate decision," and it is inaccurate to imply that public TV has dealt with independents "or an all-or-none [carriage] basis," he said. Fifty percent carriage, however, is "50% efficiency with the money, and public TV does considerably better than that. The issue," he said, "is the amount of programming that comes from the service. Is it funding programming that will be aired on public television? Or is it funding the producers who will do whatever they want to do?"

Said NAPTS President David Brugger: "The idea of a set-aside or special treatment of a certain group is disturbing. There may be 50 more groups of producers out there. I'm not sure you get the best programming by focusing on who produces programs. The focus should be on the content of the programs." Although maintaining, "It isn't going to do any good to put money into programming that stations don't air," Brugger said that he had telephoned another NCIPBP leader, Lawrence Sapadin, "to tell him we can work together and encourage his participation in the entire system."

"I'm glad that he called Larry," said Daressa, "because this is the time to bury the hatchet."

"What in Washington doesn't end up being a compromise?" said Brugger of four key congressional decisions: 1) to cut \$258 million from its original three-year authorization proposal (thereby pleasing the Office of Management and Budget); 2) to excise a Senate amendment that would have trans-

ferred most national programming money from CPB to the stations (thereby pleasing the House, which agreed there are problems at CPB, but doubted the proposed solution), but 3) to require a solution to national programming fund allocation by Jan. 31, 1990 (thereby pleasing the Senate) and 4) to create the national independent production fund (thereby pleasing independent producers).

In general, the public broadcasters are simply pleased by passage of the bill. "I look at the glass as half full," said Brugger. "I don't see lower figures, but higher ones." In addition to the \$200 million satellite replacement authorization, the \$795 million three-year operating budget total, he said, is \$322 million higher than the current three-year funding. "We may not have enough to do everything we'd like," he said, but passage of the bill evidences bipartisan support worth celebrating. "The real good news," said CPB President Donald Ledwig, "the real story, is the satellite money." Passage in the 100th Congress, he said, also preserves advance funding of CPB while assuring that the 1991 appropriation, also passed earlier this fall and, for the first time, contingent on the authorization, will be activated.

As for Senate concerns over duplication of effort among CPB, PBS and the stations and potential influence on specific national programming decisions by political appointees on the CPB board of directors, Brugger said that NAPTS from the beginning supported the participation of all those parties, as well as independent producers, in streamlining the process. "As generous as Congress has been, the cost of this business is far outstripping the funds available. We are competing with...\$1-million-per-episode series on the networks. It's not going to work for us to go back to the Hill fighting. We have to get our act together."

The NAPTS-organized National Program Funding Task Force, which first met last month in Washington (BROADCASTING, Oct. 17), "will be an important input" to the report CPB must submit in 1991, said Ledwig, "and we are participating in it. But we will make sure that everybody has the chance to be heard." There may be inefficiencies in the operation of the Station Program Cooperative (SPC), CPB's Program Fund, PBS's Program Development Fund and the joint CPB-PBS Program Challenge Fund, he said, but "those various [national program] funding mechanisms create safe-

guards against domination by any one. There are trade-offs there."

The answer will not be a lone "third entity" outside CPB or PBS, Becton agreed, but rather refinement of the present local-national system. Although he has "not experienced any political interference from CPB" at any time in his public TV career, Becton said, "I think there is a defect that should be cured for the future. How that is done is another matter." The SPC, through which stations pool funds, generally for continuing series, "is best at funding programs that already exist," he said. "But to get something started...we also should have

a place where risk-taking happens." Public TV accomplishes its congressional mandate to provide diverse programming "because we have diversity of programming judgments."

Said PBS's Christensen: "The question is 'What is the most effective way to spend the money?'" It is premature to say how. First we have to agree on what it is we want to accomplish. It is always more expensive to fund multiple mechanisms, each with its own overhead." Editorial diversity could be achieved, Christensen said, by funding diverse production houses while keeping administration and decisionmaking under one roof. □

## Wick legacy: making a difference

### USIA director leaves post inauguration day after eight years on job

In the early years of the Reagan administration, a favorite target of many in the press and in Congress was Charles Z. Wick, the President's close friend and confidante who had been named director of the U.S. Information Agency. He was a millionaire businessman, with a background in show business, whose ideology, to the degree it was known, was hard right and anticommunist. He did not seem the best equipped person in the country to run an agency Congress expected to adhere to the journalistic standards of objectivity and accuracy. He was not, as Senator Lloyd Bentsen might have put it, an Edward R. Murrow.

After almost eight years on the job, Wick's still not. And there are still some in Congress and in the press who find him a tempting target. But increasingly, Wick is treated with respect and even appreciation. He has transformed the agency into a major factor in the development of public diplomacy. And whatever the biases with which he entered the job, he has become an important player in efforts to improve East-West relations. What's more, he has succeeded in his job to the degree that he has by making full use of strengths not fully appreciated at the outset.

A principal strength, of course, is his close relationship with the President. Wick tells interviewers he does not abuse their friendship. And he may not. But it has made him "fireproof," as one USIA staffer says. It

has enabled him to survive firestorms that would have consumed others.

There was, for instance, the practice early in his tenure of secretly taping telephone calls. He said he did it simply as a memory aid, but in Washington, it seemed more sinister; in some states, it was illegal. He apologized. There was the so-called "blacklist" of persons (including Walter Cronkite and David Brinkley) regarded as unsuitable for USIA speaking programs. Wick said the list had not been authorized and was inappropriate; he abolished it, and although the acting deputy, Leslie Lenkowski, took the brunt of the criticism on Capitol Hill, Wick was not overlooked. Representative Dan Mica (D-Fla.), chairman of the House International Operations Subcommittee, said Wick was responsible for the "atmosphere" of "fear" in which the list was created. And there was the memorandum in 1981 by a Voice of America staffer hired as part of the new Reagan team that recommended transforming the Voice into a "propaganda" agency, and charging it with the job of "destabilizing the Soviet Union and its satellites." Wick disavowed the memorandum and fired the author, although not immediately. There were more scrapes, as well, but Wick survived them all.

And there are those who think it is a good thing that he did. Some in Congress, for instance, accord him at least grudging respect. "At first," said a House Foreign Affairs committee staffer the other day, "he seemed like a bull in a china shop. Then that 'blacklisting' business and other things turned up. But most would say, for all his quirks, he's been effective." Representative Mica was quoted last week as saying of Wick, "Love him or hate him, you have to respect him for what he has done for the agency."

And what is that? There is the enormous boost in funding the agency has enjoyed. There is also the enormous fund of energy with which Wick has infused the agency.

As for the funding, the \$882 million Congress appropriated for the agency for the fiscal year that began Oct. 1 is almost double that provided the agency in 1981. "He's been a boon to the agency budget," said one long-term agency staffer. "In the past, agency directors would ask for more money from the Office of Management and Budget. OMB would say 'no,' and the director could not overcome that. Wick can." At least in



National Program Funding Task Force (l-r): Brugger; Christensen; William Baker, WNET(TV) New York; Richard Ottinger, Georgia PTV, and Gene Katt, acting director, CPB Program Fund.



USIA Director Wick

the years before Gramm-Rudman-Hollings. The steep rise in appropriations the agency had enjoyed has leveled off. Still, USIA does as well as most other agencies in Washington.

Wick attributes the agency's success regarding funding to his arguments that, along with maintaining a strong military, one of the most "cost-effective and cheapest things" America can do is persuade countries around the world of "America's peaceful intentions, and our history of helping less fortunate nations and of coming to the aid of the oppressed." No doubt that Wick, the former music arranger and business representative of Tommy Dorsey, the one-time theatrical agent and maker of deals, the entrepreneur who made a fortune in developing and selling off a health-care business, is eloquent and persuasive in making that argument on Capitol Hill. Indeed, he sees himself as having a "motherhood assignment." But being a friend, and having the support of the President probably helps, certainly with the OMB.

Wick's energizing of the agency is an example of another of his strengths, one that has had its price. For if he spews ideas in rapid-fire fashion and expects those around him to absorb and act on them, he is also an explosive and not very forgiving boss. Marvin Stone, former editor of *U.S. News and World Report*, is his third deputy director. Wick ran through five politically appointed public affairs officers in less than four years; the current acting public affairs officer is a career appointee who has been in the job about as long as his five predecessors combined. Not surprisingly, Wick is not universally beloved at USIA. His priorities do not accord with those of some old timers. And the salesmanship that drives him sometimes gets out of hand, as when he talks of the "billions" of viewer "impressions" he says are credited to Worldnet, which USIA describes as "the world's first global satellite service." But then, nobody's perfect.

Worldnet undoubtedly is Wick's proudest achievement. Five years ago, in the wake of the U.S. invasion of Grenada, Wick had been traveling in Europe and was stunned by what he regarded as the misguided impression of many of those abroad of what President Reagan had described as a "rescue mission" of American medical students and an action he said had been requested by

Grenada's neighbors. Wick felt it was important for America's side of the story to be told. And he wanted it done by state-of-the-art television. So Al Snyder, head of the film and television section, a relatively modest operation within USIA, was given the assignment of developing a satellite-delivered service that would enable journalists in foreign countries to question policy makers in the U.S. With Jeane Kirkpatrick at the United Nations in New York, two State Department officials in Washington and two Caribbean prime ministers in Barbados, the U.S. position was defended and explained to inquiring journalists who had assembled at U.S. embassies in five European cities.

Since then, the film and television division has developed from an \$8 million operation concerned principally with aiding foreign filmmakers who produce films in the U.S. to one for which Congress this year appropriated \$38.5 million, largely to fund Worldnet, whose programs are viewed at American embassies and in private homes around the world. Ironically, however, on this fifth anniversary of what Wick terms "the most significant" achievement of his stewardship—the harnessing of the "most significant happening in the history of communications, the satellite"—Worldnet is operating at far less than capacity. The interactive programs—the international press conferences—are being aired. But the so-called passive programming—news and feature material originated or acquired by Worldnet—has been suspended since Oct. 1. Therein lies an example of the antagonism some in Congress—at least the Senate—feel toward Wick.

Senate Foreign Relations Committee Chairman Claiborne Pell (D-R.I.) inserted in an authorization bill passed last year the provision requiring a suspension of the passive programming on Oct. 1 unless USIA could demonstrate two million viewers in Europe. Research indicated the total was about 10% of that figure. The Pell staff aide who suggested the threshold figure, Peter Galbraith, said it was based on Wick's claims that Worldnet's audience far exceeded that figure. But the challenge to demonstrate a particular audience figure reflects the suspicion with which Pell views Wick.

Pell had been alarmed, early in Wick's tour at USIA, when the director proposed sharp cuts in the cultural exchange pro-

grams, a favorite of Pell's. Wick says he was simply responding to a White House directive, and would persuade the President to permit a restoration of the funds in the next budget. But damage in the relationship was done, and while Wick now talks of the importance he attaches to the cultural exchange programs—he says funding of such programs has been doubled—Galbraith continues to maintain what he calls a "watch-dog" role with respect to USIA "over a wide range of issues."

As Wick, who has served as USIA director longer than anyone else in its 35-year history, looks forward to Jan. 20 and his return to California, he has another disappointment to contemplate—the failure to make much progress in the \$1.3 billion program to modernize the Voice of America that was started with so many hopes four years ago. Four shortwave relay stations were to have been built by the end of 1989. Thus far, none has been. And the Reagan administration has ordered the project cut back to two shortwave stations to be constructed under a \$600 million ceiling (BROADCASTING, Oct. 24).

Still, there are accomplishments, and of a kind Wick probably never contemplated in 1981. It was Wick who first suggested that President Reagan and General Secretary Gorbachev address each other's people on television on New Year's Day, 1986. Wick is the first USIA director to visit the Soviet Union, a trip he has now made four times. It was on Wick's watch that the Soviets not only stopped jamming the Voice of America (something they have done before), but also permitted a VOA correspondent to open a bureau in Moscow (something they had never done before). And on Oct. 27, Worldnet and the Soviet Union's Gosteleradio participated in the first of what is expected to be a series of live interactive teleconferences between the two countries. In all of those things, there seems to be the hand of the entrepreneur, the salesman, but one selling the Reagan administration's new product, East-West cooperation.

Wick, the anticommunist, has not gone soft. He sees one of USIA's responsibilities as putting "in sharp perspective the totalitarian assault on emerging democracies." But the Soviets, under Gorbachev, seem to be trying to knock the hard edges off this view. In Moscow two months ago, at the start of the second meeting between U.S. and Soviet delegations on exchanges in the fields of information, publishing business, culture and art, Alexander Yakovlev, Communist Party Central Committee secretary and politburo member, remarked on the changing times. He noted that earlier, he and Wick had pondered the thought that "the idea of meetings of this kind would have been inconceivable" before the Geneva summit in 1985. "And now," he added, "it is already not the first time that we are discussing how and what can be done jointly in order to doff the onerous load of the past."

Wick, going in, may not have fitted many people's ideal of a USIA director. But he appears to have been one of those lucky few to be in a position to make a difference. Not a bad memory to carry back to the Holmby Hills section of Los Angeles. □

November 21 Special Report



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## Changing the picture of British TV

### Introduction of fifth commercial channel, proposal to alter public service considerations from ITV and auctioning regional franchises also under consideration

A British government broadcasting initiative due out this week is expected to set in motion the greatest transformation in that country's media industry in a generation.

The initiative will effectively break the advertising monopoly of the nation's Independent Television (ITV) sector with the addition of a fifth commercial TV channel and the possible separation of the commercial Channel Four from the ITV structure.

Another proposal may eliminate public service program considerations from the awarding of ITV regional broadcasting franchises and instead allow them to be auctioned to the highest bidder. Also being considered is the loosening of foreign ownership restrictions for UK cable systems, the opening of a new overnight commercial

programming franchise and the use of multi-point microwave distribution systems (MMDS) for local TV.

The initiative is expected to call as well for a new Commercial Television Authority with sole oversight for all UK commercial TV and for a Broadcasting Standards Council that would draw up codes on the portrayal of sex and violence on British TV.

In contrast with the commercial TV sector, the noncommercial British Broadcasting Corp. is anticipating far less change, with its system of funding through government-collected receiver license fees to remain unchanged for the next several years.

The government proposals, to be introduced to Parliament by Home Secretary Douglas Hurd for debate during the next year, would not become law before 1990. But the government hopes the resulting Broadcasting Bill will carry UK television into the 1990's, by which time the industry also will have seen the addition of at least three satellite TV channels from the direct-

to-home British Satellite Broadcasting (BSB) service, as well as English-language satellite channels from Rupert Murdoch's Sky Television and other programmers on the Luxembourg Astra satellite.

The new fifth national channel, which will be technically feasible by 1992 with 65%-70% national coverage, is believed by many to carry the greatest potential impact, since it will be readily receivable by viewers and will introduce competition in TV ad sales for the first time (Channel Four's ad sales are handled by ITV's regional broadcasters on a noncompetitive basis).

A subscriber-supported fifth channel, similar to France's highly successful pay service Canal Plus, is not considered likely because of government desire to protect the direct broadcast satellite pay film service BSB is planning to start next year.

But for ITV's broadcasters, other aspects of the bill are more disturbing than a new terrestrial channel. Richard Dunn, managing director of independent Thames Television, told BROADCASTING that the possibility of having ITV regional franchises auctioned is of the greatest concern. "In a scenario where money rules, the market doesn't care about quality," he argued.

David Plowright, chairman of the independent broadcaster Granada Television, noted that although there is a "little bit of a chorus from the program-making community, which is reminding politicians about the quality of British television," he fears that government proposals limiting public service requirements of commercial channels will result in less varied, more lowest-common-denominator television and fewer public service programs.

According to one high-level Home Office source, while the BBC will continue to carry out the public service broadcasting role, with the ITV "we have commercial companies behaving in noncommercial ways. The question is, do we hang on to that or take it to pieces?" He added that as government consideration of the issues continues, it is looking with increasing seriousness at opening up much of the current system to make way for the new structures of the next decade and next century.

No matter how radical the government proposal, however, it will likely encounter moderating forces in the Parliament, which last summer completed its own report on the future of broadcasting after six months of evidence gathering. The all-party Home Affairs Committee report argued, for instance, that the public service broadcasting model ought to be maintained throughout the new structure, although it acknowledged some of its precepts, such as airing a balanced range of subject matter, could not be carried out by all the new services. □



**Overseas exchange.** Burnham Broadcasting Co. is doing its bit to close the cultural gap separating the U.S. and the Peoples Republic of China. Peter B. Desnoes, Burnham's managing general partner, announced the conclusion of talks with Chinese officials aimed at providing for an exchange of programming between the group owner and the Chinese Central Television. Desnoes is shown above, in Beijing, with Huang Huiqun, director of CCTV (r), and Chen Hanyuan, deputy director of CCTV. Desnoes said the Burnham programming will be supplied principally by KHON-TV Honolulu and, to a lesser extent, by WUUE-TV New Orleans and WLUK-TV Green Bay, Wis. KHON-TV will also produce two television specials next year commemorating the bicentennial of the arrival of Chinese in Hawaii. Burnham's other stations are KHAU-TV Hilo and KAIH-TV Wailuku, both Hawaii, which are satellites of KHON-TV, and KBAK-TV Bakersfield, Calif.

**British cable-telco deal.** Jones Intercable has joined with San Francisco-based telco Pacific Telesis to acquire a majority interest in an East London cable and telephone company. Financial details of the deal were not disclosed, but the companies said they had agreed to take equal shares in the 150,000-home franchise covering London's Dockland zone, an eight-square-mile area under government-initiated business and residential development since 1982.

Jones and Pactel representatives said the companies were working with the UK Cable Authority to develop a company structure that would meet United Kingdom legal requirements, since regulations there prohibit controlling interests in cable being held by non-European Community companies.

Jones Intercable has held an approximately 3% interest for several months in the franchise operating company, East London Telecommunications. A Jones spokesman said it sought the partnership with Pactel (said to be the first between a U.S. cable operator and a regional holding company) because telcos represent "well-financed

potential partners outside the U.S."

The companies declined to release subscriber information for the year-old operation, but indicated the system was in its infancy and would require an extensive capital commitment. Final agreement on the deal is expected by year's end.

In related news, telco U.S. West, which last month announced its participation in the 500,000-home Birmingham, England, franchise, said last week it had reached agreement to buy up to 25% of a cable firm serving 70,000 homes and 10,000 businesses in part of London's business district and the London suburbs of Camden and Kings Cross. The Camden and Birmingham franchises allow for telecommunications as well as cable TV services.

U.S. West said it will initially invest up to \$500,000 in the Camden operation, which is currently running on a pilot basis. The telco also said, in a revision of earlier statements, that it would invest up to \$20 million over six years, not \$30 million, in the company whose subsidiary will run the Birmingham operation.

## Business

### Lorimar reports \$215 million quarterly loss

**Figure includes \$85 million from theatrical films, TV division shortfalls and accounting re-estimate in anticipation of Warner merger**

Lorimar-Telepictures (Lorimar) reported a net loss of \$215 million for the quarter ended September 30, reflecting continuing losses at the Culver City, Calif.-based program production and distribution company as well as accounting practices at Warner Communications, which has agreed to acquire Lorimar. The loss includes \$85 million that Warner estimates Lorimar will lose from its theatrical films, for which Warner is already the distributor.

In other news related to the planned merger of the two companies, the SEC approved Warner's revised registration statement for the merger last Wednesday (Nov. 2), and Lorimar scheduled its annual shareholder meeting for Dec. 8.

For the quarter ended September 30, Lorimar reported revenues of \$70.5 million, down 53% from the corresponding period in 1987. Operating costs and film amortization were up 27% to \$220.2 million. In the corresponding quarter in 1987, the company had net losses of \$56.3 million. Lorimar's \$85 million writedown on motion picture income in the current quarter covers 10 pictures that Warner agreed in June to distribute.

In addition to accounting re-estimates, Lorimar said its losses were due to "operating shortfalls in the television division, including those related to the writers' strike; losses associated with the restructuring and winding down of the home video and feature film divisions, [and] increased interest expense related to higher debt levels."

Warner executive vice president Geoff Holmes said that Warner also had some input on other writedowns that Lorimar said had affected quarterly earnings: the "revised

estimates of certain assets and liabilities, including those related to discontinued operations," according to Lorimar.

Warner's influence on Lorimar's earnings statement is due to the planned acquisition, which the revised agreement has made more

difficult for either party to cancel. Lorimar is "a division of Warner, in effect," said Lee Isgur, an analyst at PaineWebber.

"All we are doing is conforming their accounting policy to ours," Holmes said. Warner hopes to finish the process either

### Bottom Line

**'89 planning.** Advertising plans were being submitted last week for next year's network broadcast 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. 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 degree 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 cost-per-thousand's will decline.

□

**Going ahead.** As expected, revised definitive agreement for acquisition of Lorimar Telepictures by Warner Communications has been signed by both companies and approved by their boards. Transaction is subject to Lorimar shareholder approval and satisfaction of other conditions (BROADCASTING, Oct. 24).

□

**Telemundo signings.** Hispanic network Telemundo has picked up several new affiliates in past few weeks. Network said that it was financing construction of UHF affiliate in San Antonio and that it had option to purchase station. Following day, Telemundo announced affiliations, effective this month, of XHU-TV serving El Paso and XHRI-TV serving McAllen-Brownsville, Tex., market. Previously, Telemundo announced that it will switch Chicago affiliates in January, picking up WNSN-TV, UHF currently affiliated with other Hispanic network, Univision. On Oct. 19, network began supplying 15 hours a week to ABC affiliate KLDQ-TV Laredo, Tex. Station spokesperson said that KLDQ-TV would continue ABC affiliation while increasing hours carried of Telemundo.

□

**OK'd.** Stockholders of TVX Broadcast Group approved company's \$345 million recapitalization plan at annual meeting. TVX strategy is that plan, which also includes sale of six of company's stations, will establish it as stable, five-station group with four properties in top 10 markets.

prior to or simultaneously with the consummation of the merger, he said.

Warner has a reputation for having conservative accounting policies, while Lorimar's have been more optimistic regarding projected earnings from films. "Our accounting policy is more conservative than anyone else's in the business," Holmes said. "Regardless of where we are in a movie, if we smell a problem, we write the film down."

Lisbeth Barron, an analyst at McKinley Allsopp, pointed out that the writeoffs enabled Warner to protect its status on Wall Street. The investment community is valuing the stock on projections of 1989 earnings, she said. "Nobody is judging them on 1988. Why not take as much this year as you can write off?" Barron added that she thought Lorimar would continue to have more writeoffs.

Holmes said that Warner was not disclosing which particular movies were included in the \$85 million writedown, saying that participants in those movies might sue Warner on the grounds that the distributor was not supporting the projects.

Lorimar is supplying eight shows to the broadcast networks this fall and is distributing 13 shows in first-run syndication. □

## ANA worried over ad tax proposals

The Association of National Advertisers appointed a special Committee on Taxation of Advertising in response to attempts at both the federal and state level to raise revenue by taxing advertising expenditures. That announcement joined other governmental concerns at the recent ANA annual meeting in New York. The opening night reception was hosted by ABC, CBS, NBC as well as the ANA.

ANA President, DeWitt F. Helm Jr., called on the National Association of Attorneys General to revise proposed car rental industry guidelines, which he said contained "numerous unconstitutional restrictions on advertising." Helm said: "To adhere to the NAAG draft guidelines, a car rental company may have to provide a disclosure statement of over 30 words. This will make it virtually impossible to air 15-second radio advertisements and will drown out 30-second radio spots.... For television advertisements this disclosure, if presented orally, will take up an extremely large portion of 30-second advertisements, particularly in



Helm

## Fifth Estate Earnings Reports

Company	Period	Revenue (000)	% change	Earnings (000)	% change	EPS
C-COR Electronics	First	\$12,219	64%	\$1,066	275%	\$0.51
Centel Cable	Third	\$38,611	19%	\$2,334	NM	\$0.09
Dun & Bradstreet	Third	\$1,066,299	16%	\$134,800	17%	\$0.72
Home Shopping Network	Year	\$730,100	25%	\$18,000	-39%	\$0.21
King World	Year	\$279,803	16%	\$60,731	79%	\$2.28
Time Inc.	Third	\$1,133,000	5.5%	\$81,000	9.4	\$1.42
Viacom Inc.	Third	\$331,600	21%	\$29,797	-1%	(\$1.07)
Zenith Electronics	Third	\$681,600	15%	\$3,000	NM	\$0.11

**C-COR** said quarterly sales hit all-time high. ■ For third quarter of 1987, **Centel Cable** reported loss of \$662,000. ■ **Dun & Bradstreet** said that **Nielsen Media Research** reported "solid gains" in third-quarter revenue. ■ **Home Shopping Network** explained 39% drop in its earnings for fiscal year (ending Aug. 31) as result of previously disclosed telephone difficulties as well as increased depreciation and amortization costs associated with investment in telecommunications center and television station group. Before depreciation and amortization, HSN said that overall operating profit rose 7%, from \$87.5 million in fiscal 1987 to \$93.6 million in fiscal 1988. ■ **King World** said its return on sales, or net income margin, was record 22% for year. ■ **Time Inc.** third quarter earnings were buoyed by first time inclusion of dividend from company's investment in Turner Broadcasting System of \$12.5 million. Operating income from programming (which includes HBO) was up from \$34 million for third quarter 1987, to \$47 million third quarter 1988. Cable television operating income was down from \$40 million last year to \$30 million, due chiefly to \$19.9 million in relocation costs for ATC. ■ Earnings at **Viacom Inc.** were up 1% for third quarter as result of 123% increase in corporate overhead, which was led by non-cash charge of \$11.5 million relating to long-term deferred incentive compensation plan based on market value appreciation of Viacom common. Without that charge, Viacom's earnings from operations would have increased 37% to \$41.3 million. Earnings among Viacom's divisions were up 39% for cable television, 12% for broadcasting, 17% for networks and 48% for entertainment. Entertainment earnings rose as result of beginning of full billing for domestic syndication of *Cosby Show*. ■ Operating income for **Warner's** cable and broadcasting activities, through Warner Cable and minority-owned BHC Inc., was \$20.2 million for quarter, up 63% from same time period year before. ■ **Zenith** said that its consumer electronics revenue was up 13% over same quarter last year, to \$290 million. Company said that sales increased in all consumer segments, including cable TV decoders.

light of fade-in fade-out constraints. Shorter television advertisements will be virtually eliminated unless a visual crawl is shown throughout a major portion of the advertisement."

Gilbert H. Weil, ANA general counsel, said that government regulation of advertising may become an increasing concern. Weil said that regardless of which party wins this week's election, there will likely be a "revitalization" of the Federal Trade Commission. He noted that all of the FTC commissioners' terms expire before 1992.

At the state level, Weil discussed reasons for the attorneys general's current activities: "Some attorneys general would not mind becoming governors. Others face reelection or reappointment. And Saint George-ing against purported dragons in advertising can't hurt any of that." The ANA general

counsel also listed other government officials showing an interest in advertising "state, city and county district attorneys and special agencies such as for foods and drugs and other designated areas."

To combat what he said were encroachments, Weil suggested that advertisers may find defenses in both state constitutions and the U.S. Constitution. Other possible legal tactics he suggested included the idea the government restrictions might constitute a illegal "taking of property," or that threatening to bring action against advertisers without actually doing so might constitute violation of the Civil Rights Act.

Among those speaking at the annual meeting was Katharine Graham, chairwoman of the board of The Washington Post Co. She discussed the numerous challenges facing the media, and their responses.

Graham said that challenges include the growth of promotion and the "ease and multiplicity of choice." The latter, she said he "put individuals in charge" and insured that the audience for any one program or publication is "destined to be smaller in many cases. Audience loyalty has become a less dependable commodity," she added.

In response, the media are changing to meet the challenges. Saying that the media "must give advertisers more new product that you recognize to be worth a premium price," she added that "local television stations are creating more effective advertising opportunities by developing programs designed for special-interest audiences."



Graham



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## GTE countersues HSN

GTE has responded to the year-old, \$1.5 billion law suit Home Shopping Network filed against the telephone company, claiming in a court filing that HSN's suit is a "sham" and that HSN principals "have repeatedly made false public statements about defendants . . . as part of a scheme to mask HSN's poor market and financial performance and to conceal the true nature of HSN's problems."

GTE filed its counterclaim in Pinellas (Fla.) County circuit court without specifying monetary damages. HSN had claimed in a September 1987 law suit that telephone system problems it had with GTE cost HSN \$500 million in profits.

Last week, GTE said HSN's principals Roy Speer and Lowell Paxson "continue to blame the defendants for HSN's problems," while the problems, GTE states, are of HSN's own doing. "In reality," GTE said, "any injury to HSN was caused by HSN's mismanagement, inadequate planning, overexpansion into too many areas, inability to handle its unbridled growth, overburdening debt, management distraction, overpayment for assets including UHF stations, alienation of cable operators, competition, changes in the video retailing industry, customer dissatisfaction, low quality merchandise at prices which are not truly bargains, high merchandise return rates, consumer boredom, unwillingness to make capital investment to support long-term growth, understaffing, inadequate facilities, founders' inability to make the transition from entrepreneurs to managers of a large corporation, stock dilution, initial overpricing of its stock and consequent loss of credibility in the investment and financial communities."

GTE said that contrary to HSN's suit, its phone system helped the company's growth, rather than retarded it. HSN claimed that it lost hundreds of phone calls from potential buyers, but GTE said the problem stemmed, in part, from a lack of HSN telephone operators to handle the volume of calls. "HSN was aware that it lacked a sufficient number of operators to handle customer orders," GTE said.

The telephone company also took aim at statements made by Speer and Paxson. GTE said in its counterclaim that "in order to carry out the 'blame-GTE' campaign . . . HSN, along with Speer and Paxson, has made numerous oral and written public statements about GTE Florida and GTECC . . . [that] have been both false and defamatory and have caused injury to [GTE's] business reputation."

HSN's Nando DiLillo, executive vice president and general counsel, said the counterclaim was without merit and "can be intended only as a tactical maneuver."

He said "it is highly unusual for a defendant to sue a plaintiff for libel based on charges contained in a complaint. We will be delighted to have a jury decide the truth of our charges as soon as possible."

HSN expects the trial to take place next spring.

## Cablevision's own PPV

Earlier this year, Cablevision Systems's two-year-old pay-per-view service took another step forward when it secured transponder time on Satcom IV, transponder 7, and began satellite distribution of its in-house PPV service to its systems beyond the New York area, principally the newly acquired Adams-Russell properties in the Northeast.

And although the company does not report buy rates, or the progress towards profitability of the service, it is apparent from the expansion that Cablevision sees big things for PPV. And, as is the custom of Cablevision Chairman Charles Dolan, the MSO is doing the programming itself.

American Movie Classics, Bravo, Long Island News 12 and the five SportsChannel services are being joined by Dolan's PPV operation in the Cablevision programming stable.

Barry Mines, Cablevision's director of PPV, said the company has addressable converters in over 470,000 homes, among the MSO's 1.3 million subscribers, and continues to increase that total. At the moment, Cablevision's PPV service is a single-channel operation, but Mines said the company is looking towards adding a second channel. "We want to make it as valuable as possible" to our subscribers, he said. And as the company continues with expansion, and putting the service on the satellite, the question arises whether Cablevision would actively market the service to other MSO's. Mines said there are no plans for that for now, but he did not discount it in the future.

The product supply from Hollywood has been strong, said Mines, with all the major studios, except for Paramount, dealing with Cablevision. "I think we do quite well," Mines said. He said the splits with Hollywood "are nothing better or worse than anybody else."

The reason Cablevision has struck out on its own, Mines said, is because "we can control the service better." Programming can be scheduled more effectively for each individual system, Mines said. That gives the company greater flexibility in extending or reducing runs of particular movies, he added.

The typical retail price of a movie is \$4. There is a club fee that is in the \$5 range, depending on the system, where club members pay \$2 for movies, said Mines.

## Sports packaging

Tele-Communications Inc. has been moving to put together regional sports networks in several areas where it has significant cable holdings. The TCI-Utah Jazz joint venture in Salt Lake City, now only in operation during the basketball season, will expand to year-round next year, with at least one major event per week, including college sports.

In the Northwest, TCI and Viacom have signed Washington State University and are hopeful of getting a deal with baseball's Seattle Mariners for a sports network there. The Mariners would also figure in year-round programming on the Utah network, since the Rocky Mountain area has no professional baseball.

Talks continue among teams in San Francisco and three groups vying to put together a regional sports network, a team source said. They are area cable operators Heritage, Viacom and TCI; Home Sports Entertainment, and Prime Ticket. One team source hopes a deal can be made in the next few months.

WCCO-TV Minneapolis, which carries the Minnesota Twins on its own basic cable sports service (wcco11) during baseball season, plans to expand wcco11 to year-round coverage in the spring. Presently, wcco11 is an outlet for SportsChannel America's National Hockey League package. In the spring, the network will add Twins away games, with the home games appearing on a separate pay-per-view feed.

The station plans to uplink the sports service on Westar V, transponder 10, and will market it to cable systems in the upper Midwest, including Minnesota, South Dakota, Iowa and Wisconsin. A separate subsidiary, WCCO Cable, operates a cable interconnect in Minneapolis and Rochester, Minn. WCCO-TV also programs its own 24-hour cable weather service on its Minneapolis system.

## Sports showdown

One of the ongoing questions in Florida has been who will win the regional cable sports showdown there between Cablevision-owned SportsChannel Florida and MSO-backed Sunshine Network. The latter has a more than four-to-one advantage in distribution and both boast a wide range of collegiate and professional sports, but a side-by-side comparison in the same system, up to now, has been rare.

In one case, however, the early results suggest that subscribers want both. Colony Communications' Hialeah system (it is not a part of MSO-owned Sunshine) has been marketing both services since Sept. 1. On an a la carte basis, each service is priced at \$2.95, or \$3.95 for both.

Henry Martinex, the system's marketing manager, reports that 3,000 subscribers have signed for the sports services and 99% of those are taking both. "They want at least to have access to everything," Martinez said.

Elsewhere, Paragon Cable, one of the owners of Sunshine, has added SportsChannel to its Lakeland, Fla., system.

## Putting pressure on

The K-SAT Army is making good on its promise to turn up the heat on the cable industry. Following the defeat of home satellite legislation (S. 889) in the Senate last month (BROADCASTING, Oct. 17), the group which represents backyard dish dealers and owners, vowed to "take to the streets" to enlist cable subscribers in its fight against the industry. Among its activities, K-SAT is circulating a "Cable Subscriber Bill of Rights," petitions that urge the next Congress to revisit the 1984 Cable Act. The petitions also call for "lower rates, more service, greater city controls

## Campaign ads on cable

The Cabletelevision Advertising Bureau estimates that the two presidential campaigns have spent more than \$2 million for national cable advertising, the first time cable has appeared as more than a blip on the broadcasting advertising chart in a national campaign.

CAB estimates that Republican candidate George Bush spent \$1.3 million from Sept. 12 through Nov. 7, across 10 cable networks: WTBS(TV) Atlanta, CNN, ESPN, the USA Network, CBN, FNN, Lifetime, the Discovery Channel, Arts & Entertainment and The Nashville Network. (Additionally, the Friends of George Bush group, unaffiliated with the campaign, have aired what has become the infamous Willie Horton spot on several cable networks.) Democratic candidate Michael Dukakis has spent an estimated \$800,000, CAB said, during the same time period on four networks—CNN, ESPN, WTBS and USA.

The \$2.1 million of the overall estimated \$60 million the candidates have spent puts cable's slice in the 3% to 4% range for 1988. CAB said cable scored a statistical 0% in the 1984 campaign.

## Big game

Last week ESPN estimated that the premiere game of its 1988-89 NFL schedule, the Houston Oilers' lopsided 41-17 defeat of the defending Super Bowl champions, the Washington Redskins, surpassed the rating projection it made for the game. ESPN estimates the game scored a 10.8 rating and was seen in 5.5 million homes. ESPN sold the game using a 10.6 household rating. The final Nielsen rating number will be tabulated today (Nov. 7). Cable contributed 9.3 rating points to the total (4.62 million households) and other TV media (including broadcast television and DBS) made up the difference of 880,000 homes with a 1.5 rating. Broadcast exhibition of the game in Houston was handled by KTRK-TV. In Washington it was seen on WUSA-TV.

## Brenner for cities

Professor Daniel Brenner of UCLA Law School who served as legal assistant to then FCC Chairman Mark Fowler, has entered the debate over cable television's First Amendment rights, on the side of the cities. Exclusive cable television franchises do not generally violate the First Amendment, contrary to several federal court rulings in California, Brenner says in an article published in *Duke Law Journal*. Brenner says cable operators perform different roles—sometimes as speaker, sometimes as editor, sometimes as a "mere conduit for others"—and adds that those roles should be distinguished from one another. He argued that the rights of cable operators and programmers to speak are well protected and that would-be cable operators denied a cable franchise could express their views on leased and public access cable channels.

He criticizes decisions of the federal district court in California holding that

issuance of exclusive cable franchises violates a would-be competitor's First Amendment rights. "From either the speaker's or audience's view," Brenner said, "the loss in expression due to a single franchise rather than multiple franchises is slight." He says the decisions raise "phantom problems."

In a companion article published in *COMIENT Law Journal* at Hastings College of Law, Brenner criticized the Supreme Court's decision in *City of Los Angeles v. Preferred Communications Inc.* The court declined to resolve the constitutional issue, sending the case back to district court for a trial that would resolve the factual issues. Brenner said the decision offers "a confusing, costly and mostly useless direction for resolving cable's First Amendment status."

## Tea and tigers

Cable News Network will be distributed exclusively in Japan by Japan Cable Television over the country's "super bird" satellite beginning in June 1989. The 24-hour news channel has been distributed via the Intelsat Pacific ocean satellite, but JCTV will become sole supplier of the signal to Japan's more than 12 million cable homes and SMATV market. In addition, CNN has renewed an exclusive broadcasting contract with Asahi National Broadcasting of Japan, of which JCTV is an affiliate. The agreement, continuing a deal first signed in spring 1986, allows TVAsahi to excerpt the news service for its domestic news programs. CNN also has signed its first African subscriber, Zimbabwe Broadcasting Corp., which will use excerpts from the CNN news feed for its news broadcasts.

## Prime time benefit

Cablevision Systems Corp. went back on its recent decision to drop Madison Square Garden Network from its New York area cable systems for two hours on Saturday, Oct. 22. On that day, those systems (which serve 580,000 subscribers) carried the two-hour *March of Dimes Scholastic All-Stars '88* benefit in prime time.

The *March of Dimes Scholastic All-Stars '88* was a joint effort of the cable community, with Manhattan Cable, HBO and other area cable systems helping out with the telecast, hoping to raise \$75,000.

## Prime additions

FNN introduced the first program in its new prime time schedule last week, *FNN Business Tonight*, which debuted at 8 p.m., and will move to 9 p.m. on Nov. 28. *FNN Focus*, the service's business version of *Nightline*, will premiere Nov. 14 at 9 p.m., and move to 10 p.m. on Nov. 28. *FNN Money Talks*, hosted by WCBS-TV reporter Betsy Ashton, will premiere Nov. 28, and run at 8 and 11 p.m. The network's 48 new episodes of the half-hour *IRS Tax Beat*, hosted by Liz Trotta, debuts Nov. 14 at 2 p.m. *FNN Score*, which had been running in prime time weekdays, continues a Friday, Saturday and Sunday schedule.

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MORE SERVICE  
GREATER CITY CONTROLS  
NO COST EXTRA HOOK-UP

Sign the petition and



**"Take A Bite  
Out Of Cable"**

THEIR PRICES  
ARE A CRIME

and no-cost extra hook-up." Bumper stickers that say "Take a Bite Out of Cable: Their Prices Are a Crime" are being distributed along with brochures denouncing the industry.

And K-SAT is running ads in newspapers such as the San Jose, Calif., *Mercury News*. The ad appeared Oct. 28 adjacent to the paper's television listings page, and accuses cable of collecting "millions of dollars" from consumers to buy special interest legislation through its political contributions to lawmakers. It also says cable rates have increased 70% since deregulation. And it attacks California Senators Pete Wilson (R) and Alan Cranston (D) for voting "against consumer legislation to lower cable rates." K-SAT says the senators have received "millions of dollars" from cable companies. (The organization had previously pledged to unseat senators who voted against S. 889. Only Wilson is up for re-election this year.)

# Stock Index

Closing Closing  
Wed Wed  
Nov 2 Oct 26

Net Percent  
Change Change  
P/E  
Ratio (000,000)

Market  
Capitali-  
zation

## BROADCASTING

N (CCB) Capital Cities/ABC	366	361	1/4	4 3/4	01.31	22	5,921
N (CBS) CBS	175	174	3/4	1/4	00.14	9	4,135
A (CCU) Clear Channel	13 7/8	13 3/4	1/8	00.90	25	53	
A (HTG) Heritage Media	4 1/4	4 1/4		00.00	-5	47	
O (JCOR) Jacor Commun.	6 1/8	6 1/4	- 1/8	-02.00	-13	60	
O (LINB) LIN	58	56 1/2	- 1 1/2	02.65	37	2,996	
O (MALR) Malrite	10 1/8	10 1/4	- 1/8	-01.21	-22	137	
O (MALRA) Malrite 'A'	10	10 1/4	- 1/4	-02.43	-14	136	
O (OBCCC) Olympia Broad.	3 1/2	3 1/2		00.00		8	
O (OSBN) Osborn Commun.	7 3/8	7 1/2	- 1/8	-01.66	-6	37	
O (OOCAL) Outlet Commun.	23 3/4	23 3/4		00.00	-8	155	
A (PR) Price Commun.	6 7/8	7	- 1/8	-01.78	-5	66	
O (SAGB) Sage Broadcasting	4 1/4	4 1/2	- 1/4	-05.55	-6	16	
O (SCRIP) Scripps Howard	79 1/2	77	- 2 1/2	03.24	64	821	
O (SUNNC) SunGroup Inc.	2 1/4	1 7/8	- 3/8	20.00	-3	5	
O (TLMD) Telemundo	6 1/2	6 1/2		00.00	-1	49	
O (TVXGC) TVX Broadcast	1 3/4	1 3/4		00.00		10	
O (UTVI) United Television	27 3/4	28 1/4	- 1/2	-01.76	45	304	

## BROADCASTING WITH OTHER MAJOR INTERESTS

N (BLC) A.H. Belo	26 1/4	27	- 3/4	-02.77	10	277
O (ASTV) Amer. Comm. & TV	132	116	- 1/32	-50.00		2
N (AFL) American Family	13 3/4	14	- 1/4	-01.78	11	1,113
O (ACCMA) Assoc. Commun.	26 1/2	26	- 1/2	01.92		252
O (BMAC) BMA Corp.	28 1/2	29 1/2	- 1	-03.38	77	298
N (CCN) Chris-Craft	21 1/8	22 3/8	- 1 1/4	-05.58	46	460
N (DNB) Dun & Bradstreet	54 7/8	56	- 1 1/8	-02.00	21	8,341
O (DUCO) Durham Corp.	35 1/4	35 1/4		00.00	30	297
N (GCI) Gannett Co.	34 3/8	34 7/8	- 1/2	-01.43	17	5,565
N (GY) GenCorp	21 3/8	22 1/8	- 3/4	-03.38	2	678
O (GMXC) GMX Commun.	332	332		00.00	2	678
O (GACC) Great Amer. Comm.	9 1/2	9 3/8	1/8	01.33	9	250
N (JP) Jefferson-Pilot	34 3/8	34 1/4	1/8	00.36	14	1,357
N (KRI) Knight-Ridder	45 3/8	45 3/4	- 3/8	-00.81	17	2,580
N (LEE) Lee Enterprises	27 1/8	27 1/2	- 3/8	-01.36	19	673
N (LC) Liberty	39 7/8	39 7/8		00.00	15	369
N (MHP) McGraw-Hill	68 1/8	71 5/8	- 3 1/2	-04.88	20	3,285
A (MEGA) Media General	35 3/4	35 3/4		00.00	23	1,008
N (MDP) Meredith Corp.	31 7/8	32 3/4	- 7/8	-02.67	13	612
N (MCG) Mich. Energy	30 5/8	31 1/2	- 7/8	-02.77	20	82
O (MMEDC) Multimedia	71	71		00.00	68	781
A (NYTA) New York Times	28	27 1/4	3/4	02.75	14	2,295
N (NWS) News Corp. Ltd.	18	18 5/8	- 5/8	-03.35	9	4,796
O (PARC) Park Commun.	29	29		00.00	23	400
O (PLTZ) Pultz Publishing	26 3/4	27 1/4	- 1/2	-01.83	18	280
N (REL) Reliance Group Hold.	4 7/8	5	- 1/8	-02.50	5	365
O (RTSY) Reuters Ltd.	26 1/2	26 7/8	- 3/8	-01.39	18	22,002
T (SKHA) Selkirk	46 7/8	45 1/8	1 3/4	03.87	40	380
O (STAUF) Stauffer Commun.	138	138		00.00	46	138
N (TMC) Times Mirror	34 1/2	35 7/8	- 1 3/8	-03.83	16	4,464
O (TMCJ) TM Communications	38	38		00.00	1	2
N (TRB) Tribune	38 1/4	39 3/4	- 1 1/2	-03.77	21	2,918
A (TBSA) Turner Bcstg. 'A'	14 1/8	14 1/4	- 1/8	-00.87	-2	307
A (TBSB) Turner Bcstg. 'B'	14	14 1/4	- 1/4	-01.75	-2	304
A (WPOB) Washington Post	204	204 1/2	- 1/2	-00.24	14	2,620

## PROGRAMING

O (SP) Aaron Spelling Prod.	7	6 1/2	- 1/2	07.69	5	128
O (ALLT) All American TV	3	3 1/8	- 1/8	-04.00		3
O (BRRS) Barris Indus.	7 1/8	7 3/8	- 1/4	-03.38	-3	55
N (KO) Coca-Cola	43 7/8	43 3/4	1/8	00.28	18	16,471
A (CLR) Color Systems	2	2 1/4	- 1/4	-11.11	-1	10
N (KPE) Columbia Plc. Ent.	11 5/8	11	5/8	05.68	166	1,275
O (CAVN) CVN Cos.	14 1/4	12 3/8	1 7/8	15.15	11	247
A (DEG) De Laurentis Ent.	11/16	13/16	- 1/8	-15.38		7
O (dpci) dick clark prod.	4 1/8	4	1/8	03.12	10	34
N (DIS) Disney	64 7/8	67 1/2	- 2 5/8	-03.88	19	8,600
N (DJ) Dow Jones & Co.	33 3/4	34 1/4	- 1/2	-01.45	16	3,250
O (EM) Entertainment Mktg.	2 7/8	3 1/8	- 1/4	-08.00	9	35
O (FNNI) Financial Nwts	6 1/4	6 1/2	- 1/4	-03.84	28	75
A (FE) Fries Entertain.	1 7/8	1 7/8		00.00	8	9
N (GW) Gulf + Western	40 5/8	40 3/8	1/4	00.61	7	2,441
A (HHH) Heritage Entertain.	2	2		00.00	2	9
A (HSN) Home Shopping Net.	4 1/2	4 5/8	- 1/8	-02.70	20	392
N (KWP) King World	26	25 3/4	1/4	00.97	16	749
O (LAUR) Laurel Entertain.	2 5/8	2 1/2	1/8	05.00	5	6
A (LT) Lorimar-Telepictures	11 1/8	11 1/2	- 3/8	-03.26	-3	515
N (MCA) MCA	48 3/8	48 1/2	- 1/8	-00.25	26	3,517
N (MGM) MGM UA Commun.	11 1/8	11 1/4	- 1/8	-01.11	-6	557
A (NHI) Nelson Holdings	3/16	1/4	- 1/16	-25.00	-1	5
A (NWE) New World Enter.	2 3/4	3	- 1/4	-08.33	7	29

Closing Closing  
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Nov 2 Oct 26

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Change Change  
P/E  
Ratio (000,000)

Market  
Capitali-  
zation

## PROGRAMING

O (NNET) Nostalgia Network	3/4	7/8	- 1/8	-14.28	-1	4
N (OPC) Orion Pictures	14 5/8	14 7/8	- 1/4	-01.68	13	252
O (MOVE) Peregrine Entertain.	1 5/8	1 3/4	- 1/8	-07.14	-54	3
N (PLA) Playboy Ent.	14 1/8	13 7/8	1/4	01.80	15	132
O (QNTX) Quintex	3 5/8	3 5/8		00.00	-8	25
O (QVCN) QVC Network	9 1/8	8 5/8	1/2	05.79	-19	92
O (RVCC) Reeves Commun.	5 1/8	6 1/8	- 1	-16.32	25	65
O (RPICA) Republic Pic. 'A'	7 7/8	8	- 1/8	-01.56	87	33
O (RPICB) Republic Pic. 'B'	7 1/2	7 1/2		00.00	53	5
O (SMNI) Sat. Music Net.	3 7/8	3 7/8		00.00	-96	34
N (WCI) Warner	35 1/4	36 1/2	- 1 1/4	-03.42	18	4,446
O (WONE) Westwood One	10	11 3/8	- 1 3/8	-12.08	13	144

## SERVICE

O (AMEA) A.M.E. Inc.	8 1/8	8 5/8	- 1/2	-05.79	8	40
O (AGRP) Andrews Group	4 5/8	4 3/4	- 1/8	-02.63	-1	30
O (BSIM) Burnup & Sims	18 1/2	17 1/4	1 1/4	07.24	40	295
N (CQ) Comsat	26 7/8	27 1/2	- 5/8	-02.27	-10	492
N (FCB) Foote Cone & B.	24 7/8	25	- 1/8	-00.50	12	207
O (GREY) Grey Advertising	118	118 1/2	- 1/2	-00.42	15	143
O (IDBX) IDB Communications	8 7/8	8 5/8	1/4	02.89	35	36
N (IPG) Interpublic Group	34 5/8	35 1/2	- 7/8	-02.46	15	777
O (OGIL) Ogilvy Group	27	27		00.00	13	384
O (OMCM) Omnicom Group	20	21	- 1	-04.76	14	491
N (SAA) Saatchi & Saatchi	19	19 1/2	- 1/2	-02.56	8	2,768
O (TLMT) Telemation	1 5/8	1 5/8		00.00	6	7
A (TPO) TEMPO Enterprises	8 7/8	9	- 1/8	-01.38	29	51
A (UNV) Unitel Video	12	11 1/2	1/2	04.34	17	26

## CABLE

A (ATN) Acton Corp.	12 3/4	13 1/4	- 1/2	-03.77	2	15
O (ATCMA) Amer. TV & Comm.	28 3/8	29 3/8	- 1	-03.40	63	3,086
O (CTEX) C Tec Corp.	48 3/4	49	- 1/4	-00.51	21	268
A (CVC) Cablevision Sys. 'A'	32	32 3/8	- 3/8	-01.15	-11	672
O (CNCA) Centel Cable	23 1/2	24	- 1/2	-02.08	75	587
N (CNT) Centel Corp.	45 1/8	45 1/8		00.00	12	1,962
O (CMCSA) Comcast	15 3/8	15 3/4	- 3/8	-02.38	-69	667
A (FAL) Falcon Cable Systems	20 1/8	20 1/8		00.00	-62	128
O (JOIN) Jones Intercable	12 1/4	12 1/4		00.00	38	156
T (MHRQ) Maclean Hunter 'X'	13 7/8	13 1/4	5/8	04.71	38	1,022
T (RCI.A) Rogers Commun. 'A'	64 1/2	64 1/2		00.00	-99	797
T (RCI.B) Rogers Commun. 'B'	54 1/4	58 3/8	- 4 1/8	-07.06	-83	671
O (TCAT) TCA Cable TV	32 3/4	32 5/8	1/8	00.38	64	395
O (TCOMA) Tele-Commun.	25 3/4	25 3/8	3/8	01.47	51	3,897
N (TL) Time Inc.	111 3/8	117 3/8	- 6	-05.11	26	6,509
O (UACI) United Art. Commun.	25 1/2	26 1/4	- 3/4	-02.85	212	1,047
N (UCT) United Cable TV	32 5/8	33 3/8	- 3/4	-02.24	-171	1,216
N (VIA) Viacom	27 7/8	28 3/8	- 1/2	-01.76	-3	1,487
N (WU) Western Union	1 7/8	2	- 1/8	-06.25		59
O (WSMCA) WestMarc	18 1/2	19	- 1/2	-02.63	23	265

## ELECTRONICS MANUFACTURING

N (MMM) 3M	60 1/2	62 5/8	- 2 1/8	-03.39	15	13,762
N (ARV) Arvin Industries	19	19		00.00	7	361
O (CCBL) C-Cor Electronics	14 1/2	14 5/8	- 1/8	-00.85	24	29
O (CATV) Cable TV Indus.	4 3/4	5	- 1/4	-05.00	-31	14
N (CHY) Chyron	4 1/4	4 1/2	- 1/4	-05.55	15	43
A (CXC) CMX Corp.	3/4	11/16	1/16	09.09	8	6
A (COH) Cohu	10 1/2	10 3/8	1/8	01.20	10	19
N (EK) Eastman Kodak	46 1/8	48 5/8	- 2 1/2	-05.14	13	15,632
N (GRL) Gen. Instrument	23 1/4	23 1/4		00.00	-16	777
N (GE) General Electric	44 5/8	44 5/8		00.00	19	40,847
O (GETE) Geotel Inc.	5/8	11/16	- 1/16	-09.09	-2	2
N (HRS) Harris Corp.	27 3/4	27 3/8	3/8	01.36	12	1,135
O (ITEL) Itel Corp.	18 5/8	18 1/2	1/8	00.67	43	494
N (MAI) M/A Com. Inc.	9 5/8	9 7/8	- 1/4	-02.53	-6	260
N (IV) Mark IV Indus.	10 3/8	10 5/8	- 1/4	-02.35	6	112
O (MCDY) Microdyne	3 3/8	3 3/8		00.00	-2	14
O (MCOM) Midwest Commun.	4 5/8	4 1/2	1/8	02.77	11	13
N (MOT) Motorola	38 1/4	39 1/2	- 1 1/4	-03.16	16	4,945
N (OAK) Oak Industries	1	1		00.00	10	75
A (PPI) Pico Products	2 7/8	2 3/4	1/8	04.54	-57	10
N (SFA) Sci-Atlanta	12 1/4	12 3/4	- 1/2	-03.92	10	287
N (SNE) Sony Corp.	47 1/4	47 3/8	- 1/8	-00.26	77	10,925
N (TEK) Tektronix	21 3/4	21 1/8	5/8	02.95	725	603
O (TLCR) Telectrafter	5 1/8	5	1/8	02.50	23	8
N (VAR) Varian Assoc.	29 5/8	30 1/8	- 1/2	-01.65	-155	647
N (WX) Westinghouse	52 3/4	53 3/4	- 1	-01.86	10	7,572
N (ZE) Zenith	19 1/8	20 1/8	- 1	-04.96	-24	495
Standard & Poor's 400	321.25	324.22	-	2.87	-	00.89

T-Toronto, A-American, N-NYSE, O-OTC. Bid prices and common A stock used unless otherwise noted. P/E ratios are based on earnings per share for the previous 12 months as published by

Standard & Poor's or as obtained by Broadcasting's own research.

## FCC revokes licenses of Georgia AM-FM

**Review Board says Silver Star abused commission's distress sale policy with WMJM(AM)-WFAV(FM)**

To the FCC's Review Board, the \$20,000 fine levied by an administrative law judge was not sufficient. Silver Star Communications-Albany Inc. had taken advantage of the commission's distress sale policy to acquire four radio stations in Georgia, at least two of which it had no intention of retaining, and then transferred de facto control of the two, without commission approval, to an individual Silver Star knew to have "questionable FCC credentials." The Review Board ordered the revocation of the licenses of the two stations, WMJM(AM)-WFAV(FM) Cordele, Ga.

The board left little doubt as to its sense of outrage. In an order written by board member Norman Blumenthal, it said it found that Silver Star's "willful violation" of the statute requiring commission approval of transfers of control "is compounded by conduct fully as egregious as misrepresentation or lack of candor, and equally as telling as to its trustworthiness; to wit a callous disregard of the 'distress sale' process, the *singular* goal of which is to promote diversity of control of broadcast stations in the hope of increasing content diversity."

The two stations directly involved in the case were among four—owned by James S. Rivers and members of his family—whose license renewal applications had been designated for hearing in 1983. The issues involved alleged misrepresentations, and Rivers decided to deal with the problem by selling the stations—WTJH(AM) East Point and WJIZ(FM) Albany, both Georgia, as well as the two in Cordele—under the commission's policy of permitting owners facing loss of license to sell the properties to racial minority-owned buyers at 75% of the stations' appraised market value.

According to the background of the proceeding as detailed in the order, Rivers found a buyer in Dr. John Robert E. Lee, who "was no stranger to the commission's 'distress sale' policy, having been the beneficiary of that policy" in the purchase of television stations in Abilene and Lubbock, both Texas. He has since sold those stations. But he was not interested in owning all four of the stations; according to the order, he wanted to keep only WJIZ(FM) for Silver Star. He would divest the others as soon as possible.

That fitted in with Rivers's plans. He wanted his son Ronald, a minority shareholder in the Cordele stations, and Sara Howell, a Rivers employe, to acquire them. And when Lee's plan to dispose of the Cordele stations virtually on his purchase of them appeared to have been frustrated by a change in the commission's distress sale policy—it required those obtaining stations under the policy to operate them for a minimum of one year—he simply never took control of the properties; he left them in the hands of the younger Rivers, who, the order noted, had managed them at the time of the "misconduct that provoked the 'distress sale.'"

The ALJ found that Silver Star willfully and repeatedly violated the law prohibiting the transfer of broadcast properties without commission approval and abused the distress sale policy by transferring de facto control of the Cordele stations. The punishment was to be a \$20,000 fine. The ALJ found some abuse of process in Silver Star's responses to discovery inquiries, but found in the licensee's favor on all other hearing issues and concluded that Silver Star remained basically qualified to be a licensee and that its Cordele licenses should not be revoked.

The Review Board saw things through a darker glass. "In acquiring at least two sta-

tions it did not wish to own or operate through the extraordinary 'distress sale' process, and in defying a policy change requiring it to maintain those stations for at least one year by abdicating control...to an individual Silver Star knew to have questionable FCC credentials," the order said. "this licensee has answered the operative question as to its trustworthiness. As Silver Star did not trust *itself* to operate the pair of radio stations, it can scarcely anticipate superior trust from the FCC." The Review Board concluded with the observation that the full commission can alter its policies "in the adjudicatory context," and thereby impose a lesser sanction. But it said it must apply precedent and, therefore, ordered revocation of the licenses.

Silver Star's attorney, William Nunnery, said the case will be appealed. □

## Appeals court tells FCC to justify its 315 ruling in King case

**Commission justification for its decision that back-to-back political speeches would not be exempt from equal opportunities law fails to convince court**

The 1988 presidential campaign may now be over, but a three-member panel of the U.S. Court of Appeals in Washington last week issued an opinion that could enable broadcasters in future elections to increase their coverage of the campaigns. The possibility of increased coverage, however, would depend on how the FCC deals with what the court says is an ambiguity in the language and legislative history of the liberalizing amendments to the equal opportunities law—Section 315 of the Communications Act—that Congress adopted in 1959.

The possibility is that broadcasters, including the networks, could air back-to-back appearances by major party candidates without incurring equal-opportunity obligations to minor party candidates. The two-part test would be whether the program is newsworthy and whether the broadcaster is acting in good faith.

King Broadcasting Co. petitioned the commission in February 1987 for a declaratory ruling that two proposed program formats for coverage of the major party candidates in the 1988 presidential and vice

**Changing focus.** Association of Independent Television Stations has written Representative Norman Lent (R-N.Y.), cosponsor of bill designed to bring VHF television to Long Island, expressing concern that bill "will divert attention from the very real service UHF broadcasters bring to American people." INTV said UHF WLIG(TV) Long Island has been serving area since 1985, but has not been carried by island's cable operator, Cablevision Systems. INTV points out that Cablevision owns news service, Long Island News 12, which competes with WLIG(TV). "While we appreciate your desire to bring VHF television service to Long Island, we believe the top priority ought to go towards assuring that WLIG is available to all Long Island residents," INTV said.

Lent responded to INTV, writing that "a single UHF TV station is not sufficient to serve the more than 2,600,000 people that live on Long Island, or other areas of similar size in the U.S." Lent said he based that partly on the fact that VHF stations "produce signals that can be received at greater distances than comparable UHF signals." Although he said he sympathized with INTV's must-carry concerns, he pointed out that WLIG(TV) is considered a distant signal for portions of the island. "The first priority," Lent wrote, "in underserved areas like Long Island should be to obtain for its residents additional primary service from at least one VHF TV station."

presidential elections would be exempt under the 1959 amendment applying to "on-the-spot coverage of bona fide news events." The commission, in affirming a staff ruling, said the proposed programs were not exempt, either under that provision or another applying to "bona fide news interviews." The appeals court panel, however, remained to be convinced that the ruling was consistent with an earlier one by the commission exempting political debates from the equal-opportunities law.

Viewers will have an opportunity to see the 1988 presidential candidates tonight (Monday) in the kind of back-to-back appearances contemplated by King. But Governor Michael Dukakis, who will be seen on all three networks for 30 minutes beginning at 8 p.m. NYT, and Vice President George Bush, whose half hour on the three networks begins at 8:30 p.m. NYT, are paying for the time.

One of the formats included in King's plan calls for taping 30-minute statements by each candidate, which would be broadcast back to back. There would be two such programs, one at the beginning of the campaign, the other at the end. And at a point in mid-campaign, there would be "an in-depth, in-studio separate interview with the two candidates of probably 45-minute duration (90 minutes for both)." It would also be presented back-to-back and would be moderated by "a journalist interviewer."

King had relied on the commission's *Aspen Institute* ruling in 1975 that Congress's objectives to treat all candidates equally and to insure maximum coverage of news events required the exemption of debates sponsored by nonbroadcast entities such as the

League of Women Voters. In 1983, the commission extended the exemption rulemaking to cover debates sponsored by broadcasters as well.

But the commission rejected the contention that King's proposed format was enough like a debate to be exempt under the "on-the-spot-coverage" exemption. It said "intrinsic to debates and press conferences is the presence of the press and/or the other candidates to question and challenge the candidate and to provide a degree of spontaneity to the event." And as for the 90-minute interview show, the commission said the "bona fide news interview" exemption would not apply since Congress intended to limit it to "regularly scheduled" interview programs.

The panel, however, in remanding the case to the commission, was not satisfied. It said the legislative history does not offer a clear determination as to whether King's proposed series of programs falls under the exemption for "on-the-spot coverage of bona fide news events." It said the proposal is neither clearly "advertising" nor "stump speeches," as the commission suggested. And Congress, the panel added, "did not specifically preclude this hybrid format." Furthermore, it said that while Congress clearly wanted to "ensure that bona fide news events could be covered without triggering equal time requirements, it is not clear how far Congress wanted to go in balancing the philosophy of equal time and a station's need and right to cover news." Accordingly, it said, the commission "must fill the gap left by statute."

And even if the commission "purported to fill the gap in addressing the statute's ambi-

guity," the panel added, a remand is still required because the commission's interpretation of the statute is inconsistent with its analysis in similar situations in the past "without any acknowledgement of the fact, or cogent explanation as to why." The panel noted that in *Aspen* the commission held that a debate was exempt if it met the two-part test: whether the program was genuinely newsworthy and whether the broadcaster had demonstrated good faith judgment regarding the program's newsworthiness. In dealing with the King request for a declaratory ruling, the panel said the commission failed to address those questions.

The panel acknowledged the commission's "aversion to allowing" that exemption "to become 'a catchall for programing not otherwise exempt' to circumvent the statutory equal time mandate." Indeed, the panel noted that the court had affirmed the commission's ruling in *Aspen* that a program can be exempt under the on-the-spot coverage exemption even if it does not satisfy the requirements for a bona fide news interview exemption. And commission lawyers last week said that if only the two-question test were applied, "nothing," as one put it, "would be left of Section 315." He also said another petition considered by a different panel could lead to a different result.

Still, the panel said, the concern about the creation of a "catchall" amendment "cannot suspend the commission's duty to engage in reasoned decision making and applying agency precedent that appears to be on point."

The opinion was written by Judge Harry Edwards and was joined in by Chief Judge Patricia Wald and Judge James L. Buckley. □

## Building a better libel law

### Annenberg Program draws up model legislation designed to aid both plaintiff and defendant and speed up entire process

A growing sense of dissatisfaction with the present state of libel law—from the point of view of those who might sue, as well as of those concerned about the effect of such suits on the media—has led to the drafting of a model libel law by an 11-member study group drawn from those representing the media and its critics. Its aim would be to focus the energies of plaintiff and defendant alike on the effort to set the public record straight, and promptly. Plaintiffs would have to give up the possibility of collecting damages, thus freeing the media of the chilling effect of the threat of multimillion-dollar damage suits. For their part, defendants would no longer have the protection provided by the *Times v. Sullivan* decision that has sharply limited the ability of plaintiffs to prevail in court.

The report was a project of the Annenberg Washington Program, and was released by project director Rodney A. Smolla, a professor at the College of William and Mary's Marshall-Wythe Law School, in a press conference at the program's Washington offices. Newton N. Minow, the former FCC chairman who is director of the Annenberg Wash-

ington Program, and who conceived the Libel Reform Project, said in a statement that the study group is saying, in effect, that "after all the multimillion-dollar damages suits with complex verdicts and muddled messages, the really important purpose of libel law is to make sure, when someone says they've been libeled, that the public gets a timely judicial determination of the truth."

Libel law is complicated by the presence of both state and federal precedents and the tension between the rights of the individual and the First Amendment rights of the media. The Supreme Court's *Times v. Sullivan* decision, intended to protect the media's right to engage in "robust" debate, has, in the opinion of some lawyers, served to complicate the law further. For instance, it has led to greater efforts by plaintiffs, through the discovery process, to discern the thought processes of the defendants. And discovery adds to the costs of already expensive litigation.

Anthony Lewis, columnist for the *New York Times* and one of the members of the panel that drafted the model law, said it would appeal to large media companies, as well as small, because of the huge costs now involved in litigating libel suits. CBS is said to have spent \$9 million in defending itself in the suit brought against it by General

William Westmoreland. And Bruce Fein, the former FCC general counsel who is now a legal consultant and a frequent critic of the press, said the model law would lead media lawyers to "encourage more aggressive reporting than they are today," when the costs of defending libel suits are so large. Fein was also a member of the panel that drafted the model law.

The key element of the model law would be an optional declaratory judgment procedure, or a "no-fault" trial. The only issue would be the truth or falsity of the defamatory statement, not the issues of recklessness, negligence or malice, as is now the case. Either side may request a declaratory judgment. But under the model law, the only money paid by the loser is the winner's attorneys' fees.

The authors of the model law see the plaintiff benefiting by forcing the defendant to give up the fault standards that now make it very difficult for libel plaintiffs to win a suit for damages. And statistics, the authors add, show that even under the present system winning money damages is "largely a false hope." As for the defendant, it loses the protection of First Amendment fault standards that apply in a suit for damages, but, the authors believe, most defendants would exercise the option of a declaratory judgment to avoid exposure to large damage

**Libel in the high court.** The Supreme Court has agreed to review a libel case in which the question at issue is the standards appellate courts should use in considering libel verdicts on appeal. Harte-Hanks Communications is appealing a decision of the Sixth U.S. Court of Appeals affirming a \$200,000-judgment—\$5,000 in compensatory damages and \$195,000 in punitive damages—against its newspaper, the *Journal News* of Hamilton, Ohio. The case requires the high court to clarify a 1984 decision directing appeals courts to review independently the findings of juries favoring public officials in libel cases. The court said then that appeals courts have an obligation under the First Amendment to insure that a judgment favoring the officials does not violate the guarantee of free expression.

In the Harte-Hanks appeal, the court will decide whether an appeals court must review every factual issue in a libel case, or whether it should simply review a jury's decision that the media defendant acted with reckless disregard for the truth or falsity of a news report, the standard the court has established for determining media liability in cases involving public figures. In seeking review by the high court, Harte-Hanks lawyers said the appeals court had mistakenly confined its review to the jury's verdict and did not look into the evidence before the jurors. The suit was brought by the loser in a contest for Hamilton municipal court judgeship.

awards.

The authors also see benefits to both sides in that declaratory judgment trials are normally less expensive than damages trials and usually must begin within 120 days after the suit is filed.

But the model law would provide for resolution of a dispute over a claimed defamation without recourse even to a no-fault trial. A plaintiff would be required within 30 days of the alleged defamation to first seek a retraction or an opportunity for reply before filing suit. If the defendant grants the request, either by retracting the statement or publishing a reply, within 30 days, the matter is closed.

Conceivably, a libel dispute could reach what the analysis calls "Stage III"—a suit for damages—though only if neither side chooses the declaratory judgment option. Such suits would resemble current libel actions. But "the most significant reform in Stage III," the authors say, "is that a successful plaintiff will be awarded only actual damages." "Presumed damages"—those awarded without any proof of actual injury—would be eliminated. So would "punitive damages," which are designed to punish and deter the defendant rather than compensate the plaintiff.

**Cities versus cable.** Thomas Volgy, mayor of Tucson, Ariz., and chairman of the transportation and communications committee of the National League of Cities, has turned up the heat under the growing controversy between the NLC and the National Cable Television Association over legislation to immunize cities against damages stemming from their regulation of cable (BROADCASTING, Oct. 24 and 31). In a letter to NCTA President Jim Mooney, dated Oct. 21, to "set the record straight," Volgy answered Mooney's charges that NLC was demanding "extremely overbroad" immunity. Volgy said the only proposal he has seen from NCTA is too narrow and, thus, unacceptable. "In fact, the only real beneficiaries of that approach would have been incumbent cable operators and cities facing lawsuits from potential overbuilders," he said. "It would not have protected cities from renewal related decisions or for the establishment of franchise requirements and, in NLC's view, could have given rise to the negative implication that Congress intended cities to be momentarily liable for all actions which fell outside the narrowly defined set of protected activities."

Volgy also said the committee voted to support telephone entry into the cable business under certain conditions, rather than accept NCTA's offer of support for immunity legislation in exchange for the NLC's opposition to telco entry.

Responding to Volgy's letter, an NCTA spokesman said the mayor is being "publicly disingenuous," by saying he wants narrow immunity in public, but demanding immunity against suits stemming from any regulatory activity in private. If the language NLC is demanding were put in law, he said, cities would be free to violate any provision of the Cable Communications Policy Act without fear of financial damages. As for the claim that NCTA made support for immunity legislation contingent on opposition to telco entry, the spokesman said, "there was expressly not a quid pro quo."

The model act contains a number of other important features. The distinction between media and nonmedia defendants would be eliminated. The act attempts to draw a clearer line between fact and opinion, in an effort to prevent plaintiffs from suing because they object to opinion, including hyperbole and ridicule. Editorials, letters to the editor, editorial cartoons and the like would be presumed to be opinion. The act also attempts to prevent lawyers from using "alternative causes of action"—such as suits for infliction of emotional distress and invasion of privacy—to escape its coverage. And "neutral reportage" would be accorded broad privilege: A court would not be empowered to hear a suit against a defendant who merely quoted the defamatory statement of others, provided the statements involve matters of public concern and are quoted accurately and the source of the statement is identified.

The Annenberg Washington Program has sent copies of the model law to state legislatures and members of Congress in hopes of initiating a debate. It also plans a "follow-up roundtable forum," to which both supporters and critics of the proposal will be invited. It is scheduled for next Feb. 13 in the Program's Washington offices.

Besides Smolla, Lewis and Fein, the

# SOLD!

MHF Media, Inc., Darryl L. Mobley, President has acquired KWZD-FM, Abilene, Texas for \$1,300,000 from B&D Communications, Robert H. Holladay, President.

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members of the libel project were Richard Schmidt Jr., a partner in the Washington law firm of Cohn & Marks and general counsel for the American Society of Newspaper Editors; Herbert Schertz, president of the Schertz Co., a public affairs counseling company; Sandra S. Baron, managing general attorney in NBC's law department; Lois

G. Forer, a retired state court judge in Pennsylvania who has written extensively on libel and the First Amendment; Samuel J. Klein, a partner in the Philadelphia law firm of Kohn, Savett, Klein & Graf; Roslyn A. Mazer, a partner in the Washington law firm of Dickstein, Shapiro & Morin, who has represented defendants in a number of

prominent libel cases; Chad E. Milton, vice president and assistant general counsel for Media/Professional Inc., the nation's largest underwriter of media insurance, and Chad S. Murry, an attorney with the U.S. Department of Justice's Civil Rights Division, who participated in the project as a private citizen. □

## Changing Hands

### Warner Cable to buy Brookfield, Wis., cable system

**In two-part deal, MSO will buy system from TeleNational, physical plant from Wisconsin Bell**

Warner Cable has entered into an agreement to buy the cable system in Brookfield, Wis., composed of the system, owned by TeleNational Communications, and the physical plant, built, owned and maintained by Wisconsin Bell. There was no price disclosed for what amounts to two separate deals in one.

The system was one of the earliest of a

string of systems built by telephone companies for cable companies in the mid-1980's. Other examples include Pacific Bell in Palo Alto, Calif., where Heritage manages the system, and Washington, where C&P Telephone is building the system for District Cablevision.

Warner owns the cable franchise in Milwaukee, and Brookfield is a suburb of the city, although not directly contiguous. The deal is awaiting FCC approval before closing.

Wisconsin Bell reportedly spent an estimated \$5.8 million in constructing the system and received an estimated \$2 million annually in revenue from the system, said Cox Cable President James Robbins at a telco-cable seminar two weeks ago. According to TeleNational, Wisconsin Bell installed 215 miles of plant in Brookfield.

A telephone company spokesman said that after Warner and TeleNational had agreed to the system sale, Warner's negotiations with Wisconsin Bell followed suit. The spokesman said the company viewed Brookfield as a learning experience, but said its future cable involvement, if given the green light, would more likely be in owning and operating systems.

Christopher Garvan, general manager of the system, said Wisconsin Bell and TeleNational "worked fairly well together," but he said "it was not the way to run a system." Garvan said that relying on another company for maintenance and repair was frustrating at times. The physical plant that Wisconsin Bell installed required specific converters, which are no longer on the market and which have caused numerous problems, he said.

Originally, TeleNational took over the franchise from RVS Cablevision, who had encountered problems with the city for not building out the entire system. Wisconsin Bell built a Tracs system, said Garvan, which required Texscan Tracs converters. The trouble, said Garvan, was that they broke down and parts were not available to fix them. That has helped retard penetration, which stands at 4,000 subscribers among 10,500 homes passed. Garvan recently bought hundreds of remote control units and converters from the Jones system in Tampa, Fla., just to tide Brookfield over until Warner decides what direction it wants to take.

Warner plans to make the Brookfield system technically and operationally compatible with its Milwaukee system, which means replacing the Texscan converters with one-way addressable converters. Warner also said it plans to look at modifying or replacing parts of the physical plant. It told the city council it envisioned installing 100 miles of distribution cable. Warner plans to add three PPV services and up to eight basic channels to Brookfield's 42 channels, to make it compatible with Milwaukee.

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**KOVR-TV Stockton, Calif.** □ Sold by Narragansett Television Company of California Inc. to AnchorMedia Corp. for \$162 million (See box, page 57).

**KIQQ(FM) Los Angeles** □ Sold by Outlet Communications Inc. to Westwood One for \$56 million. **Seller** is Providence, R.I.-based group headed by Bruce Sundlun and David Henderson. It purchased KIQQ in 1978 from Cosmic Communications for \$4.5 million ("Changing Hands," Jan. 9, 1978). It also owns WTOP(AM).



## Sacramento's ch. 13 goes for \$162 million

AnchorMedia Corp. of St. Petersburg, Fla., has agreed to purchase ABC affiliate KOVR-TV Sacramento from Narragansett Television for \$162 million and an undisclosed working capital adjustment ("Closed Circuit," Oct. 17). Narragansett had purchased the 20th market station in 1986 for \$104 million.

The selling price was substantially below Narragansett's original asking price of \$200 million-\$220 million, according to industry sources. With an estimated 1988 cash flow of \$11.5 million-\$13 million (including additional ad dollars generated by this year's political campaigns and the winter Olympics), KOVR-TV sold for a multiple of 12.5-to-14.

AnchorMedia Corp. is headed by Alan Henry, president and chief executive officer. Henry reportedly missed a chance to purchase the station two years ago for just \$90 million, according to an informed source. Henry acknowledged having an interest in the station at the time, but added: "We were outbid."

AnchorMedia plans to build new facilities for the station.

The Robert M. Bass Group Inc. is the largest investor in AnchorMedia, but Henry declined to disclose the exact percentage. AnchorMedia owns WSYX(TV) Columbus, Ohio; WLOS(TV) Asheville, N.C.; KLDD(AM)-KZEW(FM) Dallas; KYRK-AM-FM Las Vegas, and KZSS(AM)-KZRR(FM) Albuquerque, N.M.

Narragansett Television Co. of California Inc. is an affiliate of Narragansett Capital Inc., a privately held company based in Providence, R.I. It is headed by Gregory Barber and Jonathan Nelson, managing directors. Narragansett owns KHTT(AM)-KSJO(FM) San Jose, Calif.; WYNK-AM-FM Baton Rouge, La.; KEZO-AM-FM Omaha, Neb., and KAYI(FM) Muskogee, Okla. It also has interest in cable television systems serving approximately 400,000 subscribers.

KOVR-TV is on ch. 13 with 316 kw visual, 47.4 kw aural and antenna 2,000 feet above average terrain.

WASH(FM) Washington; WCMH-TV Columbus, Ohio; WJAR(TV) Providence, R.I., and WIOQ(FM) Philadelphia. WIOQ is being sold, subject to FCC approval, to Professional Broadcasters Inc. (see "Changing Hands," Oct. 17). **Buyer** is publicly held, Culver City, Calif.-based network radio group headed by Norm Pattiz, chairman. Earlier this year, it purchased WYNY-FM New York ("Changing Hands," April 25), and acquired 50% interest in WNEW(AM) New York ("Changing Hands," July 11). KIOO operates on 100.3 mhz with 5.3 kw and antenna 3,005 feet above average terrain. *Broker: Gary Stevens & Co.*

WBMD(AM)-WQSR(FM) Baltimore, and WPTX(AM)-MDM(FM) Lexington Park, both Maryland. Sold by Key Broadcasting Corp. to Sconnix Broadcasting Co. for \$25 million. **Seller** has no other broadcast interests. **Buyer** is Gilford, I.H.-based group headed by Theodore Nixon, Scott McQueen and Randall Odeneal. It also owns WHDH(AM)-WBOS(FM) Boston; WMXJ(FM) Pompano Beach, Fla.; WIBC(AM)-WKLR(FM) Indianapolis; KFKF-AM-FM Kansas City, Kan.; WMRZ(AM) Moline, and WLLR(FM) East Moline, both Illinois; WLNH-AM-FM Laconia, N.H. Sconnix is selling WBOS(FM) Brookline, Mass. (see below). WBMD is daytimer on 750 khz with 1 kw; WQSR is on 105.7 mhz with 50 kw and antenna 560 feet above average terrain; WPTX is on 920 khz with 5 kw-D and 1 kw-N; WMDM is on 97.7 mhz with 3 kw and antenna 300 feet above average terrain. *Broker: Cecil L. Richards Inc.*

WBOS(FM) Brookline (Boston), Mass. Sold by Sconnix Broadcasting Co. to Ackersley Communications for \$19.3 million. **Seller** is Gilford, N.H.-based group headed by Theodore Nixon, Scott McQueen and Randall Odeneal. It purchased station in 1984 from WBos Inc. for \$6,830,000 ("Changing Hands," Sept. 17, 1984). It also owns WHDH(AM) Boston; WMXJ(FM) Pompano Beach, Fla.; WIBC(AM)-WKLR(FM) Indianapolis; KFKF-AM-FM Kansas City, Kan.; WMRZ(AM) Moline, and WLLR(FM) East Moline, both Illinois; WLNH-AM-FM Laconia, N.H. Sconnix is purchasing Key Broadcasting Group of Maryland (see above). **Buyer** is eattle-based group headed by Barry Ackersley. It owns KGET(TV) Bakersfield, and KCBA(TV) Salinas, both California; KKTV(TV) Colorado Springs; WIXT(TV) Syracuse, N.Y.; KSGO(AM) Oregon City, and KGON(FM) Portland, both Oregon; KVOs-TV Bellingham, and KJR(AM)-KLTJ(FM) eattle, both Washington. WBos operates on 2.9 mhz with 17 kw and antenna 858 feet

above average terrain. *Broker: Gary Stevens & Co.*

WNLC(AM)-WTYD(FM) New London, Conn. Sold by Drubner Broadcasting to Andross Communications for \$5.2 million. **Seller** is Waterbury, Conn.-based group owned by Norman S. Drubner. It purchased stations in 1984 from Mercury Broadcasting Corp. for \$4 million ("Changing Hands" May 14, 1984). It also owns 100% of WPAP-FM Panama City, and WCOA(AM)-WJLQ(FM) Pensacola, all Florida, and 75% of The Daytona Group, owner of three AM's and four FM's. **Buyer** is newly formed company principally owned by Ross W. Elder and William Devereaux. It has no other broadcast interests. WNLC is on 1510 khz with 10 kw-

D and 5 kw-N, WTYD is on 100.9 mhz with 3 kw and antenna 328 feet above average terrain. *Broker: The Mahlman Co.*

WELP(AM)-WLWZ(FM) Easley, S.C. Sold by American Communications of Greenville, South Carolina Inc. to Voyager Communications III Inc. for \$2.6 million. **Seller** is owned by Robert W. Harrison, who has no other broadcast interests. He purchased station in 1985 from Pickens County Broadcasting Inc. for \$1.15 million ("Changing Hands," June 3, 1985). **Buyer** is Raleigh, N.C.-based group principally owned by Carl V. Venters, chairman, and Jack P. McCarthy, president. It also owns WMFR(AM)-WMAG(FM) High Point, WMMG(FM) Shelby, and WVOT(AM)-WRDU(FM) Wilson, all

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North Carolina. WELP is daytimer on 1360 khz with 1 kw, and WLWZ is on 103.9 mhz with 3 kw and antenna 328 feet above average terrain. *Broker: The Whittle Agency.*

**Wovu(FM) Ocean View, Del.** □ Sold by Clark Broadcasting Co. to Q-Tone Broadcasting Corp. for \$1,295,000. **Seller** also owns WCEI-AM-FM Easton, Md., and WKDW(AM)-WSGM(FM) Staunton, Va. **Buyer** is principally owned by Alvin M. Chanin, Philadelphia attorney, and Anthony J. Quartarone, program consultant. It has no other broadcast interests. Wovu is on 101.7 mhz with 3 kw and antenna 328 feet above average terrain. *Broker: Kozacko-Horton Co.*

CABLE

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**and Rangley, all Colorado, and Buffalo, Gillette and Greybull, all Wyoming.** □ Transferred by WestMarc Communications to Tele-Communications Inc. as part of exchange. WestMarc Communications is Dallas-based MSO owned by TCI, 50%, and Jeffrey Marcus, 5%. (remainder is publicly traded) serving approximately 348,000 subscribers. Centel Cable Television Co. is Oak Brook, Ill.-based MSO headed by David Bohmer and serving approximately 500,000 subscribers in six states. TCI is Denver-based MSO headed by John C. Malone and serving over five million subscribers in 38 states. *Broker: Communications Equity Associates.*

# Journalism

## Overhauling presidential debates

**Think tank releases report by former presidential candidate John Anderson calling for presidentially appointed committee to run debates**

With the 1988 presidential and vice presidential debates now history, the Twentieth Century Fund has issued a report recommending a radical overhaul of the institution

of presidential debates, as now known. Indeed, the recommendation looks to the establishment of a whole new program, one that would be administered by a presidentially appointed National Endowment for Presidential Debates and would involve not only presidential and vice presidential candidates, but their staffs, and would also include "issue conferences." The commercial and noncommercial networks would be

required to make time available for coverage, but would receive some payment. And candidates' participation would be insured by making receipt of federal funding contingent on it.

The recommendation was presented in a report entitled "A Proper Institution: Guaranteeing Televised Presidential Debates," which was prepared by John Anderson, who wrote against a long background in politics. For 20 years, he represented an Illinois district in the House of Representatives, and in 1980, he ran for President as an independent and engaged in a debate with Ronald Reagan. The present system of debates, in which candidates' aides negotiate format and the number of debates, Anderson contends, does not adequately serve the public's interest. What is needed, he says, is a process that will either screen for candidates with the skills to develop policy choices, to recruit a staff of policy experts and to bring people together who can run an administration, "or force candidates" to develop such skills.

As presented by Anderson, "the proper institution" would consist of two main elements. The winter, spring and summer preceding the fall campaign would be given over to a series of town meetings, hearings and debates on issues, and meetings of focus groups. They would be designed to illuminate issues and policy choices. The proposed schedule also includes "platform defense forums" in August, following the national conventions, at which a designee of each party's candidate would defend portions of the party's platform.

The "debates" portion of the schedule would begin on the Labor Day weekend, the traditional start of presidential campaigns with an encounter between the major party candidates. The format would bear a strong resemblance to that with which the country is familiar. A panel of "newspaper reporters" (the text did not make clear whether Anderson was deliberately excluding broadcast and magazine reporters) would question the candidates. But the candidates would

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have the opportunity for long opening and closing statements, something that was not available to Vice President Bush or Governor Michael Dukakis or their running mates in their debates this fall.

But then, differences would emerge. Four sets of "issue conferences," each devoted to a specific policy area, would be held with a single candidate and his or her advisers. The participants would be questioned by policy experts. Then the "issues conferences" would be raised to the level of a debate, as policy experts questioned the opposing candidates and two or three of their advisers on specific policy issues. There would be three such "candidate/staff debates."

By Oct. 9, according to the 1992 schedule laid out by Anderson, the electorate would begin getting a number of debates of varying format: A debate between vice presidential candidates, following a traditional format, with questions by "newspaper reporters." A joint vice presidential/presidential debate, with the two sides debating "as a team—just as they run as a team." A semifinal debate between the two presidential candidates, following the traditional format, "with questions by newspaper reporters." And a final debate, on Oct. 25, with the candidates asking the questions of each other, and structured to provide a direct exchange between the candidates.

Many of the elements in the Anderson plan are bound to be controversial. For instance, the commercial networks and the Public Broadcasting System would be required to carry all the debates. Anderson would impose the coverage requirement only on PBS in connection with the other events—those occurring before the conventions and the issue conferences and candidate/staff debates occurring subsequently. He also sees the events being carried by cable (not further identified), but not as a requirement. And while the proposed National Endowment would be empowered to purchase time on cable and PBS for the pre-convention schedule and the platform defense hearings, the networks would be expected to carry the candidate debates at no cost, as news events. But along with the noncommercial networks and cable, the commercial networks would be paid for carrying the issue conferences and candidate/staff debates.

Anderson estimates the costs for time and for publicizing the events—a responsibility he would assign the Endowment—at \$20 million, out of a total budget for the Endowment of \$25 million. The money would come from tax revenues put aside from the check-off system, foundations and acknowledged debate sponsors and from direct appeals to voters.

The Endowment, Anderson feels, would need no more than \$2.5 million for each of the three years when it would not be organizing and sponsoring the presidential and vice presidential debates. Anderson sees the Endowment as sponsoring six issue conferences during September of the off-year congressional elections during which the President and several of his advisers would be questioned on administration policies. Anderson said events of the last two decades suggest a need for a President "to defend the policies of his administration in a public and

adversarial situation." The idea was inspired by the British parliamentary system, in which the Prime Minister is subjected to cross-examination on government policies.

The National Endowment—to be run by a board of 15 trustees nominated by the President and confirmed by the Senate—is Anderson's answer to the controversy that has developed around the question of debate sponsorship. The League of Women Voters, which had sponsored debates in 1976, 1980 and 1984, was replaced this year by the bipartisan Commission on Presidential Debates. The League had agreed to sponsor the second presidential debate, but withdrew after complaining that the parties were de-

termined to manipulate the way it was conducted. Anderson said there is "a need for an independent umpire and that need cannot be fully served by the League of Women Voters or by any other private organization." He added that "the umpire must be able to set the rules and to structure events unfettered by candidate threats to refuse to participate."

And the power of the purse, Anderson noted, would be sufficient to deal with threats not to participate. "By making federal funding contingent on participation," he said, "these threats will become meaningless." That is an element of the plan that is also bound to generate controversy. □

**The British are coming.** British Broadcasting Corp. Chairman Marmaduke Hussey, BBC TV Managing Director Paul Fox and other BBC executives met in New York last month with leading U.S. media figures including NBC's Robert Wright, CBS's Howard Stringer and ABC's John Sias. The BBC executives also visited Hearst Broadcasting regarding their interest in cable channel Arts & Entertainment, which uses BBC programming extensively, and met as well with Discovery Channel head John Hendricks.

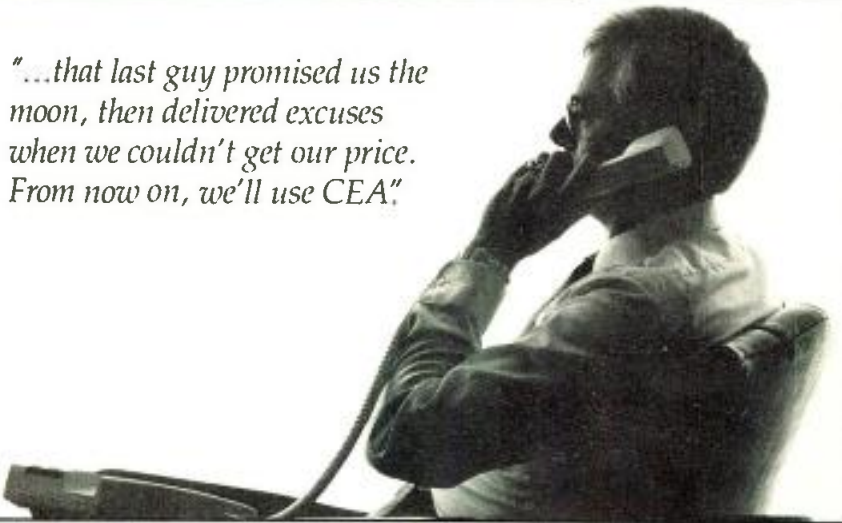
Speaking with reporters in New York's Carlyle Hotel, Hussey called the meetings an informal effort to "cement" ongoing relationships with U.S. media companies. Hussey has been BBC chairman for two years, while Fox was named to his post in April.

Fox said that program co-production, a hot topic among international executives, was not a major subject of the meetings and expressed skepticism about the financial and artistic worthiness of some U.S.-UK co-production efforts. BBC has its own co-production agreements with Turner Broadcasting and Paramount.

Regarding the UK Government ban earlier this month on British television and radio interviews with the Irish Republican Army ("In Brief," Oct. 24), Hussey indicated that while the unusual move is a direct constraint on the broadcaster, the BBC could do little more than apply pressure at the "appropriate moment" to have the policy reviewed.

Also on hand with reporters last week were John Reynolds, New York-based head of BBC North America, and Alan Hart, London-based controller of international relations.

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## Interactive TV demonstrates its potential

**Conference in New York displays potential of technology; PPV is considered first step**

At the Entertainment '88 conference in New York in late October, interactive television took the form of everything from the Tyson-Spinks fight to a game of strip blackjack. Some participants heralded pay-per-view television as the first step to interactive television; others discussed more advanced interactive systems they hoped would become accepted on a wide scale.

The 1989 objective for Interactive Systems Inc. is to introduce a universal interactive unit allowing the user to not only play along with television game shows, but also to print out programing-related information at the press of a button, said the company's president, Jack Galmiche. He said the home unit's two-way capabilities would allow users to play against one another. He also envisioned the system's hard-copy capacity permitting viewers to print out coupons for products whose advertisements they watch. The system would allow broadcasters to compete directly against couponing and

free-standing inserts, Galmiche said. The unit will probably be priced from \$80 to \$100, with an additional fee for each usage, he said. Interactive Systems currently markets the Veil system, which can be used by home viewers to play along with *Wheel of Fortune*.

Interactive television should be classified under two categories, according to Diana Gagnon, director of new business and program acquisition for the New York-based ACTV (not affiliated with the advanced-definition system). One category would contain systems in which one plays along with a show but does not affect the outcome. The other would include setups in which one affects the content of the show. She then demonstrated the ACTV interactive cable system, an example of viewer-altered programing. The system consists of specialized programing (about 100 episodes of programing have been produced and 100 more are in production, Gagnon said), a viewer-held, remote-control device and a cable "smart box." The smart box switches programing among four different simultaneously transmitted signals in response to the

viewer pushing one of four buttons on his set.

One piece of programing that Gagnon exhibited was *Dance Connection*, a dance show in which the viewer acts as his own switcher, at any time choosing from among four camera angles to watch. Another show from which she had a clip was *Strip Blackjack*, in which the viewer plays cards against an on-camera female dealer. Gagnon said the ACTV system would be tested within a year on cable systems in Montreal and one other as-yet unnamed U.S. city. The Canadian MSO Le Groupe Videotron has invested \$14 million in the system, she said.

Pay-per-view television, now generating annual gross revenues of \$200 million, will have revenues of \$4 billion in 1997, according to figures by analyst Paul Kagan cited by Craig Wilson in a panel discussion covering the future of pay-per-view. Wilson, vice president of marketing, programing and sales for Request Television, pointed out that audiences as small as 150,000 homes, negligible by broadcast network standards, could generate \$3 million in revenues at a price of \$20 for a special event.

Hal Krisbergh, president of the Jerrold Division of General Instrument Corp., made the assertion that demand for pay-per-view would drive cable television penetration to nearly 100% in the country. Pay-per-view's strength, he said, is that it values the consumer's willingness to pay for programing, rather than valuing advertiser coverage. This valuation translates into much greater revenues to be generated from special events, Krisbergh said.

In a projection of the PPV take from a sporting event, perhaps the Super Bowl, five years from now, Krisbergh hypothesized that the event would cost \$15. PPV would be available in 25 million households and the buy rate would be 35%. Using those figures, the total PPV take would be \$130 million, with the event's rights holder receiving half of that amount. In comparison, he said, the NFL currently receives \$17 million for U.S. broadcast of the Super Bowl.

He also called impulse pay-per-view (IPPV) technology "the first step on the road to interactivity." In the past, he said, interactivity in forms such as videotex or home banking has failed either because of its complexity or because of its cost. "The key to impulse is to make it as natural as changing a channel," Krisbergh said. Jerrold owns and operates the Cable Video Store impulse pay-per-view programing service, which Krisbergh said was available on 85 systems.

Scott Kurnit, president of Viewer's Choice, discounted the importance of impulse buying for major events, as opposed to movies. An average of eight people watched the Tyson-Spinks fight in each household

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that bought the event, he said. Gathering a group and splitting the costs among the people in a house requires planning, he said: "That's not impulse." He added that the use of customer service representatives, the means for ordering about half of PPV's business, is holding the business back. More use of PPV that is triggered by automatic phone number identification (of customers placing an order) is a preferable system, he said.

Despite the promise of making significant revenues from "narrowcasting," Kurnit said

that giving "tremendous frequency" to blockbuster titles is more valuable. He said Viewer's Choice is rotating six movies per month.

Kurnit said the common revenue split between cable operators and movie rights holders is about 50-50—"a sure sign of an immature industry," he said. Participants in pay-per-view are unable to determine the relative value of their services, so they are dividing the take down the middle. "The splits are an evolving part of the business," he said.

Regarding antitaping mechanisms in PPV movies, Krisbergh said PPV services were torn between studios on the one side, who want antitaping protection, and cable operators on the other side, who see the ability to tape a movie as a selling point for PPV. "It's a confusing issue," he said. Kurnit said he thought that with antitaping measures, PPV could get an earlier window than that for home video, taking advantage of the usual three-month gap between the withdrawal of a movie from theatrical distribution and its release on videocassette. □

## New HDTV system gets in line

**Genesys gets mixed review from attendees, with some doubting its feasibility, others reserving judgment**

Some of the 14 high-definition television transmission systems proposed to the system subcommittee of the FCC's advisory committee on advanced television service (ATS) are from small companies and have not received much publicity. One that is expected to get much more attention, however, is the "Genesys" technology proposed signals by Tucson, Ariz.-based Production Service Inc. (PSI). An early stage of Genesys demonstrated at the Society of Motion Picture and Television Engineers conference (BROADCASTING, Oct. 24, 31) received mixed reviews.

PSI proposes transmission of two signals over the same 6 mhz channel—a conventional NTSC signal and the 1,125/60 production standard. According to the system's inventor, PSI Vice President Richard C. Gerdes, and Tom Bentsen, director of engineering, WBAL-TV Baltimore, who assisted Gerdes with the Genesys system, most engineers were not skeptical of PSI's claims after the paper presentation the demonstration. After reading the paper on Genesys, Bentsen said that he got two kinds of reaction: "Those who think I should be locked up as a crank and those who want to nominate me for the Nobel prize."

The Genesys system is divided into four components: modulation, demodulation, data conversion and bit compression. PSI's "waveform modulation" technique, the company says, allows for transparent transmission of a second signal with an NTSC signal over one channel. A new demodulator that PSI calls "AllMod" has been developed to detect waveform modulation simultaneously with AM, FM or phase-modulated signals.

Waveform modulation alone is not enough to insure that HDTV can be transmitted with the system. Data conversion and bit rate compression techniques are also needed. PSI's ADA (analog-digital-analog) data conversion technique is designed to provide infinite resolution in 3 bits. Working with ADA is the "BitCom" compression technology, which, Gerdes and Bentsen said, is the most difficult part of the system to explain. The 3:16 digital bit rate compression takes place during this component and is transmitted in real time with no temporal or spatial filtering, they said.

All of the equipment used in the demonstration was off the shelf, such as a Larcen IF exciter, which was used to demonstrate the waveform modulation component. Other functions of Genesys can be handled through storage in random access memory integrated circuits, which can be easily and inexpensively produced, Gerdes says.

What was shown at the SMPTE demonstration was a first-step exercise showing PSI's ability to transmit NTSC video transparently with a 3 mhz audio channel. A second step that PSI plans is transmission of four 20 khz channels transmitting compact disk-quality audio signals over the NTSC color burst carrier. By next June, Gerdes said, the system will be capable of sending NTSC and 1,125/60. Gerdes said that an earlier demonstration could be possible if

requested by the testing and evaluation working party of the FCC's advanced television service advisory committee's systems subcommittee, chaired by Ben Crutchfield of the Advanced Television Test Center.

Reaction by those who saw the demonstration or heard Bentsen's paper presentation ranged from disbelief to guarded skepticism. Yves Faroudja, developer of the proposed Super-NTSC EDTV transmission system, said after hearing the paper: "It was like science fiction to me...I don't get it."

Alex Felker, FCC Mass Media Bureau chief, who witnessed a demonstration of the technology in Washington before the SMPTE gathering, was also impressed by PSI's concepts but unconvinced that the proposed bandwidth would be enough. Over-the-air testing of the system on a transmitter

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Cincinnati, OH: (513) 381-7775, Richard C. Crisler, Clyde G. Haehnle, John D. Chapman, Gloria Bushelman.  
Ithaca, NY: (607) 257-6288, John B. Babcock. Lincoln, NE: (402) 475-5285, Richard W. Chapin. New York, NY: (718) 544-2519, Donald E. Clancy. Tampa, FL: (813) 264-2346, Mark W. Jorgenson. Special Consultant: Ward L. Quaal Company, Chicago, IL: (312) 644-6066 and Los Angeles, CA: (213) 277-9399.

with a bandwidth filter would be the best way to determine whether it would work, he said.

But Ed Williams of the ATTC said that he was not ready to dismiss the idea that HDTV could be transmitted in 6 mhz. Although PSI's claims are bold, they are based on "solid, empirical" observations that have long been accepted, he said.

In the meantime, the systems analysis

working party of the ATS systems subcommittee will meet for five days in Washington next week (Nov. 14-18) to listen to in-depth presentations on 14 proposed transmission systems. PSI's presentation will be held on Nov. 18 at 8 a.m. (The location of the meeting has been moved to the Days Inn, Springfield, Va., from the originally announced Holiday Inn National Airport, Washington [BROADCASTING, Oct. 31].) □

newly proposed 1,050/59.94 system. Liaison with transmission system testing centers, Wells said, will be a main function for his group.

## New chairman

William G. Little, president, Quam-Nichols Co., Chicago, consumer audio equipment manufacturer, has been elected to serve as chairman of the Electronic Industries Association's board of governors in 1989. An 18-year employee of Quam Nichols, Little takes over as chairman after a year as vice chairman of the board. Frank J. Myers, president of Arvin Electronics, Columbus, Ind., manufacturer of stereo systems was elected to succeed Little as vice chairman.

## Nominees, please

The National Association of Broadcasters has begun accepting nominations for its annual Engineering Achievement Award, its highest honor for broadcast engineers, to be awarded during the next NAB convention in Las Vegas, April 29-May 2. The award is given annually to an engineer that has advanced broadcasting through an invention, new technique, leadership in the industry or through a distinguished history of passing on technical knowledge through literature. Nominations should be sent to NAB headquarters in Washington by Dec. 1.

## Convention news

The International Teleproduction Society (ITS), New York-based worldwide association of television production and post-production companies, has scheduled its second annual International Teleproduction Conference and Exhibition for Sept. 16-19, 1989, at the Century Plaza hotel in Los Angeles. The group's first convention, held last June 25-27 at the Los Angeles Convention Center, was a specialized show designed to address an audience not adequately served by the National Association of Broadcasters convention. Some ITS members have complained that NAB fails to concentrate heavily on teleproduction issues in the technical sessions and that the exhibit floor is too busy, allowing producers little access to manufacturers.

Last June's show, which attracted 1,600 registered attendees and 65 exhibitors, was co-sponsored by NATPE International. At this year's show, according to ITS's Janet Luhrs, NATPE dropped out because most of the attendees were ITS members. But ITS is expecting larger attendance and more exhibiting companies. Because the show is moving from the convention center to the Century Plaza hotel, exhibit floor booths will be limited in size. The move to the hotel is being made as a convenience to attendees to avoid shuttle bus travel between the hotels and the conference, Luhrs said.



## Stereo update

As the new network television season continues to start, stereo TV technology continues to gain acceptance from broadcasters, producers and consumers. The three major commercial networks are encouraging producers to include stereo audio with their products, with a majority of prime time network programming now offered to affiliates in either synthesized or "true" stereo. The Television Information Office estimated last month that between 490 and 500 stations, over a third of the 1,382 TV stations on the air in the U.S., are equipped to transmit stereo to consumers.

Last September, the latest month surveyed by the Electronic Industries Association, Washington, retailers bought 695,819 multichannel television sound (MTS) sets, a 16.8% increase over September 1987. Year to date through September, EIA found that retailers ordered 17.3% more stereo TV's than over the same period last year for a total of 3,441,248. EIA's latest consumer penetration figures, released last June, show that 24% of all American TV households are equipped with stereo TV's. Half of those homes have MTS built-in and the other half are using stereo converters that interface with home stereo systems.

On Oct. 16 CBS-TV fulfilled a promise made months earlier to distribute all of its programming in stereo (BROADCASTING, Feb. 29). But according to Scott Michaels, vice president, "not much" of CBS's programming is produced in stereo. Most of it is transmitted with synthesized stereo separation with only a few specials produced in true stereo. "We are gearing up the broadcast operations area to be able to produce [stereo] programming in the fall of '89," Michaels said. The network says that 65 affiliates have installed stereo transmission capability.

NBC-TV continues to be the leader in true stereo transmission. All of its prime time schedule except for the half-hour situation comedy *Night Court*, is produced in stereo and most of its late night and weekend sports programming is as well. All programming, except for daytime serials, game shows and news programs are now in stereo, the network says, but there are no current plans to expand to those programs. NBC's latest survey, completed 2 weeks

ago, found that 146 of its affiliates are transmitting in stereo, covering 90.58% of all U.S. viewers and that another station is expected to make the conversion by the end of the year.

Fifty-nine ABC-TV affiliates, an increase of 17 stations since early 1988, are equipped for stereo. Last June, the network requested producers to begin increasing the number of stereo products submitted for network distribution. So far, according to ABC Entertainment's David Rowe, the average amount of weekly stereo-produced programming offered by ABC has increased from about 30% to 40%. New 1988-89 season ABC shows in stereo include *Roseanne*, *China Beach*, *Night Watch*, *Murphy's Law*, *Police Story*, *Mission Impossible* and the yet-to-premiere *A Fine Romance*.

The Public Broadcasting Service has completed a survey of the 332 noncommercial television stations and found that 81 of them are now equipped to transmit stereo. The same survey found that 215 of those stations plan to have MTS capability within the next five years. About 72 hours of stereo programming a month is sent over the PBS satellite.

## ATSC reorganization

The Advanced Television Systems Committee, an industry organization that has been working toward development of enhanced-definition and high-definition television standards, has reorganized its technical subgroups. Formerly, one of ATSC's subgroups worked on HDTV transmission and production standards while a second group specialized in EDTV and improved NTSC. They have been replaced by groups studying production and transmission systems. Consultant Renville McMann, former chairman of the HDTV group, will chair the new production standard group while Dan Wells of Comsat, who led the EDTV group, will now chair the new transmission group.

Specialist groups under the two new subgroups are to be organized during a Dec. 12 meeting in Washington. McMann said he expects there will be specialist groups to look at gamma and colorimetry in 1,125/60 production standard and at the

# For the Record

As compiled by BROADCASTING from Oct. 26 through Nov. 2 and based on filings, authorizations and other FCC actions.

Abbreviations: AFC—Antenna For Communications; ALJ—Administrative Law Judge; alt.—alternate; ann.—announced; ant.—antenna; aur.—aural; aux.—auxiliary; ch.—channel; CH—critical hours.; chg.—change; CP—construction permit; D—day; DA—directional antenna; Doc.—Docket; ERP—effective radiated power; 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; pct. for recon.—petition for reconsideration; PSA—presumise service authority; pwr.—power; RC—remote control; S-A—Scientific-Atlanta; SH—specified hours; SL—studio location; TL—transmitter location; trans.—transmitter; TPO—transmitter power output; U or unl.—unlimited hours; vis.—visual; w—watts; \*—noncommercial. Six groups of numbers at end of facilities changes items refer to map coordinates. One meter equals 3.28 feet.

## Ownership Changes

- WMPV(TV) Mobile, AL (ch. 21; 2937 kw; HAAT: 1,629 ft.)—Seeks assignment of license from Rel Way Ltd. to Rel Com Corp. for \$3,000,000. Seller is has no other broadcast interests. Buyer is owned by Doyle Brunson, 100%. It also owns WBUY-TV Holly Springs, MS. Filed Oct. 7.
- KDKO(AM) Littleton and KHH(FM) Boulder, CO (AM: BAL881013EA; 1510 khz; 10 kw-D 1.3 kw-N DA-1; FM: BAL881013EB; 94.7 mhz; 100 kw; HAAT: 984 ft.)—Seeks assignment of license from Sterling Recreation Organization Co. to Adams Radio of Denver Inc. for \$4,000,000 ("Changing Hands," Sept. 19). Seller is principally owned by Frederic Danz, who also owns KALE(AM)-KIOK(FM) Richland, WA. Buyer is Clearwater, FL-based group of three AM's, four FM's and 12 TV's owned by Stephen Adams. Filed Oct. 13.
- WZL(TV) Miami, FL (ch. 39; 3980 kw; HAAT: 735 ft.)—Seeks assignment of license from 39 Broadcasting Ltd. to Channel 39 Inc. for \$29,500,000. Seller is New York-based group of four TV's headed by Michael Finkelstein. Buyer is owned by Renaissance Communications Corp., 100%, and headed by Michael Finkelstein, who owns WXXX(TV) Waterbury, CT. Filed Oct 11.
- WBGB(AM) Mount Dora, FL (BAL881007EA; 1580 khz; 5 kw-D)—Seeks assignment of license from Ronald Aicher, Receiver to Central Florida Broadcasting Co., for \$175,000. Seller has no other broadcast interests. Buyer is owned by William Murrell Jr. and has no other broadcast interests. Filed Oct. 7.
- New TV, Dalton, GA (BALCT881012; ch. 23; 5000 kw; HAAT: 1,517 ft.)—Seeks assignment of license from Dalton Television Associates Ltd. to TV-23 Northwest Regional TV L.P. for \$100,000. Seller is headed by Jess M. Jimenez and has no other broadcast interests. Buyer is owned by Home-town Broadcast Group, 100%, and is headed by M. Theodore Holley and has no other broadcast interests. Filed Oct. 12.
- WKLY(AM) Hartwell, GA (BAL881011EA; 980 khz; 1 cw-D)—Seeks assignment of license from WKLY Broadcasting Co. to James E. and Billie F. Hicks for \$200,000. Seller is owned by Edna M. Pfaender, 100%, pending filing of involuntary transfer of control papers due to death of Max Pfaender, 50% owner. Buyer is owned by James E. Hicks, 50%; Billie F. Hicks, 50%. It has no other broadcast interests. Filed Oct. 11.
- WHSG(TV) Monroe, GA (ch. 63; 3396 kw; HAAT: 2,000 ft.)—Seeks assignment of license from Monroe Television Inc. to Trinity Broadcasting Network Inc. for \$690,000. Seller is owned by Harvey M. Budd, 100%. It has no other broadcast interests. Buyer is Santa Ana, Calif.-based group of 12 TV's headed by Paul F. Crouch. Filed Oct. 7.
- KHIK(TV) Hilo, HI (BALCT881014; ch. 14; 14 kw; HAAT: -93 ft.)—Seeks assignment of license from King Broadcasting Company to Le Sea Broadcasting Corp. for \$8,277. Seller is Seattle-based group of three AM's, three FM's and six TV's headed by Dorothy Bullit. Buyer is

owned by Lester Sumrall, 20%; Louise Sumrall, 20%; Leona Murphy, 20%; Stephen Sumrall, 20%; Peter Sumrall, 20%. It also owns WHMB-TV Indianapolis, IN; KWHD(TV) Castle Rock, CO; KWHE(TV) Honolulu, HI, and WHKE(TV) Kenosha, WI. Filed Oct. 14.

- WNTZ(TV) Natchez, MS (ch. 48; 1186 kw; HAAT: 843 ft.)—Seeks assignment of license from Associate Broadcasters Inc., as Receiver for MSLA Broadcasting Inc., to MISS-LOU Communications Inc. for \$600,000. Seller is principally owned by Thomas R. Galloway Sr. who has interest in KADN(TV) Lafayette, La. Buyer is owned by Robert R. Faucheu Jr., 60%; Charles F. Zewe, 30%; Randy P. Roussel, 10%. It has no other broadcast interests. Filed Oct. 12.
- WERA(AM) Plainfield, NJ (BTC881011EC; 1590 khz; 500W-U, DA-2)—Seeks assignment of license from Tri-County Broadcasting Corp. to Edward J. Santoro Jr. for \$695,000. Seller is owned by Henry J. Behre and has no other broadcast interests. Buyer has no other broadcast interests. Filed Oct. 11.
- WBTA(AM) Batavia and WBTF(FM) Attica, both New York (AM: BAL881007EC; 1490 khz; 500 w-D 250 w-N; FM: BAL881007ED; 101.7 mhz; 3 kw; HAAT: 295 ft.)—Seek assignment of license from Radio Batavia Inc. and The Radio Inc. to Andrews-Mance Communications Inc. for \$1,500,000 ("Changing Hands," Oct. 24). Seller is principally owned by John T. King II, who is also selling WCL(AM)-WZKZ(FM) Corning, NY ("Changing Hands," Oct. 10). Buyer is principally owned by David Mance and Alan H. Andrews Jr. Mance is principal of WCDP(AM)-WCDO(FM) Sidney, WJOJ(FM) Carthage, and WATN(AM) Watertown, all New York. Andrews is general manager of WBTA and WBTF and has 5% interest in the sellers. Filed Oct. 7.
- KNND(AM) Cottage Grove, OR (BTC881011ED; 1400

khz; 1 kw-U)—Seeks assignment of license from Thornton Pflieger Inc. to Robert L. and Diane C. O'Renck for \$5,000 cash and assumption of \$55,000 in liabilities. Seller is owned by David R. Flegler and Mary T. Pflieger, joint tenants, and has no other broadcast interests. Buyer has no other broadcast interests. Filed Oct. 11.

- WLKK(AM) Erie, PA (BAL881011EB; 1400 khz; 1 kw-D, 250 w-N)—Seeks assignment of license from Greater Erie Economic Development Corp. to KDC Inc. for \$283,000. ("Changing Hands," Oct. 17). Seller is non-profit group headed by R. Benjamin Wiley, and has no other broadcast interests. Buyer is owned by Timothy and Kathleen DeCapua, and also owns WGFT(AM) Youngstown, Ohio. Filed Oct. 11.
- WKMG(AM) Newberry, SC (BAL881011EE; 1520 khz; 1 kw-D)—Seeks assignment of license from Service Radio Co. Inc. to Durst Broadcasting Co. Inc. for \$42,000. Seller is owned by James R. Kelly, 33 1/3%; James B. Gowan, 33 1/3%; G. Roscoe Bedenbaugh, 33 1/3%. It has no other broadcast interests. Buyer is owned by William K. Durst, 50%; Samuel K. Durst, 50%. It also owns WJRQ(FM) Saluda, SC. Filed Oct. 11.

## New Stations

### Applications

- Homewood, AL (BPH88016NU)—Homewood Partners seeks 97.3 mhz; 1.1 kw; 150 m. Address: 2200 26th St., Birmingham, AL 35208. Principal is owned by Willie Huff, 33.33%; Deborah Huff, 33.33%, and Adrienne F. Lee, 33.33%. Filed Aug. 16.
- Homewood, AL (880816NR)—Weda Ltd. seeks 97.3

*The undersigned arranged financing and acted as financial advisor to Marathon Communications, Inc.*

**Term Note . . . . . \$4,300,000**  
**Subordinated Note . . . . . 1,600,000**  
**Jr. Subordinated Convertible Note . . . 800,000**

for

**Marathon Communications, Inc.**  
**KHAT-AM/FM, Lincoln, Nebraska**  
**KBUL-FM, Reno, Nevada**  
**WAVH-FM, Mobile, Alabama**  
**Patrick Shaughnessy, President**

**Financing provided by PacifiCorp Credit, Inc.**



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mhz: 1.25 kw; 153 m. Address: 300 Lake Shore Dr., Homewood, AL 35209. Owned principally by Ouida Fritsch. Filed Aug. 16.

■ Homewood, AL (880816NW)—Southern Broadcasting L.P. seeks 97.3 mhz; 1.45 kw; 143 m. Address: 240 McMillon Ave. S.W., Birmingham, AL 35211. Principal is owned by T.E. Yarbrough. Filed Aug. 1.

■ Homewood, AL (BPH880816NS)—Patrick D. McConnell seeks 97.3 mhz; 1.37 kw; 147 m. Address: 5515 Scott View Lane, Lakeland, FL 33813. Filed Aug. 16.

■ Homewood, AL (BPH880816OB)—Homewood Superior Broadcasters Ltd. seeks 97.3 mhz; 1.65 kw; 136 m. Address: 1100 Griswold Rd., Fairfield, AL 35064. Principal is owned by Lorene P. Williams, 20%; Paul Reynolds, 5%; Terry G. Davis, 18.75%; Franklin Perry, 18.75%; Tommie Miller, 18.75%; William A. Gunter IV, 18.75%. Filed Aug. 16.

■ Northport, AL (880915MO)—Warrior Broadcasting Inc. seeks 100.7 mhz; 3 kw; 100 m. Address: 12 Bariwayne, Tuscaloosa, AL 35405. Principal is owned by James E. Shaw, 50%; Morgan Reynolds II, 12.5%; T. Christine Burden Hartman, 12.5%; and Mark Matheson Snow, 25%.

Filed Sept. 15.

■ Northport, AL (880914MT)—David M. Baughn seeks 100.7 mhz; 3 kw; 100 m. Address: 30 Beverly Heights, Tuscaloosa, AL 35404. Filed Sept. 14.

■ Northport, AL (880915NB)—Southern Entertainment Ltd. seeks 100.7 mhz; 3 kw; 100 m. Address: 911 Bridge Ave., Northport, AL 35476. Principal is owned by Crystal Alice McLin. Filed Sept. 15.

■ Northport, AL (880915MX)—Port of Broadcasting Corp. seeks 100.7 mhz; 3 kw; 100 m. Address: Rte. 6, Box 225, Northport, AL 35476. Owned principally by David Tunnell, 24%, and Wendell Howell, 24%. Filed Sept. 15.

■ Northport, AL (880915ME)—Northport Communications Ltd. seeks 100.7 mhz; 1.9 kw; 126 m. Address: 13M Northwood Lake, Northport, AL 35476. Principal is owned by John C. Seymour and Frank Rutherford. Filed Sept. 15.

■ Litchfield, CT (880816OD)—Italo Inc. seeks 97.3 mhz; 3 kw; 100 m. Address: 555 Canal St., Manchester, NH 03101. Owned principally by Christopher Cataneo and Kerry Falco. Filed Aug. 16.

■ Litchfield, CT (880816NT)—Dianna Devlin Slodowitz

seeks 97.3 mhz; 2.82 kw; 103 m. Address: Calhoun Hill Rd., Washington, CT 06973. Filed Aug. 16.

■ Litchfield, CT (880816NN)—Bantam River Broadcasting Inc. seeks 97.3 mhz; 3 kw; 100 m. Address: 68 Mile Hill S. Rd., P.O. Box 219, Newtown, CT 06470. Principal is owned by Wendy Leeds, 33.3%; Karen E. Herman, 33.3%; and David Herman, 33.3%. Filed Aug. 16.

■ Litchfield, CT (880816OM)—Radio Litchfield L.P. seeks 97.3 mhz; 1.54 kw; 141 m. Address: East Street, Litchfield, CT 06759. Principal is owned by Charles R. Allen, 20%; Clark F. Smidt, 80%. Smidt has interest in WNNH(FM) Hennicker, NH. Filed Aug. 16.

■ Litchfield, CT (880816OO)—Field Broadcasting Co. seeks 97.3 mhz; 2 kw; 122 m. Address: 34 River Mead, Avon, CT 06001. Principal is owned by Eugene Vinclette, 50%; Laura Dedominicis, 25%; and Nunzia Dedominicis, 25%. Filed Aug. 16.

■ Chieffland, FL (BPH880816NY)—White Construction Co. seeks 97.3 mhz; 3 kw; 100 m. Address: P.O. Box 99, Chieffland, FL 32626. Principal is owned by L.M. White, 93.3%; and J.M. White, 6.7%. It also owns WLQH(AM) Chieffland, FL. Filed Aug. 16.

■ Chieffland, FL (BPH880816OG)—John K. McCannless seeks 97.3 mhz; 3 kw; 100 m. Address: P.O. Box 1412, Alachua, FL 32615. Filed Aug. 16.

■ Chieffland, FL (BPH880816OU)—John Norman and Donald Lesko seek 97.3 mhz; 3 kw; 100 m. Address: 3520 19th Ave., Southwest Naples, FL 33964. Principal is owned by John Norman, 50%, and Donald Lesko, 50%. Filed Aug. 16.

■ Vancelev, KY (BPH880801)—CFC Broadcasting Ltd. seeks 99.9 mhz; 3 kw; 97 m. Address: Rte. 2, Box 43, Jackson, KY 41339. Principal is owned by Cecil Clair. Filed Aug. 1.

■ Essexville, MI (BPH880816OH)—R.D. Communications seeks 97.3 mhz; 3 kw; 100 m. Address: 807 Linwood Beach Rd., Linwood, MI 48634. Principal is owned by Mary H. Doud, 50%, and Richard J. Doud, 50%. Filed Aug. 16.

■ Essexville, MI (BPH880816OT)—Baypointe Broadcasting Corp. seeks 97.3 mhz; 3 kw; 100 m. Address: 2765 Clayburn, Saginaw, MI 48603. Principal is owned by Delbert E. Nixon II. Filed Aug. 16.

■ Natchez, MS (BPH880816OV)—Cloud Nine Inc. seeks 97.3 mhz; 3 kw; 100 m. Address: 201 S. Commerce St., Natchez, MS 39120. Principal is owned by James M. Biglane and Philip J. Zuccaro. Filed Aug. 16.

■ Olive Branch, MS (BPH880816OE)—Olive Branch Broadcasting seeks 95.7 mhz; 3 kw; 100 m. Address: P.O. Box 341202, 1247 Applebrook Lane, #3, Memphis, TN 38184. Filed Aug. 16.

■ Olive Branch, MS (BPH880816OP)—Olive Branch Communications Inc. seeks 95.7 mhz; 3 kw; 100 m. Address: 2173 McKellar Woods Ct., #3, Memphis, TN 38116. Principal is owned by Helen P. Simpson. Filed Aug. 16.

■ Lebanon, OH (880816OI)—McMurray Communications seeks 97.3 mhz; 3 kw; 100 m. Address: 26 W. Orchard Avenue, Lebanon, OH 45036. Principal is owned by Michael A. McMurray, 50%; Marilyn A. McMurray, 50%. Filed Aug. 16.

■ Lebanon, OH (880816OA)—William L. Carroll seeks 97.3 mhz; 3 kw; 100 m. Address: 9284 Mary Haynes Rd., Centerville, OH 45458. Filed Aug. 16.

■ Lebanon, OH (880816OJ)—The Living Word Inc. seeks 97.3 mhz; 3 kw; 100 m. Address: 6927 Lefferson Rd., Middletown, OH 45044. Principal is owned by Tim Sheets. Filed Aug. 16.

■ Lebanon, OH (880816OF)—Lebanon Communication L.P. seeks 97.3 mhz; 3 kw; 100 m. Address: 20 Grandis Lane, Cincinnati, OH 45036. Principal is owned by J. Barrett Buse, 95%, and Samuel T. Johnston, 5%. Filed Aug. 16.

■ Lebanon, OH (880816NX)—Morbak Communications A General Partnership seeks 97.3 mhz; 3 kw; 100 m. Address: 954 N.E. 86th St., Miami, FL 33138. Principal is owned by Lawrence R. Baker, 50%, and John E. Morris, 50%. Filed Aug. 16.

■ Oak Harbor, OH (880816OS)—Oak Communication Inc. seeks 97.3 mhz; 3 kw; 100 m. Address: 2754 Farrington Rd., Toledo, OH 43606. Principal is owned by David W. Dickey, 50%, and Patricia L. Dickey, 50%. Filed Aug. 16.

■ Oak Harbor, OH (880816ON)—Ottawa Broadcasting Co. seeks 97.3 mhz; 3 kw; 100 m. Address: 703 Birchwood Dr. Sandusky, OH 44870. Principal is owned by Elise Gaydos, 85%, and Vickie Theobald, 15%. Filed Aug. 16.

■ Wauseon, OH (880915ML)—Conquest Bc seeks 96.1 mhz; 3 kw; 100 m. Address: Rte. 2, Box 229, Principal is owned by Bennett Yielding. Filed Sept. 15.

This announcement appears as a matter of record only.

October 5, 1988

# Mountain Cable Company

has sold

its cable television systems in  
Vermont, Massachusetts and New York State  
(serving over 61,000 basic subscribers)

to

# Adelphia Communications Corporation

\$117,000,000

The undersigned acted as Advisor and  
represented the Seller in this transaction.

**Bruce N. Burnham**

President

**BNB ASSOCIATES, INC.**

425 Tavern Circle, Suite 410

Atlanta, Georgia 30350

(404) 394-8568

MEDIA BROKERAGE AND CONSULTING



■ Wauseon, OH (880914MK)—Steamboat Radio Partners seeks 96.9 mhz; 3 kw; 100 m. Address: 2637 N. Richmond St., Arlington, VA 22207. Principal is owned by David D. Oxenford, 20%; John K. Hane, 20%; Clifford M. Harrington, 20%; Douglas Woloshin, 20%; and Martin R. Leader, 20%. Filed Sept. 14.

■ Wauseon, OH (880914MI)—Daniel Cunningham seeks 96.9 mhz; 3 kw; 100 m. Address: 6918 Westwyck Drive, Whitehouse, OH 43571. Filed Sept. 14.

■ Rio Grande, PR (BPH880816OL)—Rio Grande Broadcasting Corp. seeks 97.3 mhz; 3 kw; 40 m. Address: 848 Hoston Ave., San Juan, PR 11927. Principal is owned by Benny F. Cerezo, 33 1/3%; Frank Kolodziej, 33 1/3%, and Awilda Carbia, 33 1/3%. Filed Aug. 16.

■ Rio Grande, PR (BPH880816OR)—Irene Rodriguez Diaz de McComas seeks 97.3 mhz; 3 kw H&V; 335 m. Address: H-5 Blue Hill St., Garden Hill, Guaynabo, PR 00657. Filed Aug. 16.

■ Rio Grande, PR (BPH880816NQ)—United Broadcasters Co. seeks 97.3 mhz; 0.8 kw H&V; 581 m. Address: Avenue Ponce de Leon 760, Ste. 22, Miramar, PR 00907. Principal is owned by JosAntonio Mellado-Romer and Carmen Gonzalez-Vega, who jointly hold 50%, and Luis A. Guzman-Llubes and Ana M. Velez-Borras, who jointly hold 50%. Filed Aug. 16.

■ Longview, TX (BPH880816OK)—Delta Television Corp. seeks 97.3 mhz; 50 kw H&V; 150 m. Address: 1202 Shannon, Longview, TX 75604. Principal is owned by Robert L. Dudley, 33 1/3%; Stan Deck, 33 1/3%, and Michael Thompson, 33 1/3%. Dudley has interest in KTZZ-TV Seattle, WA; KMS5-TV Shreveport, LA, and KPEJ(TV) Odessa and KVEO(TV) Brownsville, both Texas. Filed Aug. 16.

■ Longview, TX (BPH880816NZ)—Ingram & Scott Communications L.P. seeks 97.3 mhz; 50 kw; 150 m. Address: 2503 Lilly St., Longview, TX 75602. Principal is owned by Madolyn Scott, 16.5%; Dorothy Ingram, 16.5%, and Kent Foster, 67%. Filed Aug. 16.

■ Longview, TX (BPH880816OC)—Matthew Williams seeks 97.3 mhz; 50 kw; 150 m. Address: 1718 West Lake Drive, Gladewater, TX 75647. Filed Aug. 16.

## Actions

■ Albany, GA (BPED870323MD)—Granted app. of Georgia Public Telecomm Commission for 91.7 mhz; 3 kw H&V; 100 m. Address: 1540 Stewart Ave., S.W., Atlanta, GA 30310. Principal is headed by Richard E. Ottinger. Action Oct. 19.

■ Knox, IN (BPED860825MG)—Granted app. of Knox Educational Broadcasting Foundation for 89.3 mhz; .376 kw; 62 m. Address: P.O. Box 115, Knox, IN 46534. Principal is owned by Tim Carlton, trustee; David Dare, trustee, and J. Rodney Rudd, trustee. Action Oct. 19.

■ Ramsey, IL (BPH851028ME)—Granted app. of Henry J. Voss for 105.3 mhz; 3 kw H&V; 328 m. Address: 17 W758 Fay Villa Park, IL 60181. Action Oct. 18.

■ North Fort Polk, LA (BPH861125MB)—Granted app. of Roscoe C. Burwell Jr. for 106.7 mhz; 3 kw H&V; 328 m. Address: 36 Sally Lou Lane, Leesville, LA 71446. Action Oct. 18.

■ Hollowell, ME (BP871130AH)—Dismissed app. of Harvest Broadcasting for 870 khz. Address: P.O. Box 105, Hinsdale, NH 03451. Principal is owned by Brian Dodge, 100%, who owns WTJJ(AM) Roxbury, NH, and has interest in KTJJ Elk City, OK, and KTTL Alva, OK. Action Oct. 18.

■ Great Falls, MT (BPH850711PB)—Granted app. of Contemporary Communications Inc. for 100.3 mhz; 100 kw H&V; 1046 m. Address: P.O. Box 3976, Jackson, GA 30233. Principal is owned by Larry G. Fuss Sr. Action Oct. 19.

■ Suncook, NH (BP871130AE)—Dismissed app. of Harvest Broadcasting for 870 khz. Address: P.O. Box 105, Hinsdale, NH 03451. Principal is owned by Brian Dodge, 100%, who owns WTJJ(AM) Roxbury, NH, and has interest in KTJJ Elk City, OK, and KTTL Alva, OK. Action Oct. 18.

## Facilities Changes

### Applications

### AM's

■ Tucson, AZ. KTUC 1400 khz—Sept. 23-Application for CP to make changes in ant. sys.

■ Santa Rosa, CA. KPLS 1150 khz—Oct. 13-MP BP871102AB) to increase night power to 5 kw.

■ Gainesville, FL. WWLO 1430 khz—Oct. 17-MP (BP861030AL) to change TL: SE 27th St., Gainesville, FL: 29 37 26N 82 17 19W.

■ Grinnell, IA. KGRN. 1410 khz—Oct. 13-Application for CP to reduce power to 0.3 kw; make changes in ant. sys.; change TL: 1.6 km N. of 16th Ave. and 6.4 km E. of Hwy. 146. Grinnell, IA: 41 46 35N 92 38 56W.

■ Florence, KY. WMLX 1180 khz—Oct. 11-Application for CP to change DA array electrical parameters.

■ Zeeland, MI. WJFU, 640 khz—Oct. 19-MP (BPH10330AG) to change city of license to Merrillville, IN; reduce daytime power to 250 w and change TL to 49th and 50th W. of Chase. IN: S. of Gary, IN: 41 31 38N 87 22 26W.

■ Albuquerque, NM. KNUS 1580 khz—Oct. 12-Application for CP to change TL: 301 Los Ranchos, NM. Albuquerque, NM: 35 10 14N 106 37 51W.

■ Humboldt, TN. WHMT 1190 khz—Oct. 12-Application for CP to reduce day power to 0.42 w and make changes in ant. sys. (increase height of ant.).

### FM's

■ Huntsville, AL. WAHR 99.1 mhz—Oct. 4-MP (BPH870205IC) to change TL: Drake Mountain.

■ Stevenson, AL. WVSV 101.7 mhz—Oct. 5-Application for CP to change ERP: 0.531 kw H&V; HAAT: 184 m H&V.

■ Ceres, CA. KBES 88.3 mhz—Sept. 14-Application for CP to make changes: ERP 3 kw H&V; FREQ: 88.3 mhz.

■ Monte Rio, CA. KMGG 97.7 mhz—Oct. 5-Mod of CP to make changes: HAAT: 342 m H&V; change antenna supporting structure height; TL: on Mt. Jackson, 9.3 km N.E. of Monte Rio at 29 degrees true.

■ Greeley, CO. KYOU 92.5 mhz—Oct. 11-MP (BPH860251E) to change ant. loc. (correct coordinates): Rd. 17, between Rd. 14 and Rd. 16, approx. 3 miles E. of Frederick Co.: 40 05 47N 104 54 04W.

■ Nashville, GA. WJYF 95.3 mhz—Sept. 29-Application for CP to make changes: ERP: 1.2 kw H&V; HAAT: 151 m H&V.

■ Okeechobee, FL. WWFR 91.7 mhz—Oct. 4-Application for CP to make changes: ERP: 3.2 kw H&V; HAAT: 88.6 m H&V.

■ Honolulu, HI. KIPO 89.3 mhz—Sept. 23-MP (BPED850514MB) to make changes: ERP: 100 kw H&V; HAAT: 600 m H&V; TL: 4.8 km NE of town on Palehua Rd. at Palehua Comms. site: install directional antenna.

■ La Salle, IL. WAJK 99.3 mhz—Oct. 7-Application for CP to make changes: ERP: 11 kw H&V; HAAT: 149 m H&V; TL: approx 5.1 km S.W. of Cherry Township, IL: change to class B1 (per docket #87-231).

■ Macomb, IL. WJEQ 103.1 mhz—Oct. 11-Application for CP to make changes: FREQ: 102.7 mhz (per MM docket #87-355); ERP: 25 kw H&V; HAAT: 82 m H&V; change to class B1.

■ Greensburg, IN. WRZQ-FM 107.3 mhz—Oct. 21-MP (BPH870205IG) to make changes: ERP: 41.8 kw H&V; HAAT: 162 m H&V.

■ Monroe, LA. KNLU 88.7 mhz—Oct. 5-Mod of CP to make changes: ERP: 1.35 kw H&V; HAAT: 210 kw H&V; TL: 4.5 km ENE of Fairbanks, LA.

■ New Orleans, WYLD-FM 98.5 mhz—Oct. 12-MP (BPH870227MN) for changes: HAAT: 300 m H&V; TL: intersection of Behrman Hwy. and Garden Oaks Dr., New Orleans.

■ Baltimore, WHVY 96.7 mhz—Sept. 22-MP (BPE-D8704300O) to make changes: ERP: 0.065 kw H&V;

HAAT: 69 m H&V; TL: 7200 Sollers Point Rd., Baltimore, MD: 39 15 57N 76 30 49W.

■ Litchfield, MN. KLFD-FM 95.3 mhz—Oct. 12-MP (BPH880330IE) to make changes: change antenna supporting structure height; change ant. loc.: 3.03 km from St. Nicholas, MN, bearing of 122.8 degrees.

■ Lexington, MO. KCAC 107.3 mhz—Oct. 11-MP (BPH870115IC) to change HAAT: 361 m H&V.

■ Steelville, MO. KNSX 96.7 mhz—Oct. 11-Application for CP to make changes: ERP: 7.73 kw H&V; HAAT: 347 m H&V; FREQ: 93.3 mhz; class: to C-2; TL: land sec. 30, Twn 40-N, Range 2-W, 3.2 miles NE of Bourbon, MO: 38 10 22N 91 11 04W.

■ Garden City, NY. WDRE-FM 92.7 mhz—Oct. 3-MP (BPH830325AC) to change in orientation of existing antenna.

■ Banner Elk, NC. WZJS 100.7 mhz—Oct. 13-Mod of CP to make changes: ERP: 0.55 kw H&V; HAAT: 231 m H&V; TL: 0.4 km NE of Bowers Gap, NC; change antenna supporting structure height.

■ Ephrata, PA. WIOV 105.1 mhz—Oct. 11-MP (BPH870331IF) to make changes: ERP: 25 kw H&V; HAAT: 212 m H&V; change antenna supporting structure height.

■ Westerly, RI. WWRX 103.7 mhz—Oct. 5-Application for CP to make changes: ERP: 36.7 kw H&V; HAAT: 173 m H&V; TL: 0.7 km SW of intersec. of New London Turnpike and Rod Rd.: 41 34 22N 71 37 55W.

■ Wenatchee, WA. KSSY 104.9 mhz—Oct. 12-Application for CP to make changes: ERP: 6.3 kw H&V; HAAT: 400 m H&V; class: C2 (per MM docket #87-235).

■ Wenatchee, WA. KSSY 104.9 mhz—Oct. 7-Application for CP to make changes: FREQ: 99.1 mhz (per MM docket #87-444); ERP: 11.4 kw H&V; HAAT: 148 m H&V; TL: 91 m E of SR 339, 0.24 km N of U.S. 50, Belpe Township, OH: class: B1.

### TV's

■ Phoenix, AZ. KTSP-TV ch. 10—Oct. 18-Application for CP to change antenna supporting structure height: 33 20 02N 112 03 42W; HAAT: 521.1 m.

■ Wolfboro, TX. KLRB ch. 22—Oct. 14-MP (BPC'850920KM) to change ERP: 676 kw; HAAT: 100 m; ANT: Bogner BU-O-28; TL: 1220 Broadway, Lubbock, TX: 33 35 07N 101 50 49W.

### Actions

### AM's

■ Hemet, CA. KHSJ 1320 khz—Oct. 17-Application (BP880219AB) granted for CP to change hours of operation to unlimited by adding night service with 300 w; make changes in ant. sys. and correct electrical tower height values specified for daytime facilities.

■ Gorham, ME. WJBQ 1590 khz—Oct. 18-Application (BP870807AE) granted for CP to change FREQ: 870 khz; reduce night power to 0.5 kw and make changes in ant. sys.

■ Clayton, MO. KSIV 1320 khz—Oct. 17-Application (BP880603AD) granted for CP to make changes in ant. sys.; change hrs. of oper. to unlt. by adding night service with 0.27 kw.

■ Haymarket, VA. WDAW 1530 khz—Oct. 13-Application (BMP880701AC) dismissed for mod. of CP to make changes in ant. sys.: DA to ND; decrease tower height; also reduce day power to 0.5 kw and CH power to 0.39 kw.

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## FM's

- Prattville, AL. WQIM 95.3 mhz—Oct. 14-Application (BPH880714MW) returned for CP to make changes; FREQ: 95.1 mhz; ERP: 13.5 kw H&V; HAAT: 152 m H&V; change class to C2.
- Hockessin, DE. WZZE 88.7 mhz—Oct. 20-Application (BPED870629IA) returned for CP to change FREQ: 97.1 mhz.
- Lehigh Acres, FL. WOOD-FM 107.1 mhz—Oct. 14-Application (BPH880524IC) dismissed for CP to make changes; 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).
- Melbourne, FL. WVTI 107.1 mhz—Oct. 24-Application

(BPH880628IA) dismissed for CP to make changes; ERP: 98.6 kw H&V; HAAT: 288 m H&V; TL: WAYK-TV tower, 7.5 miles WNW of Fellsmore, FL; change class to C1 (per docket #87-233).

- Brunswick, GA. WGIG 100.7 mhz—Oct. 18-Application (BMPH880826ID) granted for MP (BPH860924IG) for changes; ERP: 36 kw H&V; HAAT: 446 m H&V; TL: intersec. of Coleman/St Mary's Rd. and McKendree Rd., Kingsland, GA.
- Grundy Center, IA, KGCI 97.7 mhz—Oct. 20-Application (BPH861010IA) dismissed for CP to make changes; TL: intersec. of Co. Rd. D-25 and unmarked Co. Rd., Section 23, Lincoln Twp., 6.5 miles N.E. of Grundy Center, IA; HAAT: 328 feet H&V; 42 25 35N 92 41 22W.
- Ida Grove, IA, KIDA-FM 92.7 mhz—Oct. 17-Applica-

tion (BPH880819IG) granted for CP to make changes; FREQ: 92.9 mhz; ERP: 50 kw H&V; class: C2 (per docket #87-508).

- Socorro, NM, KMXQ 92.7 mhz—Oct. 14-Application (BPH880621IA) dismissed for CP to make changes; FREQ: 104.7 mhz (per MM docket #87-308); ERP: 100 kw H&V; HAAT: 574 m H&V; TL: 50 km NW of Socorro, NM; change to class C.
- Boonville, NY. WBRV-FM 101.5 mhz—Oct. 12-Application (BMPH880407IB) granted for MP (BPH851204MB) to make changes; TL: Jackson Hill Rd., 4.5 km S. of Boonville, NY; HAAT: 104 m H&V; ERP: 0.45 kw H&V. This supersedes PN Rep. #20429 released Oct. 20 to show correct grant date.
- Philipsburg, PA. WPHB-FM 105.9 mhz—Oct. 18-Application (BMPH880830IB) granted for MP (BPH870917MH) for changes; ERP: 3 kw H&V; HAAT: 66 m H&V; TL: 2 km E. of Kylertown, adjacent to Messiah Church, Clearfield Co., PA.
- University Park, PA, WQWK-FM 96.7 mhz—Oct. 18-Application (BPH880808IH) granted for CP to make changes; FREQ: 97.1 mhz (per docket #87-588); TL: 6.9 km NE of State College, 1.3 km S. of U.S. 322; HAAT: 123 m H&V; ERP: 3 kw H&V.

■ Giddings, TX, KGID 101.7 mhz—Oct. 20-Application (BPH880818II) dismissed for CP to make changes; FREQ: 101.5 mhz; class to C2 (per docket #86-328); ERP: 24.4 kw H&V; HAAT: 208 m H&V; TL: 1.32 km SE of intersec. of Wolf Creek and FM 2531.

■ South Hill, VA, WSHV 105.5 mhz—Oct. 19-Application (BPH871102IK) granted for CP to change HAAT: 100 m H&V. Amended April 14.

■ Wheeling, WV, WPHP 91.9 mhz—Oct. 14-Application (BPED880802IA) dismissed for CP to make changes; ERP: 0.10 kw H&V.

■ Janesville, WI, WJVL 99.9 mhz—Oct. 18-Application (BPH880920IB) granted for CP to make changes; ERP: 11 kw H&V; HAAT: 153 m H&V; change antenna supporting structure height; TL: 3.1 km W. of Leyden, 2 km S. of Hwy. 14, WI.

## TV's

■ Marianna, FL, WJOE ch. 51—Oct. 24-Application grant of BMPCT880725KF was in error and was rescinded (PN 10-24-88) for MP (BPCT840928KG) to change HAAT: 181 M; ANT: Bogner BU32H.

■ Tequesta, FL, WPBF ch. 25—Oct. 13-Application (BMPCT880822KE) granted for Mod. of CP to change HAAT: 453 m; TL: 7.3 miles SW of Palm City, FL; ANT: Bogner BUI-32 L with H pattern; 27 07 17N 80 23 41W.

■ Elkhart, IN, WSJV ch. 28—Oct. 14-Application (BMPCT880714) granted for MP to change ERP VIS: 5000 kw; HAAT: 335 m; ANT: Harris TWS-30T (DA); TL: at intersec. of Grass and Johnson Rds., 3 miles SW of Mishawaka, IN; 41 36 58N 86 11 38W.

■ Hagerstown, MD, WHAG-TV ch. 25—Oct. 18-Application (BPCT880601LE) granted for CP to change ERP VIS: 1358 kw.

## Actions

### Commission Actions

■ Review Board grants Hector Garcia Salvatierra TV Station at Tolleson, AZ - MM docket 85-182 (Report DC-1268, action in docket case). Review Board has granted Hector Garcia Salvatierra, Limited Partnership, television station on channel 51 at Tolleson, AZ. Salvatierra is on board of directors of National Association of Broadcasters. This decision reverses Administrative Law Judge Edward Luton's action awarding channel to Aztec Broadcasting Corp. Other applicants involved were Doylan Forney; Tolleson Broadcasting Corp., Tolleson-Gomez Communications Inc.; Alden Television, Inc.; Estrella Communications, Limited Partnership; Maricopa Media, Inc.; T.V. Broadcasters, Inc. (TVB); and Li-Com, Limited Partnership. Action by Review Board Sept. 22, 1988, by Decision (FCC 88R-56).

■ Lowell, AR. Designated for hearing applications of Image Broadcasting Inc., Douglas and Pamela Whitman, War Eagle Broadcasting Inc., Winco Broadcasting Inc., Eklund-Walker Communications, Florence K. Grace, Beaver Broadcasting Inc. and Jones Communications for new FM station on channel 270C (101.9 mhz) at Lowell. (MM Docket 88-477 by Order [DA 88-1582] adopted Sept. 27 by chief, Audio Services Division, Mass Media Bureau.)

■ Texarkana, AR. Designated for hearing applications of State Line Broadcasting, Radio Four Inc., Texarkana Broadcasting Inc., Susan Lundborg and Gayland and Sheri Gau

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for new FM station on channel 292A (106.3 mhz) at Texarkana. (MM docket 88-480 by Order [DA 88-1580] adopted Sept. 29 by chief. Audio Services Division.)

■ Laurel, DE. Designated for hearing applications of Dennis N. O'Neal and M Corps Inc. for new FM station on channel 237A (95.3 mhz) at Laurel. (By Order [DA 88-1661] adopted Sept. 28 by chief. Audio Services Division.)

■ Trenton, GA. Designated for hearing applications of RAAD of Trenton, Inc. and Trenton Service Co. for new FM station on channel 274A (102.7 mhz) at Trenton. (MM Docket 88-479 by Order [DA 88-1660] adopted Sept. 27 by chief. Audio Services Division.)

■ Woodstock, VA. Granted Rurach Associations' petition for review and directed Mass Media Bureau to issue notice of proposed rulemaking to determine if grant of Rurach's request for substitution of channel 241B1 (96.1 mhz) for channel 240A (95.9 mhz) at Woodstock modifying license of WAZR(FM) to specify operation on new channel; and substitution of channel 226A (93.1 mhz) for channel 238A (95.5 mhz) at Broadway would serve public interest. (By MO&O [FCC 88-261] adopted July 26 by commission.)

■ FCC Issues Policy Statement Reducing Scope and Applicability of Cross-Interest Policy-MM docket 87-154 (report DC-1270, action in docket case) FCC has deleted cross interest policy as it applies to consulting positions, joint ventures, time brokerage arrangements and advertising agencies; and issued further notice addressing policy as it applies to key employees and nonattributable equity interests. Action by commission Oct. 27 by policy statement [FCC 88-344] and notice of proposed rulemaking (FCC 88-345).

■ FCC Modifies Radio Duopoly Rule-MM docket 87-7 (report DC-1271, action in docket case). Citing explosion of new stations in all sized markets offering great diversity of program choices, FCC modified radio "duopoly" rule, which prohibits common ownership of two or more commercial radio stations in same broadcast service whose 1 mv/m contours overlap. Specifically, FCC relaxed rule to principal city contour standard (the 5 mv/m contour for AM stations and 3.16 mv/m contour for FM stations). Action by commission Oct. 27 by R&O (FCC 88-343).

■ FCC Grants Partial Reconsideration of Its Limited Waiver Policy Regarding Consideration of Terrain Shielding in LPTV Service (report MM-350, Mass Media Action). FCC affirmed its basic policy to consider terrain in evaluating applications for low-power television, television translator and television booster stations, thereby facilitating authorization of additional service. It also granted part of request by Association of Maximum Service Telecasters Inc. and National Association of Broadcasters to give public notice when waivers are requested. Action by commission Oct. 27 by MO&O (FCC 88-342).

■ Repeal of Compulsory License for Distant Signals Recommended-gen. docket 87-25 (report DC-1272, action in docket case). Concluding that private negotiations would better serve public, commission recommended that Congress eliminate compulsory license for cable retransmission of distant broadcast signals. Action by commission Oct. 27 by report (FCC 88-340).

■ Radio Reading Services. Adopted policy statement that clarifies kinds of costs that noncommercial radio station may properly charge to operators of radio reading service to lease station's subcarrier capacity under Section 73.593 of rules. (MM Docket 87-9 by policy statement [FCC 88-323] adopted Oct. 13 by commission.)

#### Review Board Actions

■ San Bernardino, CA (Religious Broadcasting Network et al.) TV proceeding. Granted in part requests for reconsideration by Solano Broadcasting Limited and Inland Empire Television of review board decision upholding initial decision of presiding ALJ for ch. 30 at San Bernardino, and remanded to presiding ALJ for further hearing and issuance of supplemental initial decision. (By MO&O. FCC 88R-58, Oct. 11, MM dockets 83-911, et al.)

■ Belle Chasse, LA (Mary Fay Gilbert, et al.) FM proceeding. Granted appeal by Area Belle Chasse Community Radio and reinstated its application for new FM station at Belle Chasse. (By MO&O. FCC 88R-59, Oct. 18, MM docket 88-206.)

■ Killeen, TX (62 Broadcasting Inc. and Aida Barrera) TV proceeding. Scheduled oral argument for Nov. 18, 10 a.m., Room 235, 2000 L St., NW, on exceptions to initial decision of ALJ Joseph Chachkin (FCC 88D-19, released July 18) granting application of 62 Broadcasting Inc. for new UHF television station on ch. 62 at Killeen, and denying competing application of Aida Barrera. Each party may have 20 minutes for oral argument. Aida Barrera may reserve part of his time for rebuttal. (By letter, Oct. 14, MM docket 86-334.)

#### ALJ Actions

By chief ALJ Thomas B Fitzpatrick on dates shown:

■ State College, PA (Advanced Broadcast Technologies

Inc., et al.) FM proceeding. Designated ALJ John M. Frysiaik to preside in proceeding. Scheduled prehearing conference for Dec. 16 and hearing for Jan. 23, 1989. (By order Oct. 7, MM docket 88-474.)

■ Tobyhanna, PA (Tiab Communications Corp. and Resort Broadcasting System Inc.) FM proceeding. Granted request for summary decision by Resort Broadcasting and resolved air hazard issue in its favor. (By order, Oct. 21, MM docket 88-293.)

■ Kemmerer, WY (Tommy P. and Linda S. Woolsey and Creelius/Lundquist Communications Corp.) FM proceeding. Designated ALJ Edward Luton to preside in proceeding. Scheduled prehearing conference for Dec. 16 and hearing for Jan. 19, 1989. (By order, Oct. 24, MM docket 88-426.)

By deputy chief ALJ James F. Tierney on date shown:

■ Clayton, GA (Screamer Mountain Radio and Richard J. Turner Jr.) FM proceeding. Approved settlement agreement and dismissed with prejudice application of Screamer Mountain Radio; granted application of Richard J. Turner Jr. for new FM station on channel 281A (104.1 mhz) at Clayton and terminated proceeding. (By MO&O, Oct. 7, MM docket 88-402.)

By ALJ Joseph Chachkin on dates shown:

■ Enfield, CT (DBC Woodside Associates L.P. et al.) FM proceeding. Approved settlement agreement between Kozak Broadcasting—Enfield Broadcasting L.P. and Enfield Radio Associates Inc. and dismissed with prejudice application of Enfield Radio Associates. (By MO&O, Oct. 19, MM docket 87-461.)

■ Charlottesville, VA (Skyline Broadcasting Co., et al.) Granted request by College Town Radio L.P. and dismissed its application with prejudice. (By order, Oct. 20, MM docket 88-440.)

By ALJ John M. Frysiaik on dates shown:

■ Lafayette, FL (Stephen D. Tarkenton, et al.) FM proceeding. Granted request by Stephen D. Tarkenton and dismissed his application with prejudice. (By order, Oct. 21, MM docket 88-377.)

■ Springfield, FL (Randall R. Wahlberg, et al.) FM proceeding. Granted request by Randall R. Wahlberg and resolved air hazard issue in his favor. (By order, Oct. 21, MM Docket 88-395.)

■ West Point, VA (R. Tyler Bland Jr. and West Point Radio L.P.) FM proceeding. Granted request by R. Tyler Bland Jr. and dismissed with prejudice application of West Point Radio Limited Partnership for failure to prosecute. (By order, Oct. 11, MM Docket 88-244.)

By ALJ Joseph P. Gonzalez on dates shown:

■ Silver City, NM (Frank Werber and Avila Beach Ltd.) FM Proceeding. Approved settlement agreement and dismissed with prejudice application of Frank Werber; granted application of Avila Beach Ltd., for new FM station on channel 233A (94.5 mhz) at Silver City and terminated proceeding. (By MO&O, Oct. 17, MM docket 88-349.)

■ Olney, TX (Olney Broadcasting Co. and Wes-Tex Broadcasting Inc.) FM proceeding. Approved settlement agreement and dismissed with prejudice application of Olney Broadcasting. (By MO&O, Oct. 18, MM Docket 87-575.)

By ALJ Edward J. Kuhlmann on dates shown:

■ Tomah, WI (General Broadcasting Corp. and Jamie Lee Westpfahl) FM proceeding. Approved settlement agreement and dismissed with prejudice application of General Broadcasting Corp.; granted application of Jamie Lee Westpfahl for new FM station on channel 233A (94.5 mhz) at Tomah; and terminated proceeding. (By MO&O, Oct. 11, MM docket 88-7.)

By ALJ Edward Luton on dates shown:

■ Salinas, CA (Salinas Broadcasting L.P., California L.P., et al.) FM proceeding. By separate orders, granted joint requests for summary decision by B.F.J. Timm, Artichoke Broadcasting Corp. and California Community Television Network and resolved engineering issues in their favor. (By orders, Oct. 19, MM docket 87-338.)

## Call Letters

### Applications

Call Sought by

#### Applications

##### New FM's

WKBE Kennedy Broadcasting Inc., Patton, PA  
WYCD Outreach Communications, A Limited Partnership, Kittery, ME

### Existing AM's

WACY WFEN Deano Day Enterprises Ltd., Fenton, MI  
KPBA KZLR Metropolitan Media Group Inc., Pine Bluff, AR  
KFNN KJAA CRC Broadcasting Co. Inc., Mesa, AZ

### Grants New AM's

WNZQ St. Cloud Broadcasting, St. Cloud, FL

### New FM's

WVOB Bethany Bible College and Bethany Theological Seminary Inc., Dothan, AL  
WGVT Vermont Broadcast Associates Inc., Lyndon, VT  
WCNG Cherokee Broadcasting Co., Murphy, NC  
WIZD John Anthony Bulmer, North Baltimore, OH  
WBNI Central Illinois Radio Fellowship Inc., Pekin, IL  
WBSM-MA Sage Broadcasting Corp. of Fairhaven, Massachusetts, Fairhaven, MA

### New TV

WKRP-TV PSA Inc., Charleston, WV

### Existing AM's

WCAT WPNS P&S Broadcasting Inc., Orange, MA  
KKGO KSHO Mount Wilson FM Broadcasters Inc., Hesperia, CA  
KGHT KKDI Dixie Broadcasting Inc., Sheridan, AR  
WBMX WJFU Just Formed Corp., Zeeland, MI  
WRPJ WUFL Juarez Communications Corp., Kingsley, MI  
WMTX WBND Contemporary Communications Corp. Inc., Biloxi, MI  
WGMZ WWTK National Communications Systems Inc., Farrell, PA  
WQSI WZYQ Musical Heights Inc., Frederick, MD  
KSEV KTBT Duncan Broadcasting Co., Tomball, TX  
WBYU WWIW Radio Vanderbilt Inc., New Orleans  
WMLS WRED Phoenix Flight Broadcasting Co., Monroe, GA  
WUFL WDRQ James Communications Corp., Sterling Heights, MI  
WJOK WHOX Hobson City Broadcasting Co., Hobson City, AL

### Existing FM's

WHLY WCAT-FM General Broadcasting of Florida Inc., Leesburg, FL  
KKGO-FM KKGO Mount Wilson FM Broadcasters Inc., Los Angeles  
KYKA KRKN Mathias Broadcasting Inc., Naches, WA  
KCFM KCAC KLEX Inc., Lexington, MO  
KBUK KMUZ Fayette Broadcasting Co., La Grange, TX  
KISX KEYP-FM Tyler Broadcasting Co., Whitehouse, TX  
KFER KWIS Santa Cruz Educational Broadcasting Foundation, Santa Cruz, CA  
WKSX WIAW Resort Broadcasters of Virginia Inc., Cape Charles, VA  
KLOU KHTR CBS Inc., St. Louis  
KQCL KOFN Radio Ingstad Minnesota Inc., Fairbault, MN  
KKGB KZAN Utah Broadcasting Co., Ogden UT

Note: Grant of call sign for FM station KCDY assigned to Taft Community Radio, Taft, OK, has been set aside

# Classified Advertising

See last page of Classified Section for rates  
closing dates box numbers and other details

## RADIO

### HELP WANTED MANAGEMENT

**National program sales coordinator** for an expanding six station group with inspirational formats. Successful sales background and working contacts with NRB members a must. The position also involves coordinating individual station sales strategies as well. This is an upper-management position working out of the corporate home office in Orange County, California. Send resumes to Mark McNeil, American Sunrise Communications, 16742 Gothard Street, Suite 201, Huntington Beach, CA 92647. EOE.

**General manager/sales manager** for existing AM and new FM in a small market in a beautiful part of western New York state. This is a terrific opportunity to develop, from the ground up, a property with all new first class facilities in a market of about 75,000 with virtually no local competition. The successful applicant will have a very strong sales background with a proven record and small market experience, he or she will receive top compensation possibly including ownership, and will work with a financially strong and enlightened owner. EOE. Box N-48.

**General manager for start up situation** in Fort Myers Florida. Minimum 5 years G.M. experience. Ability to plan, lead, organize and control activities of new FM. Bottom line results a must. Serious candidates only. Possible ownership percentage based on results. Box N-92. EOE.

**General manager** needed for rapidly growing AM FM in Southeast. Must be a take charge leader and be strong on local sales. Box N-93. EOE.

**General manager/sales manager** for south Florida East Coast Urban Contemporary AM station. Management and sales experience mandatory. Ownership possible with no cash investment for successful management. Send resume to Box N-100. Confidentiality guaranteed. EOE.

**General manager for Honolulu AM.** Must have sales ability, fiscal/financial experience, and profit motivation. Salary, commission, incentives, profit sharing. Prefer non-smoker with experience in Honolulu. PO Box 12469, Dallas, TX 75225. EOE.

**Regional affiliate** acquisition managers needed for fastest growing radio network. Salary + commission + bonus plan. Call Roger 800-321-2349.

**Local selling manager.** Immediate opening. Salary commission own sales, override. Hospitalization. Life insurance. Car trade. AM FM(CP) Pennsylvania. Write Box O-1. EOE.

**Immediate opening** for general manager for ratings strong but undersold Upper Midwestern combo. You get us profitable and we will compensate you well beyond any industry standards. This is not a position for the weak. We want a performer and not a "B.S. Expert". If you're unproven forget it, we don't want to train you. We want profits. We will support you 100% if you're the tough minded winner we seek. If you are really that good write us today. EOE. Box O-7.

### HELP WANTED SALES

**Sales rep:** Excellent list growing economic area looking for experienced salesperson. Beautiful Marysville CA. Send resumes to Mr. Leary, KRFD FM & AM, PO Box 631, Marysville, CA 95901. EOE.

**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 Bob Stevens, 212-586-6700.

**Wanted: Sales Superstar.** If you are a closer not a talker- Act Now! An established list is available. Someone's going to make a ton of money! The person we're looking for is making good money now but wants to maximize their income and career growth. We hire future managers. Send resume to Bob DeFelice, GSM, WCZX FM, 319 Mill Street, Poughkeepsie, NY 12601. M.F. EOE.

**North Carolina:** Seeking two professional track record, energetic, dynamic, aggressive, experienced, street wise sales pros. Future sales management expansion opportunities. Heavy sports, talk, news, Solid Gold, competitive market. 1 KW going 5 KW day/night. Resume/track record to Craig Blackburn, Sales Manager, WSSG, 116 West Mulberry Street, Goldsboro, NC 27530. 919-734-1300. EOE.

**Sales person.** Promotion minded. \$200 to \$300 week depending on experience. Highest commissions. Bonus. Hospitalization. Life Insurance. Car Trade. Minimum two years experience. Tell all first letter. PO Box 350, Altoona, PA 16603. EOE.

**Account executive wanted** to staff Dallas office for National rep firm. Local radio sales and or National rep firm sales experience required. Would require self-motivator with no fear of large agency or direct client contact. Unlimited income potential. Send resume to P.O. Box 450526, Atlanta, GA 30345 or call 404-255-7861 for interview. EOE.

**Join growing 18-station group!** Most successful AM in SE Mass. adds music FM. Need strong local sales team by mid-Jan. Aggressive, experienced hard-workers will be rewarded with guarantee plus commission and bonus package. If you can produce results, get in on the ground floor & rush resume to FM Manager, WBSM, 220 Union St., New Bedford, MA 02740. EOE.

**Established account list** for experienced sales professional. Growth/advancement opportunities. Great family community Dayton, Ohio-ADI, AM FM. EOE. Box O-14.

### HELP WANTED ANNOUNCERS

**Outspoken talk show host** for two-hour daily program. Combine with news or sales for full time position. Top 50 market. Southeast. Box N-84.

**Classical music announcer** for one of America's leading Classical-music stations. Personable, informal, conversational style a must. Preferably with a good sense of humor. Substantial previous experience in Classical-music radio required. EOE. Submit resume & tape (in Classical format) to Talent Search, KFAC, 6735 Yucca Street, Los Angeles, CA 90028.

**Announcer/producer:** All-Classical 105,000-watt WNEB-FM seeks experienced professional. Must have classical music announcing skills suitable for a major market; remote recording and post-production experience highly desirable. Regular on-air shift, with production opportunities including weekly in-concert program. Competitive salary, excellent benefits. Resume (including references) and air check to Peter Goldsmith, 23 North Street, Buffalo, NY 14202. An equal opportunity/affirmative action employer.

**Join growing 18-station group!** Most successful AM in SE Mass. adds music FM. Need talented air production staff by mid-Jan. Send tape resume to FM Manager, WBSM, 220 Union St., New Bedford, MA 02740. EOE.

**January '89 openings** for midday/afternoon air talents. Experience with Country format and good people relations required. Send tape/resume to Program Director, WHFB, P.O. Box 608, Benton Harbor, MI 49022. EOE. No calls.

**Join growing 18-station group!** Most successful AM in SE Mass. adds music FM in mid-Jan. Need quality PD with experience & enthusiasm plus on-air talent to lead new air staff to the top! Send tape resume today to FM Manager, WBSM, 220 Union St., New Bedford, MA 02740. EOE.

### HELP WANTED TECHNICAL

**Chief engineer** for major market East Coast AM FM. Must be hands-on with excellent administrative and management skills. Reply to James Loupas Associates, Inc., 7311 Believer, Suite 1001, Houston, TX 77036. EOE.

**Chief engineer.** Major market AM/FM seeks experienced professional. Construction. RF audio, remotes, budgets. Team Player. Good pay. SBE Certified. Send resume to Box O-8. EOE.

**Fulltime chief** experienced in directionals, automation, transmitters, all aspects of audio, satellites, and maris. Combo in beautiful Northern Midwest perfect for fishing, hunting, raising a family. Good salary and benefits from growing group. Brill Media, WBCB/WAVC, 1001 East Ninth, Duluth, MN 55805. EOE.

### HELP WANTED NEWS

**KICKS 106.3 FM** has a rare opening for aggressive reporter. T & R to Box 26523, Prescott Valley, AZ 86312. EOE. M/F.

**Wanted:** Full time news anchor reporter for award winning Washington DC area radio station. Opening immediate. Call 703-777-1200. Tape/resume required. WAGE Radio, Leesburg, VA 22075. EOE.

**News director** - WREF-AM Ridgefield/Danbury, Connecticut seeks dedicated news professional. Growing station in sophisticated community and Nation's most desirable city. Great place to be! T&R with letter to Dennis Jackson, WREF, 165 Danbury Road, Ridgefield, CT 06877. EOE. M/F.

**Experienced news director needed.** Jan. 89 opening. Highly competitive market. Strong writing/on-air/organizational skills. Send tape resume/writing samples to Program Director, WHFB, P.O. Box 608, Benton Harbor, MI 49022. EOE. No calls.

**Producer/reporter** for aggressive news department. Three years experience required. Competitive salary and liberal benefits. Send resume and cassette to Jim Johnston, News Director, WAER, Office of Human Resources, Skytop, Syracuse, NY 13244. Deadline: November 25, 1988. An AA/EO employer.

### HELP WANTED PROGRAMING PRODUCTION & OTHERS

**Wanted:** Disciplined self-starter with desire to perform in dynamic, award winning, full service radio station in suburban metro market. Send resume. Box N-57. EOE.

**Experienced production director** needed for coastal Carolina's exclusive Easy Listening A/F. Some air work involved. Send tape and resume to WNCT, P.O. Box 7167, Greenville, NC 27835. EOE.

**Join growing 18-station group!** Most successful AM in SE Mass. adds FM in mid-Jan. If you enjoy writing creative copy and can produce it too, rush resume/tape to FM Manager, WBSM, 220 Union St., New Bedford, MA 02740. EOE.

### SITUATIONS WANTED MANAGEMENT

**General manager.** Creative. Aggressive. Bottom Line-/Sales oriented. Wants rapport with major broadcasters or experienced investors. PO Box 15343, Fort Lauderdale, FL 33318-5343.

**A Top Biller** in a top 10 radio market. Seeking radio sales management opportunity. Strong leadership, people, sales and research skills. 12 years radio experience. Ready to improve your bottom line! Box N-54.

**Explosive success** is the best way to describe my record as GM and my wife's record in sales. Seeking opportunity to move up. Prefer Southeast. Box N-80.

**Successful medium & large market GM** wants new challenge. Sales/bottom line oriented. 25 years skill development. Box N-83.

**Experienced general manager.** 25 years of proven success in major and medium size markets. Currently employed but seeking equity/management opportunity with small or medium size group. Turnaround situations a specialty. Skilled at all levels but exceptional in sales motivation and development. Prefer Southeast but will consider all. Box N-91.

**GM/GSM** - 20 year successful, seasoned pro - 14 years management -- seeks challenge in Florida. Give you record profits too! Rann' to go! Bryce Cooke 407-466-6742.

**General/sales manager.** Young, aggressive, seasoned professional. Impeccable references. Small-medium market. Midwest/Mid-Atlantic. Box O-4.

**Hire a part-time sales manager** with full time experience. Help her to the small to medium absentee or owner operator. Let's talk! East Coast. Al Wunder 201-538-1250.

**Experience plus enthusiasm.** Veteran pro, solid sales-/sales management background seeks GM/GSM position. 305-386-5225.

### SITUATIONS WANTED ANNOUNCERS

**18 years experience.** Seek on-air production in Fredericksburg, Norfolk or Virginia Beach. Ed. 703-799-0739.

**Bob Browne,** radio personality, name band singer. Now doing top rated Big Band show. Want larger market. Expertise - talent, production, sales management. 307-634-7406.

**Please hire me!** General announcing and music. First blind graduate from Columbia School of Broadcasting, Chicago. Harold Bocock, 3502 Ted Avenue, Waukegan, IL 60085. 312-623-6997.

**Pro-programmer** - Solid management - Take charge operations, ratings builder, today's AM/FM - A-C - CHR. C/O. PO Box 8144, Cincinnati, OH 45208.

### SITUATIONS WANTED TECHNICAL

**27 year old male** with hands on expr seeks an opportunity for more experience in AM, FM engineering. F.C.C. General Phone, S.B.E. certified and NARTE. call Mark 304-525-3981.

### SITUATIONS WANTED NEWS

**Looking for a fresh start!** Experienced enthusiastic, dedicated, and dependable news-sports pro looking for a long term news, sports, or combo position. Call Bill 307-733-0769.

**GA reporter & anchor** for past 21 consecutive years with WNBC Radio New York City seeks position with serious broadcast news operation. Box O-3.

**Light up your phones:** Harvard doctoral student with blue collar rapport, strong writing skills, General Radiotelephone license, seeks overnight newstalk position starting next summer. Creative former print journalist can also run station's promotion program. 60 mile radius from Boston. Box O-11

#### SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

**Voice over**, part time 2 yrs radio announcer. Very flexible, airline flight attendant so can travel at my expense. Call for tape. Mike #06-331-1227.

#### MISCELLANEOUS

**Salespeople - Make extra cash** marketing Information On Hold to your current clients. Not competitive with radio advertising. Call Matt Caesar 404-548-0396.

**Are you ownership ready?** Passive investors seeking quality, proven radio GM's and/or properties; management equity, incentives assured. Box N-28.

**Lookout, Jack and Vanna.** Here's radio's letter guessing game. Word For Word, 4743 South 575 West, Riverdale, UT 84405.

#### CONSULTANTS

**Troubled AM?** Need programing to generate sales? Need sales to make bucks? Call Thomas Hall, 213-969-8559.

**AM in the red?** Get into the black. Tried and true methods. Knock on doors - make sales. Call Roger Petrik 800-321-2349.

**Down and out in the East?** Make \$ with great programing and good street wise sales programs. Call Roger Petrik, 800-321-2349.

**Executive search Radio, TV and Cable.** General managers, sales managers recruited confidentially. Corporate and individual inquiries invited. George Ponte, VP, Executive Recruiter, Bornholdt Shivas & Friends, 295 Madison Avenue, Suite 1206, New York, NY 10017. Tel: 212-557-5252. FAX: 212-557-5704. EOE.

**Exciting new format!** Confidentially contact: Consultant, Box 2741, Laurel, MD 20708 -- Where the numbers live!

**It's working!** Successful, experienced broadcast professionals can start their own unique communications business in explosive advertising growth industry. Limited dealerships. Act now! Call Ty Bryant, Marketing Director, Audio Quest, 614-486-7700.

## TELEVISION

#### HELP WANTED MANAGEMENT

**General sales manager:** solid opportunity for articulate, achievement-oriented individual; total support from leading Oklahoma Independent management and staff; high salary and override. If you enjoy challenge and can instill a sales team, write or call Jim Lavenstein, General Manager, KOKI-TV, P.O. Box 33223, Tulsa, OK 74153 - 918-663-6880. EOE.

**Promotion manager -** New Mexico's number one Independent, Fox affiliate is seeking a knowledgeable professional director of creative services. Will be responsible for all areas of station promotion - strategy, production, writing, use of all media. We are an aggressive station ready to put your ideas to work. Send resume and tape or portfolio to Erick Steffens, General Manager, KGSW-TV P.O. Box 25200, Albuquerque, NM 87125. EOE, M/F.

**WVAH-TV, Charleston/Huntington** has immediate opening for a program/promotion manager. Indie experience preferred. We're VHF, channel 11, owned by Act III Broadcasting. Excellent opportunity for aggressive manager on the way up. Send resume and support material to Don Wilburn, General Manager, WVAH-TV, 11 Broadcast Plaza, Hurricane, WV 25526. EOE.

**General sales manager.** Top 50 market with group owned station. Seeking experienced sales leader for group owned network affiliate, top 50 market, New England. Great opportunity for self-starting, innovative manager with creative local sales management and vendor sales experience. This is a state-of-the-art sales department with excellent research support. Send resume and sales philosophy. Equal opportunity employer. Box O-6.

**Local TV sales manager** position available. Must be a team player with strong leadership qualities. Must be creative and display conceptual presentation skills (written/oral). Prefer 3 years minimum experience in broadcast sales. Resumes to P.O. Box 9927, Austin, TX 78766. EOE.

**Operations manager needed.** Small market station, affiliate. Send resume to: General Manager, KOUS-TV, 2116 Broadwater Ave., Billings, MT 59102. EOE.

**General sales manager:** Group owned Fox affiliate needs experienced sales manager. Strong training skills and creative sales techniques necessary. Excellent opportunity for aggressive leader. Resume and salary history to Ed Groves, GM, KASN, Box 19328, Little Rock, AR 72219. EOE.

#### HELP WANTED SALES

**Experienced Independent** local sales rep needed to join growing Southeast group. We need imaginative marketers of goods and services to represent our station and earn the highest commissions in the Southeast. Exceptional growth opportunities for the right people. EOE. Box N-60.

**Account executive** for fastest growing Indy in the Midwest, #65 Market. Self starting achievers can expect excellent financial rewards. Two years of sales experience required. Send resume and cover letter to Mike Girocio, LSM, WUPW-TV 36, Four Seagate, Toledo, OH 43604. EOE.

**Research director -** Leading Indie. in 23rd mkt. seeks self-starter to create sales research materials, maintain sales planner and analyze meter information. Experience in sales/programing research preferred. Call Harvey Adelberg, GSM, WTXV-TV, 203-575-2020. EOE.

**Weather Network, Inc.** has a position available for a sales/marketing professional to work in a state-of-the-art weather graphics project. Candidates must have experience in TV industry. Sales experience strongly desired and experience in TV weather and with PC computers a plus. Position requires a self-starter with high energy and willingness to travel. Compensation commensurate with experience; excellent benefits package. Qualified applicants send resume to: Weather Network, Inc., 3760 Morrow Ln., Suite F, Chico, CA 95928-8865. EOE.

**Account executive** for expanding small market Texas affiliate. Individuals must be self motivated with strong presentation skills. Prior experience, degree and/or related experience preferred. Excellent compensation program. Send resume to: Sales Manager, KLST-TV, P.O. Box 1941, San Angelo, TX 76902. 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-TV6 has a golden opportunity for your television career! Excellent growth opportunity 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.

**Television sales help needed.** Training provided, straight commission, expenses. Send resume to: General Manager, KOUS-TV, 2116 Broadwater Ave., Billings, MT 59102. EOE.

#### HELP WANTED TECHNICAL

**Control room supervisor** of air switchers and tape operators at successful Independent. EOE. Please send resume to: Bob Hardie, Box 33223, Tulsa, OK 74153.

**ENG Maintenance Engineer -** Top rated affiliate in Sunbelt has an opening for an ENG maintenance engineer. General FCC license or SBE certificate preferred. Must have excellent knowledge of ENG cameras, VCR's, microwave and newsroom computers to the component level. Experience in broadcast maintenance and technology is required. Competitive salary. Benefits a big plus. Send resume and cover letter to Box N-76. EOE.

**Chief engineer.** Group Owned CBS affiliate in top 50 Midwest market seeks a hands-on leader. Responsibilities include UHF transmitter maintenance, technical operation and administration. Great opportunity for assistant chief. Respond: Nancy Weller, Personnel, P.O. Box 250, Clio, MI 48420. 313-687-1000. EEO employer.

**Chief engineer:** Excellent opportunity in smaller, attractive Western community for individual whose highly hands-on technical ability is matched by strong management skills. You will be given responsibility, support and appreciation. Salary in 30 range. Box N-71. EOE.

**'BUSH' Alaska,** assistant chief engineer for full service 10-kw NDU, AM radio station and modern, full service TV station. KYUK AM/TV is currently looking for that special motivated person with at least 2 years radio/TV maintenance experience and who can trouble shoot to component level. This is a hands-on position with primary duties of being in charge of the radio station. Applicant must have valid FCC license or SBE certification. Other duties could include servicing Ikegami and Sony cameras, Sony 1-inch, BVU 800 and type 5000 VCR's. General knowledge of video and audio systems within a TV station helpful but not necessary. A willingness to learn new systems, a desire to succeed, and the ability to interface with like-minded professionals is required. This position is an excellent opportunity for future advancement into management. Salary range \$25,950-\$30,000 plus excellent fringe benefits. Position is open until filled. Send resume and cover letter to Brad Humelsine, KYUK-AM/TV, Pouch 468, Bethel, AK 99559. Bethel Broadcasting Inc. in an AA/EOE.

**Austin, Texas -** A high-tech town with a high quality of life. The University of Texas at Austin is seeking an assistant director for technical services at the Center for Telecommunication Services. To provide direction as chief engineer and technical maintenance supervisor. Required qualifications: Bachelor's degree in electrical, telecommunication, or electronics engineering; five years experience in electronic broadcasting equipment design, installation, maintenance, and operation; knowledgeable in respect to FCC technical rules and regulations. On call nights and weekends (deeper will be provided). Annual salary is \$31,188 with excellent benefits. Department is willing to pay more depending on qualifications. Responsible for 100kw FM transmission facilities, including SCA; audio production facilities (master control, air control, three additional control rooms and associated studios); satellite audio uplink/downlink and video downlink; video cable system, master/8-slave highspeed, open-reel audiotape duplication system; STL and leased full-duplex microwave systems. Send resume with cover letter and three professional references to Mr. William Giorda, Communication Building B, University of Texas at Austin, Austin, TX 78712. Applications will be accepted through December 1, 1988. Equal opportunity/affirmative action employer.

**Field service engineer:** Odetics, Inc., manufacturer of the TCS2000 Cart System is looking for a field service engineer to support its expanding Cart Machine business. Qualified applicants must have solid technical maintenance experience with professional video and television studio equipment, possess good mechanical aptitude, and some computer or microprocessor background is desirable. Good communication skills, the ability to work independently and an A.S. technical degree or equivalent work experience required. Job requires extensive travel and will be based out of Anaheim, California. Odetics offers a competitive salary and a complete benefits program. Send resume to Linda Krumme, Odetics, Inc., 1515 S. Manchester, Anaheim, CA 92802 or call John at 714-774-2200, extension 3301. EOE.

**Florida's most successful** post-production facility has opening for top caliber video maintenance engineer. Ethernet-based VTR and routing control. Alias graphics, Davinci, Abekas. Be appreciated by a company that cares about engineering and respects engineers. Bruce Graham, Chief Engineer, Video Tape Associates (VTA), 2040 Sherman St., Hollywood, FL 33020. EOE.

**Broadcast maintenance engineer** needed for television and translator maintenance with a progressive Midwest CBS affiliate. Position allows much freedom for the individual to institute and oversee system maintenance. Excellent benefits and working conditions. Salary commensurate with experience. EOE. Box O-13.

**Engineer:** Gilmore Broadcasting Corp. is expanding, needs major market engineer, knowledge of RF, state-of-the-art audio, and studios required. Send resume to Dean Goodman, Executive Vice President Radio, 194 N.W. 187 St., Miami, FL 33169. 305-654-9494. EOE.

**Chyron graphic artist** needed to operate state-of-the-art graphic system. Must have 2-3 years keyboard and palate experience with Chyron 4200. Will be working with Chyron Super Scribe, and 4. Send resumes and demo tape to: Morris Cerullo World Evangelism, Attn: Ossie Mills, P.O. Box 700, San Diego, CA 92138. EOE.

**Chief engineer:** Farmington, New Mexico. VHF network affiliate. Minimum of five years hands-on experience with studio and transmitter equipment. Familiar with FCC technical rules and regulations. FCC General license required. Salary commensurate with experience. Send resume to F. Bibeau, KOB-TV, Inc., P.O. Box 1351, Albuquerque, NM 87103. EOE, M/F.

**Group-owned ABC affiliate** needs chief engineer for aggressive station in medium Midwest market. Excellent growth potential for the right person. Salary commensurate with experience. EOE. Send resume immediately to Bill Acker, KODE-TV, P.O. Box 46, Joplin, MO 64802.

**Television director** specializing in electronic graphics and post-production for top 50 market PBS station. Must be able to conceptualize and create graphics for all station productions including news, underwriting, promotion, ID's and nationally distributed programs. Experience with Ampex ESS-3, ADO and A/C switchers required. Knowledge of Paltex edit system and Ampex Vista switcher helpful. Must possess strong post-production skills and ability to work independently or as a member of production team when required. Send resume and demo reel of your best work to: Personnel, WITF Communications Center, Box 2954, Harrisburg, PA 17105. EOE.

**Transmitter engineer:** Must have knowledge of UHF transmitter. Will work with two UHF transmitters with microwave terminal equipment. All new top line gear. Want UHF experience, prefer microwave experience. FCC General Class license and SBE certification. Send resume to Michael Burgess, Station Manager, KSAX-TV, Box 637, 415 Fillmore St., Alexandria, MN 56308. Equal opportunity employer, M/F.

## HELP WANTED NEWS

**Meteorologist** for Lynchburg/Roanoke affiliate. Personable, creative, and ability to report weather news a plus. Non-returnable tape, resume, references, salary requirements to: Bill Bouyer, WSFT, 2320 Langhorne Road, Lynchburg, VA 24506. No phone calls. EOE.

**News director:** Midwest, VHF network affiliate in 100 plus market is looking for a hands-on news pro capable of leading the charge. Must have solid news, production, and people skills. Great opportunity for assistant news director or producer to move up. Send resume to Box N-75, EEO, M/F.

**Videographer/editor.** Strong handheld skills, self-starter with an "eye" for "up close and personal stories." Strong Christian commitment essential. Fund raising experience helpful. Resume to Box N-97. EOE.

**Writer/editor.** Ability to tell strong personal stories. Travel required. Strong Christian commitment. Fund raising experience helpful. Writing samples and resume to Box N-98.

**If you are the best reporter in town and love hard work,** we want to see your tape. Station with SNG, ENG and Newstar looking for several good reporters. Non-returnable tapes to Jim Church, News Director, WTVG-TV, Box 1150, Chattanooga, TN 37401 EOE.

**Experienced video** photographer for spot news wanted 11PM-7AM shift 5 nights a week. Mail resume and/or demo tape to MTNS, 7400 N Kendall Dr., #617, Miami, FL 33156. EOE

**General assignment reporter:** News reporter with 1-2 years experience preferred. Must have some knowledge of live shots, editing, writing stories and covering news. Must have outgoing personality and be able to work some weekends. Please send resume and non-returnable tape to Dave Taylor, News Director, KSAX-TV, Box 637, 415 Fillmore St., Alexandria, MN 56308. Equal opportunity employer. M/F

**Videographer.** Must be confident, independent person with minimum of 3 years professional news shooting experience. Send letter and resume to MVP Communications, Inc., 1075 Rankin Rd., Troy, MI 48083. Attn: Scott Vacek.

**Small, dynamic news department** needs energetic, confident anchor/producer. Must be a proven communicator with self-motivated, creative approach. Reporting, shooting, and editing skills necessary. Send resume and tape to Ian Marquand, KTVH-TV, Box 6125, Helena, MT 59604. No calls, please. EOE

**Executive producer news operations.** Person should have minimum 10 years experience in all phases of television news production. Candidate will have familiarity with satellite operations, live ENG field operations and broadcast production. Send resumes only. We are an equal opportunity employer. Contact: Henry Florsheim, WABC-TV, 7 Lincoln Sq., New York, NY 10023

**Executive producer.** Candidate should have a minimum seven years news experience, at least five years production experience in major market. Must be familiar with all phases of news production including assignment desk and satellites. Resumes only. We are an equal opportunity employer. Contact: Henry Florsheim, WABC-TV, 7 Lincoln Sq., New York, NY 10023.

## HELP WANTED PROGRAMING PRODUCTION & OTHERS

**Top 20 station** seeks top notch writer/producer for public service announcements and other on-air spots relating to community events. Must have 2 years TV promotions or public affairs experience, strong writing skills, and hands-on 3/4" off-line editing experience. Directing experience preferred. Send resume to: Box N-99. EOE.

**Creative and motivated** promotion manager needed for New England ABC affiliate. We want someone who is experienced in all phases of station promotion, excited about the job and can excite others—including the potential audience. Must be familiar with production techniques. Three years experience is preferred. Send tape/resume to Gilbert Leitkovich, VP/GM, WGGB-TV, 1300 Liberty St., Springfield, MA 01104. EOE

**Promotion manager:** Creative, experienced manager for Gulf Coast ABC affiliate in 58th ADI. Organized self-starter with flair for creating effective campaigns. Strong on community involvement and image building. Hands-on production abilities desired. Resume, tape and salary requirements to Joe Smith, Operations Manager, WEAR-TV 3, 4990 Mobile Hwy., Pensacola, FL 32506 EOE

**Rank cmtel operations:** Interviewing operators for Rank Cmtel MK 111c with TLC and Dubner color correction system. Candidates should have five years experience transferring network programming and feature films from cut negative and print. A good eye for color timing is a must. Send resume only (no phone calls, please) to: Consolidated Film Industries, Videotape Department, 959 N Seward St., Hollywood, CA 90038. Attn: George Anderson. EOE.

**Two positions** immediately available. VIDEOGRAPHER. Corporate communications firm seeks confident independent person with minimum 3-4 years shooting experience. Creativity, skills in portable lighting very important. SOUND-PERSON/PRODUCTION TECH. Must have at least 1 year professional production experience. Strong ENG/EFP audio and/or mixing background important. Send letter and resume to: MVP Communications, Inc., 1075 Rankin Rd., Troy, MI 48083. Attn: Scott Vacek. EOE

**Promotion manager - KOB-TV,** Albuquerque, NM. NBC affiliate. Excellent opportunity. Supervisory position. Minimum of two years management experience. Good writing, producing, editing skills with 1/2" Beta and 3/4". Experienced in all phases of news, sales, image and on-air. Ability to handle 2-3 person staff and work with public affairs/sales department on station projects. No phone calls, please! Send resume/tape and salary requirements to Mr. Dave Herman, KOB-TV, 4 Broadcast Plaza SW, Albuquerque, NM 87103 EOE. M/F.

**Commercial production talent** needed! CBS affiliate, small Southeast market, great company, excellent fringes, With DVE, Paint Box, etc. Challenging opportunity for hard working, creative, self starter. EOE. Box O-10.

**Weekend director:** Looking for an entry level person to direct weekend news shows, production assistant week-nights. Write or call: Dan Kurtz, Creative Services Director, WVVA-TV, P.O. Box 1930, Bluefield, WV 24701 EOE. M/F.

**Production assistant/on-air talent--**Needed by small market TV station. Send resume to: General Manager, KOUS-TV, 2116 Broadwater Ave., Billings, MT 59102. EOE.

## SITUATIONS WANTED MANAGEMENT

**Station manager - general manager.** Versatile television pro with outstanding administrative and people skills seeks new challenge. My experience, talent and work ethic can make a difference for both ownership and staff. Box N-88.

**General manager!** Professional credentials! Outstanding track record! Producer of spectacular ratings, sales, profits, prestige, market-values! Also, group supervisor, trouble shooter/turnaround specialist, outside director! Compensation based on performance! Box O-5.

## SITUATIONS WANTED NEWS

**Reporter** with one year experience in top 35 market. Will consider any position or market. Steve 614-837-6196 or 614-836-2058.

**Looking for that photographer** who understands great looking video as well as efficiency? Look no further! Four years experience in commercial production plus one year news photography. Seeking move to news permanently. Box N-56.

**Experienced news director** looking for challenging opportunity to join quality team dedicated to excellence. Old school ethics, leadership and work ethic. New school talent, vision and people skills. Market size not as important as opportunity and commitment. Box N-90

**Commitment.** Small market news director or special projects producer. Veteran journalist and manager. Wayne Sorge 806-745-6935.

**Versatile reporter.** Creative use of video/audio. Hard news to soft features. Excellent editor. 17 year pro, ready now. Bob 312-272-2917.

**Radio station manager/news director,** small market, wants back into major market TV. Assignment manager/special projects producer. Will consider major market radio anchoring. Tom 602-649-9548.

**Experienced weekday anchor** looking for anchor/reporter position in medium sized market. Have done it all, can do it all! Extremely strong reporting skills. Rob 915-689-6452.

## SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

**Seeking move** to top-notch production facility. Five years experience in camera, lighting and grip work. Hard worker! Box N-56.

**Videographer plus!** Seeks move into documentary type work. Five years experience in all aspects of production. Box N-74.

**Cheap computer graphics!** Freelancer with own equipment can provide quick turnaround on 3-D flying logos, effects, and simulations for your special projects. Broadcast clients - \$295 per finished animated second, Cable - \$250, Industrials - \$235, Non-Profit - \$195. Call for sample slides - Bruce Goren 818-769-4986.

**Program manager.** Small market affiliate programmer wants to move up to new challenge. Solid references, experience. Organization, administration, creativity all aimed at revenue and image enhancement. Box N-89

**Free lance producer/feature reporter.** Versatile, creative storyteller. Solid editor. Travel no problem. Bob 312-272-2917.

**Free lance remote/sports specialist** can shoot, edit, produce, write, direct or TD and have over 7 years experience in business including network & national events. Just completed season with nationally syndicated show, single & looking for next challenge. Call Tim at 606-263-2302 for more info.

## MISCELLANEOUS

**Primo People** The news director's best friend. We can deliver the best in screened and available talent and we can do it immediately. Call Steve Porricelli or Fred Landau, at 203-637-3653, Box 116, Old Greenwich, CT 06870-0116 EOE.

**Bill Slatter and Associates** offers talent coaching for the individual anchor and reporter. Also help with your audition tape. Call 312-328-3660.

## ALLIED FIELDS

### HELP WANTED INSTRUCTION

**Assistant professor:** Tenure-track position in Dept. of Broadcasting beginning, August, 1989. Teach radio and television production, broadcast news, and introduction to radio and television. Ph.D. in related field and broadcasting experience required. UTK offers B.S., M.S., and Ph.D. degrees. Emphasis of the program is on preparing graduates for leadership positions in the industry. Send letter of application, curriculum vitae, and names of references to Dr. Sam Swan, Head, Department of Broadcasting, UTK, Knoxville, TN 37996 by December 1, 1988. UTK encourages applications from minorities and women. EOE/AA.

**Instructor of Mass Communication** to teach in expanding interdisciplinary program. Non-tenure track convertible to tenure track for terminally degreed individuals. Renewable up to three years. Duties: teach undergraduate courses in audio and video production, public relations, advertising, performance, advise, participate in scholarly activities, and develop courses in areas of expertise. Interest in corporate and home video preferred. Background in production essential, preferably with broadcast or commercial production house. University teaching experience preferred. Salary low 20's. Facilities utilize state of art equipment with campus on-air public broadcast stations. Closing date November 21, 1988, or until filled. Starting date, January 9, 1989. Interviewing in New Orleans. Send letter of application, curriculum vitae, recent video and audio tape, and names, addresses and telephone numbers of at least four (4) references to: Dr. Ernest E. Phelps, Chair, Mass Communication Search Committee, Station 3, Eastern New Mexico University, Portales, NM 88130. ENMU hires only U.S. citizens and aliens lawfully authorized to work in the U.S. and is an AA/EO employer.

**Graduate assistantships - TV** production interns. 12 positions, 20 hours/week. Serve as teaching assistants, crew, work support in research, electronic graphics, traffic, staging/lighting; some producing/directing, work ITV, contract, and air productions. Requires BA and acceptance into Master of Fine Arts program \$6600. Possible partial tuition waiver. September 1989. Dr. Robert C. Williams, Chairman, Department of TV/Radio, Brooklyn College, Brooklyn, NY 11210. An AA/EO employer. M/F

**Doctoral assistantships.** The University of Tennessee seeks outstanding academics and professional broadcasters for doctoral study in communications. Coursework emphasizes theory/research core with broadcasting concentration, leading to research and university professorship positions. Applicants should complete coursework in two years. Persons with significant media experience plus Bachelors degree may be admitted directly into Ph D program. Teaching/research assistantships available. Complete application for Fall 1989, due March 1. GRE required. Also, one-year M.S. program in media management for qualified applicants. Contact Dr. H. H. Howard, Communications, University of Tennessee, Knoxville, TN 37996-0313. EOE.

**Southern Illinois University.** Assistant Professor (tenure track). Effective August, 1989. Qualifications Ph D (or equivalent) preferred; ABD, or MA with extensive professional/teaching experience considered. Three positions: 1) broadcast history, writing, radio production/performance; 2) production, writing, performance -- emphasis ENG/EFP video projects; 3) broadcast/cable law, promotions, management. Send resume and three references to: Leo Gher, Radio-TV Department, Southern Illinois University, Carbondale, Illinois 62901. Closing date January 15, 1989 or until filled. EOE.

**Broadcast journalism instructor/assistant professor,** emphasis TV, starting Fall 1989 in accredited program MA/MS in journalism, RTV, or related field required; doctorate preferred. Minimum three years' successful broadcast news experience; prior teaching experience desired. Send letter of application, current resume, names, addresses and phone numbers of three references by January 12, 1989 to Dean Robert Ruggles, School of Journalism, Media and Graphic Arts, 108 Tucker Hall, Florida A&M University, Tallahassee, FL 32307. FAMU is an equal opportunity/affirmative action university.

**Diversified, theatre-oriented department with developing communications program** offers general speech tenure-track or fixed term position beginning August 21, 1989. Ph.D. preferred. Rank and salary negotiable. Teach business and professional speaking, basic speech and oral interpretation. Secondary expertise in television/theatre performance and/or direction. Send resume, official transcripts and three letters of recommendation by January 31, 1989, to Edgar Loessin, Chair, Theatre Arts, East Carolina University, Greenville, NC 27858. As an AA/EO employer, ECU encourages applications from minority Americans and women. Proper documentation of employability and identity are required upon employment.

**Faculty Positions.** The Department of Telecommunications of Indiana University at Bloomington seeks applicants for at least two tenure-track faculty positions to begin August 15, 1989. Rank may be at the level of associate, assistant, or lecturer dependent upon qualifications and achievements. Salary is highly competitive. Areas of particular interest include: Critical Studies, Electronic Media Advertising, Electronic Media Production, International and Intercultural Communication, Media Processes and Effects Research, Telecommunications Management and Economics, Voice/Data/Video Telecommunications, Writing and Editing for the Electronic Media. Qualifications for associate and assistant ranks include 1) an earned terminal degree, 2) university-level teaching experience, and 3) demonstrated commitment to scholarly research or creative work. Associate rank with tenure requires a record of outstanding scholarly achievement, a commitment to quality teaching, and the ability to direct graduate research. In the area of media production, the department offers the faculty rank of lecturer in addition to the professional ranks. The rank of lecturer requires a program of creative work rather than scholarly research, and does not require a doctorate. In addition, the Department seeks applications or nominations at the rank of tenured Full Professor to begin Fall 1989. This position requires a record of recognized leadership in scholarly achievement and teaching in one of the substantive specialties within communication theory, electronic media processes and effects, history, policy or criticism. Applicants for full rank should submit 1) a current vita describing teaching, research and professional achievements, 2) copies of research presentations or publications, 3) indicators of teaching effectiveness, and 4) three letters of recommendation submitted directly by references or placement services. Those applying at the level of lecturer or assistant professor should also submit a transcript of graduate work. Applications received by December 15, 1988, are assured full consideration. Please address questions and application materials to Don Agostino, Chair, Department of Telecommunications, Radio-TV Center, Indiana University, Bloomington, IN 47405. EOE/AA.

#### 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.

**Beginners only:** Trying to get that first job in news, sports or weather? We represent beginners only. Send letter to First Associates, P.O. Box 90122, Indianapolis, IN 46290.

**Government jobs.** \$9,811 - \$86,682/yr. Guarantee: Job or moneyback. Federal list. (1) 805-687-6000 ext. R-3000.

**Be on TV.** Many needed for commercials. Casting info. 1-805-687-6000 Ext. TV-7833.

#### EDUCATIONAL SERVICES

**On-air training:** For TV reporters. Polish anchoring, stand-ups, interviewing, writing, Teleprompter. Learn from former ABC Network News correspondent/New York local reporter. Demo tapes. Private coaching. Group Workshop Nov. 13. 212-921-0774. Eckhart Special Productions (ESP)

#### MISCELLANEOUS

**Jingle sales.** Experienced only please for America's hottest (and one of the oldest) jingle companies. 1-800-825-9595

#### WANTED TO BUY EQUIPMENT

**Wanting 250, 500, 1,000 and 5,000 watt AM-FM transmitters.** Guarantee Radio Supply Corp., 1314 Iturbide Street, Laredo, TX 78040. Manuel Flores 512-723-3331.

**Instant cash-best prices.** We buy TV transmitters, towers, and transmission line. Bill Kitchen, Quality Media, 303-665-3767

**1" videotape.** Looking for large quantities. 30 minutes or longer will pay shipping. Call 301-845-8888.

**We buy videotape** - Especially interested in 1" format. Tape evaluation services available. Call 516-324-2209.

**We pay cash** for all types of vacuum tubes, both new and used. Enlightened Audio, 6392 Park Ave., Garden Grove, CA 92645. 714-897-9351.

**Sony 3/4" video players.** Need several VP 5000 players in top condition with little use. Call Scott Wheeler at 804-253-0050.

#### FOR SALE EQUIPMENT

**AM and FM transmitter,** used excellent condition. Guaranteed. Financing available. Transcom. 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.

**FM Transmitters \*\* Harris FM20K (1987), AEL 25KG (1977) \*\* Harris FM20K (1981), RCA BTF20E1 (1975) \*\* Harris FM10H3 (1974), RCA BTF10D (1968), CCA 2500RD (1982) 2.5 KW FM \*\* Transcom Corp. 215-884-0888, TELEX 910-240-3856.**

**1KW AM Transmitters \*\* Harris SX-1 (1983) \*\* Harris MW1A (1983) \*\* Collins 8292D2 (1981) \*\* CSI T1A (1981) \*\* Collins 20V3 \*\* Bauer 707 \*\* Gates BC-1T \*\* Transcom Corp. 215-884-0888.**

**AM Transmitters \*\* CCA AM 10,000D (1970), Collins 820E (1978) \*\* Gates BC-5P2 (1966) \*\* 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.

**RCA UHF TV transmitter:** Parallel 60 kw, mid-band Klystrons, available immediately \$85,000. Call Bill Kitchen or Dirk Freeman. 303-665-8000.

**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.

**Channel 8 transmitter and antenna GE4TT6E2/4TF4A1** Good condition available immediately. Bill Kitchen 303-665-8000, ext. 101.

**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.

**Broadcast quality videotape - 1", 3/4" professionally evaluated,** guaranteed. Introductory prices: 1" 60 min. - \$28.00. KCA 60 - \$8.50. KCA/KCS20 - \$4.50. Quantity discounts. Call today. VSI 1-800-346-4669.

**Sony BVW 10 and 40,** excellent condition, low hours on new heads. \$27,500 for both. 919-833-8888.

**RCA-TCR100** Cart machine parts for sale. WBRC-TV 205-322-6666.

**Sony BVW15.** Dynamic tracking Betacam source deck. Like new. 750 hours. \$15,000 or best offer. Aldo Panattoni. Total Video. 415-583-8236.

**Blank tape, half price!** Perfect for editing, dubbing or studio, recording commercials, resumes, student projects, training, copying, etc. Field mini KCS-20 minute cassettes, \$6.49. Elcon evaluated 3/4 videocassettes guaranteed broadcast quality. To order call Carpel Video Inc. 301-845-8888, or call toll free, 800-238-4300.

**Grass Valley 300-2ME-24** Input Switcher, RGB Chromakey, Encoded Chromakey, Digital Border, Analog Border, Quad Split, Aux Bus, Option Frame, Serial Interface. Excellent condition. Call 616-676-5435.

**For sale:** Ampex ACR-25, complete with manuals, 4 head assemblies, video head test stand, over 1000 cassettes, and lots of spare parts. \$15,000 or best offer. Contact Chief Engineer, KOLO-TV 702-786-8880 or write KOLO-TV, P.O. Box 10,000, Reno, NV 89510.

**Ampex VPR-5** only \$9,900. Several RCA TR-600s left at very low prices. New Microtime T-320D at half of list. Several Grass Valley 1600s available. Many 1" VTRs of all kinds. Call us to list your needs or used equipment. Media Concepts 919-977-3600 or FAX 919-977-7298.

**Sony - 1" - BVH-2000** - Type 2 Control Panel. Low time - looks new - with 30 day warranty. Special wholesale price - Call Video Brokers - 407-851-4595.

**Switchers - Grass Valley - 1600-1X, 1600-3D, 1600-1A, 1600-1L:** Fully loaded 100's. Big - Ampex - 24 input. All options - all priced under \$20K. Call Video Brokers - 407-851-4595.

**Ikegami - HL-79E** - New condition - 1500 hrs. total time. New Canon 13:1/2X-30 day 100% Video Broker warranty - Call now 407-851-4595.

**Portable 1" - Ampex & Sony - VPR-20's, BVH-500** and famous Nagra/Ampex VPR-5 several in stock - demo to new condition - full warranty - special wholesale prices - Call Video Brokers - 407-851-4595.

**Sony Beta - BVW-40, 25, 15, 10,** - In stock all demo quality (very low hours). 100% 30 day warranty - Save now on Beta. Call Video Brokers - 407-851-4595.

**Sony Beta Cams - BVW-3A** - New - demo only. Full warranty. 6 available with FUJ-14:1-2X, BVW-1A recorder hand case - save 50% - Call Video Brokers - 407-851-4595.

**Editor - Sony BVE-5000** with dynamic motion control - this editor is loaded - fully checked out - ready to ship - 30 day warranty. Call Video Brokers - 407-851-4595.

**Anorra - Paint System** - With all options. Cost over \$70K - used 1 month before house folded - priced at 60% discount. Warranty still in effect. Call Video Brokers 407-851-4595.

**ADO - Ampex ADO-1000** with perspective and rotation - 1 1/2 yrs. old - Save - Ready to ship. Call Video Brokers - 407-851-4595.

**Cubcomp-3000's** - New systems with computer and all accessories - Were over 35K - Now \$9,950.00 complete - hurry. Call Video Brokers - 407-851-4595.

## RADIO Help Wanted Management

### GM for Florida Power FM

in excellent West Coast market. Strong credentials and references necessary. Position open in December '88.

Full details to Box N-81

## Help Wanted Sales

### SALES MANAGEMENT OPPORTUNITY

IN TWO YEARS WE HAVE ACQUIRED THREE STATIONS. I AM SEEKING PEOPLE WHO CAN HELP US DO IT FASTER. THE PERSON OR PERSONS I AM LOOKING FOR CAN OVER DELIVER RESULTS. HE OR SHE IS TOTALLY COMMITTED TO MAKING THEIR STATION THE #1 BILLER IN THE MARKET.

PLEASE APPLY IF YOU CAN DELIVER. IF SELECTED YOU WILL BE PAID VERY WELL AND GIVEN A PIECE OF YOUR STATION.

IF YOU TALK GOOD, BUT CAN'T BACK IT UP, SAVE US BOTH TIME, BECAUSE I AM INTO RESULTS, NOT PROMISES

Reply Box N-104

## Help Wanted Technical

### GREAT SKIING AND LIVING !!!

Wanted: Experienced engineer—full or parttime. Contact Dick Vaughan, WSYB & WRUT, P.O. Box 249, Rutland, VT 05701 or phone 802-775-5597. EOE.

## KTRH NEWSRADIO 740 HOUSTON, TEXAS

Seeks experienced Assistant Chief Engineer with major market AM radio experience. KTRH is a Houston 50KW powerhouse, all news operation, flagship of the Houston Astros and Houston Rockets. ABC News affiliate and provides a great atmosphere for experience and growth. The Assistant Chief Engineer should be experienced in studio equipment as well as AM antenna and transmitting facilities. This person should be well-rounded with the personality and management skills to work with a variety of departments and individuals.

Please send resume, salary history, and references to:

**Errol Coker  
Chief Engineer  
KTRH Radio  
Rusk Corporation  
P.O. Box 1520  
Houston, Texas 77251**

or call 713-630-3621 between the hours of 9AM and 5PM CDST.

KTRH and The Rusk Corporation is an equal opportunity employer.



**CBN - 700 CLUB  
MAINTENANCE ENGINEER**

THE CHRISTIAN BROADCASTING NETWORK (CBN) has an immediate opening for a TELEVISION MAINTENANCE ENGINEER. Applicants must be able to repair and install television cameras, audio and video magnetic recorders, sound and lighting equipment, synchronizing and test signal generators used in television broadcasting. The position requires three to five years experience in broadcast electronics in a major market or network, and education or technical training in electronic theory. Candidates must hold a valid FCC General Radiotelephone license or an SBE certification with TV endorsement. EOE. If you would like to serve in this Christian Ministry send your resume to:

**Employment Department  
CBN Inc, Box ME  
CBN Center  
Virginia Beach, VA 23463**



**TELEVISION ENGINEERING—  
BROADCASTING**

The National Association of Broadcasters Department of Science and Technology is seeking a Staff Engineer to help serve and improve the television industry BSEE or equivalent is preferred. Background in television broadcast engineering is required. Knowledge of FCC technical rules helpful, and excellent writing and communication skills desired. Please forward resume to Michael C. Rau, Vice President, Science and Technology Department, National Association of Broadcasters, 1771 N St., NW, Washington, DC 20036, or please call 202-429-5346 EOE, M/F.

**PROGRAMER/SCHEDULER**

needed for National satellite movie network. Experience preferred in program acquisition and scheduling, including shorts, music videos, children's programs. Must be energetic, highly motivated, able to handle high pressure and tight deadlines.

**Send resume to Box O-12. EOE.**

**ALLIED FIELDS  
Help Wanted Programing  
Production & Others**

**DIRECTOR, SPECIAL PROJECTS**

The National Association of Broadcasters Department of Science and Technology is seeking a Director of Special Projects. Responsibilities include editing and producing NAB's Engineering Handbook, organizing NAB's Spring Engineering Conference and Special Technical Exhibits, managing several key department projects and initiating new technical projects to better serve NAB's members. A technical background in the radio and television industry together with strong writing and communication skills is required. Please forward resume to Michael C. Rau, Vice President, Science and Technology Department, National Association of Broadcasters, 1771 N St., NW, Washington, DC 20036, or please call 202-429-5346. EOE, M/F.

**Help Wanted Programing  
Production & Others**

**ASSISTANT CHIEF ENGINEER**

Fast-growing New England Independent seeking Assistant Chief Engineer with extensive broadcast experience to supervise maintenance and master control operators, oversee studio productions utilizing state-of-the-art equipment. Strong transmitter experience required. If you are a self-motivated individual who seeks a challenging position combined with convenient residential living, then you should contact us. EOE.

**Box O-9.**

**MOVIE PROMOTION  
PRODUCER**

The Creative Services Department of THE FAMILY CHANNEL has a Promotion Producer's position available for a specialist in movie promotion. This Producer will join a dynamic award-winning creative team and become a part of the success story of THE FAMILY CHANNEL.

Responsibilities will include coordinating with the Creative Services Department to position and topically promote the primetime FAMILY CHANNEL MOVIE.

3-5 years experience at a top-rated independent or a network with strong background in movie packaging and promotion.

Send resume and reel to: **The CBN Family Channel  
Employment Dept.  
Box PS  
Virginia Beach, VA 23463**



**PUBLIC RELATIONS SPECIALIST**

**THE CBN FAMILY CHANNEL, THE NATION'S #1 FAMILY ENTERTAINMENT CHANNEL**, has an immediate opening for a Public Relations Specialist. We need a proven idea person who can launch well-planned media campaigns that bring results. Troubleshoot problem regions and work with our affiliates to elevate the visibility of the CBN FAMILY CHANNEL NETWORK. Candidates should possess energy, good writing skills (with samples as proof), 3-5 years public relations experience and be an aggressive self starter. EOE. Send your resume and writing samples to:

**The CBN Family Channel  
Employment Department, Box PR  
CBN Center  
Virginia Beach, VA 23463**



**VIDEO MARKETING  
WRITER/PRODUCER**

A qualified individual with superior creative skills to produce everything from promos to presentations. The position will service several corporate divisions and will require an applicant with strong production and marketing experience. Send reel and resume to:

**Video Marketing Writer/Producer  
Turner Broadcasting System, Inc.  
1050 Techwood Dr., N.W. 3rd fl. annex  
Atlanta, GA 30318**

**EOE**

**Situations Wanted Management**

**CREATIVE BOTTOM-LINER**

Hands on G.M. the bottom line is #1. Knowledgeable in latest sales and marketing techniques. National Emmy and two time BPME award winner. News turn around track record. A well rounded, creative, bottom line manager for the 90's.  
**Reply Box N-61**

**Miscellaneous**



**Lum and Abner  
Are Back**

... piling up profits for sponsors and stations. 15-minute programs from the golden age of radio.

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# Fates & Fortunes

## Media



Crofoot



Medina

**Terry Crofoot**, news director, KABC(TV) Los Angeles, named president and general manager.

**Bert Medina**, research director, WSVN(TV) Miami, named director, marketing research and cable relations.

Appointments at Chase Communications, Hartford, Conn.-based operators of WTIC-AM-FM, WSTC(AM) and WJAZ(FM), all Stamford, Conn.; KGLD(AM) and WKBQ(FM), both St. Louis; WTIC(TV) Hartford, and WPTY(TV) Memphis: **Edward Karlik**, VP, radio & television, named president of television; **Robert W. Dunn**, VP, radio & television, named, radio division president; **H. Thomas Barsanti**, senior VP, operations and programming, Ten Eighty Corp., Hartford, Conn., joins Chase in same capacity.

**Patricia Delaney**, senior manager, management consulting department, Peat, Marwick, Main, and Co., Washington, joins WNET(TV) New York as VP and director of internal audit and special projects.

**Patrice Mohn**, program director, WXIX(TV) Cincinnati, named station manager.

**Gary R. Bolton**, president and general manager, WOTV(TV) Grand Rapids, Mich., joins WTOV(TV) Steubenville, Ohio, as VP and general manager.

**Greg Hale**, general sales manager, KQFX(FM) Austin, Tex., named general manager.

**C.D. Martin**, private consultant, Wilmington, N.C., joins WWAY(TV) there as president and general manager.

**Edward M. Allen**, former National Cable Television Association chairman and retired CEO, Western Communications, elected to Board of Directors, Northern California public broadcaster KQED Inc., San Francisco.

## Marketing

**Richard L. Rogers**, senior VP, account group director, DDB Needham, Washington, named chairman, board of management. **Stephen Brodewolf**, associate creative director, Chicago, elected VP.

Appointments at CBS Television Stations: **Julie Ballard**, VP, sales manager, MMT Sales, joins national spot sales, Los Angeles, as manager; **Marc McKinney**, national sales manager, WTLV(TV) Jacksonville, Fla., joins national spot sales, Los Angeles, as account executive; **Sandy DeLaunay**, account executive, New York, named manager, national spot sales, Dallas.

Appointments at National Cable Advertising, Chicago: **Susan Wallace**, director, advertising sales, Metrovision, Atlanta, joins NCA as sales director; **Robert Saltzman**, manager for networks and syndication, Christal Radio, Chicago; **Richard J. Scully**, director of marketing, Marketing Logic Group, Chicago, and **Darrell Lake**, account executive, Cablenet, Schaumburg, Ill., join NCA as account executives. Appointments at National Cable Advertising, Atlanta: **Mel Abramovitz**, sales manager, Cable Networks Inc., Atlanta, joins NCA as Southeast sales director; **Richard Dietrich**, general sales manager, WSOC(TV) Charlotte, N.C.; **Cathy Szyperski**, account executive, WVEU(TV) Atlanta, and **Dawn Carpenter**, assistant media buyer, Ogilvy & Mather, Atlanta, join NCA as account executives. **Lisa Berkeley**, account executive, WPAT(FM) Paterson, N.J., joins National Cable Advertising, New York, in same capacity.



Pezzano

**Damian Pezzano**, director, computer systems department, BBDO, New York, elected senior vice president.

Appointments at J. Walter Thompson: **Michael Cooper-Evens**, president, JWT-Europe, named chairman there; **Dominique Simonin**, managing director and CEO, JWT-Italia, named president, eastern and southern region of Europe; **Miles Colebrook**, managing director, JWT-London, now responsible for north and western region, JWT-Europe; **Chris Jones**, board director, London, named deputy managing director there; **Jim Allman**, director and general manager, JWT-Italia, named CEO there.

**Drew Muskin**, media buyer, Backer Spielvogel Bates, New York, joins National Cable Advertising there as account executive; **Christine E. Howlett**, business service associate, Deloitte, Haskins & Sells, Boston, joins NCA, Boston, as corporate controller.

Appointments at ESPN, New York: **Lisa Caporizzo**, senior advertising sales planner, named manager, sales planning; **Diane Cafiero**, senior sales service coordinator, named supervisor, sales coordination.

**Randy Brown**, senior account executive, ESPN, Chicago, named national accounts manager, central region. **Edward Huzegz**, senior account executive, Western region, named national accounts manager, Western

region, Los Angeles.



Reeve

**Thomas J. Reeve**, Eastern sales manager and director, youth sales, CBS radio division, New York, named VP, regional sales and corporate development.

**Rita Silke**, manager, RADAR surveys and special projects, ABC Radio Network, New York, named director,

station information and clearances.

**Eric Kisch**, director of marketing research, Cablevision Systems Inc., Long Island, N.Y., joins Warner Cable Communications Inc., Dublin, Ohio, in same capacity.

**Tom Remiszewski**, director, creative services, WLS(TV) Chicago, named director, advertising and promotion, ABC Sports, New York.

**Richard Ziltz**, director of sales, Midwest region, Westwood One Inc., Chicago, named VP, director of sales.

**David R. Nelson**, general manager, WKTH(AM) Grand Rapids, Mich., joins Kelly, Scott & Madison Inc., Chicago, as account executive.

**Joseph Kreder**, account executive, National Television Sales, Detroit, named sales manager.

**John Mansker**, national sales manager, KSCH(TV) Sacramento, Calif., named general sales manager.

**Robert Bee**, general sales manager, WLIG(TV) Riverhead, N.Y., joins WXIX(TV) Cincinnati as local sales manager.

**Katy Hodges**, national sales manager, KOKH(TV) Oklahoma City, joins WTO(TV) Birmingham, Ala., in same capacity.

## Programming

Appointments at ESPN, Bristol, Conn. **Steve Risser**, program manager, program planning named program manager; **Bill Bonnell**, production assistant, ABC Sports, New York joins as associate producer; **Christopher B Lincoln**, freelance associate producer, join as associate producer; **Phil Orllins**, production assistant, RCM Sports, joins as associate producer.

Appointments at NBC Entertainment, New York: **Judy Ranan**, director, current dram. programs, named director, drama development; **Francis R. Dowling**, senior auditor named director, motion pictures for television.

**Coleman Mitchell** and **Geoffrey Neigher**, most recently co-executive producers for *I Married Dora* (ABC) and *Roomies* (NBC), join

Viacom Productions, Universal City, Calif.

**Gerald Stone**, executive producer, *60 Minutes* for Nine Network, Australia, joins Fox Television as executive producer of *The Reporters* and *A Current Affair*. Stone will also become VP, Fox Television Stations Inc.

**Elizabeth Roach**, VP, marketing and public relations, Moloney Company, public relations firm, Auburn Hills, Mich., joins WXYZ(TV) Detroit, as communications specialist.

**Andrew Hunt**, VP, promotion director, WSCS(TV) Charleston, S.C., joins WMAR(TV) Baltimore as director of creative services.

**Carla Contino**, assistant program director, WGRZ(TV) Buffalo, N.Y., named program director.

**Demetrios Hadjis**, director, promotion and marketing, WICS(TV) Springfield, Ill., joins WHO(TV) Des Moines, Iowa, as director, creative services.

**Janet Brownwell**, manager, movies and mini-series, Columbia Pictures Television, Los Angeles, joins Republic Pictures Productions, Los Angeles, as director, television development.

**Don W. Hill**, production manager, Creative Broadcast Concepts, Biddeford, Me., joins WPXT(TV) Portland, Me., as production manager.

**Randall Huft**, lighting director, KSTP(TV) St. Paul, Minn., joins KADY(TV) Oxnard, Calif., as creative services director.

**Dean Tyler**, program director, WPEN(AM) Philadelphia, named operations manager of both WPEN and co-owned WMGK(FM). **Beth Fast**, program director, WMYX(FM) Milwaukee, joins WMGK in same capacity.

**Stephen Capen**, on-air personality, KGB(FM) San Diego, joins WXRK(FM) New York as afternoon drive time on-air personality.

**Tom McKay**, on-air personality, WODS(FM) Boston, joins WNUA(FM) Chicago, as host of *The Morning Show*.

**Gary J. Begin**, on-air personality, WTVL(FM) Waterville, Me., joins WQSS(FM) Camden, Me., as night announcer.

## News and Public Affairs

Appointments at ABC News: **Phyllis McGrady**, executive producer of *The Barbara Walters Specials*, joins ABC News as executive producer; **Marc Burstein**, producer, ABC Weekend News, named senior producer.

Appointments at WNBC(TV) New York: **Michael Radutzky**, weekend and associate producer, 11 p.m. broadcast, named producer. **Karen W. Herring**, associate producer of *Positively Black*, public affairs program, named producer.

**Shannon Bradley**, reporter, *Roll Call* newspaper, Washington, D.C., joins *The MacNeill/Lehrer News Hour*, there as on-air political correspondent.

**Sylvia Teague**, manager, news planning, KCBS(TV) Los Angeles, named assistant man-

aging editor, news.

**Ian G. Raye**, VP and news director, WNYW(TV) New York, joins Fox Television Stations Inc. there as executive VP, news.

**Ben Wattenburg**, political analyst, will host *Conversations with Ben Wattenburg* for WPHY(TV) Huntington, W. Va.

Appointments at WFLD(TV) Chicago: **Dann Gire**, movie critic, *The Daily Herald*, Arlington Heights, Ill., to movie critic. **Michael Sneed**, columnist, *Chicago Sun-Times*, joins WFLD news as regular contributor.

**Harvey Goldberg**, CBS News Midwest bureau chief, joins WDIV(TV) Detroit, as executive producer, News 4.

**Sousa Williams**, weekday news producer, KTKA(TV) Topeka, Kan., joins KMBC(TV) Kansas City as weekend news producer.

**Sandi Meister**, production assistant, *Good Morning Oklahoma*, KOCOTV) Oklahoma City, named associate producer, evening news. **Mick Cornett**, sports reporter, KOCO, named sports director.

**Sarah Reyes**, reporter and anchor KSEE(TV) Fresno, Calif., joins KCRA(TV) Sacramento as reporter.

Appointments at WFAA(TV) Dallas: **Carolyn Fessler**, producer, named executive producer, TV News; **Jim Fry**, transportation reporter, named bureau chief; **Cinny Kennard**, general assignment reporter, KHOU(TV) Houston, joins WFAA as reporter.

**Don Sanchez**, co-anchor, KGO(TV) San Francisco, named co-host, *Good Morning Bay Area*.



**John Houseman**, 86, Oscar and Emmy award-winning actor, died of spinal cancer Oct. 30 at his home in Malibu, Calif. Houseman gained widespread popularity for his roles as Professor Kingsfield in the film "The Paper Chase" and subsequent television series, and as the spokesman for the investment firm of Smith-Barney, who proclaimed: "They make money the old fashioned way... They earn it." But he had had a long and distinguished career in the theater and in radio and television drama before being rediscovered in his 70's. Houseman was born Sept. 22, 1902, in Bucharest, Romania, coming to the United States in 1925. His first success came in the theater as director of the Gertrude Stein-Virgil Thompson opera, "Four Saints in Three Acts." In 1937, he helped Orson Welles form the Mercury Theater in New York and later became an editor and associate producer for its radio incarnation, *Mercury Theater of the Air*. He produced the *War of the Worlds* broadcast (and died almost 50 years to the day after its first airing), whose fictional news bulletins about a Martian invasion prompted genuine panic among some listeners and led to a prohibition on the broadcast of mock news bulletins. Houseman and Welles continued working together in Hollywood during the early 1940's. During World War II, Houseman was head of programming for the Office of War Information, distributing Voice of America broadcasts in 27 languages. After the war, Houseman returned to the entertainment industry, producing 18 films for Paramount, Universal and Metro-Goldwyn-Mayer. Houseman expanded his activities to television and won three Emmys, one for *The Seven Lively Arts* in 1957 and two for *Playhouse 90* in 1958 and 1959. Among his other programs were *Gideon's Trumpet* in 1982 and *Choices of the Heart* in 1983. He won an Oscar for the imposing character of Kingsfield in the 1973 movie, "The Paper Chase." That new-found fame led Houseman to several commercial endorsements, including the Smith-Barney series. Houseman went on to star in the television series, *The Paper Chase*. The show ran from 1978 to 1979 on network television, then on public television. Thirty-seven episodes were later filmed for cable television. Houseman is survived by his wife, Joan, and sons, John and Charles. An earlier marriage to actress Zita Johann ended in divorce.

## Technology

**Lynne D. Claudy**, manager, Communications Engineering Operations, Hoppman Corp., Chantilly, Va., joins National Association of Broadcasters as staff engineer.

**Ben Haynes**, senior director, research, development and engineering, Imaging and Graphics Division, Gould Inc., Fremont, Calif., joins Pinnacle Systems, Inc., manufacturer and marketer, software-based video workstations, as vice president.

**Donald J. Power**, VP and general manager, Elector USA, joins Alamar Electronics as marketing director.

**Bob Lowe**, West Coast regional manager, Canon's broadcast lens division, named national sales manager, broadcast lens division, Canon U.S.A., Jericho, N.Y.

**Steven Hoffman**, station chief engineer, maintenance engineer, WKOW(TV) Madison, Wis., joins KWGN(TV) Denver as maintenance technician.

**Patrick J. Smith**, television operations engineer, WGUV-AM-FM and WGFK(TV), named maintenance engineer.

**Mark Eagle**, manager, Spot & Print Products, Jefferson-Pilot Data Services Inc., New York, named director, Spot & Print products.

## Promotion and PR

**Michael Gorman**, consultant, McKinsey & Co., Inc., international management consult-

ing firm, joins ESPN, New York, as VP, finance and administration.

**Gregory Hughes**, supervisor, CNN Studio Tours, Atlanta, named special projects coordinator, Turner Broadcasting System Inc. there.

**Lisa Stanley**, independent producer, joins The Kamber Group (TKG), Washington, as line producer. **Herbert Schaffner**, editor, Simon & Schuster, New York, joins TKG, New York, as writer.

**Alan Winnikoff**, VP, Lippin Group public relations, New York, joins Worldvision Enterprise, New York, as director, public relations.

**Shirley Wood**, talent supervisor, *The Tonight Show*, is leaving to pursue other interests after 26 years there.

**Lee Dancy**, manager, external communication, Cardinal Industries Inc., Georgia division, joins Ketchum Public Relations, Atlanta, as account executive.

**Jane E. Peak**, promotion manager, KMPH(TV) Visalia, Calif., joins WXIX(TV) Cincinnati in same capacity.

**L. Carolyn Edwards**, senior producer/re-

porter, WPBT(TV) Miami, joins WHEC(TV) Rochester, N.Y., as assistant director, community affairs.

**Eric Davis**, associate director, creative services, WPEN(AM) and WMGK(FM) Philadelphia, named assistant promotion director.

## Allied Fields

Appointments at Audience Research & Development (ARD), Dallas: **Lynn Gartley**, professor, communications, Southern Methodist University, Dallas, and **Anne Klousia**, private consultant, join ARD as communications specialists.

**Nancy Beth Jackson**, former professor, Graduate School of Journalism, Columbia University, New York, and American College in Paris, named director of J.C. Penney-Missouri Awards Programs, University of Missouri School of Journalism.

**Ron Collins**, president and general manager, KAKE(TV), Wichita, Kan., elected chairman, Television Bureau of Advertising's sales advisory committee for 1989.



Kelly

**Robert L. Kelly**, president and chief executive officer, Kelly Michener Inc., Lancaster, Pa., named vice chairman of Philadelphia Council of American Association of Advertising Agencies. Mr. Kelly assumes office in 1989.

**Jack M. Rattigan**, VP and general manager, WNOR(FM) Norfolk, Va., named president, Hampton Roads Association of Radio Broadcasters.

**Jack M. Rattigan**, VP and general manager, WNOR(FM) Norfolk, Va., named president, Hampton Roads Association of Radio Broadcasters.

## Deaths



Wood

**J. Howard Wood**, former president and chairman of board, Tribune Co., Chicago, and former member of Associated Press Board, died Oct. 30 of heart failure at Lake Forest Hospital, Chicago. Wood started as reporter at Chicago Tribune in 1925. In 1960 Wood became

president and CEO and initiated an acquisition program that built company into diversified media conglomerate with holdings in newspapers, radio and television. The first of these acquisitions were WPX(FM) New York (now WQCD) in 1964 and KWGN(TV) Denver in 1965. Currently Tribune Co. owns six TV stations, five radio stations, Independent Network News, Tribune Entertainment Co., Grant Tribune Network TV Programming, TeleTrib-Barter Sales Organization and the Chicago Cubs baseball team. In 1966 Wood became chairman of board of parent company. He remained active after his retirement in 1970, serving as executive emeritus. He is survived by his wife, Barbara, two daughters, two sons and six grandchildren.

**Mike Cohen**, 44, sports and television publicist, died September 19 after suffering heart attack at softball outing in Norwalk, Conn. Cohen founded his own PR firm, Mike Cohen Communications Ltd., in June 1983. He previously served as director of publicity, NBC Sports, and VP, Momentum Enterprises. He is survived by his wife, Linda, and three sons.

**Jack Caplan**, 56, executive VP, Time Buying Services, New York, died of cerebral hemorrhage Oct. 6 at Good Samaritan Hospital, Suffern, N.Y. Caplan spent over thirty years in media and marketing, starting in 1956 at Young & Rubicam as supervisor of media research. In 1959 he joined Kenyon & Eckhart, where he became director of media services. Caplan joined Time Buying Services in 1979 and developed media planning and research department. Caplan is survived by his wife, Norma, one son and two daughters.

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## Bob Jacquemin's wonderful world of syndication

"I research things to death," Bob Jacquemin, president, Buena Vista Television, said recently, describing the intense preparation he brings to a program project before taking it to the marketplace. The years of prior planning have paid off. Jacquemin has run up some hefty sales figures in his 12 years in the syndication business. By his own estimate, Jacquemin has launched over 50 programs that have generated more than \$2.5 billion in sales.

Most of those projects were launched by Jacquemin at Paramount Domestic Television, where he was in charge of syndication program sales and marketing for some seven years before joining Disney in June 1985 to start up that studio's television syndication arm, Buena Vista Television.

Jacquemin, who says that "creative marketing" and solid relationships with local television stations are the keys to successful program sales, launched his own career in syndication in St. Louis after stints as a media buyer/planner with Gardner Advertising and an account executive and manager with Telerep.

In June 1976, Jacquemin left Telerep to form a new regional syndication company in St. Louis with partner John McElfish. The company, Television Marketing Services, handled the distribution of sports and sports-related telecasts, plus several projects dealing with the marketing of theatrical films.

The company had one other account—Paramount. Jacquemin's work on that account eventually led him to the top sales and marketing post at Paramount's domestic syndication unit. As Jacquemin's career was taking an entrepreneurial turn into syndication, a colleague at Telerep, Rich Frank, opted for the corporate path, landing the job as head of program distribution at Paramount.

Shortly after Jacquemin formed his own company, Frank called, in need of an outside marketing consultant for a new project he was putting together—a so-called "fourth network" anchored by a re-launch of the canceled network series *Star Trek* and original made-for-television movies. As Jacquemin recalls it, Frank wanted him to help persuade advertisers to support the fourth-network project.

In the end, advertisers were not persuaded. They felt the ratings [generated by the Paramount network] would come at the expense of the network ratings, reducing the value of their network buys." The project, he suggests, "was ahead of its time," and might have gotten off the ground a few years later, when advertisers would realize the inevitability of audience fragmentation.

But out of the ashes of Paramount's fourth network came a personal victory for Jacquemin. Frank asked him to join Paramount as



ROBERT MEIER JACQUEMIN—president, Buena Vista Television, Burbank, Calif.; b. Sept. 28, 1942, St. Louis; attended Tulane University, 1961-63; media buyer and planner, Gardner Advertising, St. Louis, 1962-67; U.S. Army Reserve, 1966-70; BS, Marketing, University of Missouri, 1969; account executive, Peters, Griffin & Woodward, St. Louis, 1967-69; VP, regional sales manager, Telerep, St. Louis, 1969-76; president, Television Marketing Services, St. Louis, 1976-78; regional sales manager, Paramount Television Distribution, St. Louis, 1978-79; VP, sales, Paramount Television Distribution, New York, 1979-81; VP, worldwide marketing, Warner Bros. Television Distribution, Burbank, Calif., February-March 1981; rejoined Paramount Television Distribution as VP, sales, March 1981; executive VP, sales and marketing, Paramount Domestic Television and Video Programming, Los Angeles, 1981-85; senior VP, Buena Vista Television, Burbank, Calif., 1985-88; present position since October 1988; married Patty Sandwell, June 7, 1969; children—Christopher, 15; Brian, 12.

regional sales manager in St. Louis. He did, and four months later became vice president and sales manager of the company's domestic syndication unit.

High on his list of accomplishments, says Jacquemin, was the marketing and distribution of *Entertainment Tonight*, which he identifies as the first, day and date, satellite-delivered first-run syndication program. "We didn't realize we were creating a whole new form at the time," he said. "That was the beginning of the transition from bicycling tapes to satellite-delivered programming."

In fact, he said, most stations at the time did not have receive dishes for satellite feeds, although most stations had budgeted to acquire downlinks in the not-too-distant future. By necessity, the company's marketing plan included expediting the sale of dishes to stations by companies such as

Microdyne and Robert Wold Co.

At Paramount, Jacquemin was also behind the company's pioneering effort to sell movie packages to stations on a cash-plus-barter basis. Due to cable exposure, the networks began cutting back on theatrical film exhibition. To make up at least part of the revenue losses, Jacquemin created the *Paramount First-Run Network*, featuring a film each quarter.

In February 1981, Jacquemin left Paramount briefly, joining Warner Bros. Television Distribution in Burbank, expecting to launch that company into the first-run business. But after five weeks, Jacquemin resigned when it became evident, he says, that Warner was unprepared to make that strategic commitment. Paramount welcomed him back and a year later made him executive vice president, sales and marketing, for syndication.

In June of 1985, Jacquemin joined Disney as senior vice president of the newly created syndication subsidiary, Buena Vista Television. The way he sees it, Disney offered him a once-in-a-lifetime opportunity: "Disney was the only major studio with a film library not yet put into syndication."

In addition to the film packages, the company has done very well launching first-run projects, with both *Duck Tales* and *Win, Lose or Draw* premiering in 1987 (the latter simultaneously on the network and in syndication, a first). In fact, only one first-run project in six launched over the last three years is not still there—*Today's Business*, the morning business news show. Last month, Jacquemin was named to the newly created position of president of Buena Vista Television.

In today's intensely competitive syndication environment, Jacquemin suggests, a comprehensive marketing approach to program sales is essential. "To market a program, you have to look at the strategic positioning and planning that precedes the sale, as well as the follow-up analysis." He cites the research effort that went into one recent project in syndication that yielded a 600-page report to present to station executives.

Those support services cost a lot of money. According to Jacquemin, it has to be that way to do it right. "We approach first-run as a break-even business" for the first year a show goes on the air, he said. "We are willing to put everything on the line in year one. We will be renewed in success and then I want to be paid in year two. And they are going to pay me. If they don't, somebody else will."

In Jacquemin's mind, it all comes back to marketing: "In essence, you're setting up an umbrella package that can be promoted to the viewer and marketed to the advertiser at a premium, because it is Disney, the only brand name in the entire entertainment business."

# In Brief

**Tele-Communications Inc. and Comcast have closed \$2.8 billion purchase of Storer Communications Inc.**, placing Connecticut systems in trust while companies work to solve system transfer problems there. Comcast, acting alone, last week filed application for three Storer systems in state ("Closed Circuit," Oct. 31). Offer of settlement includes promises to upgrade systems, including 22-channel Clinton system to 36 channels within six months. Settlement also sets forth service standards and support for local advisory councils and access programming. State spokesman said: "We think there is some positive movement" with application, and said state public utility commission, which blocked earlier transfer, will take up new application in hearing. TCI said that depending on outcome of negotiations "some adjustments may be appropriate" in deal. If Comcast takes control of Storer's 112,000 subscribers in state, it will likely necessitate adjustments elsewhere in 50-50 transaction to make up difference. Deal would give Comcast approximately 17% of subscribers in state, leaving TCI's stake, through United Artists-United Cable, at 26%.

**MGM/UA has restructured its television production operations under one umbrella**—MGM/UA Television Productions Group, to be headed by David Gerber as chairman/CEO. Gerber had been president of MGM/UA Television Productions. Under regrouping, he will be responsible for network and first-run television production, as well as cable programming, international co-productions and licensing of MGM/UA feature films to television. In addition, Gerber will develop several low-budget films with MGM/UA Film Group President Richard Berger. Gerber joined MGM/UA in 1981 when he brought his production company to studio. Company's current on-air network product includes *thirtysomething*, *In the Heat of the Night* and *Baby Boom*. It also has first-run show, *Group One Medical*.

**President Reagan had until midnight last Saturday (Nov. 5) to sign children's television bill** (BROADCASTING, Oct. 24). Bill's proponents were anxiously waiting to see what President would do; if he fails to sign measure it would die. Legislation would reimpose limits on amount of advertising during children's programs and require broadcasters to serve "special needs of children."

**Commonwealth Broadcasting of Northern California has agreed to sell KROY(FM) Sacramento, Calif., to Great American Television and Radio Co.** Terms of transaction were not disclosed, but sources estimate price is \$11.5 million-\$12 million. Seller is San Diego-based group principally owned by Dex Allen and partners of Thorsnes, Bartolotta, McGuire and Padilla, San Diego law firm. It also has interest in KYXI(FM) Yuma, Ariz. Buyer is subsidiary of Great American Broadcasting, Cincinnati-based group headed by Carl Wagner; it also owns seven AM's and nine FM's. KROY is on 96.9 mhz with 50 kw and antenna 500 feet above average terrain. Broker: Media Venture Partners.

**Diocese of Tucson is selling KDTU-TV Tucson, Ariz., to Clear Channel Television Inc. for \$8.5 million.** Seller is owned by Roman Catholic Church. Buyer is division of Clear Channel Communications Inc., publicly traded group headed by L. Lowry Mays, which owns eight AM's and eight FM's. It is purchasing WPMI-TV Mobile, Ala., pending FCC approval. KDTU-TV is independent on ch. 18 with 2,519 kw visual, 251 kw aural and antenna 1,970 feet above average terrain. Broker: Kalil & Co.

**French Direct Broadcasting satellite, TDF 1, launched successfully Oct. 27 by Ariespace, is on course to reach operational orbital position** at 19 degrees west longitude 24 days after launch, following three apogee kick motor (AKM) maneuvers effected last week. Crucial deployment of energy-gathering solar panels also occurred last Thursday. Co-designed West German DBS bird, TV-SAT 1, never became operational due to failure to deploy one solar panel following Anane launch earlier this year (BROADCASTING, Feb. 29). TDF 1 is one of four planned birds in



**Interactive TV.** *Geraldo Rivera* underwent surgery on Friday, Nov. 4 to repair a broken nose suffered during a melee that occurred during last Thursday's taping of his syndicated talk show *Geraldo*. Rivera was hit in the face by a chair thrown during a fight erupted among civil rights activist and white supremacists. Civil rights representatives included Roy Innis, chairman of the Congress of Racial Equality, and Rabbi A. Bruce Goldman, president, Center for Jewish Living. White supremacists were John Metzger, director, *White Arayan Resistance Youth*; Michael Palasch, director, *Skinheads of National Resistance*; Bob Heick, director of the *American Front*.

A spokesman for Rivera said when the show airs later this month, all footage of the fracas will be shown. "The whole point of the show was to expose these roaches who scurry in the light of exposure, and it did just that," he said.

After order was restored, the show finished taping the final 20 minutes. Rivera then taped two more shows. No charges have been filed, in the incident the spokesman said: "He [Rivera] does not want to be legally entangled with these roaches," said the spokesman, adding: "besides, Geraldo landed as many punches as he received."

Franco-German joint venture, TV-SAT-TDF. By Christmas week, France should know whether it has working satellite, intended to carry five channels of television programming to home dish owners—although programmers had precommitted to only one channel by launch time (BROADCASTING, Oct. 31). TDF launch was Ariane's eighth consecutive successful launch since September 1987. (As of last week, GTE Spacenet still had not finalized plans to use station-keeping motors and fuel to get some use from GStar III; AKM failed earlier this fall, causing certain loss of operational life for that domestic U.S. Ku-band bird [BROADCASTING, Sept. 26].)

**Ed Allen's InterMedia Partners** announced that its five principals will seek to acquire cable systems and newspapers for its newly formed limited partnership. Joining Allen, former president of Western Communications, are Leo Hindery Jr., former chief planning and financial officer of Chronicle Publishing (which owned Western Communications), who is managing general partner of Intermedia. Other general partners, in addition to Allen, are David Rozzelle, senior partner with law firm Fletcher, Heald & Hildreth; Alan Mutter, former assistant managing editor of *San Francisco Chronicle*, and Edward Liebst Jr., vice president, BankAmerica.

**Tele-Communications Inc. may seek control of Cable Value Network.** TCI left possible acquisition of CVN open in SEC filing that accompanied \$7 million purchase of additional 3.24% of CVN. Purchase brings TCI ownership of company to 17.24%. Kenneth



Goldman, analyst at Hanifen Imhoff Inc., estimated value of CVN "could be \$600 million" based on \$20-per-share price for company. TCI purchased its additional interest in CVN at \$12.50 per share. Minneapolis-based CVN is controlled by Chairman Theodore Deikel, Minneapolis investor Irwin Jacobs and number of cable MSO's. Current ownership means that takeover of company would have to be on friendly terms, said Goldman.

**Nine regional sports networks began carrying *The Business Report***, Group W-produced seven-minute business news program with sports focus that will be fed nightly from Pacific Stock Exchange at 6 p.m. ET. *The Business Report* is second cable programming effort initiated by Group W in recent months (USA Network debuts *USA Updates*, series of news inserts produced by Group W's Newsfeed Network, in January). Regional sports networks will carry *The Business Report* during prime time within NHL and NBA games. Group W lined up nine regional networks as of late last week.

**NAB officials last week told BROADCASTING that association is unwavering in its opposition to fairness doctrine.** "Our policy on fairness has not changed. Nor do we expect it will change," said TV board Chairman Benjamin McKeel of Nationwide Communications. "We'll continue to oppose it and we'll let everyone know we're opposed to it," he said. There was some confusion over NAB's stand on matter following press briefing two weeks ago in which NAB President Eddie Fritts indicated association would not actively oppose efforts to codify doctrine on Capitol Hill (BROADCASTING, Oct. 31). Votes are not there to stop it, Fritts told reporters, and codification appears inevitable. "How much blood do you want to spill over an issue that you are destined to lose?" he said.

**Syndication specials in prime time continue to prove drain on networks**, both in terms of ratings and preemptions. Two such specials turned in solid performances last week. Saban Productions' *Who Murdered JFK?*, from Jack Anderson, averaged 11.6/18 in overnight markets, with many stations placing first or second in market, including Los Angeles (first place on KCOP-TV) and New York (second place on WWOR.) ABC affiliate WTNH-TV Hartford preempted regular lineup and won with *JFK* special. Harmony Gold's *Secret Identity of Jack the Ripper* also turned in sold performance last week. In New York, Los Angeles, Detroit and Washington, program beat lineups of both CBS and NBC.

**Two new syndication companies have opened their doors.** Drew Levin, former president of now defunct TEN, The Entertainment Network, has joined forces with media analyst Paul Kagan in joint venture called **DSL Entertainment**. In development from company are several projects pegged for syndication or cable—half-hour magazine strip for teenagers called *Teen!*; music strip called *Smash Hits!*; reality series, *Under Arrest*, and interview series, *Hollywood Passport*. Other company is **Ascot Syndication Group**, formed by Ascot Entertainment, whose principals produced such films as "Halloween" and "Nightmare on Elm Street." Syndication unit is being run by Mark Rafalowski, former eastern regional sales manager for TEN. Ascot will bring several new film packages to NATPE next January, including *Fatal Distractions* ("Silent Night, Deadly Night" and "Demons," among others) and nine-title package. "Cinema Group J" (including "Witchboard").

According to reports, **no decisions were reached during meeting late last month of NAB's local carriage task force.** Group reviewed two legislative options for must-carry statute, prepared by Davis, Wright & Jones, Seattle-based firm with Washington office (BROADCASTING, Oct. 17). Firm believes NAB can either pursue straight must-carry bill or seek legislation that would condition cable's compulsory copyright license on whether system carries local signals. They have drafted statutes to meet challenge of constitutionality. Reports out of session were sketchy. Some broadcasters expressed reservations about latter

approach. Tying must carry to compulsory license is risky because if license is eliminated, "then we're without must carry," said one source. Others think it may have best shot in court. Meanwhile, association staff was directed to keep working on matter. NAB President Eddie Fritts is expected to meet with NCTA President Jim Mooney to discuss proposals.

**National Association of Broadcasters is advising members that under new drug bill, if sole proprietor of broadcast station is convicted of drug trafficking or possession, he could lose station license.** NAB also said judges could force corporations or partnerships, owners and officers "to resign or divest their interests" if convicted on drug charges. NAB also pointed out that stations desiring federal contract—such as Army advertising campaign—over \$25,000 must "certify that he or she will provide a drug-free workplace."

Former child movie star **Shirley Temple Black**, who has served in diplomatic posts in Republican administrations, **wants to serve in Bush administration**—if there is one—as **director of U.S. Information Agency**. She disclosed her ambition—which she had not yet revealed to Vice President George Bush—in taped interview on CBS News *Nightwatch* last week. Black was U.S. representative to United Nations under President Nixon and was chief of protocol and U.S. ambassador to Ghana under President Ford. She told interviewer she thought her years in Hollywood and in diplomatic service have prepared her to run agency whose job it is to tell America's story to world.

**John Goldwyn has been appointed executive vice president-worldwide production** within newly formed **MGM/UA Film Group**. He joins **Richard L. Berger**, who has been appointed **president and chief operating officer** of MGM/UA Communications subsidiary. Film group will be responsible for production, marketing and distribution of MGM/UA feature films.

### **NBC and Cablevision want to play baseball**

*NBC and Cablevision discussed a joint bid on the next baseball contract for the second time last week. Sources said that the two companies' respective needs for sports programming are behind the meetings. NBC's fledgling cable channel, Consumer News and Business Channel, which is set to launch at the end of the first quarter of 1989, has made no announcements on what sports programming it intends to carry on weekends. CNBC will program consumer business news during the week.*

*SportsChannel America, in turn, still has no programming to fill its schedule during the summer and the fall. SportsChannel America launched recently with a schedule made up of NHL games.*

*Sources said that a joint bid by Cablevision and NBC would probably not leave room for another broadcast or cable network to capture a piece of the next baseball contract. The combined financial resources of Cablevision and NBC make such a bid realistic.*

*Speaking at the Cable Television Administration and Marketing Society's annual convention earlier this year, Major League Baseball Commissioner Peter Ueberroth said that MLB wants cable to figure into the next television contract. Ueberroth also said that he would be interested in cable coverage of baseball that would link games in various regions by satellite, permitting switching from a relatively uneventful contest to a better one. SCA currently has such a setup for its coverage of the NHL.*

*MLB officials say its next multi-year television deal will probably be made around January 1989.*

# Editorials

## Ray of light

An appeals court has given the FCC a second chance to move the Fifth Estate another baby step closer to journalistic freedom. The court told the FCC that it had failed to justify its decision not to extend an equal opportunities exemption to a news event proposed by King Broadcasting in Seattle and involving the presidential and vice presidential candidates from the two major parties. It's a little late for King, which tabled the format after the FCC's chilling decision, but then, there's always 1992.

The reason Congress created the four 315 exemptions, of which the *Aspen Institute* ruling is an interpretation, the court pointed out, is so that broadcasters would not be deterred from "providing the public with full coverage of political news events." In the commission's 1975 *Aspen* ruling exempting debates, said the court, it required that two criteria be met when determining whether a program qualified for a 315 exemption: that it be "newsworthy," and that that newsworthiness "was manifested by a belief on the part of the broadcaster...in 'the exercise of good faith news judgments' that the program was eligible for [an] exemption." The FCC failed to apply this test, said the court, or to justify that failure, and so it remanded the ruling, asking that the commission reexamine the case "as analyzed pursuant to the *Aspen* criteria."

Given the court's charge, and playing FCC for the moment—since it didn't do such a good job itself—we would require little persuasion to find that separate back-to-back studio appearances by the presidential and vice presidential candidates detailing their positions, plus separate in-studio interviews, were "newsworthy" and thus that a station was justified in seeking the exemption.

If only the two-question test were applied, said one FCC attorney last week, "nothing would be left of Section 315."

What's the bad news?

## Looking before leaping

The nation's public utility commissioners have chosen, for the moment, not to throw their weight behind a resolution that would have backed telco entry into both cable ownership and programming in its service areas (see story, page 41). The National Association of Regulatory Utility Commissioners, whose communications committee voted down a sweeping telco-entry resolution, has scheduled more time to debate the issue and collect more second and third opinions at an upcoming meeting. That slow and steady approach to what would prove a sea change in the Fifth Estate's topography is clearly preferable to a headlong rush by any of the interested parties, especially since there is at present no consensus on the hows and how much of telco entry.

When the National Telecommunications and Information Administration recommended opening the cable market to telcos, it did not recommend allowing them to produce programming, nor did it recommend that the crossownership ban be eliminated. When the FCC followed with its proposed loosening and liberalizing of restrictions on telco-cable activity, it invited comment on a proposal to lift the crossownership ban altogether, but was divided on whether to make telcos common carriers or full-fledged programmers. Nor is there unanimity among utility commissions. New Jersey says it's time to let them in, but with certain safeguards. Florida says keep them out, at least for now.

Now, it would seem, is a time for comment and deliberation, not for hasty action, for planning whether and how best to open the floodgates, not for dynamiting the dam.

## Global village

Readers may have noticed an enhanced "International" section in this magazine in recent weeks. It is not the first time we have covered stories of international import—as far back as the 1930's we were reporting the development of television in England and have long kept readers informed with stories on international program fairs, European market trends and international satellite developments—but we have sharpened our focus in recognition that the offshore media business is not only heating up, but is sending a warming trend our way. We believe every sector of the industry may ultimately feel the heat.

American program producers so far have been the harvesters of global TV's growth, this year garnering well over a billion dollars from offshore sales, with more to come in short order. Credit that push for overseas revenue to the fortuitous combination of a rapid increase in foreign customers and a fractionalization of our own media that has made the traditional big three network buyers less able than ever to foot the full bill for new shows. A complementary result is that American producers are increasingly seeking international co-producers to share their financial risk.

The implications of the global market, however, go well beyond program sales and co-production. Wall Street has been quick to grasp the possibilities of bringing international investment into restructuring U.S. media, while American players have seen potential for their own offshore media investments (witness the recent spate of European cable acquisitions by American cable operators and telcos). Also not without import are new media forms—like the long-promised direct broadcast satellite—that, if successful in forging markets in Europe or Japan, could create economies in small-dish manufacture with results for our own backyards. Regulatory innovations abroad, while in many cases following the U.S. model, could nevertheless break new ground in areas like spectrum management. Then there is advertiser fascination with the possibilities of steadily growing multinational marketing potential.

For local broadcasters here in the U.S. fighting to maintain audience and bottom line, the growing industry abroad may seem to hold little short-term interest. But whether in Paducah or Paris, transformations in programming sources, the advent of new media, the availability of investment capital and the shifting of advertising dollars make for a global media village, and a *world* of news.



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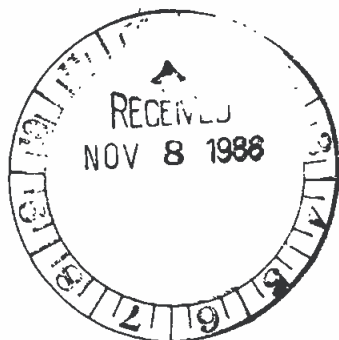
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