

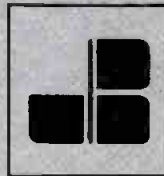
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The Fifth Estate

RADIO TELEVISION CABLE SATELLITE

# Broadcasting May 18

May 18, 1987

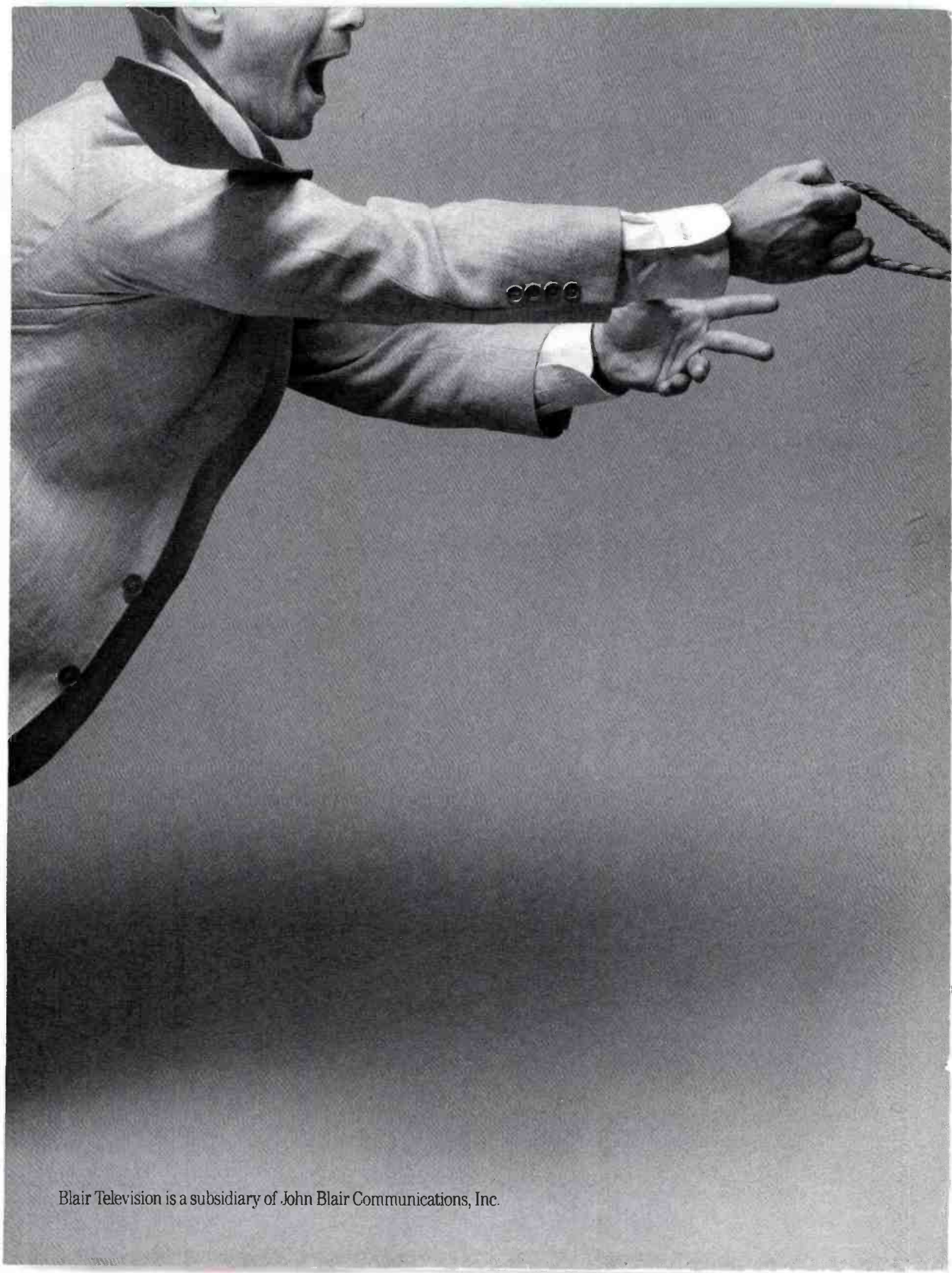


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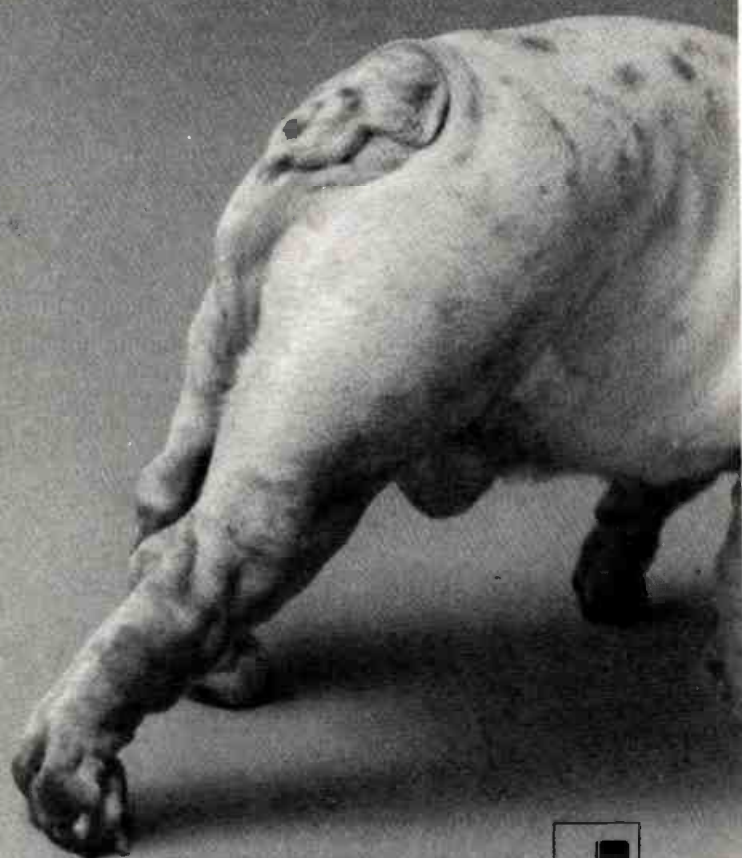
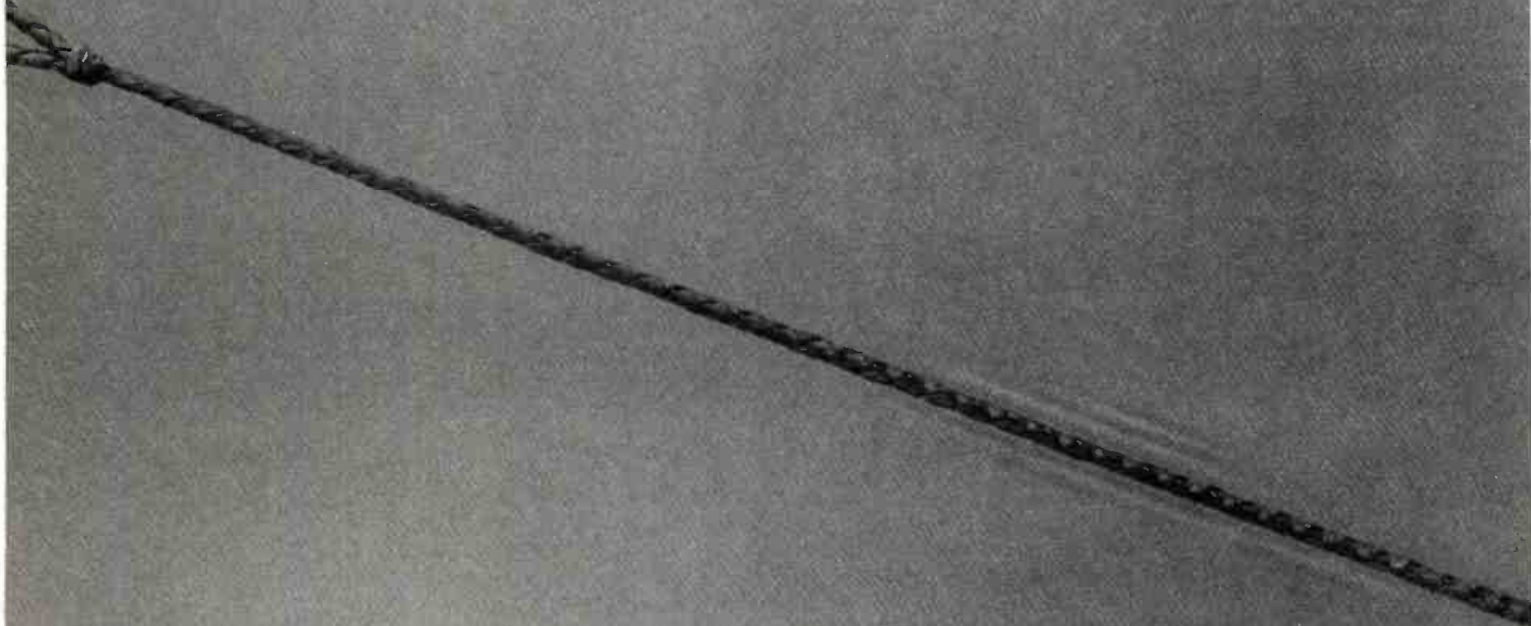


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# Broadcasting **May 18**

## Basic cable growth skyrocketing ABC, CBS, NBC announce fall schedules "At Large" with NCTA's Jim Mooney

**CABLE GROWTH** □ Series of factors are spurring significant growth among basic cable programming services. **PAGE 39.**

**OUT OF THE BLOCKS** □ ABC, CBS and NBC announce their new fall programming schedules. Program decisions are being affected by shift to people meters. **PAGE 42.**

**SENSE OF INDECENCY** □ NAB executive committee releases statement seeking clarification of FCC indecency ruling and condemning broadcast of indecent or obscene material. **PAGE 45.**

**FIRST TIME OUT** □ Dennis Patrick conducts first meeting as FCC chairman. **PAGE 45.**

**GRAMM-RUDMAN** □ Senate Foreign Relations Committee cuts back future funding for USIA. **PAGE 46.**

**TOUGH TALK** □ In this "At Large" with BROADCASTING, NCTA President James Mooney reviews the benefits of past legislative victories and addresses efforts to undo others on the Fifth Estate playing field. **PAGE 47.**

**NCTA 87** □ Cable industry turns its eyes to Las Vegas for the start of its annual convention. **PAGE 59.** The agenda appears on **PAGE 60** and a listing of exhibitors begins on **PAGE 62.**

**FULL SPEED AHEAD** □ House Commerce Committee passes fairness doctrine bill by 33-8 vote. **PAGE 77.**

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# THIS DATE IN BASEBALL HISTORY

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## Anybody's guess

Telephone coincidental study sponsored by three networks last winter to test accuracy of Nielsen people meter measurements in prime time appeared to confirm suspicions that new technology is underreporting children and teen-agers. Compared to telephone results, there was 14% underreporting by Nielsen PM in both categories. Surprise was that study also indicated underreporting of young adults, 18-34 by PM as well, 14% in case of men and 10% in case of women. And in case of older adults, study indicated overreporting for both men and women.

What it all means is unclear. Coincidental study, said one source involved, "is not necessarily right; it's just different. We don't know with absolute certainty what the truth is." As to cited results, he said, "We already knew kids weren't pushing the buttons. But the young adults, that's a big question mark."

## Meltdown

FCC's general freeze on new low-power applications and major changes in applications—in effect since September 1983—is about to thaw. FCC's LPTV branch was expected to put out public notice today (May 18) announcing that first national window for such applications will open June 22-July 2. Pittsburgh will be lone filing location for applications. FCC has no field office there, but city is site of Treasury Department "lock box" bank that will be handling \$375 fee accompanying each application.

Under recently amended filing procedure there is limit of five applications per applicant per window for new stations, with no cap on major change applications. One LPTV branch source expressed hope that combination of window and cap would keep filings at "manageable" number—"under 5,000"—in contrast to 25,000 or so that were initially filed and that precipitated freeze.

## Dirty work

National Association of Broadcasters executive committee action deploring indecent radio programming (page 45, editorial 122) was far from unanimous. Question of issuing statement or petitioning FCC for reconsideration could have gone either way. Executive committee speaks only for itself on matter, not necessarily for full board. Observers thus have eye on June board meeting in Washington when last week's decision

could be ratified or rejected.

NAB action is not last broadcaster word on subject. Number of groups, including TV networks (which fear backlash from radio reaching their medium), are preparing joint petition for reconsideration that will ask FCC to clarify language at risk and will seek to obtain exemption for "artistic" material and for broadcasts before or after certain hours.

## Growing field

Still another candidate for FCC slot vacated by former Chairman Mark Fowler has surfaced: James V. Dunbar Jr., communications and corporate attorney with Berry, Dunbar, O'Connor, Jordan & Eslinger of Columbia, S.C., and Atlanta. Senator Strom Thurmond (R-S.C.) recommended Dunbar to White House last month. Dunbar is former vice president of Cosmos Broadcasting, and his firm represents South Carolina Broadcasters Association. Dunbar says he's received White House letter asking for background on his past political involvement. Still considered to be leading contenders are Bradley Holmes, former aide to FCC Chairman Dennis Patrick, and Craig Smith, president of Freedom of Expression Foundation. Among others in field: John Rook, owner of KCDA(FM) Coeur D'Alene, Idaho; Joseph Flaherty, vice president and general manager of engineering, CBS operations and engineering division, and Carol Emery, associate administrator, National Telecommunications and Information Administration.

## Numbers count

Lorimar Telepictures today will launch sales for *It's A Living*, weekly first-run series, first to go into strip syndication with 100 episodes available for spring 1988 with unusual marketing plan. Company will set minimum base price for initial 100 episodes, then determine incremental price rises based on show's ratings performance in local market. Program will be sold for cash.

## Sunset for sunset

House Telecommunications Subcommittee Chairman Ed Markey (D-Mass.) wants legislation to eliminate provision in FCC's new must-carry rules that would sunset rules in five years. Markey told representatives of National Association of Broadcasters, National Association of Public Television Stations and Association of Independent

Television Stations, at meeting last week, that he's "committed to delete sunset." It's not been decided how Markey will go about it.

## Separate stations

Former FCC Chairman Mark Fowler and former Common Carrier Bureau Chief Albert Halprin—latter left agency on Friday—apparently will not move into their post-FCC future in tandem, as they had discussed. Word circulating in Washington last week was that Fowler would join Latham & Watkins law firm, where his ex-Common Carrier Bureau chief, Gary Epstein, is partner. Announcement is expected shortly that Fowler—now on vacation in Virgin Islands—will join firm early next month. Halprin has yet to make decision; he is studying number of prospects.

## Shifting burden

Advanced Television Systems Committee, which earned its wings with technical standards work on future high-definition television, has not found similar success in effort to improve current NTSC TV system. Despite brief revival of improved-NTSC standards group after long inaction, recent resignation of group's chairman due to retirement, plus ATSC's desire to increase organizational efficiency, have led ATSC executive board to suspend group's meetings indefinitely. Work to improve NTSC will be taken up by second of three ATSC committees now focused on higher-level enhancements.

## Byproduct broadcasts

RJR/Nabisco Broadcast, media buying arm of Ohlmeyer Communications that is handling broadcast rights sales to games in ESPN's eight-game regular season National Football League package for cable, expects to send letter out next week to eligible stations soliciting "expressions of interest." RJR/Nabisco owns half of Ohlmeyer and 20% of ESPN not owned by Capcities/ABC. Rights are available in 13 home and away markets of NFL teams involved in ESPN package (New York, Los Angeles, Chicago, Miami, San Diego, Denver, Minneapolis-St. Paul, Boston, Dallas, Cleveland, San Francisco, Seattle and Washington).

Rights will be sold in closed bid process, and floor price will be set for each market. Deadline for bids will probably be second week of June.

# Cablecastings

## Lifetime production line

Lifetime and Kaufman Astoria Studios, which has a 16-acre film, TV and music production studio in New York, have signed a "long-term" lease agreement that includes a plan to build a full-service television production facility for Lifetime at KAS. Lifetime president and chief executive officer, Thomas Burchill, said last week. After speaking at a New York National Academy of Television Arts and Sciences luncheon, Burchill said that the "primary point" of the move is that "it will make us an important player in television programming production. The future will see many new alliances and creative co-ventures to fund programming, and having that facility as an in-house resource, will bring us closer to the center of those co-ventures," he said.

He added that the agreement, which represents an initial \$50-million investment in leases, equipment and construction costs by KAS and Lifetime—with the latter "bearing the major burden of that"—will enable the cable network to consolidate its New York City and out-of-state operations. Also, by unifying Lifetime's production, post-production, uplink and operations in one location, "the network achieves production economies which can be put directly on the screen," he said. Additionally, it gives Lifetime the flexibility to do pilot programs very easily, as well as "a number of operating and strategic advantages" that go with KAS.

According to Burchill, with the new facility Lifetime will be able to double the number of program hours it produces by September of 1988, and triple its production activity within five years. Additionally, Lifetime's production and operations personnel are working with equipment manufacturers to develop and test new, "high-technology equipment" in the studio.

The cable network will use the Teleport fiber optic transmission network in operation at KAS, enabling Lifetime to telecast live from its studio or "any major broadcast facility in New York," Lifetime said, adding that it will also provide greater flexibility in doing remotes or coverage of live events in

**CBS to exit SportsChannel.** CBS is working on plans to sell its one-third interest in SportsChannel Associates (SA), the sports pay television service serving New England, New York, Chicago, Philadelphia and soon to begin in Florida. Sources indicate that negotiations about a parting of the ways could conclude within a month, with CBS receiving between \$20 million and \$25 million for its interest.

Where the departure would leave the other partners, Washington Post Corp. and Cablevision Systems Corp., is still being discussed but could be known in a week. They could return to 50-50 ownership, the company's structure before CBS bought in at the beginning of 1985. Post could let Cablevision Systems pick up the CBS interest—a less likely prospect—or the Post could choose this as the opportune time to sell back to Cablevision, which acts as SAs managing partner.

CBS's desire to reduce its exposure to SAs rumored losses and working capital needs may lie behind its desire to sell. While SportsChannel New York is profitable—as is Prism, the Philadelphia operation—the decision by the mayor of New York to delay wiring of several of the city's boroughs has affected profit projections. There has also been recent talk that the New York Yankees baseball team may soon exercise an option to withdraw from its long-term contract with the pay service. Wiring delays of Cablevision's system in Boston have likewise affected projections for SportsChannel New England, where that service is battling a competitor, New England Sports Network.

Planned expansion by SA could further delay profitability of the overall operation. SportsChannel New York just began, last month, a second channel, and second channels are also being considered elsewhere, which would require additional rights fee commitments. Another commitment is for SportsChannel Florida, scheduled to start in July. Initially drawing upon programming from the other services, SportsChannel Florida will soon be paying rights fees to teams in Miami and elsewhere in the state.

the New York area.

Construction of the new facility will begin immediately, Lifetime said, with occupancy scheduled in phases. Lifetime's network operations uplink will be operative from KAS next January, with final occupancy of the two new television stages scheduled for the following September.

Among the programs Lifetime hopes to air in the near future, Burchill said last week, are off-network product before it goes into syndication, a health series, women's sports, and a dramatic series that it hopes MSO's will help fund.

## USA-Taft deal

USA Network has signed a two-year agreement with The Taft Entertainment Co., for Taft to develop prime time "live-action programming" for exclusive showing on USA.

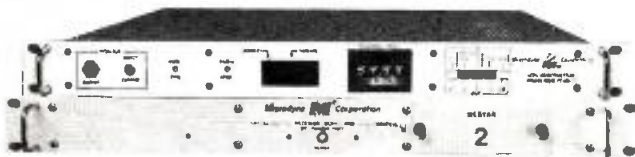
According to David Kenin, USA senior vice president of programming, USA and Taft have discussed doing a series on "mystery and suspense" and "mystery and the occult." Additionally, USA is also considering "reviving a series" from broadcast television, Kenin said.

Sy Fischer, Taft president and chief executive officer, said the company is "proud to be developing prime time programming for USA, which is fast establishing itself as an important market for television productions." He said that Taft's existing arrangement with USA, to supply off-network animated shows for USA's *Cartoon Express*, "has been an extremely positive one. We expect this new live-action arrangement to be equally advantageous to both USA and Taft," Fischer said.

## Cable lab

The Pennsylvania Cable Television Association (PCTA) has issued a call for an industry-wide cable TV research and development effort. The work would focus on cable TV system reliability and consumer friendliness, the association said, as well as future cable technologies involving data and voice communications and videoconferencing. PCTA has distributed of a white paper on "Cablelabs" to the top 100 multiple system owners and to the National Cable Television Association, the Society of Cable Television Engineers and the Community Antenna Television Association. The group said it believes the project can be structured to avoid possible antitrust problems. According to PCTA President Harold Etsell Jr., work could begin with funding in the \$2-million range, and although financial resources have yet to be identified, he believes the industry will support the effort.

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## A/B inquiry

The FCC is seeking comments on establishment of technical standards for A/B switches, which allow consumers to alternate between cable and over-the-air television signals. The commission decided in March that cable operators must provide switches to subscribers who want them (except in areas where there are no TV signals available over the air) and cannot charge new customers for installation; but it also ruled that cable operators may charge any price for the switches themselves (BROADCASTING, March 30).

In its May 11 notice of proposed rulemaking, the FCC proposed to "require that all input selector switches used to alternate between off-the-air and cable service comply with the technical standards currently provided for TV interface devices in Section 15.606(a) of the rules." The inquiry was launched in response to claims by some petitioners that those standards are not stringent enough to prevent signal leakage. The FCC, however, maintains that the standards set forth in Section 15.606(a) are "sufficient" to "prevent potential interference resulting from any radiation of cable signals by the antennae connected to the switch."

Comments on Docket 87-107 are due on June 10; reply comments, June 25.

## Game planning

Although Turner Broadcasting System suffered total losses of \$26 million from its 1986 *Goodwill Games* venture, TBS is going ahead with the 1990 games, and last week set the dates: July 20-Aug. 5 in Seattle.

In firming up dates, the Seattle Organizing Committee, the USSR State Committee for Physical Culture and Sports, the USSR State Committee for Television and Radio and TBS said that 2,500 athletes and officials from more than 50 countries will participate in the games.

TBS *Goodwill Games* Managing Director David Raith said the three-year head start will give TBS enough time to approach advertisers well before they plan budgets for that time period. In 1986, TBS had only nine months to find advertisers. "We believe we can break even—maybe make a few dollars" this time around, said Raith. "Our attitude is it's a long-range investment."

It's unclear whether the 1990 games will be carried by superstation WTBS(TV) Atlanta exclusively for cable or by WTBS and an ad hoc network of broadcast stations as the 1986 games were. TBS President Ted Turner said last fall that the games would be telecast over WTBS only, assuming he could persuade cable operators to ante up \$1 per subscriber to subsidize the games (BROADCASTING, Nov. 3, 1986). Last week TBS executive VP Bob Wussler said that no final decision on distribution had been made, but said, "It is our plan that the games will be cable-only."

The TBS marketing people, Wussler said, will approach cable operators this summer with the intention of negotiating a per-subscriber commitment from the operators. When reminded of Turner's \$1-per-subscriber proposal, Wussler said that settling on an exact figure would require the participation of all parties.

Last fall, Turner estimated it would take \$70 million to \$80 million to produce the 1990

*Goodwill Games* and, with cable-only distribution, said it would bring in only \$25 million to \$30 million in advertising revenue. Wussler distanced himself from those early projections, saying the cost of the entire venture would come to "well over" the \$80-million figure when the expenses of the Seattle organizing committee's are included. The committee is taking on many of the local organizing arrangements (venues, support personnel, etc.), which were handled in 1986 by TBS and the Soviet hosts of the games.

Although specifics concerning coverage time, as well as financial questions, will not likely be settled before the end of this summer (the games ran 129 hours in 1986), Raith said over 100 total hours of coverage are being discussed. At least three of the most popular sports, including track and field, gymnastics and basketball, will be featured each day. Other proposed events include boxing, cycling, diving, figure skating, ice hockey, judo, modern pentathlon, rowing, soccer, swimming, synchronized swimming, team handball, volleyball, water polo, weight lifting, wrestling and yachting.

## Antitrust concerns

The Federal Trade Commission is investigating "whether MTV has entered into unlawful tying arrangements," according to a letter sent by FTC Chairman Daniel Oliver to four senators who requested the investigation on behalf of Hit Video USA, a Houston music video network attempting to compete with MTV (BROADCASTING, March 30).

Senators John Danforth (R-Mo.), Robert Dole (R-Kan.), Nancy Kassebaum (R-Kan.) and Christopher Bond (R-Mo.) communicated Hit Video's claims that MTV had entered into exclusive contracts with record companies—delaying HV's access to videos for six months—and that MTV had entered contracts with cable systems encouraging them to select MTV rather than Hit Video. FTC staff members subsequently met with Hit Video Chairman Mark Wodlinger, who indicated that the Justice Department's antitrust division had launched two investigations into MTV. (The first, launched in 1985 and now closed, dealt with MTV's alleged exclusive dealings with record companies. The second, launched in 1986, concerns an alleged boycott of Wodlinger's low-power TV station in Houston.)

According to Oliver's letter, Justice's investigations did not cover whether MTV encouraged cable systems to pick it over Hit Video, and thus the FTC began its own investigation. The FTC public affairs department would not confirm or deny its investigation of MTV.

## Discovery discovers deaf

Gallaudet University's *Deaf Mosaic*, a half-hour television magazine program for the hearing impaired, will begin airing over the Discovery Channel June 25. In its third season, *Deaf Mosaic*, which is offered monthly over the Public Broadcasting Service educational satellite and currently picked up by 100 PBS stations, will be seen on Discovery Sundays at 11:30 a.m., Thursdays at 5 p.m. and Saturdays at 2:30 a.m. The program features people, organizations, heritage, culture and interests of the hearing impaired.



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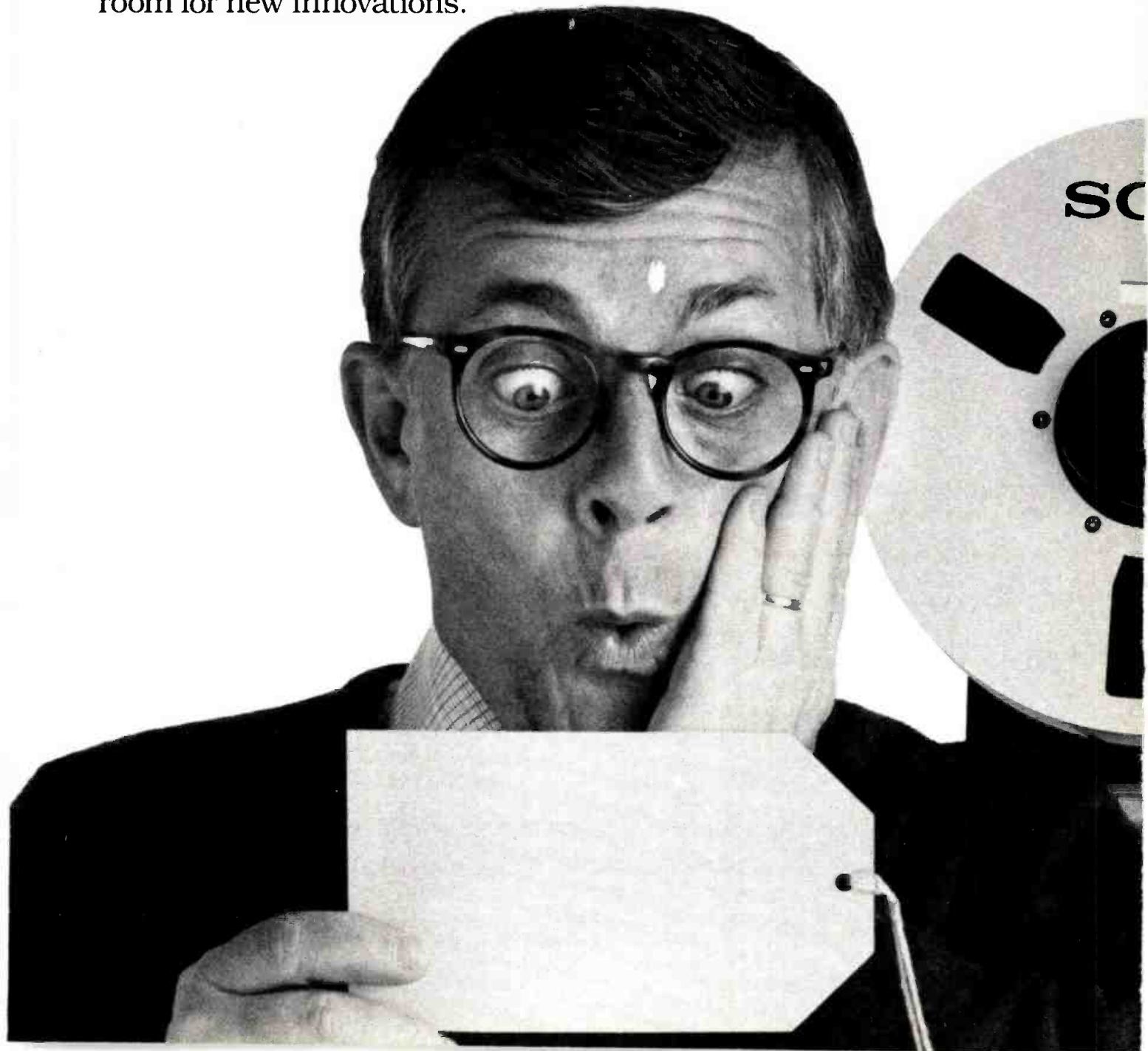
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The new Sony BVH-3000 costs about a third less than its predecessor, the BVH-2000. So now you can get true one-inch quality without breaking the bank.

One of the ways we did it was by using Sony-developed LSIs. A breakthrough that not only cuts the number of parts but helps make room for new innovations.





Like a revolutionary air threading system that automatically takes the @#!\$#! out of tape handling. An easy to use color framer. And a built-in TBC with a choice of two low-cost, high-performance processor boards.

Of course there's more, but the big news is that you pay less. For the full story, get a hold of your Sony Broadcast representative. Or call Sony at (201) 833-5231.

**SONY**  
**BROADCAST**



# Business Briefly

## Advantage

**What's the beef?** J. Walter Thompson U.S.A., which has been rocked in recent weeks by resignation or dismissal of six of its top-level executives, was jolted again last week by possible loss of \$190-million Burger King account. Burger King is second only to Ford Motor Co. in billings among Thompson clients. Thompson was notified by Burger King that it has placed its account up for review among other agencies. Stephen C. Bowen, chairman of J. Walter Thompson U.S.A., reacted to BK's move by saying: "We will go after it tooth and tongue." In practice, according to advertising officials, incumbent agency rarely retains account when it is put up for review. Burger King spokesman said review was sought by both regional BK groups and licensees. In its search Burger King is seeking agencies that have strength on both regional and local levels. BK indicated that from eight to 10 agencies will be asked to participate in review. Decision on new agency is expected by September.

**Media watching.** Most pressing media concerns of advertising executives today are people meters, 15-second commercials and growth of cable television viewing, according to survey conducted by Infomarketing Inc., Fairfield, N.J., among 402 client and agency media officials. In announcing survey's findings, Jack Myers, president of Infomarketing, said report points to bright future for advertiser-supported cable networks. In contrast, he said, is barter syndication, which received "a much poorer rating overall." Asked to name issues that would have future impact on media business, advertising executives named people meters at top of list, followed by 15-second commercials; ad spending shifts, such as national to local and advertising to sales promotion; single-source research; television commercial monitoring, and emergence of Fox Broadcasting and other firms. Survey was conducted during January and February 1987.

**Grumbings.** Survey conducted by Vitt Media International among 103 *Fortune* 1,000 advertisers shows that client dissatisfaction has risen during past year over agency mega-mergers. Vitt Media, leading media planning and buying service, reported that 64% of respondents believe giant consolidations are harmful to advertising industry, compared with 54% who cited negative attitudes toward such mergers in similar survey year ago. Vitt Media said mergers are viewed to be in best interests of agencies, not clients. Hal Katz, Vitt executive VP, said one of "biggest negatives" is that mergers have forced talented creative directors into roles that are primarily administrative. He added that 63% of advertisers polled said they would shift their accounts, under certain conditions, if their long-standing creative director opened own agency. Survey was conducted for Vitt by Kane, Parsons & Associates, New York.

**Top retail commercials.** Eight major awards were presented for single commercials and campaigns in each of four television market sizes in competition conducted by Television Bureau of Advertising/National Retail Merchants Association. Winners in single commercial classification were Payless ShoeSource, markets 1 to 20; Lusk's, markets 21 to 50; SuperValu, markets 51 to 100, and Silverman's, markets 101 plus. Winners in campaign category were Jordan Marsh, markets one to 20; Waldbaum's Foodmart, markets 21 to 50; SuperValu, markets 51 to 100, and Mississippi Britches, markets 101 plus. Awards were presented during banquet of NRMA.

## TELEVISION

**Phone Programs Inc.** Lottery results by telephone will be highlighted in four-to-six-week flights starting this week in markets including Los Angeles, San



Francisco, Detroit, Chicago, and Sacramento and Fresno, both California. Commercials feature entertainment personality Jerry Carroll and will be placed in all dayparts. Target: adults, 18 and older. Agency: Direct.

**Ponderosa Steak House** Four-week flight is set to begin on June 19 for four weeks in about 30 markets. Commercials will be shown in early and late fringe and sports periods. Target: adults, 25-49. Agency: Lowe Marschalk Inc., New York.

**W.B. Roddenbery Co.** Pickles will be highlighted in six-week flight beginning in early June in six markets, including Orlando and St. Petersburg, both Florida. Commercials will be positioned in daytime, fringe and prime periods. Target: women, 25-54. Agency: Evans/Atlanta.

**Golden Corral Steakhouse** In its first major use of television, chain restaurant will test medium in about six markets, including Louisville, Ky., and Tampa, Fla., for four weeks, beginning in early June. Commercials will be placed in all time segments. Target: adults, 35-54. Agency: Rockett & Burkhead, Raleigh, N.C.

**Fuji Foto Film U.S.A.** Advertiser began new campaign last week that will continue until fall on network and spot television in about 22 markets. Commercial spotlights three sunbathers, one of whom is actually life-size photograph. Viewers are challenged to "Find Fuji" by discovering photograph. Commercials will be carried in all dayparts. Target: adults, 25-

## RADIO-TV Bingo!

Complete "Ready to Air" Package

**\$595 radio • \$1995 tv**

• **Oldest Promotion in The Industry**  
Over 33 years... 1400 plus stations.

• **Gets Double Rate Card Rate**

A complete promotional package providing sponsors the "extras" that command extra dollars.

• **Increase Ratings**  
A proven leader in all markets.

• **Tremendous Sponsor Foot Traffic**  
Proves the effectiveness of your station with tangible sponsor results.

• **Continuous Renewals**

Sponsors and listeners demand it.  
**OUR BUSINESS IS IMPROVING YOURS.**  
© Copyright 1986, World Wide Bingo, Inc.



**WORLD WIDE BINGO, INC.**

PO Box 2311  
Littleton, CO 80161  
(303) 795-3288

# Our Sheriff Just Got A New Star!



Suzanne Somers

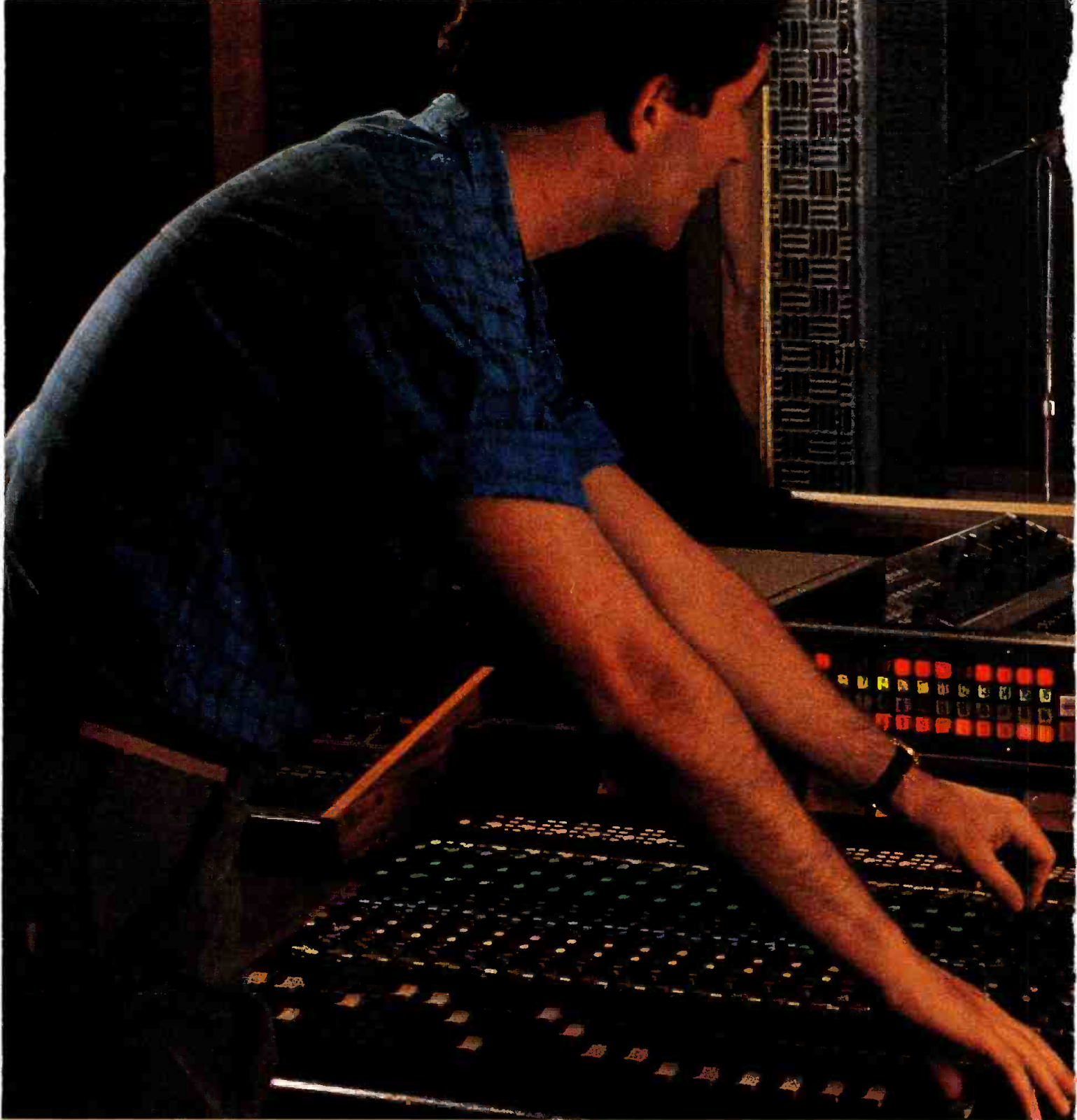
Starring In

*Suddenly  
Sheriff*

Already sold in  
over 85% of the country,  
including the NBC O&O's!

**LORIMAR**

*The New King of Comedy*



## THE BEST TIME TO RUN THIS MESSAGE

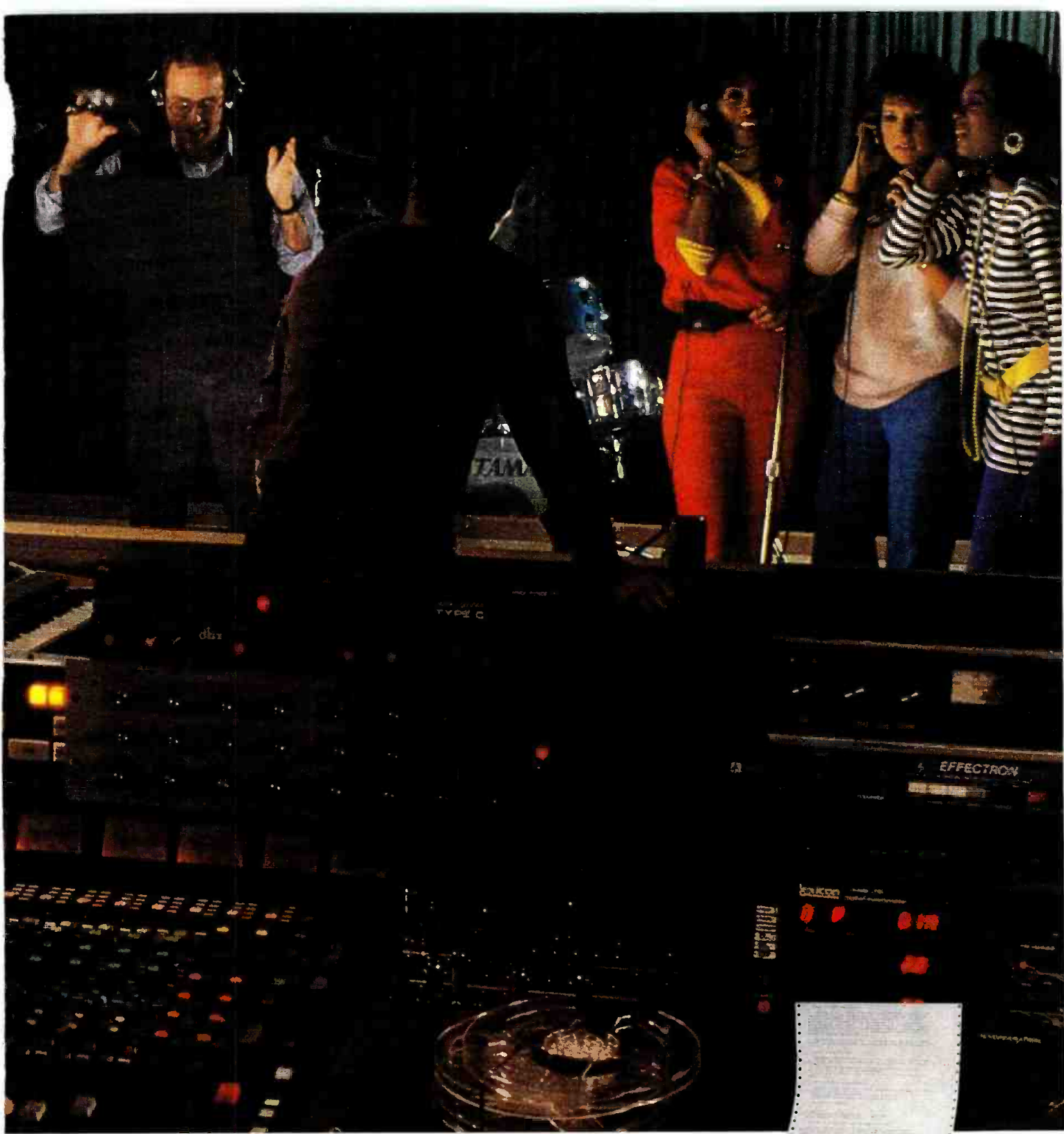
AP offers the best possible set-up for any radio commercial ever recorded.

Whether your clients are announcing a Big Sale Sunday or singing the praises of Cherry Delight, they want an audience that's alert, attentive, and listening hard.

AP News is written to coax the brain

out of its Background Mode. Spin the ear into Linear Reception. Set the listener up for a compelling sales message.

That's why radio advertisers willingly pay premium rates for top-of-the-hour AP news sponsorships, for newsbreak TAP Plan adjacencies, and for any of our AP Network features.



## IS RIGHT AFTER THIS ONE:

You know something every advertiser in this country knows.

For depth, breadth, speed, and accuracy, nobody can touch the world class newsgathering ability of AP.

Twenty four hours a day, we're preparing for the most important message in radio.

# AP

**Associated Press**  
Broadcast Services



54. Agency: Geers Gross, New York.

**RADIO**

**New Jersey Transit** □ Four-week campaign to promote travel to New Jersey shore points is set to begin in early June in New York, Philadelphia, Atlantic City, N.J., and Asbury Park, N.J. Commercials will be placed in all dayparts. Target: adults, 18-34. Agency: Earle Palmer Brown, Philadelphia.

**Swift-Eckrich** □ Delicatessen products and assortment of turkey and salami products will be accented in three-week flight set to begin in late May in about 20 markets. Commercials will run from 5 a.m. to midnight. Target: women, 25-64. Agency: Zechman & Associates, Chicago.

**White House Pantry** □ Convenience stores will kick off three-week flight in early June in four markets. Commercials will run in all dayparts. Target: adults, 25-54. Agency: Jordan/Tamraz/Caruso Advertising, Chicago.

**RADIO & TV**

**Carl Karcher Enterprises** □ Four-week television campaign has been launched in behalf of Carl Jr. fast-food hamburger chain in company's major marketing

areas of California, Arizona, Nevada and Oregon through early June. Several new commercials are being prepared for follow-up flights. Commercials will run in early and late fringe and in evening time slots. Target: adults, 18-34. Agency: Della Femina, Travisano & Partners, Los Angeles.

**Darien Lake** □ Amusement park near Buffalo, N.Y., has begun campaign that will continue through early August in six TV markets and 10 radio markets. Commercials will be placed in all dayparts. Target: adults, 25-54. Agency: Mills Hall Walborn & Associates, Cleveland.

**Geauga Lake** □ Recreation complex in Cleveland area has launched campaign in six TV and six radio markets with advertising continuing until early August. Commercials will be run in all dayparts. Target: adults, 18-49. Agency: Mills Hall Walborn & Associates, Cleveland.

**Winners Corp.** □ Second largest franchisee of Wendy's International (60 stores) launched three-week flight last week on television in Baton Rouge; Shreveport, La., and Greenville, Columbia and Myrtle Beach, all South Carolina on radio. Commercials will be scheduled in prime and news periods. Target: adults, 18-34. Agency: Leslie Advertising, Greenville, S.C.

**Jaguar Cars** □ Company launches estimated \$20-million campaign in late May for six weeks in 26 markets and will follow with third-quarter flight in 45



markets. Overlay of radio also will be used in limited number of markets. Commercials will be presented in all time periods. Target: 21 and older. Agency: Geer DuBois, New York.

**Wyandott Lake** □ Amusement and recreation park near Columbus, Ohio, has embarked on spot effort in Columbus and in numerous small-sized markets to run until early August. Commercials will be slotted in all dayparts. Target: adults 18-49. Agency: Mills Hall Walborn & Associates, Cleveland.

# Broadcasting

The Newswweekly of the Fifth Estate

1705 DeSales St., N.W., Washington, D.C. 20036-4480

Please send ... (Check appropriate box)

**Broadcasting Magazine**  
□ 3 years \$190 □ 2 years \$135 □ 1 year \$70 □ 6 mos. \$35  
(International subscribers add \$20 per year)

**Broadcasting Cablecasting Yearbook 1987**  
The complete guide to radio, TV, cable and satellite facts and figures—\$105. (if payment with order \$90) **Billable orders** must be accompanied by company business card or company purchase order. Off press March 1987. Please give street address for UPS delivery.

To order by MASTERCARD, VISA or CHOICE credit cards, phone toll free 800-638-SUBS

Name \_\_\_\_\_ □ Payment enclosed  
Company \_\_\_\_\_ □ Bill me  
Address \_\_\_\_\_ Home? Yes □ No □  
City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
Type of Business \_\_\_\_\_ Title/Position \_\_\_\_\_  
Signature \_\_\_\_\_ Are you in cable TV operations □ Yes  
(required) □ No

For renewal or address change  
place most recent label here

## Rep Report

**New in Boston.** Masla Radio has opened new office in Boston at 20 Providence Street, Suite 469, 02116. Telephone: (617) 338-5084

□  
WXTV-TV Portland, Me.: To Seltel from Independent Television Sales.

□  
KHSO-TV Fort Smith and KTVP-TV Fayetteville, both Arkansas: To MMT Marketing Division from Adam Young.

□  
KOTV-TV Amarillo, Tex.: To MMT Marketing Division from Seltel.

□  
KYLE-AM-FM Portland, Ore.: To Concert Music Broadcasting from Durpetti & Associates.

□  
WIMZ-AM-FM Knoxville, Tenn.: To Christal Radio from Blair Radio.

□  
WFAL(FM) Falmouth, Mass.: To New England Spot Sales (new station).

□  
WMDN(AM)-WQIC(FM) Meridian, Miss.: To Republic Radio (no previous rep).

□  
WKMX(FM) Enterprise, Ala.: To Hillier, Newmark, Wechsler & Howard from Roslin Radio Sales.

# We're biased.

## But we think the mentally retarded should be cared for.

Patty choked to death.

Bernard, once hyperactive, was inactive for days after being given too much medicine.

Richard ended up with second degree burns, when he was washed.

Each lives in Ohio. Each had been victimized by an intended "reform" movement that has left thousands in Ohio and elsewhere unattended and mistreated.

Originally, the concept of taking the retarded out of Ohio's Orient State Hospital was to make them feel less remote, more a part of a community.

But soon the fiscal benefits of closing state institutions overshadowed the humanitarian concerns.

The former residents of the state hospital were scattered at group homes and centers across the state.

The state "contracted out" with private companies to run the facility or build new ones. In some cases its selections of contractors were highly questionable. Accord-

ing to the *Cincinnati Enquirer*, a public official helped a local company get a \$311,360 grant to buy ten group homes. At the same time the official was accepting substantial campaign contributions from the company.

Proponents of "contracting out" public services to private companies say you get more service at less cost.

But the truth is when all the costs are considered, "contracting out" usually ends up costing more, not less.

Private businesses have to make a profit. That often means cutting corners, hiring fewer and less experienced employees.

Going private means an agency is no longer accountable to the taxpayers. Minority hiring programs are often disregarded.

And there is the age-old problem of corruption.


So, what many officials are finding out is that "contracting out" in mental health, or many other fields looks better on paper than it does in practice.

But in Massachusetts, in Colorado, in Rhode Island, Governors like Mike Dukakis, Dick Lamm and Edward DiPrete have shown the

answer. They've redeployed their state financial and human resources into state-operated, high quality institutional and community-based care for the mentally ill and the mentally retarded.

They've learned that privatization and profit don't help the homeless. They've learned that government workers want to make the changes America needs to make quality care available for people too poor and too sick to seek it on their own.

We want you to know more about the pitfalls of privatization. AFSCME has published a new book entitled *When Public Services Go Private*. We'd like to send you a free copy. Mail this coupon today.

	<b>AFSCME</b> <sup>®</sup>	16M
Send to: 1625 L Street, N.W. Washington, D.C. 20036 or Call (202) 429-1000.		
Name _____		
Address _____		
City/State/Zip _____		
Organization _____		

THE  
HARRIS CONNECTION  
WILL KEEP YOU ...





# Here's What Broadcasters Say About THE HARRIS CONNECTION:

---

## VHF-TV

Joseph A. Carriere, President  
Caprock Telecasting, Roswell, NM/Lubbock, TX:

*"When a studio fire wiped us out, our Harris sales manager was on the scene in six hours and we were back on the air in 10 days!*

*Our VHF equipment from Harris gives us the best quality money can buy. And Harris really stands behind its products.*

*Over the years, Harris has treated us very well. Other manufacturers may make good equipment, but not all can give the kind of support we get from Harris."*

---

## KNOB, FM-RADIO

John R. Banoczi, General Manager  
Anaheim, CA:

*"When it came time to buy a 35 kW transmitter, we found that Harris had the right product with the right features at the right price — so we went with the Harris FM-35K.*

*Besides — Harris has an excellent reputation for backing and servicing the products it sells."*

---

## KCOB, AM-RADIO

John Carl, General Manager  
Newton, IA:

*"Our SX-1A, 1 kW AM transmitter performs as advertised. It gives us a stand-out presence on the dial — especially in our fringe areas.*

*And Harris's SunWatch has completely solved our PSA/PSSA power scheduling problems. I don't know how a station could do it otherwise.*

*When we've needed service, Harris has always come through."*

---

## WEAT, AM-RADIO

Bert Brown, Chief Engineer  
West Palm Beach, FL:

*"Most AM broadcasters who have upgraded their facilities in this part of the state have gone with Harris SX transmitters. As you are well aware, this is a lightning prone area of the country, and our SX-5A has performed well above our expectations in the area of maintenance and downtime.*

*We chose Harris for its professional service and support. I have a good rapport with Harris people."*

---

## WSTQ, FM-RADIO

Al Moll, General Manager  
Streator, IL:

*"Before we switched to Harris, we were barely on the air with a poor signal. Our FM-3.5K, 3.5 kW transmitter makes us a stand-out on the dial."*

---

## KHBS, UHF-TV

Don Vest, Director of Engineering  
Sigma Broadcasting, Fort Smith, AR:

*"KHBS is our first Harris installation, and I'm very glad I did it.*

*What impresses me most about Harris is the service and parts support. In 19 years of broadcasting, it's the most cooperative and helpful in the industry.*

*Harris knows how to treat its customers. Harris is going to win!"*

---

## WOMA, FM-RADIO

Dale Eggert, General Manager  
Algoma, WI:

*"Our FM-3.5K, 3.5 kW transmitter has operated flawlessly since our sign-on last November.*

*And our Harris representative not only helped us put our equipment package together, but stayed on duty after the sale to see that we met our critical air date!"*

---

## WKNO, VHF-TV

Pat Lane, Chief Engineer  
Memphis, TN:

*"Before I ordered our two new transmitters, I tested three service departments. Harris was the only one with an engineer on duty at 10:30 p.m., the Fourth of July. With the others I got a recording and an answering service.*

*What impresses me most about Harris is the attitude and the people."*

---

Find out today how The Harris Connection can keep your station **ON THE AIR** . . .

. . . and we'll send you your free, full-color **ON THE AIR** poster. An up-to-the-minute symbol of our industry's rich tradition.

Just call us TOLL FREE at 1-800-4-HARRIS, ext. 3002. Or write: Harris Corporation, Broadcast Division, Marketing Department, P.O. Box 4290, Quincy, IL 62305. Our poster supply is limited, so act today.



# Monday Memo

A cable-broadcasting commentary from Jack Clifford, Providence Journal Co., Providence, R.I.

## Satisfying viewers—the common objective of cable and broadcasting

One of the hottest topics at this year's National Cable Television Association convention is the relationship between cable operators and broadcasters. This subject includes a number of important attendant issues—channel positioning, syndicated exclusivity, subscriber satisfaction—that are to be resolved both in Washington and at the local level. Despite their obvious differences, cable operators and broadcasters have an overriding common interest—to attract and satisfy viewers. And we can help each other do that.

My company operates cable systems and broadcast stations, but fundamentally we're in business to get people to watch television. Our TV stations attract them with shows; our cable systems with channels. We're both in search of the right mix of shows and channels that will make people watch us. If we do that well, our cable penetrations and broadcast ratings will follow.

In cable, we have a choice of several program sources, or channels, to package as basic service. The cable satellite networks, broadcast TV stations and other sources of programming are the lures we use to get viewers to subscribe. As distributors of these program sources, we program our systems to make the most attractive package we can offer.

Of all those program sources, I want to highlight those that already have proved they can deliver an audience. Those program sources are broadcast signals, and the smart cable operator will realize that they've spent many years and many millions of dollars building cable's audience.

Broadcasters have three things every cable operator should want: programing, promotion and prospects.

■ **Programing.** The numbers don't lie; people watch network affiliates and independents more than any other program source. The ratings of even an average network show dwarf those of a popular cable network program. This is no slap against the cable networks, many of which are successful in reaching choice audience segments. But for reaching the broad audience—the people who'll take our penetrations from 50% up to 70% and more—we need network affiliates.

We need independents, too, for one very good reason—they are the only program service you can carry that is programed solely for the tastes of your market. Think about it. Network programing—broadcast or cable—is developed for a national audience. Indies are programed only for what their market—your market—is proved to watch.

If it has played well in Philadelphia before (*The Jeffersons* is a good example), we want



Jack C. Clifford is vice president of broadcasting and cable for the Providence Journal Co., based in Providence, R.I. He oversees the management of the company's four television stations—WPHL-TV Philadelphia; KMSB-TV Nogales, Ariz. (Tucson); KGSW(TV) Albuquerque, N.M.; and WHAS-TV Louisville, Ky. Clifford also is chairman of Colony Communications Inc., the nation's 34th largest MSO serving more than 200,000 subscribers in the Northeast, Florida and California. Clifford was a founding member of the Cabletelevision Advertising Bureau and served as its chairman in 1982-85.

it on WPHL-TV, our independent in Philly. We're guaranteeing our affiliate cable systems that people will watch *The Jeffersons*. Likewise, we know people in southern Arizona will watch University of Arizona sports on KMSB-TV Nogales and that people in Albuquerque will watch New Mexico Lobo basketball on KGSW(TV). These stations bring that audience to cable.

Once you've catered to viewers' established tastes by giving them the shows they already watch, you can get them to sample your other programing. But network affiliates and independents get them to subscribe.

■ **Promotion.** There's more to this issue than dollars, though broadcasters have spent plenty of money in your market to highlight specific shows. There's research, advertising, market promotions and public service campaigns all aimed at attracting viewers. If you, as a cable operator, carry that broadcaster, the station's promotional dollars are working for you. What better on-air promotion can you ask for?

And remember that broadcast stations promote their channel positions, not their call letters. Any cable operator or co-op that places broadcast signals off-channel is not only wasting those promotional dollars but spending money to get viewers to change station identification mind-sets that they've had for years, even decades.

Broadcasters have fully staffed promotion departments, a vast array of research tools, and promotional budgets that would make any cable operator envious.

■ **Prospects.** Broadcasters program their stations and use those research and promotional dollars to attract viewers with buying power—usually in the 18-49 age group. This is not an accident; they use their programs to appeal to the people who can buy groceries, lawn mowers and cars. It's the most select audience television can offer.

Not coincidentally, that 18-49 demographic is the most likely purchaser of cable TV. They are the coveted heads of households, the decision makers, the best prospects for cable. Why would a cable operator shun stations that appeal to the very audience that cable is trying to reach?

Despite the rhetoric out of Washington, broadcasters are willing to share their tremendous experience and resources with cable operators, in return for distribution of their signal. All of our broadcast stations have full-time cable liaison managers who work with cable affiliates on joint promotions, research projects and public service campaigns. One example from our Philadelphia independent is particularly instructive.

WPHL-TV tailored the National Association of Broadcasters "Celebrate Sober" campaign for cable operators in 1986. We produced custom spots for cable affiliates aimed at high school graduates, using kids from our popular *Dancin' on Air* program to remind their peers about the perils of drinking and driving on prom night. More than 15 cable operators joined with us on this important campaign, earning valuable public service recognition in their communities. We provided a turnkey package of spots and supporting materials that were easily implemented by the cable operator.

This effort will be expanded this year to include more operators and more ideas for making the program's impact even greater. We're suggesting tie-ins with local retailers, education programs in the schools, etc., all of which can be conducted by the local cable operator.

This is a stellar example of cooperation by cable and broadcast television to benefit both, at the same time providing a valuable public service. Most broadcast stations today have staff dedicated to working with cable operators on promotional ideas and other projects.

The broadcasting industry has grudgingly accepted that the balance of power has changed. But while the leaders of the industries try to consolidate or improve their positions in the legislative or regulatory arena, most of us are left with making do with what exists.

If you're a cable operator, your job is to attract and satisfy viewers. If you do that, you have a good business. Broadcasters

# Who says you can't win 'em all? NBC RADIO NEWS just did.

Its on the spot, under fire coverage of the bombing of Libya earned all this year's most prestigious awards. That's almost unheard-of.

We join those who gave the awards listed below in congratulating correspondents Fred Kennedy and Phil Till and producer Kit Frewer for a performance in the great tradition of broadcast journalism.



NBC RADIO NETWORK  NBC NEWS



**Daniel K. Inouye**  
U.S. Senator



**Helen A. Thomas**  
UPI White  
House Reporter



**Melvin Belli**  
Trial Lawyer



**Alan Dershowitz**  
Professor of Law  
Harvard



**Terry Gilliam**  
Director



**Donald "Deke"  
Slayton**  
Former Astronaut



**Dinah Shore**  
Singer



**Peter Ueberroth**  
Commissioner  
of Baseball



**Philip Johnson**  
Architect



**Jesse Jackson**  
Founder of National  
Rainbow Coalition



**Peggy Lee**  
Singer/Songwriter



**Libby Riddles**  
World Champion  
Sled Dog Racer



**Roy Clark**  
Entertainer



**Malcolm Forbes**  
Publisher  
Forbes Magazine



**Bo Diddley**  
Singer/Songwriter



**Robert Waterman**  
Co-Author of  
"In Search  
of Excellence"



**Eartha Kitt**  
Singer/Actress



**Joseph Papp**  
Producer of  
NY Shakespeare  
Festival



**Marie Osmond**  
Entertainer



**Mary Kay**  
Chairman of the Board  
Mary Kay Cosmetics



**Phil & Steve Mahre**  
Olympic Medalists



**Joe Frazier**  
Former Heavyweight  
Champion



**Tom Brokaw**  
NBC News



**Gloria Steinem**  
Editor of MS.  
Magazine



**Norman Lear**  
Producer/Writer



**Rev. Theodore  
Hesburg**  
President of  
Notre Dame Univ.



**Bobby Unser**  
Race Car Driver



**Cesar Chavez**  
President of  
United Farm Workers  
of America



**Studs Terkel**  
Historian



**Robert K.  
Jarvik, M.D.**  
Inventor of  
Jarvik-7 Heart



**Daniel J. Travanti**  
Actor



**Judy Blume**  
Author



**Dr. Benjamin Spock**



**Edward M. Kennedy**  
U.S. Senator



**Philip Glass**  
Composer



**Bob Kerry**  
Gov. of Nebraska



**Carl Bernstein**  
Journalist



**Waylon Jennings**  
Singer/Songwriter



**B.B. King**  
Musician



**Joe Green**  
Ex-Pro Football Player



**Alice Walker**  
Author of  
"The Color Purple"



**Steve Allen**  
Comedian/ Author/  
Composer



**Brent Musburger**  
CBS Sports



**Dianne Feinstein**  
Mayor of San Francisco



**Loretta Lynn**  
Entertainer



**Pam Shriver**  
Tennis Player



**James Lovell**  
Former Astronaut



**Pearl Bailey**  
Entertainer



**Andy Williams**  
Singer



**Mike Farrell**  
Actor/Producer

# HOW TO GET ADVERTISERS IN MINUTES.

In September, the USA will celebrate the 200th Anniversary of the United States Constitution. At USA Network, we're ready to help you join in that celebration with *USA Minutes*.

Well-known Americans, each representing his or her state, accepted our invitation to share their feelings about the USA. And now, all fifty *USA Minutes* are available to you. Free.

It's a way of sharing our pride. A way of letting you share with your subscribers fifty great visions of what our country stands for. And a way for you to generate new revenue with unique local sponsorship opportunities.

Fifty 30-second spots featuring great Americans, ready to be packaged with the advertising message of your local clients. As paid sponsorships or as a public service, you'll air your *USA Minutes* with pride.

To get your complete package in time for the nationwide Constitutional celebration, call USA's Affiliate Marketing Department at (212) 408-9196 or your Affiliate Relations Regional Office. And be sure to call by June 5th. Because letting an opportunity like this slip by would be, well, unconstitutional.

# USA<sup>®</sup> NETWORK

**AMERICA'S ALL ENTERTAINMENT NETWORK**

Affiliate Relations Regional Offices: Eastern - Betsy Dirnberger (212) 408-9170, Central - Carolyn McCrory (313) 644-5413, Western - Barbara Kirbach (213) 277-0199

have made a good business of doing that for generations, and they still do it better than anyone else. With a little cooperation, they can help you do it, too.

Cable operators today are distributors of

programs and programmers of systems. Just as the broadcast networks use their most popular shows to create lead-in audiences for other programs, highly viewed network affiliates and independents can bring viewers to

your cable system. Given the promotional resources and ratings clout broadcast stations can offer, it makes good sense not only to carry their signals but also to promote them to the fullest extent. ■

# Datebook

■ Indicates new entry

## This week

**May 17-20**—*National Cable Television Association* annual convention. Theme: "Television Serving America." Las Vegas Convention Center, Las Vegas.

**May 17-20**—*CBS-TV* annual affiliates meeting. Century Plaza, Los Angeles.

**May 17-20**—*National Association of Broadcasters* models for management seminar for radio. Henry VIII Inn. St. Louis. Information: (202) 429-5420.

**May 17-21**—Nebraska basic videodisk design/production workshop, sponsored by *Nebraska ETV Network/University of Nebraska-Lincoln*. UN campus, Lincoln, Neb. information: (402) 472-3611.

**May 18**—*Satellite Broadcasting and Communications Association* meeting of information and education group. 801 North Fairfax Street, suite 402, Alexandria, Va. Information: Pam Bailey, (703) 549-6990.

**May 18**—"The XYZ's of Advertising Compliance and Negotiations," seminar sponsored by *American Advertising Federation*. Women's National Republican Club, New York.

■ **May 18**—*Center for National Policy* newsmaker luncheon. Speaker: Larry Grossman, president, NBC News, on network coverage of 1988 elections. House Budget Committee Hearing Room, Cannon House Office Building, Washington. Information: (202) 546-9300.

**May 18-21**—*Pacific Mountain Network* annual meeting. Kona Surf hotel, Kona, Hawaii. Information: (303) 980-1411

**May 19**—*Virginia Public Radio Association* quarterly meeting, market strategy session. Holiday Inn South, Charlottesville, Va. Information: (703) 568-6221.

**May 19**—"Networking Mixer," sponsored by *American Women in Radio and Television, southern California chapter*, with *Women in Communications* and *Hollywood Women's Press Club*. Hollywood Press Club, Los Angeles. Information: (213) 669-1936.

**May 19**—*Satellite Broadcasting and Communications Association* meeting of software/programmer group. Las Vegas Hilton, Las Vegas. Information: Pam Bailey, (703) 549-6990.

**May 19-21**—Media seminar sponsored by *American Association of Advertising Agencies*. Colony Square, Atlanta.

**May 20**—"Media Without Frontiers: A Global Phenomenon?" sponsored by *International Advertising Federation*. Speakers include Right Honorable Lord Cockfield, Commission of the European Communities, and Robert James, McCann-Erickson Worldwide. Moderator: John Eger, Global Media Commission chairman. St. Regis hotel, New York. Information: (212) 557-1133.

**May 20**—Deadline for entries in *Houston Association of Radio Broadcasters* annual A.I.R. (Achievement in Radio) Awards. Information: (713) 621-9401.

**May 20**—"The New Frontier of Television News," luncheon speech by Norman Fein, senior executive producer, Rainbow Programing's News 12 Long Island, 24-hour local TV news service, sponsored by *National Academy of Television Arts and Sciences, New York chapter*. Copacabana, New York.

**May 20-21**—*Satellite Broadcasting and Communications Association* earth group meeting and meeting of

board of directors. General Instrument facilities, San Diego. Information: Pam Bailey, (703) 549-6990.

**May 21**—*Federal Communications Bar Association* luncheon. Speaker: Jack MacAllister, chairman and CEO, US West. Washington Marriott, Washington. Information: Patricia Reilly, (202) 429-7285.

**May 21**—*Illinois Broadcasters Association* sales seminar. Pere Marquette hotel, Peoria, Ill.

**May 21**—*Massachusetts Broadcasters Association* spring seminar. Natick Hilton hotel, Natick, Mass.

■ **May 21-22**—*National Broadcast Association for Community Affairs* Northeast regional conference. Sheraton, Hartford, Conn.

## Also in May

**May 25-28**—*Canadian Satellite User Conference*, sponsored by *Telesat Canada*, private commercial corporation which owns and operates Canada's Anik satellites. Theme: "Directions for the Future." Ottawa Congress Center, Ottawa, Canada. Information: (617) 727-0062.

**May 26-27**—"Gambling in America: Where Are the Lotteries Taking Us?" conference for journalists sponsored by *Washington Journalism Center*. Watergate hotel, Washington. Information: (202) 331-7977.

**May 26-29**—*Public Telecommunications Financial Management Association* annual conference. The Pointe at South Mountain, Phoenix. Information: (803) 799-5517.

**May 26-29**—Fifth annual JCPenney-Missouri Television Workshop, sponsored by *University of Missouri-Co-*

**May 17-20**—*National Cable Television Association* annual convention. Las Vegas Convention Center, Las Vegas. Future meeting: April 30-May 3, 1988, Los Angeles Convention Center

**May 17-20**—*CBS-TV* annual affiliates meeting Century Plaza, Los Angeles.

**May 31-June 2**—*NBC-TV* annual affiliates meeting Century Plaza, Los Angeles.

**June 6-9**—*American Advertising Federation* annual convention. Buena Vista Palace hotel, Orlando, Fla.

**June 9-11**—*ABC-TV* annual affiliates meeting Century Plaza, Los Angeles.

**June 10-13**—*American Women in Radio and Television* 36th annual convention. Beverly Hilton, Los Angeles

**June 10-14**—*Broadcast Promotion and Marketing Executives/Broadcast Designers Association* 31st annual seminar. Peachtree Plaza, Atlanta. June 8-12, 1988, Bonaventure, Los Angeles, and June 21-25, 1989, Renaissance Center, Detroit.

**June 11-17**—15th *Montreux International Television Symposium and Technical Exhibition*. Montreux Switzerland

**Aug. 16-19**—*Cable Television Administration and Marketing Society* 14th annual meeting. Fairmont hotel, San Francisco

**Aug. 30-Sept. 1**—Eastern Cable Show, sponsored by *Southern Cable Television Association*. Merchandise Mart, Atlanta. Future meeting: Sept. 7-9, 1988.

**Sept. 1-4**—*Radio-Television News Directors Association* international conference. Orange County Convention Center, Orlando, Fla.

**Sept. 9-12**—Radio '87, sponsored by the *National*

## Major Meetings

*Association of Broadcasters*. Anaheim Convention Center, Anaheim, Calif. Future meetings: Sept. 14-17, 1988, Washington; Sept. 13-16, 1989, New Orleans; Sept. 12-15, 1990, Boston, and Sept. 11-14 (tentative), 1991, San Francisco

**Oct. 6-8**—*Atlantic Cable Show*. Atlantic City Convention Center, Atlantic City, N.J. Information: (609) 848-1000

**Oct. 16-21**—*Association of National Advertisers* 78th annual convention, Hotel del Coronado, Coronado, Calif

**Oct. 31-Nov. 4**—*Society of Motion Picture and Television Engineers* 129th technical conference and equipment exhibit. Los Angeles Convention Center, Los Angeles. Future conferences: Oct. 14-19, 1988, Jacob K. Javits Convention Center, New York, and Oct. 22-27, 1989, Los Angeles Convention Center

**Nov. 11-13**—*Television Bureau of Advertising* 33d annual meeting. Atlanta Marriott

**Dec. 2-4**—Western Cable Show, sponsored by *California Cable Television Association*. Anaheim Convention Center, Anaheim, Calif

**Jan. 6-10, 1988**—*Association of Independent Television Stations* annual convention. Century Plaza, Los Angeles. Future convention: Jan. 4-8, 1989, Century Plaza, Los Angeles.

**Jan. 23-25, 1988**—*Radio Advertising Bureau's* Managing Sales Conference. Hyatt Regency, Atlanta

**Jan. 29-30, 1988**—*Society of Motion Picture and*

*Television Engineers* 22d annual television conference. Opryland hotel, Nashville. Future meeting: Feb. 3-4, 1989, St. Francis hotel, San Francisco

**Jan. 30-Feb. 3, 1988**—*National Religious Broadcasters* 44th annual convention. Sheraton Washington and Omni Shoreham hotels, Washington. Future meetings: Jan. 28-Feb. 1, 1989, and Jan. 27-31, 1990, both Sheraton Washington and Omni Shoreham, Washington.

**Feb. 17-19, 1988**—Texas Cable Show, sponsored by *Texas Cable Television Association*. Convention Center, San Antonio, Tex.

**Feb. 26-29, 1988**—*NATPE International* 25th annual convention. George Brown Convention Center, Houston.

**April 9-12, 1988**—*National Association of Broadcasters* 66th annual convention. Las Vegas Convention Center, Las Vegas. Future conventions: Las Vegas, April 29-May 2, 1989; 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.

**April 10-12, 1988**—*Cabletelevision Advertising Bureau* seventh annual conference. Waldorf-Astoria, New York.

**April 17-20, 1988**—*Broadcast Financial Management Association* annual meeting. Hyatt Regency, New Orleans. Future meeting: April 9-12, 1989, Loews Anatole, Dallas

**May 18-21, 1988**—*American Association of Advertising Agencies* 70th annual convention. Greenbrier, White Sulphur Springs, W. Va.

**Sept. 23-27, 1988**—*International Broadcasting Convention*. Metropole Conference and Exhibition Center, Grand hotel and Brighton Center, Brighton, England

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*Columbia School of Journalism*. UM campus, Columbia, Mo. Information: (314) 882-7771.

**May 26-June 6**—Sixth annual Film & Video Institute, sponsored by *American University School of Communication*. AU campus, Washington. Information: (202) 885-2080.

**May 27**—*National Academy of Television Arts and Sciences, New York chapter*, luncheon featuring David Poltrack, VP-research, CBS/Broadcast Group. Copacabana, New York.

**May 27**—"Programming: Who Controls It Now?" second in series of three forums on "Television in Crisis?" sponsored by *National Academy of Television Arts and Sciences, New York chapter*. Panelists: Robert Chandler, former managing editor, NBC's 1986; James Miller, Showtime; David Salzman, Lorimar-Telepictures, and Joel Segal, Ted Bates Inc. Mark Goodson Theater, New York. Information: (212) 765-2450.

**May 27**—"Prime Time Television: This Year and Next... From Status Quo to Anything Goes," luncheon speech by David Poltrack, VP-research, CBS/Broadcast Group, sponsored by *National Academy of Television Arts and Sciences, New York chapter*. Copacabana, New York.

**May 27**—Fourth annual *Center for Communication* award luncheon. Recipient: Katharine Graham, chairman, Washington Post Co. Guest speaker: John Chancellor, NBC News commentator. Plaza hotel, New York. Information: (212) 930-4878.

■ **May 27**—*Washington Metropolitan Cable Club* luncheon meeting. Speaker: Ralph Roberts, president, Comcast Corp. Washington Marriott, Washington.

**May 27-28**—"Gambling in America: Where Are the Lotteries Taking Us?" conference for journalists sponsored by *Washington Journalism Center*. Watergate hotel, Washington. Information: (202) 331-7977.

**May 27-29**—*Prix Jeunesse Munchen*, children's television seminar. Bayerischer Rundfunk, Munich. Information: (089) 59-00-20-58.

**May 27-30**—*International Television Association* 19th annual international conference and presentation of Golden Reel Awards. Keynote speaker: Linda Ellerbee, co-host, ABC's *Our World*. Washington Hilton, Washington. Information: (214) 869-1112.

**May 28**—Edward R. Murrow Brotherhood Awards annual luncheon, sponsored by *CinemaRadio/TV unit of B'nai B'rith*. Awards (categories include TV and radio, national and local) offer "recognition to the finest in television and radio news production that best promotes human understanding and good relations among people." Guest speaker: Ted Turner, chairman and president, Turner Broadcasting System. MC: Mary Alice Williams. Marriot Marquis, New York. Information: (212) 686-3199 or (212) 247-1515.

**May 28-30**—*Television Bureau of Advertising* sales staff meeting. Stouffer hotel, White Plains, N.Y.

**May 28-31**—*NATPE Educational Foundation* management seminar for program executives. University of Colorado at Boulder. Information: (212) 949-8890.

**May 30-31**—"Nuts and Bolts of Screenwriting for Film and Television," workshop co-sponsored by *American Film Institute* and *New School*. New Dramatists, New York. Information: Lockie Chapman, (800) 221-6248.

**May 30-June 1**—Fourth annual ShowBiz Expo, exposition and conference for film and video professionals. Los Angeles Convention Center. Information: (213) 668-1811.

**May 30-June 2**—International Summer Consumer Electronics Show, sponsored by *Electronics Industries Association*. McCormick East, Chicago. Information: (202) 457-8700.

**May 31-June 2**—*NBC-TV* annual affiliates meeting. Century Plaza, Los Angeles.

**May 30-June 4**—*National Federation of Community Broadcasters* public radio RF transmission training seminar, funded by *Corporation for Public Broadcasting*. Clarion hotel, New Orleans. Information: (202) 797-8911.

## June

**June 1**—Deadline for entries in *National Broadcast Association for Community Affairs* community service awards competition, recognizing excellence in two broadcast categories: total station projects on community concerns and PSAs. Information: Connie Allen, public affairs director, WVA-TV, 801 Wavy Street, Portsmouth, Va., 23704; (804) 393-1010.

■ **June 1**—"Pulling Together for Public Radio," North Carolina Public Radio Conference, sponsored by *North Carolina Agency for Public Telecommunications, North Carolina Public Radio Advisory Committee* and *State of North Carolina*. Velvet Cloak Inn, Raleigh, N.C.

**June 3**—*Northern California Broadcasters Association* luncheon. Speaker: Dick Orkin, radio personality. Trader Vic's, San Francisco.

**June 3**—"What's Behind the Dynamic Growth of WNYC in Employment and Programming Opportunities, Expanding Air Time and Audience," luncheon speech by Mary Perot Nichols, director, WNYC-AM-FM-TV New York, sponsored by *National Academy of Television Arts and Sciences, New York chapter*. Copacabana, New York.

**June 3-4**—10th annual Contemporary Copyright and Proprietary Rights Issues Institute, co-sponsored by *Prentice Hall Law & Business* and *Federal Bar Association* in cooperation with *U.S. Copyright Office*. U.S. Copyright Office in Madison Building, Washington. Information: 1-800-223-0231.

**June 4-7**—*Missouri Broadcasters Association* spring meeting. Rock Lane Lodge, Branson, Mo.

**June 5-7**—*National Council for Families and Television* annual conference. Santa Barbara Billmore, Santa Barbara, Calif. Information: (213) 876-5959.

**June 5-7**—"Competitiveness and the American Economy," conference for journalists sponsored by *Foundation for American Communications* and funded by grant from *Gannett Foundation*. Hyatt Regency Dearborn, Detroit. Information: (213) 851-7372.

■ **June 6**—*Los Angeles Black Media Coalition* media conference, "In Touch with Tomorrow." Stouffer Course hotel, Los Angeles.

**June 6-9**—*American Advertising Federation* annual convention. Buena Vista Palace, Orlando, Fla.

**June 7-9**—Houston Space and Telecomm Symposium, hosted by *Space and Telecomm Inc.* and *National Satellite Programming Co-Op*. Albert Thomas Convention Center, Houston. Information: (713) 225-1950.

**June 7-13**—*Eighth Banff Television Festival*. Banff Park Lodge, Banff, Alberta, Canada. Information: (403) 762-3060.

**June 8-9**—"The Sports Conference," to bring together buyers and sellers of sports, sponsored by *Newstar Sports*, sports marketing company. Speakers include Art Watson, president, NBC Sports, and Phil Guarascio, executive VP-advertising services, General Motors. Sheraton Center, New York. Information: (212) 213-1100.

**June 8-10**—*NBC-TV* annual promotion executives conference. Peachtree Plaza, Atlanta.

■ **June 9**—*New York Women in Cable* meeting, "Cable's Class of '87: The New Channels on the Block." HBO Media Center, New York. Information: Beth Araton, (212) 661-6040.

**June 9-11**—*ABC-TV* annual affiliates meeting. Century Plaza, Los Angeles.

**June 9-11**—*International Radio Festival of New York*, including presentation (June 11) of award winners in its worldwide competition for radio advertising and programming. Sheraton Center hotel, New York. Information: (914) 238-4481.

**June 9-13**—Development Exchange workshops and seminars, sponsored by partnership of 225 public radio stations, for public radio's development, marketing and management people. Fairmont hotel, Dallas. Information: (202) 783-8222.

**June 10**—*Houston Association of Radio Broadcasters* Achievement in Radio Awards presentation. Westin Galleria, Houston. Information: (713) 621-9401.

■ **June 10**—"Basics in Cable Course," sponsored by *New York Women in Cable*. Time-Life Building, New York. Information: Katie Immesberger, (212) 304-3152.

■ **June 10**—New comment deadline on internal *FCC* studies that appear to undermine rationale for proposal to reallocate UHF TV spectrum for land-mobile use. Comments also due on requests of broadcasters to defer reallocation of UHF-TV channels pending inquiry into effect such action might have on broadcast high-definition TV and to launch notice of inquiry on impact of HDTV on local broadcast services.

**June 10-13**—*American Women in Radio and Television* 36th annual convention. Beverly Hilton, Los Angeles.

**June 10-14**—31st annual Television Programming Conference. Disney World, Orlando, Fla. Information: (904) 432-8396.

**June 10-14**—*Broadcast Promotion & Marketing Executives/Broadcast Designers Association* annual seminar. Peachtree Plaza, Atlanta. Information: (212) 757-7232.

**June 11-13**—*Iowa Broadcasters Association* 33rd annual convention. University Park Holiday Inn, West Des Moines, Iowa.

**June 11-17**—15th *Montreux International Television Symposium and Technical Exhibition*. Montreux, Switzerland.

**June 12**—*Arizona Cable Television Association* mid-year meeting. Days Inn, Flagstaff, Ariz.

**June 12-14**—*Chesapeake Associated Press Broadcasters' Association* annual convention/awards banquet. Dunes Manor hotel, Ocean City, Md.

**June 12-14**—"Economic Redevelopment in Colorado," conference for journalists co-sponsored by *Foundation for American Communications, Gates Foundation, Denver Post* and *KCNC-TV Denver*. Cheyenne Mountain Inn, Colorado Springs. Information: (213) 851-7372.

**June 14-16**—*Jefferson-Pilot Data Services* customer conference. Speakers include Thomas Leahy, president, CBS Television Network; Phil Jones, VP-general manager, KCTV(TV) Kansas City, Mo., and chairman of CBS affiliates board; Preston Padden, president, Association of Independent Television Stations, and Roger Rice, president, Television Bureau of Advertising. Peabody hotel, Memphis. Information: (901) 348-3544.

**June 14-17**—*Southern Educational Communications Association* spring planning conference. Marriott Harbor Beach Resort, Fort Lauderdale, Fla.

**June 14-17**—*National Association of Broadcasters*

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models for management seminar for radio. Adams Mark hotel, Charlotte, N.C. Information: (202) 429-5420.

**June 15**—New deadline for comments on FCC proceeding (MM Docket 87-7) proposing relaxation of provisions of broadcast multiple ownership rules. FCC, Washington.

**June 15-17**—Sales seminar for account executives, sponsored by *Television Bureau of Advertising and Sterling Institute*. Washington. Information: Barbara Zeiger, (212) 486-1111.

**June 15-17**—International Videotex Industry Exposition and Conference, sponsored by *Videotex Industry Association*, Sheraton Center hotel, New York. Information: (703) 522-0883.

**June 15-30**—*American Film Institute* second TV writers' summer workshop. AFI campus, Los Angeles. Information: (213) 856-7743.

**June 16**—*Electronic Media Marketing Association* meeting. Yale Club, New York. Information: (203) 625-0101.

**June 16-20**—Beijing 87, first international business, media and advertising conference, sponsored by *National Advertising Association for Foreign Economic Relations and Trade and South Magazine*, London. Great Hall of the People, Beijing. Information: Carolyn Nicholson, (212) 682-8714.

**June 17**—*International Radio and Television Society* annual meeting and "Broadcaster of the Year" luncheon, honoring late William B. Williams, long-time New York radio personality. Waldorf-Astoria, New York.

**June 17**—*American Women in Radio and Television, Washington chapter*, meeting, "Women as Managers." National Association of Broadcasters, Washington.

**June 17**—"Blueprint for Success," television broadcast acquisition seminar sponsored by *National Association of Broadcasters*. Ritz-Carlton hotel, Boston. Information: (202) 429-5362.

**June 17**—*Television, Radio and Advertising Club of Philadelphia* annual creative awards gala. Adam's Mark hotel, Philadelphia.

■ **June 17**—*New York Women in Cable* "Basics in Cable Course." HBO Media Center, New York. Information: Katie Immesberger, (212) 304-3152.

**June 17-19**—*Audio Engineering Society* second regional convention. Tokyo. Information: (212) 661-8528.

**June 18**—*Federal Communications Bar Association* luncheon. Speaker: FCC Chairman Dennis Patrick. Washington Marriott, Washington. Information: Patricia Reilly, (202) 429-7285.

**June 18**—*National Academy of Television Arts and Sciences, New York chapter*, luncheon, featuring Roger Colloff, VP-general manager, WCBS-TV New York. Copacabana, New York.

**June 18-19**—"The Broadcasting/Cable Interface," seminar sponsored jointly by *Federal Communications Bar Association* and *BROADCASTING*. Four Seasons hotel, Washington. Information: Patricia Vance, (202) 659-2340.

**June 18-19**—National invitational conference on minorities and communications, sponsored by *Howard University School of Communications* and *University of Texas at Austin College of Communication*. Howard Inn, Washington. Information: (202) 636-7491.

**June 18-19**—*Texas Association of Broadcasters* Radio Day. Austin, Tex. Information: (512) 459-0656.

**June 18-20**—*Maryland/District of Columbia/Delaware Broadcasters Association* annual convention. Sheraton Fontainebleau, Ocean City, Md.

**June 18-20**—Conference on minorities and communications, sponsored by *Howard University School of Communications* and *University of Texas at Austin College of Communication*. Howard campus, Washington. Information: (202) 636-7491.

**June 18-21**—Third annual *NATPE* Production Conference. Opryland hotel, Nashville. Information: (212) 757-7232.

**June 18-21**—*Investigative Reporters & Editors* national conference. Arizona Biltmore, Phoenix. Information: (314) 882-2042.

**June 18-23**—29th American Film & Video Festival, sponsored by *Educational Film Library Association*. Vista International, New York. Information: Sandy Mandelberger, (212) 227-5599.

**June 20-22**—*Georgia Association of Broadcasters* 53rd annual convention. Peachtree Sheraton conference center, Peachtree City, Ga. Information: (404) 993-2200.

**June 21-26**—Leadership Institute for Journalism and Mass Communication Education, conference sponsored by *Gannett Center for Media Studies*. Gannett Center, Columbia University, New York. Information: (212) 280-8392.

**June 22**—Comments due in FCC proceeding (Gen. Docket 87-25) aimed at building case against cable's compulsory copyright license. Comments also due in FCC proceeding (Gen. Docket 87-24) considering reinstatement of syndicated exclusivity rules.

■ **June 23**—*Washington Metropolitan Cable Club* luncheon. Speaker: Bill Grimes, president, ESPN. Washington Marriott, Washington.

**June 23-26**—*National Association of Broadcasters* board of directors meeting. NAB headquarters, Washington.

**June 23-26**—*National Broadcast Editorial Association* annual convention. Seattle Sheraton & Towers, Seattle.

**June 24**—*National Academy of Television Arts and Sciences, New York chapter, luncheon*, featuring Lawrence Fraiberg, president, MCA Broadcasting. Copacabana, New York.

■ **June 24**—*New York Women in Cable* "Basics in Cable Course." HBO Media Center, New York. Information: Katie Immesberger, (212) 304-3152.

**June 24-26**—Media seminar sponsored by *American Association of Advertising Agencies*. Helmsley hotel, New York.

**June 24-28**—*Florida Association of Broadcasters* annual meeting. PGA Sheraton, Palm Beach, Fla.

**June 25**—"Employment: How Bleak Is the Picture?" last in series of three forums on "Television in Crisis?" sponsored by *National Academy of Television Arts and Sciences, New York chapter*. Mark Goodson Theater, New York. Information: (212) 765-2450.

**June 25-28**—*American Meteorological Society* 17th annual conference. Nugget, Sparks (Reno), Nev. Information: (617) 227-2425.

**June 26**—*Radio-Television News Directors Foundation* conference with *Society of Professional Journalists*. Hyatt Regency, Washington.

## Errata

Contrary to report in May 11 issue, **Neil Derrough**, former CBS-owned television station division president, will have no direct responsibility for TV station operations in his new job as executive vice president of Gillett Broadcast Services. Derrough said that while he will contribute in any way he can, his role in company has yet to be defined beyond serving as president and general manager of KSBY-TV San Luis Obispo, Calif. Also, picture of Derrough was actually photo of **Joseph Reilly**, president and executive director, New York State Broadcasters Association. Correct photos of both appear below.



Derrough

Reilly

**June 30**—14th annual daytime Emmy Awards, jointly sponsored by *National Academy of Television Arts and Sciences* and *Academy of Television Arts and Sciences*, to air on ABC-TV, live from Sheraton Center, New York.

## July

■ **July 1**—Deadline for entries in Ollie Awards for outstanding American television programming for children, sponsored by *American Children's Television Festival*. Information: Valentine Kass, (312) 390-8700.

**July 2**—14th annual Daytime Emmy Awards (ABC-TV), sponsored by *National Academy of Television Arts and Sciences*, jointly presented by *Academy of Television Arts and Sciences*. Waldorf-Astoria, New York.

**July 7**—Comments due in FCC proceeding (MM Docket 87-6) considering use of synchronous transmitters to extend coverage of AM stations.

**July 10-14**—*Television Programming Conference*, sponsored by group of television program executives and syndicators. Disney World, Orlando, Fla. Information: Diane Appleyard, (904) 432-8396.

**July 12-15**—*New York State Broadcasters Association's* 26th executive conference, including Fred Friendly (Columbia University)/Arthur Miller (Harvard University) Columbia University seminar on "Broadcasting and the Constitution." Sagamore Resort hotel, Lake George, N.Y.

**July 12-16**—Technology studies seminar, sponsored by *Gannett Center for Media Studies*. Gannett Center, Columbia University, New York. Information: (212) 280-8392.

**July 12-17**—*National Association of Broadcasters* management development seminar for radio. University of Notre Dame, Notre Dame, Ind. Information: (202) 429-5405.

**July 15**—Deadline for replies to FCC proceeding (MM Docket 87-7) proposing relaxation of provisions of broadcast multiple ownership rules. FCC, Washington.

**July 16**—*National Federation of Local Cable Programmers* awards banquet for winners of 10th annual Hometown USA Video Festival. Chicago. Information: (202) 544-7272.

■ **July 16**—*Caucus for Producers, Writers and Directors* third annual general membership meeting. Chasen's, Los Angeles.

**July 16-18**—*Colorado Broadcasters Association* summer convention. Beaver Run, Breckenridge, Colo.

**July 16-18**—*National Federation of Local Cable Programmers* national convention. Chicago Hilton, Chicago. Information: (202) 544-7272.

**July 17-19**—*Louisiana Association of Broadcasters* radio-television management session. Lafayette Hilton, Lafayette, La.

**July 17-19**—*Oklahoma Association of Broadcasters* annual summer meeting. Lake Murray Lodge, Ardmore, Okla. Information: (405) 528-2475.

**July 20-22**—*New England Cable Television Association* annual convention. Keynote speaker: Former House Speaker Tip O'Neill. Dunfee Hyannis hotel, Hyannis, Mass.

■ **July 21-23**—*Florida Cable Television Association* annual convention. Bonaventure hotel, Fort Lauderdale, Fla.

**July 21-24**—Cable press tour, in conjunction with *Television Critics Association*. Century Plaza, Los Angeles.

**July 24-26**—*South Carolina Broadcasters Association* summer convention. Radisson hotel, Myrtle Beach, S.C.

**July 24-28**—*National Federation of Community Broadcasters* public radio training conference. Clarion hotel, Boulder, Colo. Information: (202) 797-8911.

**July 25-27**—*NBC* press tour, in conjunction with *Television Critics Association*. Century Plaza, Los Angeles.

**July 26-28**—*California Broadcasters Association* summer convention, celebrating CBA's 40th birthday. Keynote speaker: FCC Commissioner Dennis Patrick. Hyatt Regency, Monterey, Calif. Information: (916) 444-2237.

**July 28**—*Television Critics Association* Day, with presentation of TCA awards. Century Plaza, Los Angeles.

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July 29-31—PBS press tour, in conjunction with Television Critics Association. Sheraton Redondo Beach, Redondo Beach, Calif.

July 30—Deadline for entries in Critics Award on sexual content in the media, sponsored by *Center for Population Options*. Information: (818) 766-4200.

## August

Aug. 1-3—ABC press tour, in conjunction with Television Critics Association. Sheraton Redondo Beach, Redondo Beach, Calif.

# Open Mike

## Clear course

EDITOR: When considering the current controversy over obscenity in broadcasting coupled with the tone of Congressman Edward Markey's comments as related in your May 4 editorial, the course of broadcasters should be obvious. We either engage in a good dose of level-headed self-evaluation and some self-imposed regulation on the part of the managers and personalities involved, or people like Mr. Markey are going to do it for us.

If they ever lower the regulatory boom on us again, it won't be because of public concern over comparative renewal, the fairness doctrine, duopoly rules, or some technical mumbo jumbo the public doesn't understand or even care about. It will be because of something *everybody* understands like a dirty word.

The line between funny innuendo and blatant smut is not so fine that people of reasonable judgment cannot tell the difference. I'd say that if the managers and personalities who insist on crossing the line had their names on the license they might modify their thinking.—*Alan Beck, vice president, Broadcasting Group Operations, Brill Media Co., Evansville, Ind.*

## Public defender

EDITOR: Your May 11 editorial, "If CPB's broke, fix it," casts public broadcasting generally and the Corporation for Public Broadcasting particularly in an inaccurate light. You lament public broadcasting's lack of a reliable constituency, overlooking the influence of its immensely diverse audience, whose membership dollars ensure that its distinguished programing is available in

communities across the nation. In addition, the Congress in recent years has demonstrated its confidence by steadily increasing public broadcasting appropriations.

Public television and public radio unquestionably have added an important dimension to American life. In the same issue of BROADCASTING, in fact, a story on page 100 points up the recognition gained by public television programing in the recent Peabody awards presentation: "Peabody honors its winners/CBS, public broadcasters top list of honorees." Robert MacNeil of public broadcasting's *MacNeil/Lehrer NewsHour*, on receiving the Taishoff Award earlier this year, said: "By celebrating our program . . . you are also celebrating the existence and viability of public television."

We should not overlook the valuable lessons which we have learned in CPB's short 20-year history. We can use that foundation as a basis for building and fine-tuning our role in public broadcasting over the next 20 years. CPB is not broke. I believe a constituency of more than 100 million viewers of public television and more than 10 million listeners to public radio would agree.—*Howard Gutin, acting chairman, board of directors, Corporation for Public Broadcasting, Washington.*

## Lest we forget

EDITOR: A comment, if I may, on your April 27 story on the IRTS seminar on the "changing economics of news." As a recent past president of the Radio-Television News Directors Association, one of my major goals was to attempt to put the "R" back into RTNDA. Radio has its problems today, but it exists and it's vibrant and potentially healthy and, unquestionably, is an important part of

broadcasting's future. Its very existence, however, is threatened by the fact that important organizations, like BROADCASTING Magazine and the IRTS tend to ignore it. I question why IRTS would put together a panel on such a key question facing broadcast journalism today without including representatives of radio. I question why BROADCASTING would publish a story on the panel without, at the very least, pointing out that radio has problems, too, but that the IRTS did not (presuming they did not, I wasn't there), address that segment of the industry. I have no quarrel with the quality of the panelists. They are standout individuals. Would it not have made sense to include some from radio?—*Louis C. Adler, president, Eagle Media Productions Ltd., North Salem, N.Y.*

## No press fan

EDITOR: Gary Hart could have very easily salvaged his presidential quest and cast aspersions on his press nemeses at the same time by doing one simple thing: announcing his firm intention to remain in the race last Friday (May 8). With Ted Koppel, et al., announcing Hart's all-but-certain political demise the night before, the ex-senator would have shown the media to be of dubious credibility by doing precisely the opposite of what the electronic and print "experts" forthrightly predicted he would. Hart's "golden moment" could have come with one terse comment: "If the press was so incorrect on my future in this campaign, how plausible are any of their other observations of me?"

The logic of such a statement is highly valid, and with its utterance a heretofore promising political career could have been preserved. It does seem, though, that the smoke-filled back rooms of party headquarters have been supplanted by the innuendo-filled back rooms of news headquarters.

In the interest of fairness, let us not be surprised if the very private lives of communications industry personalities are revealed in the current congressional hearings on the state of network news. After all, doesn't the public have a right to know where Ted Koppel spends his nights after *Nightline*?—*Timothy Marsh, Moreno Valley, Calif.*

## Two sides

EDITOR: The latest activity surrounding the fairness doctrine and resulting First Amendment issue is like watching someone trying to push a string in a straight line. Responsible, creative broadcasting that uplifts, informs or that has a lasting positive effect is intrinsically tied to the attitude of the viewer and listener as much as with the sender. It requires an active decision on both sides. Until we understand this and until those who formulate our rules have a greater appreciation of the realities of broadcasting, this matter is not to be resolved to anyone's satisfaction soon. Our concerns should not be limited to the definitions, but with the number of those defining as well.—*Bob Botik, president, Botik Broadcast Services Inc., Austin, Tex.*



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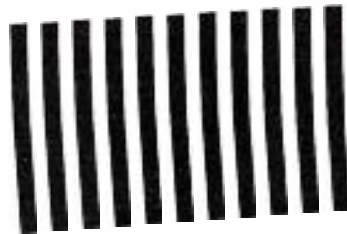
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# Broadcasting May 18

Vol. 112 No. 20

TOP OF THE WEEK

## Cable industry heads to Las Vegas on a roll

**Improved marketing and programing, rate deregulation are being reflected in healthy subscriber gains for both cable operators and programers**

"It's really an extraordinary situation," said Ed Bennett, executive vice president, Viacom Cable, as he prepared for the National Cable Television Association convention in Las Vegas this week. "It seems like all our best dreams are coming true right now."

Bennett was speaking for Viacom, but, judging from the operators and programers contacted by BROADCASTING last week, he could have been speaking for the industry. Nearly all are coming off several months of extraordinary and unexpected growth in subscribership. And, in the case of most operators, the growth has brought commensurate rises in revenues and cash flow.

The good news seems to be pervasive. MSO's like Tele-Communications Inc. and American Television & Communications are reporting record quarters for adding new subscribers and revenues, and cash flow far beyond what they had projected. Basic cable programers, like USA Network and Nickelodeon, are showing increases over the last six months more than two times as great as they experienced the prior year. And the pay programers, led by HBO and Showtime, have bounced back from the dark days of 1985 and early 1986, adding new subscribers as they did in the days before every neighborhood had a home video store.

The operators and programers offer numerous reasons for the robustness of the industry: rate deregulation, improved customer service, better programing, more channels, aggressive promotion and market-

ing and the greater awareness among consumers of what cable has to offer.

"Everybody's doing better," said J. William Grimes, ESPN president and chief executive officer. "That's why more people are subscribing to cable." Cable operators, he said, are "doing a better job of continuing to build cable and, more important, packaging and pricing cable so it's more consumer friendly." And, he said, the basic cable networks are "working very hard to improve their programing" and advertising.

The MSO's BROADCASTING spoke with all reported strong first quarters. ATC, for instance, the nation's second largest MSO, said it gained around 65,000 basic subscribers and 38,000 pay units during the first quarter. The dollars of the new customers were reflected in ATC's first-quarter financial results, which showed revenues up 10% and cash flow up nearly 20% over the same

period of 1986.

According to A.C. Nielsen, basic subscribership jumped 584,000 to 42.8 million between November 1986 and February 1987, as compared to 517,000 over the same period a year earlier. Precisely how well the operators have done so far this year will not be known until Nielsen issues its May subscriber count early next month.

According to BROADCASTING's survey, most of the major basic cable services posted double-digit percentage increases over the past six months (see chart, page 41). The group was lead by the Discovery Channel, which jumped 71%, and MTV Networks' VH-1, which rose 38%. Other strong performers: The Weather Channel (23%), CNN Headline News (21%), Lifetime (19%) and USA Network (18%). United Video's superstation, WGN-TV Chicago, was one of poorest performers on a percentage basis (3.5%). Yet it issued a press release announcing the addition of nearly 600,000 new subscribers in the first quarter—its "largest subscriber increase since 1982."

According to cable operators, most pay programers have performed well over the last several months, including the first quarter, which has been historically a poor one for pay sales. HBO, which releases only year-end subscriber counts, will not confirm the good news. But Jack Heim, executive vice president, business development, sales and affiliate marketing, Showtime/TMC, who operates under no such restriction, said: "We are doing great." Aggressive promotions by Showtime/TMC generated 200,000 new subscribers during the last half of 1986, he said, and are expected to generate at least 200,000 more during the first four months of



ATC's Myhren



Comcast's Clasen



USA's Koplovitz



ESPN's Grimes

1987.

Behind much of the cable industry's current success is rate deregulation, one of the outcomes of the Cable Communications Policy Act of 1984, for which the cable industry fought long and hard. As of Dec. 29, 1986, most cable systems were free to raise basic fees as high as they like without the approval of local franchising authorities. And as some predicted last year, rate deregulation has meant much more than higher rates.

"Everybody has taken a new approach to the business," said J.C. Sparkman, executive vice president and chief operating officer, TCI. "With deregulation, cable operators are spending a great deal more time and resources dealing with subscribers rather than handling the political side to see how we get our next rate increase."

Since the first of the year, the operators said, they have increased rates ranging from 5% to 20%. But, at the same time, many have decreased pay rates, eliminated charges for extra television set hookups and added extra channels of service to mitigate the impact of the hikes. What's more, many operators began eliminating "superbasic" tiers of basic programming services, which were created during the days of basic rate regulation to squeeze more money out of systems.

The rate increases were less than what some had predicted last year, but they still had a significant impact on the operators'

operating results. Unlike pay revenues, the bulk of basic revenues go directly to the operators' bottom lines because the license fees of the basic programmers are relatively low. In addition, pay rates didn't drop so low as to completely offset the basic increases. According to Sparkman, TCI will net an increase of \$1.50 (or about 6%) in the revenue it takes from each home to "just less than \$20."

"Despite deregulation, cable did not go out and have major rate increases," said Trygve Myhren, chairman and chief executive officer of ATC. "That's why the customer gains are there. Had cable gone out and done what everyone was trying to predict it would do, you would not have seen these customer gains."

The operators and programmers (and they would argue the consumers too) have also benefitted from the elimination of the FCC's old must-carry rules, which required that cable systems carry all local broadcast signals. Under the less onerous new rules, some cable systems have been dropping duplicative broadcast network signals to make room for cable services.

Perhaps the biggest surprise of the last several months has been the market strength of the major pay programmers. HBO and Showtime/TMC have given their services big boosts during the first quarter of 1987 with what the operators' call "price-driven" promotional campaigns. HBO's "Campaign

'87" enabled cable operators to offer the first month of service for 87 cents. Showtime/TMC, meanwhile, launched "Get Connected," a campaign designed to increase penetration while highlighting its services' exclusive movies. Under the campaign, cable homes that order any other pay service are offered either Showtime or TMC for two months for free.

HBO President Joseph Collins said HBO and Cinemax lost subscribers in the first quarter of 1986, but, with the help "Campaign '87," have reported "substantial gains" this year. The cable industry has been "paying a lot of attention" to marketing since last fall, he added, and "you're seeing a lot of the impact of that."

Heim said that Showtime/TMC's "Get Connected" is the "biggest promotion Showtime's ever been involved in, the biggest the cable industry has ever seen." Since its debut, he said, 440,000 homes have opted for the two-month free trial. By the end of the year, he said, he expects 1 million to sample the service and at least 420,000 to retain the service.

Another force driving pay television penetration is TCI's extraordinary offer—a new service for \$2 a month through the end of 1987. According to TCI's Sparkman, the response has been overwhelming. It produced 700,000 new pay units during the first quarter, he said.

Bob Clasen, chairman, Comcast Cable, attributes Comcast's net gain of 25,000 subscribers and across-the-board growth in the pay services during the first quarter to aggressive sales and marketing efforts. Comcast's systems ran more marketing campaigns than normal during the period.

Comcast increased basic rates on the average system \$2.50 or around 20%. But because of decreases in pay, some multipay homes may have experienced decreases, and the average cable subscriber ended with an increase of just 6% or 7%, he said. Comcast hasn't released its first-quarter report, he said, but it reflects "significant increases in revenues and cash flow—more than we had planned for."

"Our basic business is as strong as it's ever been," said Lowell Hussey, senior vice president, sales and marketing and programming, Warner Cable Communications. Between January and April, he said, Warner netted 30,000 basic subscribers, 40% more than it had anticipated, and 80,000 pay units, compared to 10,000 to 15,000 during the same period of 1986. Hussey credits "a lot of new channels... a ton of promotion" and deregulation for the results.

"Rate deregulation provided a tremendous opportunity to reconfigure pricing in accordance with what subscribers really want and want to pay for... We are finally becoming a marketing-driven industry instead of a regulation-driven one."

Warner's rate increases have been modest, averaging only 5%, he said. Hussey said that most of Warner's pay growth is a result of offering subscribers more pay alternatives—four or five choices instead of one or two—and by promoting them more heavily. Warner has been experiencing substantial pay television growth for the past year, he

## HBO moves ahead with Festival rollout

After a year of test marketing, HBO announced last week that it will launch Festival, its new family-oriented pay programming service, to all its cable affiliates. The announcement was made in New York last week by HBO Inc. executives, including chairman and chief executive officer, Michael Fuchs, who called the new family-oriented programming service "a new generation" of pay television. This is a new type of pay service... that will hit some of the pockets of potential pay subscribers that the cable operators have not been able to hit," Fuchs said.

Festival offers 24 hours of recent movie releases, classic films, music and comedy specials. It is currently available on 40 cable systems with a subscriber base of about 30,000. According to HBO, Festival is designed to attract households that have rejected pay TV because they felt it did not suit their values. It is aimed at "an audience split evenly between those over 50 years of age and younger households with children," HBO said.

According to Joseph Collins, HBO president, there are about 65 million homes now passed by cable plant. Only about 25 million of those buy any pay-TV service, he said. "So there's a huge audience there potentially for a product, [an audience] that has not bought traditional pay," he said.

According to Larry Carlson, HBO senior vice president, a survey of nonpay-TV subscribers showed that they have a desire for emotionally uplifting movies, with "strong characters and strong plots, and not strong language and violence." He said: "We now know that a whole new service, tailored to the particular tastes of this group, can bring incremental growth from both our basic only and, importantly, noncable homes."

He said that 33% of Festival's test audience had never had a premium service, 13% had never subscribed to cable television, and less than 3% of Festival subscribers switched from another premium service.

Carlson said that whether Festival would create churn was a consideration in HBO's decision to expand the service's distribution. Carlson said the test stage "clearly shows that Festival didn't take subscribers away from other existing pay channels but rather attracted new customers from segments previously untapped by pay and even basic cable." After eight months or more, Festival is averaging a 4.8% disconnect rate per month, he said. As for pricing the service, Carlson said HBO has found that Festival has "done better" when priced at below the retail price of other pay TV services.

said.

According to Doug Wenger, senior vice president of marketing, Storer Cable. the MSO is 4,300 subscribers ahead of its subscriber projection through April. As a result of the promising start, he said, Storer has revised upward its anticipated subscriber gain for the year—from around 70,000 to 80,000. "I don't think that is particularly bullish," he said. "I think we can do better than that."

Storer didn't wait for the basic increases, which ranged from 10% to 20%, to go into effect to soften the blow. "We spent a lot of time in the fourth quarter [of 1986] promoting the value of basic cable," he said. "Apparently the customers, by and large, didn't argue with us on that point."

Wenger called pay growth "excellent" during the first quarter, even though rate increases generally retard pay sales. Through April, Storer was 48,600 pay units over budget. Instead of a net loss of 29,200 during the period, he said, Storer experienced a net gain of 19,400.

Myhren sees ATC's healthy basic growth as the payoff for ATC's improved customer service. Through an outside research firm, ATC has been measuring customer satisfaction every six months for the last three years. For the past two years, he said, "It's been a steady uphill climb."

Myhren also said the improvement in programming was a factor. "I don't think there is any question. When you look at special-interest programming, it just gets better all the time." And through "better communications with the customers about what's on cable," he said, "cable operators are succeeding in getting viewers to break old viewing habits by walking "around the dial" and tuning into cable on a regular basis.

According to Kay Koplovitz, president of the USA Network, the collective programming of the cable networks "is definitely a factor in increased penetration rates. The basic services are offering substantially better programming than they were five years ago or two years ago and subscribers are finding the value in those programs."

According to the basic cable programmers, one of the biggest factors in their growth over the past several months has been the collapsing of tiers. "We're seeing a lot of the satellite-delivered services that were on a tier being moved to the basic package," said John Reardon, MTV Networks' executive vice president and general manager of affiliate sales and marketing. About 1.2 million of the new subscribers MTV has added since last September are the direct result of tier meltdown. "We were already in the system, have been for a long time, but we were only in front of whatever fraction of those people that bought that tier," he said. "Now we're in front of every home," he said.

Lloyd Werner, senior vice president of sales and marketing for Group W Satellite Communications, which markets The Nashville Network, agreed that collapsing tiers has had a big effect on subscriber numbers. TNN picked up about 15,000 subscribers in Fairfield county, Conn., he said, when the network was dropped to basic last January.

Anticipating that operators would be add-

## Cable programming status report

Cable service	No. of systems	May 87 subs	Nov. 86 subs	% change
<b>Basic cable services</b>				
ESPN	15,393	42,000,000	38,500,000	9.1%
WTBS	11,706	40,200,000	38,456,000	4.5%
Cable News Network	10,595	40,000,000	35,834,000	11.6%
USA Cable Network	8,500	39,000,000	33,000,000	18.2%
CBN	7,542	35,834,000	32,338,000	10.8%
MTV	4,700	33,400,000	29,800,000	12.1%
Nashville	4,800	32,827,440	27,910,000	17.6%
Lifetime	3,310	32,300,000	27,100,000	19.2%
Nickelodeon	5,005	31,700,000	27,600,000	14.9%
C-SPAN	2,600	27,500,000	25,250,000	8.9%
Nick at Nite	3,862	27,500,000	23,400,000	17.5%
Weather Channel	2,700	27,000,000	22,000,000	22.7%
CNN Headline News	3,091	25,300,000	20,976,000	20.6%
Financial News Network	1,600	25,100,000	23,100,000	8.7%
Arts & Entertainment	2,400	24,000,000	22,000,000	9.1%
WGN	9,781	22,481,000	21,718,000	3.5%
Score	1,075	19,800,000	18,900,000	4.8%
VH-1	1,697	18,800,000	13,600,000	38.2%
Cable Value Network	1,450	17,000,000	4,900,000	247.0%
Discovery Channel	1,643	16,400,000	9,600,000	70.8%
Home Shopping Network I	1,036	14,000,000	9,774,977	43.2%
Black Entertainment TV	812	13,000,000	13,000,000	0%
PTL	1,300	13,000,000	13,000,000	0%
Video Shopping Mall	1,643	13,000,000	7,100,000	83.1%
Tempo TV	627	12,500,000	12,500,000	0%
QVC Network	45	10,858,000	2,000,000	443.0%
Telshop	650	10,200,000	10,200,000	0%
WWOR	2,125	9,186,214	8,669,134	6.0%
C-SPAN II	400	9,000,000	7,600,000	18.4%
Silent Network	280	8,000,000	7,200,000	11.1%
Learning Channel	775	7,600,000	7,100,000	7.0%
Trinity	503	6,698,000	6,528,000	2.6%
Eternal Word TV	359	6,600,000	5,400,000	22.2%
Country Music TV	470	6,300,000	6,200,000	1.6%
Travel Channel	150	6,000,000	—	—
Home Shopping Network II	229	5,500,000	5,322,296	3.3%
Acts	278	5,300,000	4,600,000	15.2%
WPIX	314	2,471,000	2,432,000	1.6%
Hit Video USA	120	2,100,000	1,700,000	23.5%
KTVT	169	1,891,000	1,875,000	0.9%
Genesis	35	1,350,000	1,137,500	18.7%
Liberty Broadcasting	90	1,300,000	1,300,000	0%
Nostalgia Channel	225	1,200,000	700,000	71.4%
Consumer Discount II	630	1,000,000	—	—
Sky Merchant	71	1,000,000	150,000	566.7%
Galavision	325	900,000	400,000	125.0%
Consumer Discount I	29	525,784	—	—
Gospel Music Network	15	446,000	—	—
Rock Christian Network	12	310,000	—	—
Univision	395	34,300,000	—	—
<b>Pay cable services</b>				
HBO	6,700	15,000,000 (12/86)	14,600,000 (12/85)	2.7%
Am. Movie Classics	1,000	6,000,000	2,000,000	200%
Showtime	3,800	5,150,000 (12/86)	5,200,000 (12/85)	-1.0%
Cinemax	3,200	4,100,000 (12/86)	3,700,000 (12/85)	10.8%
Disney	4,300	3,175,000	2,550,000	24.5%
Movie Channel	3,400	2,900,000 (12/86)	3,000,000 (12/85)	-3.3%
Playboy	630	580,000	600,000	-3.3%
Bravo	300	380,000	350,000	8.6%
<b>Pay-per-view services</b>				
Viewer's Choice	75	2,200,000	1,600,000	37.5%
Request TV	100+	2,000,000	1,300,000	53.8%

Galavision is shifting from a pay to a basic service. Univision's 34.3 million figures includes broadcast reach from 14 television stations. A separate cable breakdown was unavailable. American Movie Classics I is classified as a mini-pay service. Breakdown of Showtime/The Movie Channel figures are estimates. PPV homes are addressable homes.



Showtime's Heim

ing new services to mitigate rate increases, many cable programmers increased affiliate marketing efforts last year to insure they were among the chosen. A&E is now "beginning to reap the fruits of our labor," said Nickolas Davatzes, president and chief executive officer of the Arts & Entertainment Network. A&E has "entered a stage of believability. . . . People are beginning to understand that we provide four basic genres—comedy, drama, documentary and performing arts."

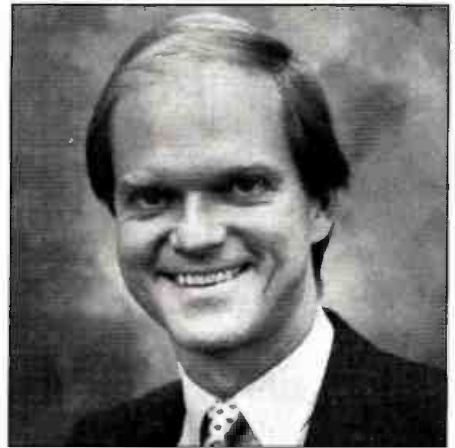
Thomas Burchill, president of Lifetime, said Lifetime's growth is evidence that operators "are more aggressive about Lifetime," because they see "a real value-added oppor-

tunity to their basic package with a network targeted to women." Many of them, he said, "have added Lifetime to their local ad sales efforts as a result of that."

"We can say TNN is certainly acceptable to the cable operator because we started out as a free service, instituted a fee, and you didn't hear anything about it," said Werner. "And if cable operators like it, they keep adding it. And the reason they keep adding it is because they know that viewers watch it."

"Every time we get a new subscriber, it means about \$2.40 [per year] in ESPN's pocket," said ESPN's Grimes. "Every time someone new subscribes to cable television, it adds economic fire power to each of the cable networks, because all of us are getting some very small fees now from cable operators. For the cable operator, each new subscriber probably delivers them a substantial additional profit. The net result is that the cable programmer gets more money and the cable operator gets more money, which means the quality and quantity of programming that cable TV is able to offer will continue to improve rapidly, making cable programming increasingly more competitive with over-the-air, free broadcasting," Grimes said. Also, he said, as the cable operators receive more money, they are "expressing increased willingness—evidence our National Football League deal—to help programming networks fund better programming."

More subscribers ultimately mean more advertising dollars, said Lifetime's Burchill.



Viacom's Bennett

"A one rating across more television homes is actually more eyeballs exposed to a commercial," he said, "so we are able to translate that into a higher cost-per-unit and more revenues. It is pretty much directly proportional to the increase in penetration."

Added USA's Koplovitz, subscriber growth increases the revenues from the affiliate base, and potentially affects household delivery in program ratings, so it has an affect on both. "She said that as far as household delivery, "as you go along, you're building bigger audience delivery. A 2 rating against seven million more homes adds more homes to your base, so it gets worked back into your advertising rates." □

## Networks deal their fall prime time cards

**CBS and NBC say that the younger skew reflected in new people meter ratings technology is causing them to program for that audience; CBS does most revamping with nine new shows, while ABC has eight and NBC four**

All three networks unveiled their 1987-88 prime time schedules last week, with first-place NBC introducing only five new programs totaling four hours, while second-place CBS introduced nine new programs (seven dramas and two comedies) that total eight hours. ABC (see box, page 44) moved up the announcement of its fall schedule from this week to late last Friday. It will have eight new shows on its schedule.

The new people meter technology, which becomes the official program measurement standard next season, has begun to make an impact on program choices and scheduling decisions. Brandon Tartikoff, president, NBC Entertainment, said last week that the preliminary people meter numbers seen this season saved *Crime Story* from cancellation after its initial season. The people meter numbers in the second half of the season, he said, averaged a 14.9/26, about two rating points and four share points higher than the Nielsen Television Index, and only about 4% behind its competition on CBS, *Falcon Crest*.

Tartikoff noted that the numbers tend to favor younger and more urban-skewed programs, a factor that CBS has been complain-



Masterminding the CBS schedule (l-r): Grant, Paley, LeMasters, Tisch and Jankowski

ing about all along because it puts CBS at a disadvantage against both NBC and ABC which have younger-skewing schedules. Tartikoff also said that the decision to leave *Miami Vice* at 9 p.m. hinged in part on a resurgence in its ratings. According to this season's people meter measurements, particularly in the adult demographics, 18-34 and 18-49, *Vice* won its time period.

The people meter factor also worked to keep some older-skewing or more rural-skewing pilots from being picked up as se-

ries at NBC (including two westerns in development) and CBS. Kim LeMasters, CBS vice president, programs, said the majority of the new programs selected by his network tended to skew younger than CBS's traditional audience and that people meters were a factor. According to Mel Conner, senior vice president, director, network operations, DFS-Dorland, all three networks will be guided to some extent by preliminary people meter numbers in programming next season's prime time schedules. "You have to look at

what these shows are doing in this season's people meter numbers," said Conner, because that record provides "the history upon which schedules will be bought in the up-front market next month. "All the other material [based on the outgoing audimeter and diary numbers] is not going to matter," he said.

Although NBC introduced only five new programs, it will also introduce two additional half-hour programs and a one-hour show from the past season's pool of midseason development, as part of what Tartikoff described as a "designated hitter plan." While some isolated programs have been programmed in a floating time period in the past, the "DH plan," as some were calling it last week, is believed to be unprecedented as part of a comprehensive new-season strategy. But it received mixed reviews from the advertising buying community. Under the plan, the off-beat *Beverly Hills Buntz*, a half-hour comedy/drama spin-off from the canceled *Hill Street Blues*, will air one Thursday night a month between 9 and 10 p.m. A second half-hour show, the sitcom *Mamma's Boy*, with Bruce Weitz and Nancy Walker, will air once a month on Saturday night either preceding or following *Golden Girls*. Paul Witt and Tony Thomas are executive producers of both shows.

In addition, this season's midseason entry, *Bronx Zoo*, will float in the 10 p.m. time period, once a month, relieving *Crime Story*, *St. Elsewhere* or *L.A. Law*, seen on Tuesday, Wednesday and Thursday, respectively. The strategy is to have an occasional replacement for those three 10 p.m. programs, which all have long post-production periods, and thus shorter seasons. With *Zoo* filling in, all three shows in the regular lineup can have original episodes through next May.

Tartikoff said the idea behind the DH concept is two-fold. First, it should give possible midseason contenders wide exposure behind or in the time slots of proved hits, such as *Golden Girls* and *L.A. Law*. Second, said Tartikoff, the network hopes to dispel the perception of many viewers that midseason shows are "second-class citizens" not good enough to start the fall season. "It was a tough schedule to set," said Tartikoff, because of all the high-caliber development "we had to keep out."

Buyers at advertising agencies had reservations about the DH concept. "I don't like their idea of the designated hitter" program, said John Sisk, senior vice president, director, network negotiating, J. Walter Thompson. "We want to know the program we are buying. If we are buying *Cheers* or *Night Court* on Thursday night, we want the show we're buying and not just three out of four times." The way Tartikoff has it figured, no regular season show would be preempted by a DH program more than once every two months, minimizing whatever disruptive tendency the concept may have.

DFS-Dorland's Conner added: "As a media ploy, it's probably not their best move." But from a programming and scheduling perspective, he added, "I thought it was very intriguing. It allows them to keep some extra shows that might have had to wait until mid-

season or not be used at all. CBS and ABC can't really do it because by definition they are in the business of building audiences for time periods. NBC can afford to take this kind of chance."

On a night-by-night basis, "the single most important move" on the NBC schedule, said Tartikoff, is the switching of *Family Ties*, the second-ranked program of the season, to Sunday at 8 p.m. The move will help launch a new comedy that night at 8:30, *Whose Dad?*, from Tri-Star Television. The program caused a bit of a stir among some ad buyers who thought the initial setup might



CBS's 'Jake and the Fatman'

offend some viewers. It's about two former friends who competed for the affections of the same woman 13 years ago, and one fathered her daughter out of wedlock. When the woman dies, the two men are reunited and take joint custody of the daughter, when it cannot be determined who the father is.

The execution of the pilot was praised by advertisers who screened the program last week in New York. But, according to DFS's Conner, and others, the network could help its cause by reworking the initial setup. Tartikoff said last week that is being considered. The switch of *Ties* to Sunday also opens a hole for NBC's other new comedy, the *Cosby* spin-off, *A Different World*, starring *Cosby*'s TV daughter, Lisa Bonet. It's about her life as a freshman at fictional Hillman College. After screening the pilot last week, agency executives neither praised nor panned the spin-off and said the odds are pretty good that it will succeed Thursdays at 8:30 p.m. after *Cosby*, where *Ties* surged to super-hit status two seasons ago. Tartikoff said last week he did not consider placing the new program anywhere else in the schedule. The two Sunday comedies will be sandwiched by the returning *Our House* at 7 p.m. and a Sunday movie at 9 p.m.

On Monday, *Alf* returns at 8 p.m., followed by *Valerie* which moves to a new time period at 8:30 p.m. A Monday movie returns to round out the schedule. The Tuesday schedule starts out with the returning *Matlock*, followed by the new *J.J. Starbuck*,

from Stephen J. Cannell, about a wealthy Texas businessman who turns to a career of private investigation. The show, and the star, Dale Robertson, most agree, make a good pairing with Andy Griffith, star of *Matlock*. *Crime Story* moves to Tuesday at 10 p.m. to counterprogram what NBC believes will be the new time slot for ABC's *Moonlighting*, which aired at 9 p.m. this past season.

*Highway to Heaven* returns to start off Wednesday night, followed by *A Year in the Life*, which appeared last December as a critically acclaimed mini-series, now picked up as an hour drama (from Universal). *St. Elsewhere* returns to the 10 p.m. slot. With



NBC's 'Who's Dad?'

the exception of *A Different World*, the Thursday-night lineup returns intact, with *Cosby*, the spin-off, *Cheers*, *Night Court* and *L.A. Law*.

Friday was described by Tartikoff as NBC's "MTV night," because all the scheduled programs, one new, another midseason survivor and the returning *Miami Vice*, skew young with a blend of stylized film and music. The midseason program, *Rags to Riches* (New World), starring Joseph Bologna as a bachelor stepfather of five orphans, kicks things off at 8 p.m. *Vice* returns at 9 p.m., followed by the new *Private Eye*, a 1950's-based action drama created by Anthony Yerkovich, who created *Miami Vice*. The *Private Eye* pilot also received high praise from agency executives screening it last week.

The Saturday lineup is back intact, with *Facts of Life*, *227*, *Golden Girls*, *Amen* and *Hunter*. Shows not returning from the 1986-87 season include *Hill Street Blues*, *You Again*, *Tortelli's*, *Gimme' a Break*, *Easy Street*, *Stingray*, *Amazing Stories*, *Roomies*, *Nothing in Common*, *Sweet Surrender*, *Me & Mrs. C.* and *1986*.

At CBS, the new schedule was delivered to ad agencies at noon last Thursday and announced later that afternoon at a hastily arranged press conference which featured appearances by board Chairman William Paley and Chief Executive Officer Laurence Tisch. CBS/Broadcast Group President

Gene Jankowski called next season's approach "aggressive." Paley said he acted more as "kibitzer," which is defined in some dictionaries as a "meddlesome onlooker" who offers "unwanted advice." Tisch said Paley was understating his role but declined to elaborate. Kim LeMasters and CBS Entertainment President Bud Grant handled most of the schedule presentation.

At one point in the question and answer period, Tisch and Paley were asked if the jobs of Jankowski, LeMasters and Grant were dependent on the success of the new schedule. "That's nonsense," responded Paley. If the schedule doesn't fly, added Tisch, "we can't blame them because we loved it... We're in this together."

Grant suggested that this year's development was the best in some time, as evidenced by the elimination of two of three movie nights in favor of regular series. Most of that development is scheduled for the first hour of prime, where the network has been weakest. Five nights on CBS are scheduled with new programs in the 8 to 9 p.m. period.

On Monday, the schedule is largely the same. One new program appears at 8:30 p.m., *Everything's Relative*, from Fredde Productions and Columbia Pictures Television, about bachelor brothers sharing an

apartment in New York. It is sandwiched between the returning *Kate and Allie* at 8 p.m. and *Newhart* at 9 p.m. *Designing Women* is back at 9:30 p.m., followed by *Cagney and Lacey* at 10 p.m. *My Sister Sam* moves from the Monday schedule, where LeMasters said it underperformed this year, to Saturday at 8:30 p.m.

The midseason show, *Houston Knights*, a police drama, kicks off Tuesday at 8 p.m., followed by a new light drama, about a district attorney and his undercover investigator, *Jake and the Fatman*, starring William Conrad and Joe Penny. The show is from Fred Silverman and Dean Hargrove, with Viacom Productions. A second new hour follows, to form what LeMasters described as a "two-hour mystery format," inspired by the success of *Murder, She Wrote*. In fact, the 10 p.m. entry, *The Law and Harry McGraw*, from Universal, is a *Murder, She Wrote* spin-off. It's about the off-beat adventures of a "somewhat seedy private eye." On Wednesday, CBS is launching another new show, *The Oldest Rookie* from Touchstone Television, at 8 p.m. The show is about a veteran cop who has spent his entire career behind a desk, retrains himself and "hits the streets," as a detective. *Magnum P.I.* and *The Equalizer* return to their time slots.

Thursday unfolds with *Tour of Duty*, a drama about Vietnam told from a soldier's perspective. LeMasters stressed that the show has been in development for more than a year and is not a quick knock-off of the film, "Platoon." He said the producers, Zev Braun Production and New World, received technical assistance in shooting the pilot from the U.S. Department of Defense, and hope to get further support during the series. *Tour* will be followed by another new hour, *Wise Guy*, from Stephen J. Cannell, about an organized crime unit that goes after "the mob." At 10 p.m., *Knots Landing* returns.

Friday kicks off with *Beauty and the Beast*, based on the classic fairy tale, from Witt/Thomas Productions in association with Republic Pictures. It's described as a fantasy action drama about a "powerful man/beast whose fearsome appearance belies his intelligence and nobility of spirit." He lives in the maze of tunnels under New York. It is followed by *Dallas* and *Falcon Crest*. Saturday starts off at 8 p.m. with *Frank's Place*, from Viacom, a comedy about a Bostonian who inherits a "down-home New Orleans restaurant." *My Sister Sam* follows and is followed by the new *Leg Work*, at 9 p.m., about a female assistant district attorney who becomes a private investigator. It is from Treasure Island Productions and 20th Century Fox Television.

The 10 p.m. slot has been awarded, tentatively, to *West 57th*, the hour magazine from CBS News. But Jankowski acknowledged that the program's performance this summer (also in that time period) will determine whether the show will be around next fall. It has another 19 original episodes to run before that decision is made. The Sunday schedule is back intact, with *60 Minutes*, *Murder, She Wrote*, and the Sunday movie.

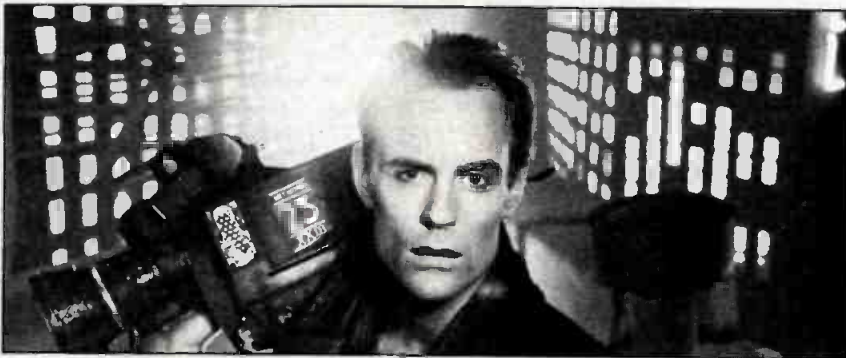
Series not returning to CBS next fall include: *Scarecrow and Mrs. King*, *The Wizard*, *Outlaws*, *The New Mike Hammer*, *Twilight Zone*, *Shell Game*, *Kay O'Brien*, *Downtown*, *Hard Copy*, *Nothing is Easy*, *Better Days*, *The Cavanaughs* and the Saturday and Tuesday night movies. *Simon and Simon* has been renewed for 13 more episodes to be used as a replacement series next season.

The ad buying community generally reacted favorably to the NBC schedule, and most, even executives at CBS, believe NBC will repeat as prime time champ next season. Even though Sisk of JWT has some problems with the DH concept, he said the NBC schedule was a "good, relatively safe schedule. The fewer changes you make, the better off you are." Added Sieve Grubbs, senior vice president, network television buying, BBDO: "I didn't see any real losers [among the new NBC shows], but I didn't see anything that knocked my socks off either. They didn't go for anything risky but they don't have to because they are on top."

As for CBS, many see that network as having a tough row to hoe. "They have a lot of holes to fill," said Grubbs. In one sense CBS's job is even tougher than ABC's because CBS's hits are older and trending downward. "They don't have any hot new shows," Grubbs said, perhaps with the exception of *Murder, She Wrote*. □

## ABC unveils fall lineup

ABC, which was not expected to announce its schedule until this week, surprised many by doing so late last Friday. The network came out with eight new programs, including four comedies, three dramas and a variety hour. On Sunday, the *Disney Sunday Movie* returns at 7 p.m., but has been pared back from a two-hour to a one-hour form, followed by *Spenser: For Hire* in the newly opened 8 p.m. time period. The new variety show, starring Dolly Parton, follows at 9 p.m., followed at 10 p.m. by a new drama from Entertainment Partners and Tri-Star starring Dennis Weaver. The Monday schedule remains the same, with *MacGyver* at 8 p.m., followed by *Monday Night Football*. The Tuesday schedule returns largely intact, with *Who's the Boss* at 8 p.m., followed by *Growing Pains* at 8:30, *Moonlighting* at 9 p.m., with *Thirtysomething* at 10 p.m., a new yuppie couple drama from Bedford-Falls and MGM. On



ABC's Max Headroom

Wednesday, *Perfect Strangers* kicks things off at 8 p.m., followed by *Head of the Class* at 8:30, and *Hooperman*, starring John Ritter, at 9 p.m., from Adam Productions and 20th Century Fox. At 9:30 Dabney Coleman stars in a new comedy about a crusty sports writer, *Slap Maxwell* (You and Me Kid and Lorimar) followed by *Dynasty* in a new 10 p.m. time period. On Thursday, *Sledge Hammer!* returns in a new time period at 8 p.m., followed by the mid-season show *The Charmings* at 8:30 p.m. A Thursday night movie will follow from 9 p.m. to 11 p.m. On Friday, the new *Full House* sitcom is at 8 p.m. (Miller-Boyett/ Lorimar), *I Married Dora* (also new from Reeves) is at 8:30 p.m. *Max Headroom* returns to a new time period at 9 p.m., and *20/20*, in a new time period, rounds out Friday at 10 p.m. On Saturday, a new New World entry, *True Colors*, kicks things off at 8 p.m., followed by the returning *Ohara*, at 9 p.m. and *Hotel* in a new time period at 10 p.m.

## NAB lines up with FCC on indecency

**Association's executive committee issues condemnation of broadcasts cited by commission ruling; Fritts acknowledges government's right to intervene; clarification, but not overturning, of new rule also to be sought; Summers says there's no objection to FCC stand**

The National Association of Broadcasters is taking a hard line when it comes to the broadcast of "obscene and indecent" programming. Last week, the association's executive committee issued its first official policy statement on the matter since the FCC's new indecency guidelines were released last month (BROADCASTING, April 20). It's a statement intended to let the world know "we recognize there are a few bad apples," said NAB President Eddie Fritts. NAB, he added, has First Amendment concerns about any governmental intrusion, but on the other hand, "we recognize the government's right to do that although we don't like it."

During NAB's board of directors meeting last February, the joint board was ready to adopt a formal resolution (the TV board separately approved the resolution and there was similar sentiment among radio directors) that would have called on stations to refrain voluntarily from airing obscene and indecent programming, but the item was tabled on advice of counsel for concern it would look like a collective effort to influence the commission's decision. Since that time, however, the association's senior executive vice president for government relations, John Summers, has continued to lobby, both at headquarters and among board members, for an NAB resolution condemning indecency. His position carried the day last week.

The NAB did not issue a formal statement following the FCC's action because, as Fritts explained, the executive committee wanted to read the public notice before taking an official stand. However, sources say NAB was receiving a lot of press queries as to what its position was and the committee felt it should have some response. Also, there is known to be some disquiet within the industry over the association's failure to assume a leadership role on the issue ("Closed Circuit," May 11).

"Broadcasters have long expressed concern over attempts by the government to dictate the selection of programming material or prohibit the broadcast of specific types or kinds of programs," the statement read. "However, obscene and indecent programming is prohibited by the federal criminal code and may subject those who broadcast indecent or obscene language to a fine or imprisonment or both. While the recent ruling of the [FCC] concerning indecency may be overly broad and thus constitutionally suspect, the fact remains that the broadcast of obscene and indecent material is generally prohibited by federal law." The statement says that NAB has been and is concerned

about indecency over the air. "The number of stations involved in broadcasting material of this nature is infinitesimally small, but the effect of their actions has caused unwarranted negative publicity for the entire broadcasting industry," NAB stated.

The committee concluded: "Without reference to the specific cases before the FCC, we again take this opportunity to condemn the broadcast of indecent material by United States broadcasters as contrary to the public interest and having no place in our system of free over-the-air broadcasting." The "again" presumably refers to its now-outlawed radio code, which stated: "obscene, indecent or

profane matter, as proscribed by law, is unacceptable."

NAB also will petition the FCC to clarify its new ruling. "We're not objecting to what the commission did," said Summers. Still, he explained, "we're not sure the standard is clear enough." According to Joint Board Chairman Ted Snider of KARN(AM)-KKYK(FM) Little Rock, Ark., there's a difference of opinion among broadcasters as to how the standard is interpreted. "A lot of broadcasters feel they know what it means while others feel the guidelines are too broad," Snider said. Right now, Snider said NAB was only seeking clarification. "If they [the FCC] come forth with a clarification that satisfies the board then there's no need for reconsideration," he said. □

## Patrick era ushered in at FCC

**Commission, at first meeting with new chairman, begins inquiry on aspect of crossownership**

FCC Chairman Dennis Patrick's first meeting as chairman was deemed a success by the other three commissioners, members of the audience and Patrick himself. The not-terribly-taxing agenda left plenty of room for lively interplay among the commissioners—James Quello, Mimi Dawson and Patricia Diaz Dennis—and Patrick, whom they welcomed to his new post. "We do wish you well, and we are sure that the commission will move forward and do great things in the next several years," said Dawson. "I'll concur with those sentiments," Quello said. "Reluctantly," Dawson qualified. Dennis told Patrick that the only thing that worried her about his chairmanship was that "I'm now sitting in your former seat, and things look differently from here."

In opening remarks, Patrick thanked his personal staff members for working long hours in preparation for his assumption of the chairmanship and told them: "With respect to that, I just wanted to say that that's not going to change." He thanked the staff of the committee for making his transition easier, and thanked his fellow commissioners for their advice and counsel over the past few

weeks. In printed remarks on the FCC's objectives, Patrick noted that "the focus during my chairmanship will be on maximizing the public interest benefits to be derived from our communications resources. While I firmly believe the public has benefitted from the deregulatory path the commission has pursued," he said, "we should never confuse the end with the means. Deregulation is not an end in itself, but has validity only insofar as it serves the public interest."

The printed remarks listed six broad objectives developed by Patrick and the other commissioners: "(1) Promote, wherever possible, a competitive marketplace for the development and use of communications facilities and services; (2) provide a regulatory framework which permits markets for communications services to function effectively, while eliminating regulations which are unnecessary or inimical to the public interest; (3) promote efficiency in the allocation, licensing and use of the electromagnetic spectrum; (4) protect and promote the interests of the American public in international communications; (5) provide service to the public in the most efficient, expeditious manner possible, and (6) eliminate government action which infringes upon freedom of speech and the press."

The FCC meeting, held last Thursday



Patricia Diaz Dennis, James H. Quello, Chairman Dennis R. Patrick and Mimi Weyforth Dawson

(May 14), addressed one general issue, two mass media issues and two common carrier issues, all of which were decided unanimously. Among the decisions:

- The commission will issue a notice of inquiry to review and clarify a "cross-interest" policy, dating from the 1940's, that can be applied to prevent individuals from having "meaningful" cross-interests in two broadcast stations, or a daily newspaper and a broadcast station, or a TV station and cable system in the same area. Patrick said he felt there is "a great deal of uncertainty in the marketplace" over the current rules, which he said evolved in the 1940's on a case-by-case basis. Quello said he thought the marketplace takes care of "any possible egregious violation." And Dennis stressed that comments submitted to the FCC should address whether diversity would be affected by changes in the rules.

- The commission voted to amend its

rules to provide for uniform regulation of converters, decoders and other terminal devices that connect to cable systems.

- It denied reconsideration of a March 13 order that eliminated FCC policies concerning fraudulent billing, network clipping and combination advertising rates/joint sales practices. The commissioners agreed that while the FCC does not condone such practices, it should not be the one to regulate them. "I think that the benefits of these rules have not been shown, at least in the present environment, to be appropriately handled in these forums, but we will act accordingly if indeed other forums decide that action is desirable," Dawson said. Patrick agreed, saying: "Since these questions are essentially questions of fact... it would seem that the commission's scarce regulatory resources would be better spent on matters that require something more akin to communications expertise." □

## Money's tight for USIA

**Senate Foreign Relations Committee allocates it less money than agency and administration had sought**

The U.S. Information Agency suffered almost as badly as had been expected at the hands of the Senate Foreign Relations Committee last week. The committee, laboring under the constraints of the Gramm-Rudman-Hollings deficit-reduction bill, adopted an authorization containing \$779,500,000 for the agency for fiscal 1988, \$162,357,000 less than the administration had requested. That includes \$180 million for Voice of America operations, \$4 million more than was appropriated for 1987, but none of the \$90 million the administration had sought as an installment on its multiyear, \$1.3-billion modernization program.

USIA did somewhat better than it would have under the original draft bill on which

the committee had been working: the draft provided only \$720 million for the agency (BROADCASTING, May 4). But the larger amount contained no additional benefits for such USIA activities as the television and film division and its international television network, Worldnet. The administration is seeking to increase funds for the division from \$30 million in 1987 to \$43,990,000. Instead, the committee bill provides for only \$15 million for television and film. ("The committee doesn't like the pace of the television expansion," one USIA official said of the four-year-old Worldnet service). And Radio Marti, the service introduced two years ago to broadcast news and information and entertainment programs to Cuba, would be given only \$10 million, \$1,250,000 less than it received in 1987, and \$2,650,000 less than the administration is seeking for it in 1988.

The Board for International Broadcasting—whose funding for Radio Free Europe and Radio Liberty is also provided by the bill—was breathing easier after the committee completed its work. BIB was aware the committee had no funds in its draft bill for modernizing its broadcast facilities, any more than it did for those of the VOA. The administration was seeking a total of \$203 million for BIB, including \$41.9 million for the 1988 installment on a \$77-million improvement program. But the committee's final figure of \$174 million includes \$12 million for modernization, thanks to an amendment offered by Senator John F. Kerry (D-Mass.). The money would come from frozen funds that had been intended for State Department overseas projects.

The toughness of the Senate committee in the figures it approved for USIA had USIA officials rooting for the authorization measure that came out of the House Foreign Affairs Committee in March—and one of those officials had called that measure "a disaster" (BROADCASTING, March 30). It contains \$820 million for USIA; that is \$11 million more than Congress appropriated for the agency in the current fiscal year but would be \$6 million less than the 1987 appropriation if a supplemental bill passed by the House last month becomes law. The Senate version of that supplemental—\$9 billion for a variety of government agencies and services—has been stalled in the upper chamber because of a lack of votes to provide a waiver of budget limits set by Gramm-Rudman-Hollings.

It also contains funds for USIA. But again, the House version is more generous. The Senate bill would increase USIA's 1987 funds by \$8.7 million, compared to the \$15.8 million provided for in the House bill—and the \$17.7 million the administration had requested. The administration's request contains \$1 million to reimburse radio broadcasters forced to modify transmitters because of Cuban interference. The Senate committee eliminated that fund entirely; the House bill contains \$800,000.

Meanwhile, the House authorization bill remains in a kind of legislative limbo. The administration objected to the measure—which includes funds for the State Department as well as USIA and BIB—when Representative Dan Mica (D-Fla.), who as chairman of the committee's International Operations Subcommittee is in charge of the bill, sought a rule from the Rules Committee as a preliminary to House action. The administration contends the measure is underfunded—it would authorize \$3.9 billion for the three agencies, for which the administration had requested \$4.7 billion. What's more, the administration also objects to policy implications in the bill—among other things, the earmarking of funds for specific purposes, which would bar the agencies from shifting funds from one account to another. The House committee even created a separate title for VOA for that purpose. The committee fears USIA Director Charles Z. Wick might be tempted to dip into VOA funds to strengthen Worldnet, which is one of his favored services. □

## Fox cutting back on Rivers, renews four shows

The word last Friday (May 15) was that Joan Rivers will continue with Fox Broadcasting Co.'s late night program but will appear far less often. "There will be a change in the format of the program," a Fox spokesman said. "She has been given a scaled-back role but she has not been dropped. There will be more rotating guest hosts and she will have more time to devote to her nightclub act." There was no word at press time about the extent of Rivers's participation or whether there would be a change in the show's title, *The Late Show Starring Joan Rivers*, which debuted Oct. 9, 1986, as the cornerstone of the incipient network. There have been ongoing discussions to "fine tune" the program and bolster its sagging national ratings, which during the week ended May 8 dipped to tie an all-time low of a 2.1 rating/5 share. Last week the show averaged a 2.3/6. Although Rivers did not mention the possibility of her departure during last Thursday's (May 14) program, her list of upcoming nightclub appearances stretched farther ahead than usual.

FBC also announced last week that it has renewed *21 Jump Street*, *Married... With Children*, *The Tracey Ullman Show* and *Duet* for the fall season. Fox said it's too early yet for a decision on *Mr. President* with George C. Scott since that program has had only three airings. In addition, Fox officials said it will move back the start date of its Saturday night schedule from May 30 to July 11. That will allow Fox to provide original programming during the traditional network summer rerun season and give it more time to promote its Sunday-night schedule coming out of the May sweeps, a spokesman said.





James P. Mooney □ President □ National Cable Television Association

**“All I’m suggesting  
is that things are changing . . .”**

To anyone involved in 1987’s Fifth Estate, that’s putting it mildly—which was just one of the ways Jim Mooney spoke out on his industry and the other electronic mass media in this extensive (and intensive) pre-NCTA-convention interview with the editors of BROADCASTING—an exchange designed to explore the principal questions being asked about that pivotal and controversial industry in today’s volatile telecommunications times.

# We wouldn't call it the if we couldn't

## ENTERTAINMENT T O N

% SHARE INCREASE WOMEN 18-49	% SHARE INCREASE WOMEN 25-54	MARKET	STATION	COMPETITION
<b>+ 9%</b>	<b>+ 18%</b>	New York	WOR	WHEEL OF FORTUNE, NEW HOLLYWOOD SQUARES, NEWLYWED GAME, NEWS, CURRENT AFFAIR, NSI
<b>+ 56%</b>	<b>+ 30%</b>	Los Angeles	KNBC	WHEEL OF FORTUNE, ABC NEWS, LOCAL NEWS, THREE'S COMPANY, SILVER SPOONS, LOVE CONNECTION, NSI
<b>+ 18%</b>	<b>+ 8%*</b>	Philadelphia	WCAU	JEOPARDY, PEOPLE'S COURT, MASH, JEFFERSONS, ALL IN THE FAMILY, NSI
<b>+ 14%</b>	<b>+ 19%</b>	San Francisco	KRON	NEW HOLLYWOOD SQUARES, NEWLYWED GAME, EVENING MAGAZINE, WKRP IN CINCINNATI, HART TO HART, ROCKFORD FILES, NSI
<b>+ 13%</b>	<b>+ 13%*</b>	Boston	WNEV	EVENING MAGAZINE, CURRENT AFFAIR, CHRONICLE, BENSON, TAXI, ALL IN THE FAMILY, BARNEY MILLER, ARB
<b>+ 5%</b>	<b>+ 5%</b>	Detroit	WXYZ	WHEEL OF FORTUNE, NEW HOLLYWOOD SQUARES, SUPERIOR COURT, THREE'S COMPANY, NSI
<b>+ 20%</b>	<b>+ 25%*</b>	Dallas	WFAA	TONIGHT SHOW, LATE SHOW—J. RIVERS, STAR TREK, MASH, ALL IN THE FAMILY, SANFORD & SON, MOVIE, NSI
<b>+ 18%</b>	<b>+ 5%</b>	Washington	WJLA	WHEEL OF FORTUNE, NEWLYWED GAME, MASH, BENSON, WILD WILD WEST, NSI
<b>+ 25%</b>	<b>+ 33%*</b>	Cleveland	WKYC	JEOPARDY, PM MAGAZINE, MASH, CHECKERBOARD, NSI
<b>+ 29%</b>	<b>+ 27%</b>	Atlanta	WSB	WHEEL OF FORTUNE, TIC TAC DOUGH, MILLION \$ CHANCE, TAXI, HONEYMOONERS, TOO CLOSE FOR COMFORT, NSI
<b>+ 24%</b>	<b>+ 15%*</b>	Pittsburgh	WPXI	ABC NEWS, CBS NEWS, HAPPY DAYS, TOO CLOSE FOR COMFORT, NSI
<b>+ 47%</b>	<b>+ 56%</b>	Miami	WSVN	JEOPARDY, \$100,000 PYRAMID, ALICE, TAXI, HARPER VALLEY, ARB
<b>+ 25%</b>	<b>+ 18%</b>	Seattle	KING	WHEEL OF FORTUNE, NEWLYWED GAME, MASH, DICK VAN DYKE, WORLD OF DISNEY, ROCKFORD FILES, ARB

% SHARE INCREASE WOMEN 18-49	% SHARE INCREASE WOMEN 25-54	MARKET	STATION	COMPETITION
<b>+ 25%</b>	<b>+ 14%</b>	St. Louis	KTVI	WHEEL OF FORTUNE, NEWLYWED GAME, BENSON, TOO CLOSE FOR COMFORT, NSI
<b>+ 12%</b>	<b>+ 18%*</b>	Sacramento	KCRA	WHEEL OF FORTUNE, NEWLYWED GAME, MASH, MATT HOUSTON, BONANZA, ARB
<b>+ 4%</b>	<b>+ 7%*</b>	Baltimore	WJZ	TONIGHT SHOW, LATE NIGHT—J. RIVERS, MASH, BENSON, NSI
<b>+ 19%</b>	<b>+ 16%</b>	Indianapolis	WRTV	WHEEL OF FORTUNE, NEW HOLLYWOOD SQUARES, JEFFERSONS, MATT HOUSTON, ARB
<b>+ 17%</b>	<b>+ 13%</b>	Hartford New Haven	WFSB	TONIGHT SHOW, LATE SHOW—J. RIVERS, ABC NIGHTLINE, FALCON CREST, HOME SHOPPING, NSI
<b>+ 11%</b>	<b>+ 11%*</b>	Portland, OR	KGW	WHEEL OF FORTUNE, \$100,000 PYRAMID, THREE'S COMPANY, MAGNUM, WILD WILD WEST, ARB
<b>+ 29%</b>	<b>+ 21%*</b>	San Diego	KGTV	JEOPARDY, SAN DIEGO AT LARGE, DIFFERENT STROKES, POLICE STORY, CHECKERBOARD, NSI
<b>+ 47%</b>	<b>+ 37%*</b>	Orlando	WESH	WHEEL OF FORTUNE, NEW DATING GAME, BENSON, WORLD OF DISNEY, NSI
<b>+ 9%</b>	<b>+ 13%</b>	Kansas City	WDAF	WHEEL OF FORTUNE, NEWLYWED GAME, BARNEY MILLER, SANFORD & SON, NSI
<b>+ 14%</b>	<b>+ 13%</b>	Cincinnati	WKRC	JEOPARDY, MASH, BOB NEWHART, LOVE CONNECTION, ARB
<b>+ 15%</b>	<b>+ 7%</b>	Charlotte	WSOC	NEWLYWED GAME, PM MAGAZINE, BENSON, NSI
<b>+ 57%</b>	<b>+ 38%</b>	New Orleans	WDSU	WHEEL OF FORTUNE, NEWLYWED GAME, TOO CLOSE FOR COMFORT, WORLD OF DISNEY, NSI
<b>+ 19%</b>	<b>+ 50%</b>	Greenville Spartanburg	WSPA	WHEEL OF FORTUNE, NBC NEWS, MAGNUM, DALLAS, NSI
<b>+ 6%</b>	<b>+ 6%</b>	Buffalo	WGRZ	WHEEL OF FORTUNE, NEWLYWED GAME, TOO CLOSE FOR COMFORT, ARB
<b>+ 6%</b>	<b>+ 15%</b>	Columbus, OH	WTVN	LOCAL NEWS, STAR TREK, JUDGE, NSI

# proven alternative prove it.



% SHARE INCREASE WOMEN 18-49	% SHARE INCREASE WOMEN 25-54	MARKET	STATION	COMPETITION
<b>+23%</b>	<b>+ 4%</b>	Providence New Bedford	WJAR	JEOPARDY, LOVE CONNECTION, STAR TREK. NSI
<b>+44%</b>	<b>+41%*</b>	Memphis	WREG	WHEEL OF FORTUNE, NEWLYWED GAME, FACTS OF LIFE, FALL GUY. NSI
<b>+14%</b>	<b>+ 8%</b>	Harrisburg- York	WGAL	SUPERIOR COURT, HAPPY DAYS, GIMME A BREAK, THE JUDGE. ARB
<b>+20%</b>	<b>+30%</b>	Norfolk Portsmouth	WAVY	WHEEL OF FORTUNE, NEWLYWED GAME, BENSON, FACTS OF LIFE. NSI
<b>+12%</b>	<b>+11%</b>	Louisville	WHAS	NEW HOLLYWOOD SQUARES, MILLION \$ CHANCE, JEFFERSONS. NSI
<b>+26%</b>	<b>+21%</b>	Greensboro	WXII	WHEEL OF FORTUNE, LOCAL NEWS, GIMME A BREAK. MOVIE. NSI
<b>+13%</b>	<b>+ 3%</b>	Albany	WRGB	TONIGHT SHOW, LATE SHOW—J. RIVERS, ABC NIGHTLINE. NSI
<b>+33%</b>	<b>+16%*</b>	Jacksonville	WJXT	TONIGHT SHOW, LATE SHOW—J. RIVERS, BARNEY MILLER, GUN- SMOKE. ARB
<b>+43%</b>	<b>+14%</b>	Mobile	WKRG	NEWLYWED GAME, GIMME A BREAK, BRADY BUNCH, KNIGHT RIDER. NSI
<b>+25%</b>	<b>+21%*</b>	Fresno	KSEE	JEOPARDY, \$100,000 PYRAMID, TOO CLOSE FOR COMFORT, MISSION IMPOSSIBLE. NSI
<b>+10%</b>	<b>+25%</b>	Toledo	WTVG	WHEEL OF FORTUNE, NEWLYWED GAME, GIMME A BREAK. ARB
<b>+75%</b>	<b>+60%*</b>	Albuquerque	KGGM	WHEEL OF FORTUNE, THREE'S COMPANY, FACTS OF LIFE, MAGNUM. NSI
<b>+26%</b>	<b>+40%</b>	Syracuse	WTVH	WHEEL OF FORTUNE, NEWLYWED GAME. NSI
<b>+43%</b>	<b>+57%*</b>	Rochester	WUHF	JEOPARDY, \$100,000 PYRAMID, TAXI. NSI
<b>+26%</b>	<b>+21%*</b>	Roanoke	WSET	WHEEL OF FORTUNE, MILLION \$ CHANCE, WKRP IN CINCINNATI, STARSKY & HUTCH. NSI

% SHARE INCREASE WOMEN 18-49	% SHARE INCREASE WOMEN 25-54	MARKET	STATION	COMPETITION
<b>+36%</b>	<b>+ 9%</b>	Paducah	WSIL	WHEEL OF FORTUNE, MILLION \$ CHANCE, MAGNUM. NSI
<b>+ 8%</b>	<b>+ 4%*</b>	Spokane	KREM	WHEEL OF FORTUNE, TOO CLOSE FOR COMFORT, ALL IN THE FAMILY, WORLD OF DISNEY. NSI
<b>+ 7%</b>	<b>+ 4%*</b>	Columbia, SC	WIS	LOCAL NEWS. ARB
<b>+56%</b>	<b>+27%</b>	Lincoln	KHGI	TONIGHT SHOW, MASH. ARB
<b>+16%</b>	<b>+22%*</b>	Greenville New Bern	WNCT	JEOPARDY, BENSON. ARB
<b>+69%</b>	<b>+35%*</b>	Las Vegas	KLAS	WHEEL OF FORTUNE, KNIGHT RIDER, WORLD OF DISNEY, CHECKERBOARD. NSI
<b>+20%</b>	<b>+14%*</b>	Waco-Temple	KWTX	TONIGHT SHOW, ABC NIGHTLINE. NSI
<b>+ 5%</b>	<b>+10%</b>	El Paso	KTSM	WHEEL OF FORTUNE, NEWLYWED GAME, CHICO & THE MAN. NSI
<b>+55%</b>	<b>+17%*</b>	Colorado Springs	KRDO	WHEEL OF FORTUNE, MASH, MORK & MINDY. NSI

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All increases are FEB 1986-FEB 1987  
\*Increase reflects NOV 1986-FEB 1987

In terms of the state of the industry, what has been the most significant event of the last year?

Obviously, deregulation.

What are the ramifications by now, and what do you see them as being in the foreseeable future?

In a narrow sense, deregulation means that we're free to price and package as a business rather than as a creature of city councils. But deregulation, of course, doesn't occur in a vacuum. It occurs, for example, in the context of the cable industry nearing the end of its vast construction program. It occurs in the context of historic levels of cash flow, and significant parts of that cash flow now being devoted to programming. It exists in the context of programming now being a very important part of the consciousness of cable operators. And it occurs in the context of a growing realization on the part, not only of the cable industry but also the rest of the world, that the television environment is not necessarily set in concrete but is in a period of great change and flux. And I think that the net result of all of this is that the cable industry is very positive on its fundamentals, very bullish as to its future and is fairly pulsating with energy and with optimism.

Do you see any public interest rationale for rate deregulation, or any good that has come to the public because of it?

I think that one of the most unfortunate attributes of rate regulation of basic service is that it tended both to distort the pricing structure of cable pay services *vis-a-vis* basic and tended to starve the basic programming services of the revenues they needed to make substantial new investments in programming and improve the fare they offered to cable subscribers.

We've seen a correction now. You've seen, for example, the retail price of pay services come down and, as a result, a new upturn in penetration by the pay services which actually have done quite well in picking up new subscribers over the past six months, and you have seen what I think are modest, although important, upward adjustments in the price of basic service in many systems where rate regulation historically operated to hold prices down to an unreasonably low level.

But at the same time, we have not seen a significant increase in churn among cable subscribers, which suggests that the pricing adjustments that have gone on since the beginning of the year are not regarded by the public as unreasonable.

I think it interesting, incidentally—and necessary as well—that we recall that when we're talking about price adjustments for basic service, we are not necessarily talking about the bottom line on the subscriber's bill going up that much, or going up at all, because at the same time that we've seen basic service prices in some systems tending to float up, we've seen the pay service prices tending to float down. And that has been, I think, an important element in consumer reaction to deregulation thus far.

Another important element, of course, has been that cable operators are tending to add more services to the basic package. People are getting more value for their money.

Can you give us some numbers here? What has been your average rate increase, and how many new services are we adding?

Oh, I've seen numbers that suggest that systems that have raised their prices for basic in the last four or five months have tended to do so by somewhere between 6% and 11%, whereas those same systems have tended to reduce prices for pay services in the neighborhood of 7%. And that those systems, moreover, have tended to add four or five additional basic programming services to their basic package.

But it's tough to generalize about these things because, first, not enough time has elapsed to gather statistically reliable data for the industry as a whole, and it is equally difficult to say that all cable systems have had the same historical regulatory experience.

I can think of at least one person who would disagree with a lot of what you've said—John Dingell, chairman of the House Commerce Committee. In an interview earlier this year, he said: "I would observe that the quality of cable service has not increased significantly and I

would observe that one thing has increased rather noticeably, and that's the cost of cable, while its responsiveness to the wishes and the will of the people and their elected officials and the communities and states and the local units of government has declined quite startlingly." Where does he get this impression, do you think? I mean, where does this stem from?

I think he would be better able to tell you than I would, but I think it is not a secret that the chairman from time to time has been critical of our industry, as well as some others. It's also a historical fact that he's not taken steps to hurt us, either. I consider him a friend.

You spoke about the changing balance between pay and basic. Does this mean that there is a change in the character of the cable industry? Let me ramble, if I may.

In the early days of cable, basic really meant the carriage of broadcast signals, the extension of a broadcast station's reach to areas that couldn't receive it. Pay—the HBO kind of pay—was the excitement in cable. Pay was the thing that made cable different from broadcast.

Now basic cable is something else. It is both broadcast signals plus all the basic cable services, whereas the HBO kind of pay seems to be falling back. Does this mean that the industries are finding a new level that is going to be more advertising-supported than pay-supported and does it mean that cable will be less of a pay medium than it used to be?

The essential identity of cable is diversity. Cable right now is retransmitted broadcast signals; it is cable basic services, which are supported by a mixture of advertising and subscriber fees, but still mostly by subscriber fees, and cable pay services, like HBO, Showtime, Disney and so forth. It is all of those things. That is the key to understanding it. It is not a homogeneous medium where everything is going to collapse into a single genus, as it were, of identity. The future of cable is to be all of those things at the same time, with a wide variety of channels, each with its own economic and esthetic identity, as it were.

So I think while you would have to say that advertising is increasingly important to the cable industry, that is not to say that advertising will come to occupy the same position in the cable industry as it does in broadcasting. Broadcasting, by its nature, is a mass market advertising medium where each channel tries to appeal to as broad an audience as possible. That is not the theory which underlies cable. The theory which underlies cable has to do with specialized appeal to specialized audiences, and I think the fact that cable does and will continue to rely in very large part on subscriber fees rather than advertising is the thing that gives cable its essential identity. And that, of course, is merely to describe the growing competition between pay television and so-called free television.

Do you accept pay television as a term describing all of cable?

Yes.

You don't resist that?

I not only don't resist it, I have said for some years that notwithstanding the shorthand lexicon we employ within the industry to describe the difference between the pay services and the basic services, to me in a larger sense, it's all pay television.

But it is television. You know, we had Roger Rice of the Television Bureau of Advertising in our office yesterday, talking about advertising revenues. When we asked why cable wasn't included in his chart, he said it was because cable isn't television.

That is the traditional mind set of the broadcasting community and it is one of the primary reasons why some people regard the broadcasting industry as subject to more traditional thinking than is good for them.

Do you reject the notion, or the possibility, that such pay services as HBO, Disney and Showtime may evolve into services that are partially subsidized by advertising? The Disney Channel has already taken its first sponsor.

I don't reject out of hand the notion that anything could evolve into anything, but I do think that one of the primary incentives the cable

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industry has is to distinguish itself from broadcasting—and there are a lot of ways you can do that—is not to have as much clutter as does broadcasting.

**Isn't it true that broadcast signals still receive the lion's share of viewing on cable systems.**

Well, according to the most recent sweep figures, in cable homes that take the premium as well as the basic services, viewing of the cable services exceeded viewing of ABC, NBC and CBS put together over all dayparts.

**What about the independents? Throw in the independents and the superstations and it makes a difference.**

They've increased their share, too. I don't mean to suggest that viewership of broadcast signals is about ready to disappear or, indeed, that the broadcast networks still do not have the lion's share of viewing in prime time. All I'm suggesting is that things are changing and that whereas 10 years ago viewing of made-for-cable services was not a significant factor in the television world, today it is.

You know, I'm not really interested in contesting with spokesmen for the broadcasting industry whether cable is television or whether cable is attracting significant viewership as a medium in its own right or whether the broadcast networks' viewing share really is declining or not. The facts speak for themselves and we all live in the world as individuals as well as actors in our respective industries.

We all know what's going on. To listen to spokesmen for the broadcast networks you would think that nothing of any significance whatsoever has happened in the last 10 years, yet the fact of the matter is that their viewership in prime time has somehow gone from 92% to 73%, hasn't it?

**Absent the must-carry rule, do you think that the carriage of broadcast signals will always be an important element of the cable menu?**

During the lifetime of everybody in this room, I think it will, because I think broadcasting will continue to be a very significant television medium during the lifetime of everybody here. You know, in order for things to change, it is not necessary that one side or the other be wiped out.

**Could you envision a time when cable systems might somehow share revenues with broadcasters, or vice versa, if harmony is reached and some equilibrium takes over. That is, share the revenues in that you might compensate broadcasters for the programming they provide to cable systems, or whether broadcasters might pay you for carriage?**

I have heard that discussed now and then as a theoretical possibility, but I'm not sure that either the broadcasting or cable industries are all that anxious to get into a game of chicken where one side or the other would have to make carriage payments. I'm not sure that one side or the other is all that willing to start taking the risks that could go along with that kind of situation.

That may happen at some point. I don't see it happening very soon. It's complicated by the fact that broadcasters tend not to own the retransmission rights to most of the programming carried on their signals. I don't think either the broadcasting or cable industries would welcome a situation where even if the local cable operator and the local broadcaster were in agreement they would, nonetheless, both have to go to Hollywood to do what they mutually agreed on.

**We don't want to leave the state of the industry without asking about the future in terms of growth and penetration and revenues. You remarked that cable is nearing the end of its construction phase. I'm sure you didn't mean to suggest that it's near the end of its growth. Are you saying that the lines are all out there now and it's only a matter of hooking people up to them?**

It's a matter of internal growth—of increasing penetration—in areas that have already been wired.

**Do you have a revised feeling about cable's penetration rate and how fast it's going to grow?**

The industry penetration average today is 57% of homes passed. I believe that a penetration rate of 65% of homes passed is an obtain-

able goal by the early 1990's.

**How about extending the number of homes passed—the reach of the country? For example, the viability factor for broadcast television series is at least 70% of the country. Does cable see itself reaching that figure?**

We already pass about 76% of television households.

**But you penetrate 57%?**

We penetrate 57% of the homes we pass. If you want to measure it by television households, we expect this year to be actually hooked up in 50% of all television households. That means, among other things, that this year, cable will become the primary means of distributing television in the United States. That means more people will get their television via cable than will over the air. All those people are not buying cable just to get an antenna service, and I invite those who think that cable is not television to chew on that one.

**The other most significant issue during the year, other than rate deregulation, certainly had to have been the contest over must carry. Could you give us a recap on the must-carry situation, what really happened, and where we've come out, and how well off we are?**

Well, the only recap I can give is from the cable perspective, of course, and my perspective is that the cable industry won hands down in court but then in order to satisfy political concerns in Congress and in the interest of making peace with the broadcasting industry, agreed to the reimposition of a limited form of must carry. The process of actually implementing the agreement we made with the broadcast trade associations has not been entirely smooth, but we seem finally to have made it, with the most recent action taken by the FCC.

In that sense, I think that the joint industry agreement has been successful. In another sense, however, we seem not to have successfully put an end to hostilities with significant portions of the broadcasting community, and I'm very disappointed by that.

**Before you get off must carry, are you encouraging or advising cable operators not to appeal the must-carry decision to the court?**

I am not exerting any pressure, nor is anybody associated with this organization. I think people properly should be left free to do what they think they have to do. At the same time, I think it should be understood and made part of the calculus that if the new must-carry rule is brought down again in court there might well be a very sharp political reaction in the Congress and that could cause a significant amount of trouble. It seems to me only to be responsible and grown up to understand that.

**Could it also cause a lot of trouble if the broadcasters succeed in a search for legislation to take care of the five-year sunset to the must-carry rules? Could that open up a can of worms?**

Well, I have two matters of concern in that regard. The first is precisely that it could open a can of worms. And the second concern goes back to the primary motivation we had for making the deal in the first place, and that was to put an end to hostilities. If there is no peace, what do we get out of all of this?

**But the sunset was not a part of the compromise. Apparently you were willing to go along without a cutoff.**

Yes, we were, and I make no bones about that. But part of the deal also was that the carriage requirements only go so far. But when you take this issue into Congress, you raise the possibility of a can of worms being opened up—the carriage requirements might be expanded, for example—and I want to know what safeguards there would be against that happening. And I also want to know, as I said a minute ago, whether we are able as a result of the compromise actually to achieve a cessation of hostilities. It doesn't seem to me to be in the interest of either of these industries that they should be engaging in a continuing and constant state of warfare in political forums.

**Now you're talking more about the Association of Independent Television Stations rather than broadcasters at large.**

I think as well that, thus far, the leadership of the National Association of Broadcasters has behaved with considerable good sense and statesmanship.

**I appeared on a panel in Boston several weeks ago and, in a gratuitous moment, remarked that no one in Washington believes that the sunset will ever take place. Did I misinform that crowd?**

I strongly suspect that if the rule adopted by the FCC stands up in court that it will not, in fact, be sunsetted in five years or so.

**What may happen between now and then to change that—an FCC inquiry or something of that sort?**

A number of things could happen. The FCC could change its mind. The Congress could change the FCC's mind for it. Five years is a long time.

**I'm satisfied with your response.**

Let me give you an example of one of the things that we're concerned about, and this is just an example. You mentioned INTV. The must-carry deal was embodied in a letter sent to us by the broadcasters and signed by INTV. That letter specifically rejected an on-channel requirement as an element of the deal, and said the cable operator's only obligation so far as channel position goes was to carry the signal on the lowest-priced tier.

But immediately after we accepted the deal, INTV jumped down our throats over channel position, accusing us of violating what they called "the spirit of the deal" by moving UHF signals back into the UHF band. In other words, they claimed that UHF signals had a right to a VHF channel position.

I think this is very bad behavior on their part. They're either being disingenuous or they didn't understand their own deal. You can get away with that in student body politics but not in the school we're all attending now.

**I was just going to say that, obviously, INTV's problems stem from more than just channel position.**

INTV's problems stem basically from the fundamentals of the independent broadcasting industry. Their programming costs are skyrocketing while national ad revenues are flat, and a lot of those guys are experiencing a great deal of pain. Now, one of the things that happens when industries get into a situation like that is that they start looking for external causes of their misery, and I think, going back to what you said a little while ago about the attitude of some broadcaster's not regarding cable as television, or not regarding cable as legitimate television, that a lot of people in the independent broadcasting community simply wish cable would go away.

Loathing of cable seems to be a large part of the emotional glue holding INTV together as an organization these days. There apparently is going to be a spirited contest over syndicated exclusivity.

**Have you conceded the battle at the FCC?**

I haven't conceded the battle anywhere.

**Well, John Malone, president of Tele-Communications Inc., seemed to concede it in his speech to the Washington Metropolitan Cable Club (BROADCASTING, May 11). He was talking about going to the Hill on it.**

That's John Malone's view, but my view is that syndicated exclusivity and the compulsory license are all part of the same issue, and it has to do with cable retransmission of distant signals.

This issue is obviously something that has vexed the program producer, broadcasting and cable industries for quite a few years and it is, moreover, a very complicated series of issues, not only in terms of the internal content of the issues, but in terms of the fact that more than 40 million cable households are, in fact, receiving distant broadcast signals and presumably want to continue to do so.

In that sense, the issue involves more than simply the respective desires of the various industries involved; it also involves established viewing habits on the part of a great many consumers. But having said all of that, our industry has been willing to talk about adjustments to the system for some time. We went through a negotiation

with the Hollywood people a little over a year ago that at the end came a cropper when they suddenly announced it to be a *sine qua non* that they had to have repeal of the compulsory license.

For our part, we're willing to go back to the table again. Now, I'm not going to sit here and tell you in any detail, or even in generalities, what we would say when we got to the table, because that, in my view, is not how you conduct yourself in these matters and have any reasonable prospect of coming out with your skin intact. But if the problem is getting to the table, the problem is not with us.

**Well, the problem in getting to the table at the moment is the FCC. Are you going to ask the FCC to stand aside?**

I don't know. Do you think they would if we asked them to?

**I think they might. I'm always optimistic.**

I doubt if they'd stand aside in the absence of some willingness on the part of Hollywood, especially, to come to the table.

**But is that what is going to happen next in this syndicated exclusivity process? An effort by the cable industry to get people to the table?**

I think what's going to happen next is everybody's going to file their comments and we'll have at each other for awhile.

**What about the Hill? Will there be activity on the Hill?**

I think the Congress will take an interest in this, yes.

**Is Malone's speech the first time cable has made an offer to negotiate, or have you broached this to the other parties privately?**

It has been notorious for a long time that we're willing to go to the table. I said that in a congressional hearing in front of Bob Kastenmeier's subcommittee last year. I think Malone said something like it at an analysts' meeting in New York several weeks ago. As he said here, however, he can only speak for his own company. But the cable industry is willing to talk about this at the table—this being, of course, the entire family of compulsory license issues, and I think that this all is really a compulsory license issue.

**You would tie compulsory license discussions to the syndicated exclusivity discussions?**

I regard syndicated exclusivity as merely a subset of the whole range of issues presented by the compulsory license. I do not say that I am willing to go to the table about syndicated exclusivity alone. I think the reintroduction of syndicated exclusivity as a live issue is merely complicating and making more difficult and unlikely the prospect of a negotiated settlement to the entire range of issues presented by the compulsory license.

**So you'd attack them all at once?**

Sure.

**But you're not ready to accept the modified form of syndicated exclusivity?**

No. Nor are we likely to at any point in the future.

You see, I don't think it's good public policy for the government to encourage the importation of distant broadcast signals via the compulsory license and then to turn around and require that the most popular programs on those signals be blacked out. I don't think that's the way a responsible government behaves. Now, you might say that, "Oh, well, one is the policy of the Congress and the other is the policy of the FCC." But beyond the beltway, to the public, it's all the policy of the government. I think the public has the right to expect that the government coordinates its various policies so you don't create Catch-22 situations.

**What is the chief obstacle to inter-industry negotiations?**

At the moment it seems to be that Hollywood is internally unable to come up with a position.

**Can you describe Jack Valenti's motivation in all of this, and do you really believe he's going to seek legislation of some kind?**

I think Jack's motivation is the same as my motivation: He's doing what his constituents want him to do. On the other hand, I don't think

there's unanimity among his constituents as to what sort of precise remedy ought to be sought. I think there's one camp among the Hollywood people that wants the compulsory license repealed. I think there's another camp that would like to see it left in place, but to get more money out of it. There may be a third camp that genuinely wants to subject us to the same kind of regulatory disabilities as they succeeded in imposing on the broadcast networks several years ago. And I think at the moment that all those three camps can agree on is that they should attack cable publicly in the hope of softening us up. For any one of those results.

**You don't believe Valenti has a concrete goal in mind?**

I do not believe that he does, although I cannot say that I know that.

**Has he been successful in softening you up?**

Not yet.

One of the consequences of this state of warfare between the two industries is that a whole different set of problems is being created for the Hollywood guys because there is now being drawn to public attention—by us—the fact that Hollywood itself is a very highly concentrated industry and, moreover, that they have themselves a significant and pronounced history of engaging in anticompetitive practices, and moreover, that they seem to have a zest for squeezing their distributors in any way that they can, including the imposition of regulatory disabilities.

**Just to help us understand, I would like you to disabuse me of what I'm thinking. Which is that what you don't want to be is nibbled to death by ducks, and what you'd much rather fight is a broad war on a lot of fronts than fight one individually on syndicated exclusivity at the FCC, where there's a good chance you'll lose because of the frequently expressed sentiments by a majority of the commission that they want the reimposition of syndicated exclusivity.**

Actually, my thinking is a little bit less complicated than that. I think syndicated exclusivity is simply bad policy. I think the issue—to the degree there is a little bit of a legitimate issue—is the entire compulsory license system. The reimposition of syndicated exclusivity would make the sore fester rather than cure it.

**But to discuss all aspects of the compulsory license, or to put that on the table, suggests that you are indeed willing to modify that system.**

We have said so for several years. What do people think we were doing at the table with the Hollywood guys 14 months ago? But I should say that we're only willing to modify it in some way that would both be tolerable to us and quench the controversy. We're not about to simply throw in the towel on any of these subjects. And I remind you that the raw political fact that underlies all of this is that 40 million U.S. TV households are currently getting distant signals and presumably assign some value to them. In that sense, the ultimate disposition of this matter may not be entirely in the hands of the respective industry organizations.

**That's a useful argument for you to make, but if we're talking right and wrong, or principle, the fact that two million homes were getting unscrambled signals over the air did not stop you, or stop the cable industry, from scrambling. Just because those homes wanted to get it didn't mean that you were going to let them get it.**

But the object of scrambling was never to deny them access to the signals. The object of scrambling was to protect the integrity of our programming as pay television and to have those people pay their fair share.

**Well, the broadcasting industry's position on syndex might not be to deny those distant signals as long as some compensation is involved.**

We have a compensation scheme in place. It's called the copyright royalty system, which includes a specific syndex payment. Payment is made for those signals. We do not take those signals for free. And I dare say that I tend not to resonate too sympathetically to statements about this matter which employ phrases like "right and wrong" and so forth. We're not talking about morality here; we're talking about money.

**Since the subject has been broached, may we talk about scrambling? What do you foresee in 1987 on the scrambling front? Will you have to go through this again on Capitol Hill?**

I guess so, although I can't see much more of a prospect for legislation actually emerging from the Congress on the subject than was the case last year, and in fact, I think the prospects are somewhat less than they were last year.

**Why is that?**

Because the system is working. Because over 150,000 dish owners have purchased descramblers and purchased the right to take the services off the satellite, and when you have sales already completed in that magnitude you have a very strong case for the proposition that the market is working.

**Do you believe that cable operators should be able to secure the exclusive rights to a particular cable network within their franchise areas?**

If they want to pay for it?

Yes.

Sure. I think what you're driving toward is whether there is some potential nexus between the cable operators' desire to be able to purchase exclusive distribution rights to programming and the desire of broadcasting to be able to purchase exclusive distribution rights to programming.

**But why shouldn't MDS operators, over-building cable systems or third-party TVRO program packagers be allowed to get the distribution rights to cable services like ESPN and compete directly with the local cable franchises?**

I don't think there's any structural reason they can't. I strongly favor the ability of anybody, of any distributor, whether it's an MDS operation or a cable system or an SMATV or anything else, to be able to buy rights to distribute programming. I'd also favor the ability of different distributors to deal with the program supplier for exclusivity, assuming that there is some adequate quid pro quo involved, whether in the form of money or in the form of undertakings having to do with marketing and promotion, or other inducements which are recognized under the antitrust laws as legitimate quid pro quos. This is how the market operates. Maybe some well-heeled MDS operator will come up with enough wherewithal himself to buy some exclusive distribution rights within a given area.

**There are no well-heeled MDS operators.**

**The Justice Department is looking into whether these relationships between cable operators and programmers are legitimate under the antitrust laws. What is the status of that investigation?**

I don't know. We haven't heard from the Justice Department in over a year.

**What about the issue of channel repositioning. Is that a controversy that's going to continue? Is there going to be some sort of voluntary agreement by cable operators on it, or has that occurred, or is it just going to tail off?**

I think there is now a very considerable amount of civilized conversation going on at the local level between broadcasters and cable operators about channel positioning. In fact, the vast majority of these problems either have been worked out or are on their way to being worked out. And I don't see it as a significant, continuing issue.

Notwithstanding the rhetoric which these industry trade associations find it convenient to employ, the basic fact of life is that broadcasting and cable are going to have to coexist with each other and find ways to get along with each other, and I think most people involved in the line operations of the industries are smart enough to understand that.

**What about the issue of concentration? Do you anticipate that getting worse, and what will your defense be against it?**

Well, if concentration of ownership in the cable industry can be shown to be excessive, according to some neutral standard common-



ly employed by the government for measuring such things, or if some specific harm to the public interest can be shown as resulting from ownership patterns in the cable industry, I suppose then something would happen to cure the problem. But to date, nobody has made or, so far as I can tell, even seriously attempted to make such a case.

You know, to accuse the cable industry of being a "slouching monopoly" or a "viral contagion" or a "primordial monolith," as my friend Jack has done, or to liken us to vampires may be entertaining, but it does not amount to a public policy case.

**I'm amazed that this interview has gone this long without our mentioning the word "monopoly." That is obviously the biggest issue going against cable today—the charge that you are a monopoly. Will you respond to that?**

we just got finished reimposing must-carry obligations on cable television systems. That's fact one.

Fact two is that nobody compels people to sign up for cable service, which is not a necessity service, and therefore, whether people do or not is entirely a matter of consumer choice.

Three, we have seen the FCC just go through an exhaustive inquiry into this subject, and find, at least with respect to UHF signals, that we do not, in fact, constitute a technological bar to the direct over-the-air reception of those signals.

And fact four is that, by the analysis you have just suggested, broadcasters themselves would be in a quasi-monopolistic position because there are, by law and regulation, only a very limited number of broadcast licenses available in any particular place.

**Yes, but there are at least a dozen broadcast stations I can go to in**



The word monopoly has no meaning without reference to the market being measured. The market being measured in this instance is television, and television is a hotly competitive business, with the competitors being broadcast, cable, VCRs, and in some places, MDS operations. Also, to some degree, and in some places, C-band dishes and probably in the not too distant future, DBS in the form of Ku satellites.

I, for the life of me, cannot understand how cable could, under those circumstances, be considered as having a monopoly on the provision of any recognizable class of services. That was the position taken by Congress two years ago in the Cable Act.

**That was two years ago, and a lot has happened since then, and certainly in terms of perceptions.**

I think a lot of rhetoric has been flung about in the last two years. I don't know at all that a lot has actually happened to change the fundamentally competitive nature of the television market.

**Yet you have just told us that cable has become the dominant means of distributing television in this country.**

I think I said the primary means.

**I accept the correction, the primary means of distributing television in this country.**

Our penetration of TV households has gone from 42% to 50%. Does that mean we're a monopoly?

**When you add to that the fact that in each market there is essentially one cable operator, that owner is put in a gatekeeper position on the television entering the market. I think it's a logical conclusion that a monopoly is occurring. Or a bottleneck.**

Is the alleged monopoly functioning as a bottleneck? It seems to me

**Washington, but only one cable operator. You'll agree that cable programming is unique, and popular. And you said that operators, with exclusive franchises, have a right to make exclusive deals for this programming.**

I know of no cable system in the country, although there doubtless are a few I don't know about, that have exclusive franchises. City councils can grant an additional franchise any time they see fit. But the point of all of this, not to drift too far off the point, is that in order to make a case along the lines you're suggesting, you have to show some evidence of actual anticompetitive behavior, and nobody has even begun to attempt to make such a case.

**Let's give you that cable is not a monopoly in any sense that can be proved. Yet the perception persists. How can you make the public policymakers and the world at large feel more comfortable about that, about your not being a monopoly? How can you make them stop worrying about it?**

I think you're asking me to undertake too heroic an effort when you suggest that I should ask people associated with the broadcasting industry to stop worrying about it. My primary audience is the public policy community and the public policy community is very familiar with the phenomenon of entrenched industries encountering new competition, which is precisely what is going on now in the broadcasting industry with respect to the emergence of cable as a serious television medium in its own right.

The first thing that entrenched industries complain of when they encounter new competition is not that "Oh, I don't like this new competition," but that the new competition is somehow unfair. This goes on all the time in the American political society and public policymakers are quite used to hearing it and quite used to not taking it seriously in the absence of proof that something untoward is

happening.

**Well, some public policymakers are convinced. Senator John Danforth, then the chairman of the Commerce Committee, sent a letter to the FCC over must carry, with a number of footnotes that pointed out, or suggested, that cable is a monopoly.**

That was in the context of a specific issue, must carry, which has now been resolved. In any event, there are 535 members of the Congress, and they're all going to have differing attitudes.

**I look at this from the public's perspective, or I try to. You and I live within the District of Columbia, where District Cablevision, in association with TCI, is going to build this system. Let's say I want to get a baseball channel; I want to watch baseball games on WOR and WRBS. I'm stuck with TCI. I'm probably not going to be able to get this off a DBS service....**

How do you know?

**Because the cable operators have a tightening stranglehold on this programming.**

You display an extraordinary ignorance of the topic you are addressing. The specific signals you mention are delivered to cable systems by common carriers, and have to serve all takers.

**But it's got to go through this bottleneck of TCI. That's the only way I can get it at a reasonable price without putting a 10-foot dish in my back yard. But there's this bottleneck there. I've got to deal with John Malone. And if he's charging me too much...**

And if you want to buy Florsheim shoes, you have to go to the Florsheim shoe store, don't you? Is there anything inherently evil about that? You are always free, if you don't like TCI, to go to the D.C. City Council and tell them that they should grant another franchise to your own cable company and then you can sell it for the best price you can sell it for. I think that's a very important subject and one which is deliberately overlooked by a whole lot of people who have been critical of the cable television industry.

The D.C. City Council has no vested interest in TCI. The D.C. Council is responsible entirely to the electorate, and if the D.C. City Council decides tomorrow morning to grant another franchise, or two or three more franchises, it is absolutely free to do so, and there's nothing TCI can do about it.

**Nevertheless, there remains the question of whether programmers can sell to MDS and DBS and other media that could come into Washington.**

They can sell to those distributors and they do sell to those distributors.

But, let me ask you something. Should TCI have a right to be an NBC affiliate? Should the MDS operator in town have a right to be a CBS affiliate? Or should it be within the purview of NBC and CBS to decide that they're going to be in the business of distributing programming through broadcast stations?

**Jim, the answer is, if the programmers want to give TCI an exclusive agreement...**

And if TCI wants to pay for it.

**And if TCI wants to pay for it, that's fine. But if NBC or ESPN are giving them exclusive rights because they're scared to death of what TCI will do to them...**

Anyone saying that is engaging in unsubstantiated, self-serving speculation. Prove it. NBC is owned by a little company called GE, and ESPN by a little company called Capcities/ABC, incidentally, not some little old ladies.

**Well, I'm waiting for the Justice Department.**

That's what the Justice Department is for, isn't it?

**OK. But this is the argument you're facing up on the Hill, you know—although you don't have to prove it all the time, up on Capitol Hill.**

Oh, I know a fair amount about Capitol Hill, I think. I'm familiar with the Hill and they require proof too. The system works.

**I have a question that I passed on earlier and would now like to ask**

**almost as a last question.**

**Have your worst fears been realized? Have you won so many victories now that the whole world has turned against you? And I refer to a BROADCASTING lead story saying that from here on out, it's everybody against cable, which is what it seems to be in telecommunications politics right now.**

Winston Churchill said there is nothing so exhilarating as to be shot at without result. To date, there has not been a result to this chorus of complaints, and barring some significant change in the fact situation, I don't think there will be a result.

Let me suggest something to you. A lot of people think as a consequence of reading all of these charges and countercharges in the trade press that something actually is happening. That isn't necessarily the case. In these industries, we tend, to a very great degree, to talk to each other and to fight with each other in the trade press. But because these controversies have such a high level of visibility in the trade press does not necessarily mean that they have a high level of visibility any place else. And I'm not at all sure that these controversies are anywhere near critical mass so far as serious congressional interest is involved. Nor do I think they will reach critical mass in the Congress until and unless somebody can come up with a reasoned, analytically respectable case to the effect that cable, as an industry, is doing something untoward. I don't think there is any evidence, any genuine evidence, to that effect at all.

You know, it is not a principle of public policy that broadcasters should be free of competition, or that Hollywood should always have the right to have a regulatory advantage over its distributors.

**I will grant you much of what you say, even though it is our business to dialogue these controversies. Something isn't always going on. But sometimes things are going on. I don't think we can ignore the fact that something was going on in must carry. There was a lot of rhetoric, but something happened. A regulation was passed, and you are now compelled to carry broadcast signals to a certain extent.**

**Something is going on in syndicated exclusivity and you may have that reimposed on you. And there is a lot of anticable rhetoric from your competitors and from the public policy area and I hear very little defense of the cable industry. Unless you take as defense the fact that nothing bad has happened yet, or that all these people have shot at you and none of them have hit you. Yet.**

You hear very little defense of the cable industry?

Very little.

Defense by whom?

**By the public policymakers. I don't see anyone standing up on Capitol Hill being your champion. I hear a lot of critics on Capitol Hill. I don't hear one champion of cable at the FCC. I hear four critics of cable at the FCC, in varying degree.**

I don't see any appreciable members of Congress themselves criticizing the cable industry.

**How about Mr. Markey? How about Mr. Dingell?**

Mr. Markey hasn't criticized the cable industry.

**He's going to have cable oversight hearings. He has said he wants to come out on syndicated exclusivity.**

Well, of course he's going to have cable oversight hearings. Congress always has oversight hearings in the wake of enacting a major new law simply to see how it's going. That doesn't surprise us.

**But our impression is that he's hearing concerns about cable from his members. Someone on the subcommittee staff told me that they've gotten tons of calls from members concerned or hearing complaints from consumers. I guess you could call these city officials, about rate increases, cable rate increases.**

That's not what we're hearing, and we listen hard.

**Well, that's what we hear.**

Look, the cable industry is very conscious of the fact that it is, to some degree, politically controversial. That's why we maintain a



more well-known basic services. The reason is our exclusive urban contemporary format. A rich mix of crossover programming designed for the growing number of black subscribers, but with demonstrated appeal to non-blacks as well.

In addition to the hottest urban contemporary music, BET's unique format also includes action-packed black college sports, star-powered entertainment specials, top-notch off-network series, and the only regularly scheduled national black news and public affairs programming.

Add to this audience appeal, your advertising revenue potential and the significant community relations value, and you'll see why major MSOs nationwide are betting on Black Entertainment Television.

With BET you can complete the picture of American television right in your own system. Don Anderson's got all the facts you need to do it. Bet you ought to call him at 212-512-8118.

## **BET you know only half the story.**

We bet you know about Black Entertainment Television's enormous success with America's heaviest television viewers: the important black audience. By consistently delivering this key group, BET helps cable operators complete the picture of American television.

But we'll bet you didn't know that Black Entertainment Television reaches beyond its target audience to deliver greater prime-time viewership than many of the

  
**BET**  
We're Coming on for You

large lobbying organization in this city and that is why the principal character of the industry trade association has to do with matters involving public policy. But I get the feeling during the course of this interview that you want me both to defend the position of the cable industry on these issues and, in addition, to apologize for the fact that there are other industries out there who are displeased by the fact we exist.

The entire history of cable's political relationship with the broadcasting and motion picture industries has been one of vehement, vehement opposition to cable by both broadcasters and Hollywood. And they are not saying anything about us today that is basically different from what they said about us 15 or 20 years ago.

You know, the canard that cable is a monopoly was not invented last week. It has historically been at the basis of the broadcasters' case against cable, and you see how far in the long run it has taken them.

I think what is being overlooked here is that the fundamental changes that are occurring in the television world, and for which cable has been principally responsible over the last 10 years, are regarded by most public policymakers as good, as socially beneficial, as representing a significant improvement in the way society uses the television medium. If you want to go all the way down to basic, political fact, that is the basic political fact, and I find it very difficult to believe that given this basic political fact and given the intense storm of criticism going on now in Congress of the broadcasting industry, that the Congress is suddenly going to turn around and reimpose restraints on the broadcasters' principal competitors.

You know, just to add a little perspective here, it wasn't us they had up there under the klieg lights [referring to House hearings into TV network news]. It was the broadcasting industry. It wasn't us who they had up there being accused of trafficking and pursuing the almighty dollar to the detriment of the public interest. It was the broadcasting industry. And it's not my purpose here to try to involve ourselves in that controversy; I don't want to be anywhere near that controversy. But I think in view of the conversation we're having this morning, that is a relevant and pertinent point to make. Congress doesn't think any of these industries are Little Mary Sunshine.

#### **What about deregulation in general?**

It seems to be the view of a large part of the Congress these days that deregulation of everything has gone far enough.

I think there is no doubt but that the deregulatory pendulum in the Congress has gone as far as it is going to go and may be on the way back, but that is an entirely different matter than being able to predict any specific consequence in terms of any specific industry.

**But if it's a basic attitude, and they're looking at broadcasting, what's to keep them from going ahead and looking at cable? I mean, it's just that there's a general attitude, a general feeling, and I just wonder what's to keep it from spilling over.**

The only thing to keep it from spilling over is reasonable and responsible behavior on the part of the industry itself. At bottom, cable doesn't make its politics in Washington; it makes its politics on the local level. And on our record there, we will rise or fall both as a television medium and as a regulatory-sensitive industry.

**Do you consider it one of your tasks to make sure that the cable operators behave in a responsible manner?**

Me?

Yes.

I'm not the daddy of the cable industry.

**I think you are. Malone sort of referred to it in his speech, saying that Mooney would be petrified that we'd all go bananas, and I'm sure that in your wisdom you counsel your children, you tell them not to go crazy on these rate increases, at least not in the next year or so. You did the same on channel switching. You told HBO and Showtime, "Hey, I think these rebates gotta go."**

It is not on the public record anywhere that I did so, and you don't know whether I did or didn't. I will confess not to be above giving

political advice.

(Laughter.)

**But it's obvious.**

I officially and, in fact, quite seriously disapprove of the notion that without my counsel the cable industry would have behaved irresponsibly with respect to rate increases or with respect to anything else.

**Isn't cable's decision not to push for greater First Amendment protections sort of anticompetitive in nature in that the idea is to not open up the doors to these franchises. The fear that too much of this is going to open up the doors to overbuilds. Correct?**

I think that there is no question that cable is entitled to the protections of the First Amendment. The question is, rather, what are all of the implications of that status, especially with regard to regulatory practices that do not involve content regulation per se. That is a matter very much unsettled under the current state of the law, and one that, moreover, has to be considered in the context of the fact that there are large parts of First Amendment law which today remain unsettled.

We apparently have a lot of controversy going right now, for example, with respect to the equal time and fairness rules as they apply to broadcasters. I would predict that in the not too distant future we will again have a live judicial controversy over the degree to which the federal government can impose indecency regulation on broadcasters. We have a live controversy before the Supreme Court right now having to do with whether newspapers may be regulated by local jurisdictions with respect to the placement of sidewalk vending machines.

You know, the First Amendment is not all that automatic, and the very existence of these controversies merely points up the fact that it is not sufficient to go to court and say, "Well, I'm a First Amendment speaker, therefore they can't touch me in any way, shape or fashion." That is not the law today, nor has it ever been.

The basic position of the cable industry today on First Amendment matters is, generally speaking, to regard the Cable Act as not significantly at odds with the requirements of the First Amendment. I don't think that's a position necessarily graven in stone. All I can say is that it is in a broad sense the industry position right now, but it is, in any event, a position that encompasses a great many matters in addition to the singular question of whether overbuilds are constitutionally protected as a matter of right, which is, of course, a different way of saying whether city councils should be allowed to exercise any discretion with respect to granting or withholding franchises.

And I would suggest to you also that in this matter we are not writing on a blank slate, either. We are operating in a world which, so far as the cable industry goes, has literally been constructed on the premise that city councils can tell you, for example, how many channels you can have, and how many bells and whistles you should have, and so on and so forth, and there is a lot of plant in place that was built under that system.

**When you go before your convention in Las Vegas, are you going to position cable as a beleaguered industry and medium, or a triumphant one?**

I think we're doing pretty well. I certainly don't have a sense of the cable industry as being beleaguered in any way.

**From the Washington point of view?**

I think insofar as Washington goes, it's pretty much business as usual.

**And in the field?**

In the field, I think it is not business as usual. To get back to where we started, I think the cable industry is fairly pulsating with energy and that we may well be on the verge of a new breakout in the business as a business.


**How does programing factor into that?**

It's very important. What we sell is programing. We don't sell transmission capacity; we sell programing. ■

THE NATIONAL SHOW

# CABLE 87

Las Vegas May 17-20  
NCTA



## Cable turns its eyes to Las Vegas

**Attendance is expected to be down from last year's Dallas show, but exhibitor numbers have increased**

Attendance at the 1987 National Cable Television Association convention, which was slated to open at the Las Vegas Convention Center yesterday (May 17), is expected to fall far short of attendance at the trade association's 1986 gathering in Dallas. But it's unlikely the smaller crowds will put a damper on the proceedings or lessen any of cable operators' or cable programmers' bullishness about their industry.

According to NCTA officials, the final head count this year will be about 12,000, down from more than 13,100 last year. They blame continued consolidation in the industry and the Las Vegas venue, which traditionally produces few on-site registrations.

The good news for the numbers watchers is the exhibition. NCTA said there will be more exhibiting companies this year (308) with about the same amount of booth space (161,400 square feet).

The show's 31 "track" sessions are framed by two general sessions. The opening general session, on Monday morning, will feature speeches by James Cownie, president, telecommunications group, Heritage Communications, and chairman of the convention, and James Mooney, president of NCTA. Immediately following the addresses, Brian Lamb, chairman of C-SPAN, will moderate a "roundtable" discussion on how business forces and consumer trends are affecting ca-

ble with television writer and producer Norman Lear; Trygve Myhren, chairman and chief executive officer, American Television & Communications, and outgoing chairman of the NCTA; Nickolas Davatzes, chairman and chief executive officer, Arts & Entertainment Network; Michael Fuchs, chairman and chief executive officer, Home Box Office, and Terrence Elkes, president and chief executive officer, Viacom International.

FCC Chairman Dennis Patrick, who has upset the cable industry with his call for reimposition of the syndicated exclusivity rules, will kick off the closing general session on Wednesday (May 20) with a speech—his first to a cable audience since becoming chairman.

He'll be followed by a panel on rising cable system values featuring Phillip J. Hogue, president, Daniels & Associates (moderator); Julian Brodsky, senior vice president, Comcast Cable Communications; I. Martin Pompadur, general partner, ML Media Partners; Richard J. MacDonald, broadcasting-cable analyst, First Boston Corp., and John Malone, president and chief executive officer, Tele-Communications Inc.

The "track" sessions will focus on various public policy, financial, management, programming and marketing and legal issues. According to NCTA, the number of sessions has been reduced from last year's 47 in response to members who complained about too many conflicts on last year's schedule.

A new feature of this year's show will be

the Cable '87 Infomart. On Tuesday morning (May 19), attendees are invited to sit down over with experts on various facets of the cable business and pick their minds. The experts: Robert St. John Roper (copyright); Charles Walsh (franchising); Charles Wilson (cable guides); C. Stephen Backstrom (property taxes); Richard Jensen (converter control); Don Mathison (classified ads); Jeffrey Wayne (advertising interconnects); John Pascarelli (cooperative marketing); John Rivenburgh (commercial and data services); Lou Zaccheo (promotion), and Brad Dusto (public affairs).

The NCTA has invited some 40 members of Congress to attend the convention, but only about 14 will appear on panel sessions. Most of the congressmen including those on the panels will attend private by-invitation-only sessions with cable operators on Saturday (May 17) evening. Some will also be on hand the following morning for a \$350-a-plate breakfast to raise money for NCTA's political action committee (Cablepac).

Included in the price of each registration this year is a ticket to the presentation of the System ACE Awards Monday evening in the Showroom of the Las Vegas Hilton. Singer-actor Ben Vereen will provide the entertainment.

On Wednesday evening, NCTA will present its highest honors—the Vanguard Awards—to seven industry leaders. The complete agenda for the convention appears on page 60. A listing of exhibitors begins on page 62.

# NCTA's daily agenda in Las Vegas

## Monday, May 18

**Opening session.** 8:30-10 a.m. Rotunda. *Cable '87: Television Serving America.* Speakers: James Cownie, Heritage Communications and convention committee chairman, and James Mooney, NCTA. Roundtable moderator: Brian Lamb, C-SPAN. Speakers: Trygve Myhren, ATC; Nickolas Davatzes, Arts & Entertainment; Michael Fuchs, HBO; Terrence Elkes, Viacom International; Norman Lear, Act III Communications.

**Four concurrent sessions.** 10:30-noon. *Copyright*, Room E1. Moderator: William Bresnan, Bresnan Communications. Speakers: Senator Howell Heflin (D-Ala.), and Representatives Henry Hyde (R-Ill.), Robert Kastenmeier (D-Wis.), Carlos Moorhead (R-Calif.) and Mike Synar (D-Okla.).

*Syndicated Exclusivity.* Room E2. Moderator: Ed Allen, Western Communications. Speakers: Senators J. James Exon (D-Neb.), Ted Stevens (R-Alaska) and Timothy Wirth (D-Colo.), and Representatives Matthew Rinaldo (R-N.J.) and Henry Waxman (D-Calif.).

*Content Regulation.* Room E3. Moderator: Richard Loftus, Trident Communications Group. Speakers: Representatives Mickey Leland (D-Tex.), Mike Oxley (R-Ohio), Al Swift (D-Wash.) and Tom Tauke (R-Iowa).

*What Really Works at Our Cable System.* Room A4. Moderator: Paul Freas, TKR Cable. Speakers: Dave Pardonner, Essex Cable; Georgia Grif-fith and Mike Withiam, American Community Cablevision; Tom Ledbetter, Cablevision Canon City; W. John Gamin, Centel South Florida; Sue Ellen Jackson, Heritage Communications; Jim Carver, ATC Appleton.

**Two concurrent technical sessions.** 10:30-noon. *Fiber Optics Design, Performance and Feasibility Studies.* Moderator: James Chiddix, ATC. Speakers: Mircho Davidov, Catel Telecommunications; Hermann Gysel, Synchronous Communications; Jack Koscinski, General Optronics; R. Scott Stevens, Siecor Corp.

*Cable Television Distribution Performance and Cost Solutions.* Room B2. Moderator: Ed Milner, Arlington Cable Partners. Speakers: Daniel Smart, British Cable Services Ltd.; Patrick McDonough, United Cable; Mark Adams, Scientific-Atlanta; Tom Osterman, Alpha Technologies.

**Six concurrent sessions.** 3:30-5 p.m. *The Future of Television: Present and Former FCC Commissioners Discuss Where We've Been and Where We Are Going.* Room E1. Moderator: Bertram Carp, NCTA. Speakers: FCC Commissioner Mimi Dawson; Tyrone Brown, Steptoe & Johnson; Anne Jones, Sutherland, Asbill & Brennan.

*Special Delivery: Keeping Cable's Promise of Quality.* Room E2. Moderator: J. Larry Bradner, Scientific-Atlanta. Speakers: James Chiddix, ATC; Thomas Elliot, TCI; Bradley Johnston, Warner Cable; David Large, Gill Cable.

*Somebody Stole My Signal: Improved Security Against Theft of Service.* Room E3. Moderator: Rod Thole, Heritage Communications. Speakers: Roger Kramer, ATC/Southwestern Cable TV; Michael Ritter, Continental Cablevision; W. Terrell Wingfield, Cox Cable; Jeremy Stern, NCTA.

*The View from Wall Street: Stock Market Perceptions of Cable.* Room A4. Moderator: J. Patrick Michaels, Communications Equity Associates. Speakers: Gary Blemaster, Kidder, Peabody & Co.; Ian Gilcrest, PaineWebber; Frederic Seegal, Shearson Lehman Brothers.

*What Price Cable: Pricing Strategies in a Deregulated Market.* Room A5. Moderator: Jack Pottle, Browne, Bortz & Coddington. Speakers: James Dovey, United Cable; Barbara Sitkin, Continental Cablevision; Bruce Jones, American Cablesystems; Lawrence Higby, Times Mirror Cable; Mark Handler, Disney Channel.

*Cable-Exclusive Programming: What's in the Pipeline?* Room A6. Moderator: John Sie, TCI. Speakers: J. William Grimes, ESPN; Kay Koplovitz, USA Network; David Hall, Nashville Network; Thomas Burchill, Lifetime; Tom

Freston, MTV Networks; Ajit Dalvi, Cox Cable.

**Two concurrent sessions.** 3:30-5 p.m. *New-Tech Signal Prospects.* Moderator: R. Brian James, NCTA. Speakers: Ben Crutchfield, NAB; Craig Todd, Dolby Laboratories; Joseph Roizen, Telegen; William Glenn, New York Institute of Technology.

*Improved Plant Design and Construction: Methods and Materials.* Room B2. Moderator: Norman Santos, ATC/Oceanic Cablevision. Speakers: Steven Biro, Biro Engineering; Randall Crenshaw, General Instrument-Comm/Scope Division; Jack Gieck, engineering consultant; Thomas Straus, Hughes Aircraft.

## Tuesday, May 19

**Cable '87 Infomart.** 8:30-10 a.m. Room A1. *Breakfast with the Experts*, Table 1: *Copyright Rules.* Robert St. John Roper, LeBoeuf, Lamb, Leiby & MacRae. Table 2: *Franchising Questions Under the Cable Act.* Charles Walsh, Fleischman & Walsh. Table 3: *Selling Programming to TVRO Owners.* Daniel Shields, United Cable. Table 4: *TV Guides: Latest Research on Use and Value.* Charles Wilson, Wilson & Associates. Table 5: *Controlling Property Taxes.* C. Stephen Backstrom, Comcast Cable. Table 6: *Converter Control.* Richard Jensen, Centel Cable. Table 7: *Classified Ads.* Don Mathison, Media General. Table 8: *Advertising Interconnects.* Jeffrey Wayne, Colony Communications. Table 9: *Cooperative Marketing.* John Pascarella, Cablevision of Boston. Table 10: *Commercial Services/Data Services/II-Nets.* John Rivenburgh, Rogers Portland Cablesystems. Table 11: *Promotion Strategies at the System Level.* Lou Zaccheo, Preview Network. Table 12: *Cable Television Public Affairs Association Tucson Project.* Brad Dusto, McCaw Cablevision.

**Five concurrent sessions.** 10-11:30 a.m. *Washington Insiders.* Room E1. Moderator: Edward Merlis, NCTA. Speakers: Allen Moore, Senate Commerce Committee; Ed Baxter, Senate Copyright Subcommittee; Mark MacCarthy, Thomas Ryan, Paul Smith and Charlene Vanlier, House Energy and Commerce Committee; Larry Irving and Lawrence Sidman, House Telecommunications Subcommittee.

*The Consumer Connection: Hardware Compatibility with Home Entertainment.* Room E2. Moderator: Andrew Setos, Viacom Networks Group. Speakers: Michael Hayashi, Pioneer Communications; Walter Ciciora, ATC; Doug Truckenmiller, Heritage Communications; Joseph Van Loan, Viacom Cable.

*Meet the FCC Staff.* Room E3. Moderator: Seth Davidson, NCTA. Speakers: Lauren Belvin, senior legal advisor to Commissioner Mimi Dawson; Sydney Bradfield, cable TV branch supervisory engineer; Dale Brown, office of the chairman; Brian Fontes, special assistant to Commissioner James Quello; Bradley Holmes, Mass Media Bureau policy and rules division chief; Lisa Hook, legal assistant to Chairman Dennis Patrick; Diane Killory, general counsel; James McKinney, Mass Media Bureau chief; Stephen Ross, cable television branch chief; Roy Stewart, Mass Media Bureau video services chief; Gregory Vogt, Common Carrier Bureau enforcement division chief.

*Pay-Per-Viewpoints: Pros and Cons.* Room A4. Moderator: Barry Lemieux, American Cablesystems. Speakers: David MacDonald, NYT Cable; Nimrod Kovacs, United Cable; Donald Kemper, Centel Cable; Brian Roberts, Comcast Cable; Richard Maul, Western Communications.

*Promo Power: Program Promotion for Increased Viewership.* Room A5. Moderator: Edward Bennett, Viacom Cable. Speakers: John Billock, HBO; Tim Robertson, CBN Cable; Doug Wenger, Storer Communications; Robert Clasen, Comcast Cable; Josh Sapan, Showtime/The Movie Channel.

**Two concurrent technical sessions.** 10-11:30 a.m. *Security Considerations: Locking the Door to the Candy Store.* Room B1. Moderator: Ted Hartson, Post-Newsweek Cable. Speakers: Michael Long and Vito Brugliera, Zenith Electronics; Anthony Wechselberger, Oak Communications;

Mark Medress, General Instrument VideoCipher Division.

*Stereo Television and Cable—One Year Later.* Room B2. Moderator: Karl Poirier, Triple Crown Electronics. Speakers: Kenneth Leffingwell, Wegener Communications; Bill Arnold, Warner Cable; Arthur Vigil, Oak Communications; Joseph Vittorio, General Instrument Jerrold Division; David Sedacca, Scientific-Atlanta.

**Two concurrent technical sessions.** 12:30-2 p.m. *Implementing Pay-Per-View.* Room B1. Moderator: Nick Hamilton-Piercy, Rogers Communications. Speakers: Larry Lehman, Cencom Cable Associates; Andrew Ferraro, Request Television; David Woodcock, Centel Cable; Nancy Kowalski, General Instrument Jerrold Division.

*Mid-Term Report Card on Consumer Electronics Interface.* Room B2. Moderator: Walter Ciciora, ATC. Speakers: Richard Merrell, Zenith Electronics; James Farmer, Wajahat Husain and Christopher Lewis, Scientific-Atlanta.

**Six concurrent sessions.** 3:30-5 p.m. *Meeting the Competition: The Battle for Viewers.* Room E1. Moderator: Larry Wangberg, Times Mirror Cable. Speakers: Ronald Berger, National Video; Robert Wussler, Turner Broadcasting System; Jules Haimovitz, Viacom Networks Group.

*In Search of New Subscribers: Acquisition Strategies.* Room E2. Moderator: Virginia Westphal, Viacom Cable. Speakers: Terry Rich, Heritage Communications; Frederick Livingston, Continental Cablevision; Dean Gilbert, Paragon Communications; Lowell Hussey, Warner Cable.

*Reaching Out: Can Cable Communicate with the Phone Company?* Room E3. Moderator: John Goddard, Viacom Cable. Speakers: Philip Verveer, Willkie, Farr & Gallagher; James Hirshfield Jr., Summit Communications; Lawrence Garfinkel, AT&T.

*Let Your Fingers Do the Buying: New Revenues from Home Shopping Networks.* Room A4. Moderator: William Strange, Beta Communications. Speakers: Ben Reichmuth, Gill Cable; Paul Bambei, Rifkin & Associates; John Evans, Hauser Communications; Kevin Kidd, Cox Cable.

*New Money: The Latest Financing Techniques.* Room A5. Moderator: William Suter, Merrill Lynch Capital Markets. Speakers: Steven Dodge, American Cablesystems; Monroe Rifkin, Rifkin & Associates; James Allen, Cencom Cable.

*Syndicated Exclusivity: Second Time Around.* Room A6. Moderator: Gary Weik, Harte-Hanks Cable. Speakers: Robert Miron, Newhouse Broadcasting; Charles Townsend, Colony Communications; John Summers, NAB; Charles Ferris, Mintz, Levin, Cohn, Ferris, Glovsky & Popeo.

**Two concurrent technical sessions.** 3:30-5 p.m. *Interactive Paths and Progress.* Room B1. Moderator: Graham Stubbs, Linear Corp. Speakers: Robert Bridge, Alpha Technologies; Anthony Aukstikalnis, General Instrument Jerrold Division; Richard Citta, Zenith Electronics;

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The MII Broadcast System is designed to enhance your ENG operations. With product like the AU-400 Camera Recorder that offers a combination of performance and capabilities never before available on 1/2".

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**Panasonic**  
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Dominick Stasi, Telaction Corp.

**Satellite Delivery Systems.** Room B2. Moderator: Norman Weinhouse, Norman Weinhouse Associates. Speakers: Paul Heimbach, HBO; Andrew Setos, Viacom Networks Group; James McKinney, FCC.

## Wednesday, May 20

**Special address and session.** 11:30 a.m.-1 p.m. Rotunda. Speaker: FCC Chairman Dennis

Patrick. **Cable System Values: Where Are They Going?** Moderator: Phillip Hogue, Daniels & Associates. Speakers: Julian Brodsky, Comcast Cable; I. Martin Pompadur, ML Media Partners; Richard MacDonald, First Boston; John Malone, TCI.

## What's on display on the exhibit floor

The following is a list of NCTA exhibitors. An asterisk denotes a product new to the market.

**ACTS Satellite Network 1018**  
6350 West Freeway, Fort Worth, Tex. 76150

Cable programming service. **Staff:** Michael Wright, Gene Linder, Rod Moerer, Deborah Little, Jim Robinson.

**Adams-Russell/Arvis div. 3105**  
300 Second Ave., Waltham, Mass. 02154

Arvis-7000 series automated ad insertion equipment\*, Arvis-6000 series grid system\*. **Staff:** Trevor Lambert, Roger Strawbridge, Linda Stein, Sarah Potter, Linda Arnold, Tim Evans, Tracey Smith, Russ Lewis.

**ADS/LineX 2161**  
3130 Gateway Dr., Suite 400, Norcross, Ga. 30071

**A.F. Associates/Pegasus 3519**  
100 Stonehurst Ct., Northvale, N.J. 07647

5100 automated multiple-channel compilation system for assembling tapes used for sequential insertion. **Staff:** Marc Bres-sack, Phil Jones, Vince Jakimzak.

**AGB Television Research 3508**  
540 Madison Ave., New York 10022

PeopleMeter television ratings service. **Staff:** Randolph Brown, Joseph Philport, Dr. Stephen Buck, Debbie Reichig, Joseph Bosca.

**Air National Guard 3554**  
ANGSC/MPRA Mail Stop 18, Andrews AFB, Md. 20331

**Alpha Technologies 3145**  
3767 Alpha Way, Bellingham, Wash. 98225

CATV standby and nonstandby power supplies, remote status monitoring systems for one- and two-way cable plant. **Staff:** Fred Kaiser, Robert Bridge, Jeff Geer, Ralph Patterson, Lynda Black, Tom Osterman, Carla Denney, Mark Beckley, William Gilbert.

**AM Communications 1006**  
1 AM Drive, Quakertown, Pa. 18951

Construction services. **Staff:** Philip Ver-ruto, Mark Gross, John Danekind, Mary Moran, Roger Stevens, Joseph Rocci, Mike Quelly, I. Tom Saldi.

**American Airlines DM Corp. 2808**  
Box 619160, M.D. 5H80, DFW Airport, Tex. 75261

Inbound, outbound telemarketing, in-house telemarketing consulting\*, reservations services\*, specialized catalog marketing services.\* **Staff:** G.J. L'Heur-eux, John Covici, Barbara Nixon, Charlie Gibbs, Carol Chandler, Maurice Tufano.

**American Isuzu Motors 3148**  
2300 Pellissier Pl., Whittier, Calif. 90601

**American Medical Association 1019-20**  
535 N. Dearborn, Chicago 60610

Video news releases, PSAs, American Medical Radio News, other assistance for writers and producers. **Staff:** Thomas Tofey, Jane Coughlin, Mark Stuart.

**Anixter Communications 2107**  
4711 Golf Rd., Skokie, Ill. 60076

**Antenna Technology Corp. 3009**  
1140 E. Greenway St., Suite 2, Mesa, Ariz. 85203

Simulcast multibeam antenna (three- to seven-meter) for Ku and C band reception, parabolic antennas, headend and other satellite products, design, maintenance and turnkey installations. **Staff:** Gary Hatch, Scott Grone, Charles Will-man.

**Apollo Cablevision Caesars**  
Box 3304, San Luis Obispo, Calif. 93403

**Armex Cable 3524**  
2700 E. Nine Mile Rd., Warren, Mich. 48091

Coaxial cable connectors, drop cable and installation hardware. **Staff:** William Orley, Tom Drew, Leslie Day, Sue Barrett, Mike Bailey, Frank Day, Dan Williams.

**Army & Air Force Hometown News Service 1751**  
Kelly AFB, Tex. 78241

**Arts & Entertainment 1622**  
555 Fifth Ave., New York 10017

Basic cable programming network. **Staff:** Nickolas Davatzes, Andrew Orgel, Dan Davids, Rita Ellix, Brian Litman, Shelley Blaine, Carole Kaely, Burt Berliner.

**Associated Press/ TMS Information Services 1742**  
1825 K St., N.W., Washington 20006

AP/TMS Business Plus, AP/TMS News Plus, Channel Guide. **Staff:** Greg Groce, Jim Williams, John Strachan, Annabella Riccio, Susan Burgstiner, Kurt Rossi, Tim Brennan, John Malloy, John Flowers, Patti Kettler, Byron Yake, Michael Argirion, Pat Adsit, Robert Reed.

**Atlantic Video 1659**  
150 S. Gordon St., Alexandria, Va. 22304

Video production facility. **Staff:** Gerard Ferri, Ron Wichard.

**Augat/Broadband 3322**  
1311 Commerce Ln., Jupiter, Fla. 33458

Indoor amplifiers for cable, SMATV and LAN, upgrade electronics, outdoor line equipment. **Staff:** Sherwood Hawley, Jeanne Trivison.

**Belden Wire and Cable 2731**  
Box 1980, Richmond, Ind. 47375

Duobond IV quad shield drop cable for CATV systems, coax cables. **Staff:** Dave Billish, Chuck Parker, Paul Miller, Phil Pennington, Liz Kerezsi, Terry Godwin, Tom Wise.

**Bell & Howell 1553**  
6800 McCormick Rd., Chicago 60645

**Biddle Instruments 2908**  
510 Township Line Rd., Blue Bell, Pa. 19422

Hand-held time domain reflectometer\*, cable fault locator, standard short-range TDR test sets, digital data loggers, other tests sets. **Staff:** Chuck Schmidt, Ben Gallo.

**Black Entertainment Television 2645**  
1232 31st St., NW, Washington 20007

Black cable programming service with sports, entertainment, music video, public affairs programming, BET News\*. **Staff:** Robin Beaman, Rosalyn Shaw Doaks, Darryl Grayson.

**Blonder-Tongue Laboratories 1716**  
One Jake Brown Rd., Old Bridge, N.J. 08857

Guardsman 11 off-premise premium program delivery system\*, F/V/M frequency agile heterodyne audio/video modulator\*, prefab headends, headend signal processors, A/V modulators, bandpass filters, preamplifiers and accessories. **Staff:** Isaac Blonder, Glenn Tongue, George Scherer, Gerald Nekrasz.

**Brad Cable Electronics 1719**  
1023 State St., Box 739, Schenectady, N.Y. 12301

Converters, cable equipment sales and service. **Staff:** Robert Price.

**Broadband Engineering 3322**  
211 Commerce Ln., Jupiter, Fla. 33458

**Budco 1748**  
Box 3065, Tulsa, Okla. 74101

Taplocks, single digit tags, panel tags,



marking ID products, barrel locks, retrofitting devices. **Staff:** D. Nicholas Allen, David Allen, Barbara Allen.

**Bureau of the Census** 3221  
Data User Services div., Washington 20233  
1990 census promotion. **Staff:** Sam Johnson, Jim Gorman.

**Burnup & Sims**  
Cable Products Group 1642  
8000 E. Prentice Ave., C-5, Englewood, Colo. 80111

Capscan trunk and feeder coaxial cable, subscriber drop coaxial cable, Lectro standby and regular CATV power supplies, LAN supplies, computer power protection systems, construction and engineering services, Super Sentry standby power supply\*. **Staff:** Steve Wagner, Mike Filkins, Kevin Lynch, Dave Massaglia, Mike Kearns, Marty deAlminana, Bill Howerdel, Bob Heinrich, Tom Colegrove, Dennis Geltmacher, Lance Belcher, Steve Breen, Steve Roby, Jack Arbuthnott, Al Higgins.

**Business Systems** 2319  
One Marcus Dr., Greenville, S.C. 29615

In-house management and billing system with addressability interface capabilities, automated PPV ordering. **Staff:** Larry Edwards, Bill Cox, Bill Kilgore, George Pupala, Gib Amstutz, Lee Maynard, Mike Stutz, Vanessa Chambers, Glynda Caddell.

**Cable Business Associates** 2904  
5640 Northwest Hwy., Chicago 60646

Converter and line equipment repair, Jerrold cosmetic parts sales, stereo decoder distribution. **Staff:** Frank O'Donnell, Mike Hartnett, Mike Hibberd, Paul Park, Frank Doherty.

**Cable Call** 1860  
10324 S. Dorfield Rd., Owings Mill, Md. 21117

**Cable Investments** Hilton  
8400 E. Prentice Ave., Suite 1115, Englewood, Colo. 80111

**Cable Link** 3024  
280 Cozzins St., Suite 2A, Columbus, Ohio 43215

Converters, line equipment, parts. **Staff:** E. Jack Davis, Bill Holehouse, Scott Heeter, Stan Smith, Vonna Van Heemst, T. Kevin Kaufman.

**Cable Publications** 1206  
322 Congress St., Boston, Mass. 02210

Cable program guides. **Staff:** J. Robert Livingstone, James Ballard, Robert Warner, Barbara Emerson, J. Richard Crowley, Elizabeth Brightman, Harvey Soloman, Lisa Funderburg.

**Cable Resources Inc.** 3020, 21  
156 Porter St., Suite 200, East Boston, Mass. 02128

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**Panasonic**  
Broadcast Systems

Terminal control system, ampli/guard, converter facts, CRI van. **Staff:** Peter Sciafani, Gary Singerman, Dennis Janzen, Michael Sciafani.

**Cable Security Systems** 1739-40  
Box 2066, Auburn, Ala. 36831

Beast Apartment box, riser guard, GNB watchman II batteries, padlocks, home audit boxes. **Staff:** Curt Cope, Mike Springer, Brad Kennington.

**Cable TV Supply Co.** 1609  
5922 Bowcroft St., Los Angeles 90016

**Cable Television Business** 1639  
6300 S. Syracuse Way, Suite 650, Englewood, Colo. 80111

**Cable Value Network** 2722  
5655 S. Yosemite, Suite 105, Englewood, Colo. 80111

CVN birthday celebration, video merchandising product samples, Smart Shopper game show.

**Cable Video Store** 2308  
2200 Byberry Rd., Haiboro, Pa. 19040

Impulse store-and-forward technology for PPV.

**CableData** 1700  
Sacramento, Calif. 95873

QuickData computer system, DDP/Tandem products, phone entry processor. **Staff:** Jerry Knapp, Maggie Wilderotter, Bob Crowley, Jack McDonald, John Adams, Bob Puckett, David Wright, Lloyd McCreary, Curt Schrader, Linda Shafer, John Walthall, Susan Vicchio, Norm Oubre, Greg Hull, Richard Scott.

**Cableready** 1005  
6820 N. Broadway, Suite E, Denver, Colo. 80221

Guardian galvanized steel molding\*. **Staff:** Terry Fiala.

**CableTek** 2126  
833 Nandino Blvd., Lexington, Ky. 40511

Information systems, auto response units, PC systems, handheld terminals. **Staff:** Robert Noren, Norm Johnson, Deborah Daugherty, Dave Wyllie, Judy Spurgeon, Ron Pinchback.

**Cabletek Center Products** 1010  
850 Taylor St., Elyria, Ohio 44035

**Staff:** Tim Reilly, Stan Leonowich, Bill Kaatz, Lynn Bailey.

**Cabletelevision Advertising Bureau** 3005  
757 Third Ave., New York 10017

Cable Tune-In Kit. **Staff:** Robert Alter, Vince Fazio, Jim Shumaker, Ron Fischmann.

**Cableview Publications/  
Cable Video Entertainment** 1653  
111 8th Ave., New York 10011

System-specific guide format. **Staff:** Irwin Cohen, Marida Sapichino, Richard Sullivan, Russell Cohen, Sandy Messenger, Mark Rubin.

**Cadco** 1012  
2706 National Cr., Garland, Tex. 75041

Headend electronics, single-channel processors, modulators, off-air antennas, preamps, FM receiving equipment, emergency warning systems, LAN frequency translators, specialized headends for MDU service, model 360H hyperband frequency agile modulator\*. **Staff:** W.T. Barnhart, Bill Smith, Bryan Speed.

**Calan** 2902  
R.R. # 1, Box 86T, Dingmans Ferry, Pa. 18328

Integrated sweep system/spectrum analyzer. **Staff:** Syd Fluck, Phyllis Thompson, Bill Le Doux, Paul Chudoba.

**Catel Telecommunications** 2900  
4050 Technology Pl., Fremont, Calif. 94538

D-850 tuneable TV demodulator, TVS-2000 TV stereo generator, FMS-3000 FM stereo system, 3000 series remote satellite receiver transmission system, AAS-1000 automatic audio switch. **Staff:** Stan McKelvie, Frank Genochio, George Benton, Dennis Donnelly, Ron Jones, Wendell Woody, Don Wyckoff.

**CATV Services** 1556  
2211 Warm Springs Ct., Fremont, Calif. 94539

**CATV Subscribers Services** 3016-17  
108 State St., Suite 102, Greensboro, N.C. 27408

Contract services including mapping, engineering/design, construction, sales/marketing, installation and support services, consulting and audits. **Staff:** Raymond Galtelli, Josephine Galtelli, Fred Robertson, Gerald Haisman, Tommy Butts, Jerry Curran, Melanie Johnson, Dick Vivod.

**CBN Cable Network** 1126  
CBN Center, Virginia Beach, Va. 23463

Family-oriented 24-hour cable network of entertainment, information, musical specials, westerns, comedies, movies, documentaries and inspirational programming. **Staff:** Tim Robertson, Tom Rogeberg, Tim Kassick, Tom Hohman, Doug Greenlaw, Howard Williams, Shirley Hill, Janelle Slipp, Mark Solow, Craig Sherwood, Ralph Trentadue, Susan Sturkie, John Roos, Ted Norman, Terry Botwick.

**C-COR Electronics** 3305  
60 Decibel Rd., State College, Pa. 16801

**Staff:** Richard Perry, Arthur McGuire, John Hastings, James Wonn, Steve Bullick, Dan Trayler, Fred Kummer, Mike Crotts, Jim Rushing, Bill Margiotta, Dick Taylor.

**Channel Master** 2815  
Box 1416, Industrial Park Dr., Smithfield, N.C. 27577

Micro-beam CARS-band microwave relay systems, cable power equipment, transmitters, receivers, repeaters and multipliers, feasibility studies, FCC application assistance, installation, alignment services, warranties. **Staff:** Jim Crossover, Randy Karr, Glenn Martin.

**Channell Commercial Corp.** 1753  
620 W. Foothill Blvd., Glendora, Calif. 91740

**Channelmatic** 3132  
821 Tavern Rd., Alpine, Calif. 92001

Adcart random access insertion system, Adcart 2+2\*, NSS-4A network share switcher\*, broadcast break sequencer\*, eightball very low cost 8x1 switcher\*, automatic videocassette changer, patchmaster switcher, low-coast ad insertion system, Spotmatic jr., audio and video DAs, audio amplifier, sync stripping pulse DA. **Staff:** Bill Killion, Tom Walsh, Tom Panowski, John Gerstenberg, Roger Heidenreich, Mike Watson, Stan Hilton, Bryon Bertrand, Skiter Lisenbee.

**Chemical Bank** 3014  
380 Madison Ave., New York 10017

**Christophers** 1832  
12 E. 48th St., New York 10017

**Cinemax** 2326  
1100 Avenue of the Americas, New York 10036

Pay programming service of movies, music and comedy programming.

**CommTek Publishing** 2915  
Box 53, Hailey, Idaho 83707

Satellite Orbit, Satellite Direct. **Staff:** David Uptmor, Frank Finn, Sheila Ison, Jerry Poyser, Dan Camie, Terry Loyd, Barbara West, Rob DesAulniers.

**Communications Equity Assoc.** 2750  
5401 W. Kennedy Blvd., Suite 851, Tampa, Fla. 33609

Brokerage, corporate finance, investment banking, management, appraisal and other services for the cable and communications industry. **Staff:** Rick Michaels, Jim Ackerman, Harold Ewen, Don Russell, Tom MacCroy, Gene Gawthrop, Kent Phillips, Beverly Harms, Ed Frazier, Brian Sweeney, Jay Dugan, Don Bosson, Pep Shappee, David Unger.

**Comp. Utilities of the Ozarks** 1459  
103 Industrial Park Rd., Suite C, Harrison, Ark. 72601

**CompuLink** 1839  
5600 S. Quebec, B-156, Englewood, Colo. 80111

**Staff:** Judy Belisle, Dave Curry, Ed Dowd.

**ComSonics** 2805  
Box 1106, Harrisonburg, Va. 22801

Window field strength monitor, Sniffer II and Sniffer Jr. RF leakage detection systems, coaxial relays, repair facility. **Staff:** Wayne Bruffy, Mark Barber, Dennis Zimmerman, Donn Meyerhoeffer, Carey Rolston, Lee Stump, Dick Shimp.

**Conceptual Graphics Corp.** 3426  
31630 Railroad Canyon Rd., Suite 12, Canyon Lake, Calif. 92380

Cable software, TABS database manager. **Staff:** Bill Greer, Vic DeForest, Eric Sharp.

**Consumer Discount Network** 3327  
11231 Southwest Freeway, Houston 77031

**Converter Parts** 2157  
Route 20, Esperance, N.Y. 12066

**Core Analytic** 3552  
674 Rte. 202-206 N, Bridgewater, N.J. 08807

**Cosmo Graphics** 2919  
3201 N. Loop 820, Suite 150, Fort Worth 76137

Program guides. **Staff:** Chris Stark, Larry Rosenberg, Allen Turner, Dana Wilson, Gary Williams, John Shook.

**Country Music Television** 2153  
Music Village Blvd., Marty Robbins Bldg. Hendersonville, Tenn. 37075

24-hour country music video programming. **Staff:** Jim Guercio, Nyhl Henson, Seth Davis, Stan Hitchcock, Mike Abney, Rene Ray, Nan Olson, Melissa Stephens.

**Creative Management Services** 2734  
213 Washington St., Toms River, N.J. 08753

Subscriber management system. **Staff:** Morris Adler, Alan E. Meyer, Richard Alfonso, Gilbert Jacobs, Virginia Minor, John Jonopulos, George McGuire, Lee Mixson, Robert Hall, Gina Marucci, Boyd Womack.

**Credit Protection Association** 1953  
Box 402068, Dallas 75240

**C-SPAN** 1756  
400 N. Capitol St., NW, Suite 412, Washington 20001

Cable Satellite Public Affairs Network covering the House and Senate and other Washington events.

**CWY Electronics** 1735  
Box 4519, 405 N. Earl Ave., Lafayette, Ind. 47903

**Daniels & Associates** 2708  
2930 E. Third Ave., Denver 80206

Cable brokerage and financial services firm.

**Data Broadcasting Corp.** 3328  
8300 Old Courthouse Rd., Vienna, Va. 22180

Stock quotations and related financial in-

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**If you use 1", switch to MII  
and get high performance and  
overall cost reductions.**

The MII Broadcast System was designed to enhance your studio production. With product like the MII AU-650 Studio VTR that offers a combination of performance and capabilities never before available on 1/2".

Like over 90 minutes of recording time, multi-generation capability, on-board TBC and time code generator/reader with selectable user bits, editing functions, variable speed playback including slow and still, Dolby®-C noise reduction, and 4-channel audio. The Studio VTR also accepts compact cassettes from the MII Camera Recorder. Plus MII's performance is of such high quality it can be used as an alternative to 1" C.

And with MII you have low maintenance and training costs. Tape consumption is dramatically reduced. Units are small and lightweight. Cassettes and parts inventory are interchangeable. And MII equipment is 100 percent compatible, so you can interface MII with your present system.

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(201) 348-7671.

**MII** **Panasonic**  
Broadcast Systems

\*Dolby is a trademark of Dolby Laboratories, Inc.

formation sent to PC's through VBI of Financial News Network. **Staff:** Paul Steinle, Scott Dinsdale, Tom Wolfsohn, Jack Kathman, Karl Minor, Jerry Kosar, Betsy Zimmer, Debbie Ulan.

**DEL Compu Cable** 1563  
6-301 45th St. West, Saskatoon S7L 5Z9

**Dialogic Communications** 3123  
1106 Harpeth Industrial Ct., Franklin, Tenn. 37064

**Digital Products** 1762  
4021 N.E. 5th Terrace, Fort Lauderdale, Fla. 33334

**Discovery Channel** 1142  
8201 Corporate Dr., Suite 1260, Landover, Md. 20785

Nature, human adventure, science, history and world exploration programing service. **Staff:** Ruth Otte, Tom Lucas, Mike DuMonceau, Bill Hart, Milt Underwood, Sandy McGovern, Jody Haas, Denise Baddour, Nancy Stover.

**Disney Channel** 1707  
3800 W. Alameda Ave., Burbank, Calif. 91505

Family pay programing service.

**Di-Tech** 2916  
48 Jefryn Blvd., Deer Park, N.Y. 11729

AFV routing switchers, audio/video/pulse distribution amplifiers, video presence detectors, Pace 2000 seven-day computer controller. **Staff:** Tony Bolletino.

**Ditch Witch** 1153  
Box 66, Perry, Okla. 73077

Trenching and vibratory plowing equipment for underground installation. **Staff:** Dave Hubble, Gene Goley.

**Dow, Lohnes & Albertson**  
**Caesars Palace**  
1255 23d St., NW, Suite 500, Washington 20037

**Staff:** Donna Gregg, B. Dwight Perry, John Davis, Henry Rivera, J. Christopher Redding, David Wittenstein, Leonard Baxt, Charles Helein.

**Durnell Industries** 3527-28  
Box 249, Hwy. 4 South, Emmetsburg, Iowa 50536

Van-mounted telescopic aerial personnel lift. **Staff:** Tom Winkleblack, Kevin Dice, Glenn Christensen, Dan Rikalo.

**DX Communications** 2653  
10 Skyline, Hawthorne, N.Y. 10532

Cable receiver\*, frequency agile modulators\*. **Staff:** Hiro Sugiyama, Koki Matsumoto, Leonard Lashower, Jumpei Yokota.

**Dyatron Automated** 1749  
210 Automation Way, Birmingham, Ala. 35210

Laser statement printing and mailing services. **Staff:** Wayne Fisher, Gary Bryant, Johnny Harbison.

**E-Z Trench Mfg.** 3545  
Rt. 3, Box 78-B, Loris, S.C. 29569

Trenching machines. **Staff:** Roger Porter.

**Eagle Comtronics** 1016  
4562 Waterhouse Rd., Clay, N.Y. 13041

Micro\* series traps, super traps, decoding filters, directional taps, programable and addressable descramblers. **Staff:** Alan Devendorf, Joe Ostuni, Chet Syp, Tom Malson, Pete Swanson.

**Eastern International** 3526  
938 S. Morton St., Bloomington, Ind. 47401

550 mhz remote set-top converter, full converter repair facility. **Staff:** Bob Daniels, Henry Chen, Rob Shevlot, Nancy Henderson, Art Mullins.

**Eastern Microwave** 1948  
112 Northern Concourse, Syracuse, N.Y. 13221

WWOR-TV New York superstation. **Staff:** Art Perkins, Gil Korta, Ann Marie Russell, Laurie Prouty-Silverman, Susan Moliski, Amy Sloane, Donna Patane, Anne Stone.

**Electronic Publishers** 3522  
7431 Bush Lake Rd., Minneapolis 55435

**EMCEE Broadcast Products** 1759  
Box 68, White Haven, Pa. 18661

**EPD Electronics** 1015  
16921 S. Western Ave., Suite 110, Gardena, Calif. 90247

**ESPN** 1726  
ESPN Pl., Bristol, Conn. 06010

Sports programing network.

**Eternal Word Television Network** 1645  
5817 Old Leeds Rd., Birmingham, Ala. 35210

**Falcone International** 2159  
1355 Marietta Pkwy, Suite 104, Marietta, Ga. 30067

**Fashion Channel** 2950  
6733 S. Sepulveda Blvd., Suite 240, Los Angeles 90045

**Festival** 2326  
1100 Avenue of the Americas, New York 10036

HBO's family programing service.

**Financial News Network** 1146  
2525 Ocean Park Blvd., Santa Monica, Calif. 90405

**First Data Resources** 2746  
10825 Farnam Dr., C-41, Omaha 68154

Micro delivery option billing and management system, Profitrack. **Staff:** Margaret Ludemann, Jay Oxtan, Bob Hall, Roger Bottazzi, Barb Farrell, Andy Walsh, Mike Parks, Mike Carpino, Dennis Phillips.

**Firstmark Financial** Hilton  
110 E. Washington St., Indianapolis 46204

Financial services firm. **Staff:** William

Kennedy, Michael Lewis, Robert West, Michael Zingraf.

**FM Systems** 2921  
3877 S. Main St., Santa Ana, Calif. 92707

ADM-1 TV audio deviation meter\*, FMT631SAP/FMT633S stereo TV audio channel\*, ALM 672 audio level master\*, FMR661C NOAA weather receiver\*. **Staff:** Don McClatchie, Eddie Santamaria, Richard Rogers.

**Fort Worth Tower** 1730-31  
Box 8597, Fort Worth 76124

Guyed and self-support towers, prefabricated equipment buildings. **Staff:** Tommy Moore, Betty Moore, Fred Moore, Cheryl Moore, Carl Moore, Valinda Moore, Karl Killgore, Joe Thompson, Ron Woolery, Ron Bonner, Sue Terrell, Betty Boyce, Allen Swofford, Lynn Edmonds, Billie Ballweg.

**Galavision** 2642  
460 W. 42d St. New York 10036

**Gamco Industries** 2905  
19 Walnut Ave., Clark, N.J. 07066

Passives and actives, subscriber traps, parental guidance keys, drop material. **Staff:** Sheila Sullivan, Fred Whiting.

**Clifton Gardiner & Assoc.** 3142  
433 Park Point Dr., Golden, Colo. 80401

Brokerage and investment banking services. **Staff:** Cliff Gardiner, Rex Miller, Gary Jaeckel, Charlie Mills, Corky Downing, Bob Kuopus, Tom Reddell, Steve Lindberg, Jerry Proctor.

**GE Credit Corp.** Caesars  
525 Madison Ave., Suite 2700, New York 10022

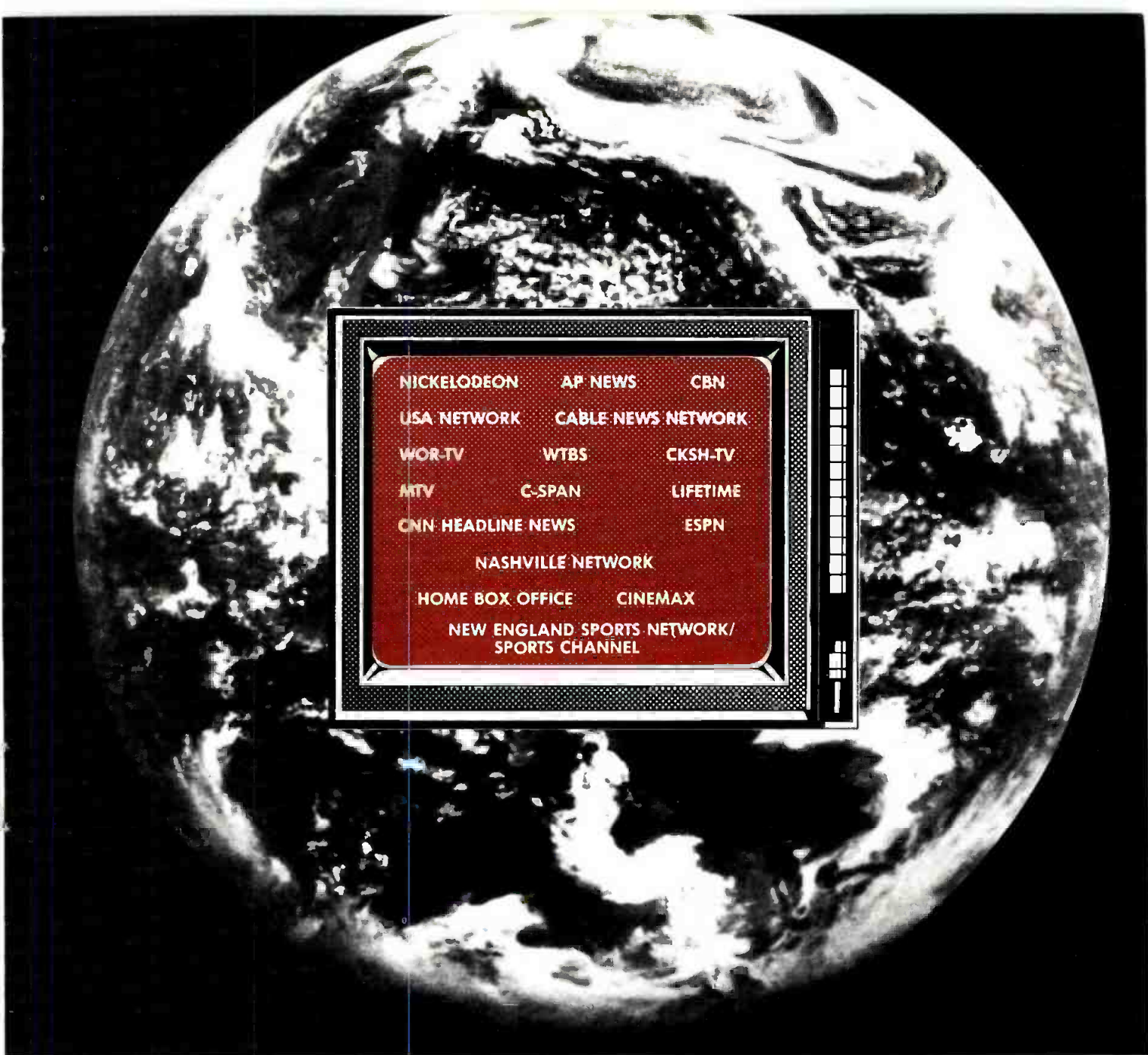
**General Electric** 1936  
One College Blvd., Portsmouth, Va. 23705

Comband addressable system, proband addressable baseband scrambling system. **Staff:** Robert Hoffman, Ron Polomsky, Doug Howe, Lauriston Hardin, Dave Headley.

**General Instrument/Jerrold/Cable Video Store** 2308  
2200 Byberry Rd., Hatboro, Pa. 19040

Impulse technology demonstration, addressability, converters, status monitoring, frequency agile headend, stereo LAN's home equipment interfaces, line equipment for rebuilds and upgrades. **Staff:** Frank Hickey, George Safiol, Hal Krisbergh, Bill Lambert, Larry Fry, Mike Corboy, George Fletcher, Ed Breen, Geoff Roman, Tony Aukstikalnis, Lou Corvo, Tim Roberti, Donald Burns, Ted Watkins, Charlie Cooper.

**General Instrument/Cable Home Communications Group** 2300  
1375 Lenoir Ryne Blvd., Hickory, N.C. 28601



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**WRQC-FM**  
Cleveland

**WYST-AM**  
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**WYST-FM**  
Baltimore

**WDJY-FM**  
Washington

**WKDM-AM**  
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**KALI-AM**  
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**KSOL-FM**  
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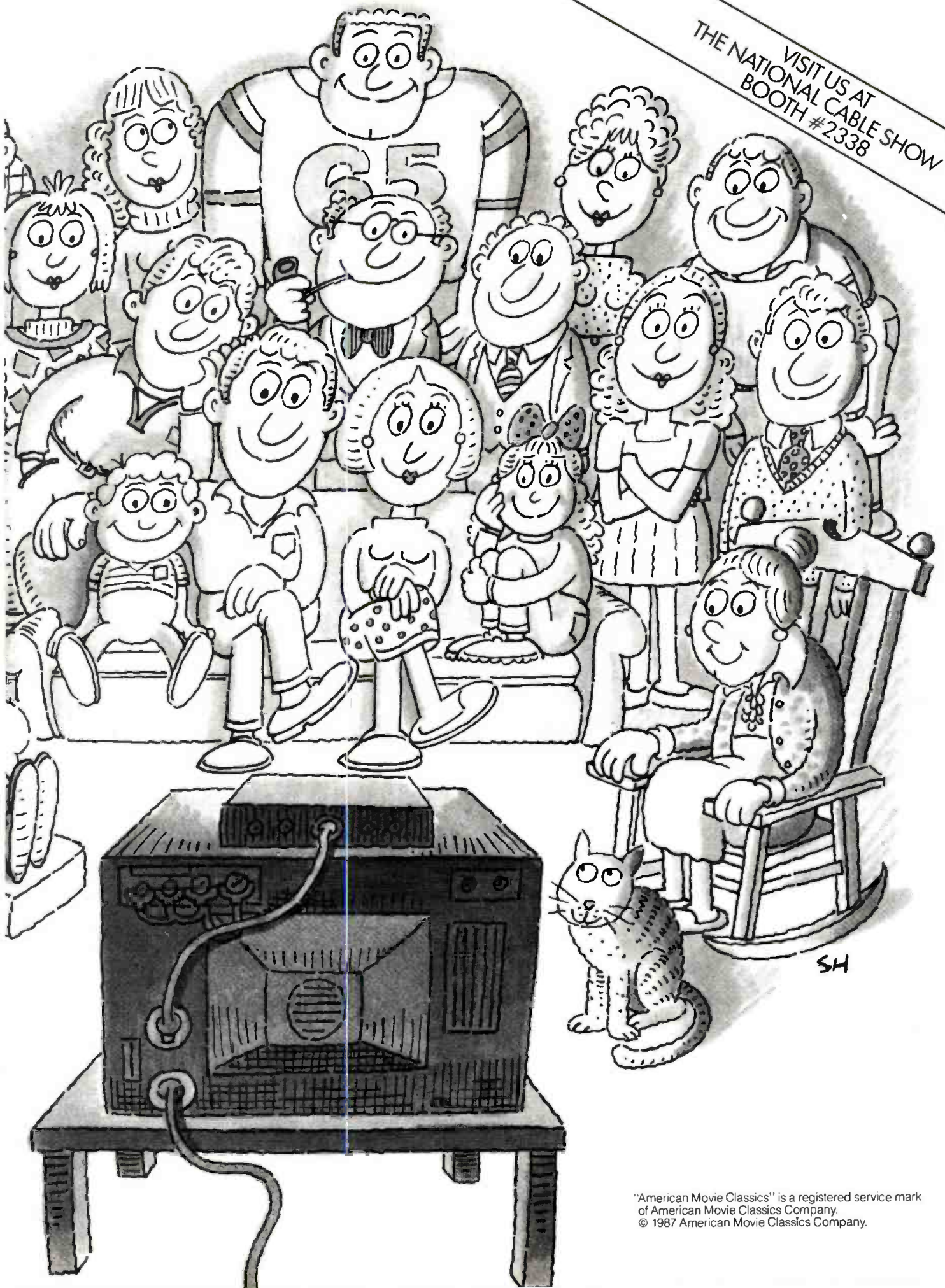


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**Gilbert Engineering** 3503  
5310 W. Camelback Rd., Glendale, Ariz. 85301

G-KS-KS-MG adapter\*, splice block with integrated round lugh, CIS F connectors\*. **Staff:** Robert Spann, Robert Hayward, Bill Down, Sharron Pearson, Bill McDade, Jim Moulin, Larry Massaglia, Tony Ramsey, Don Arndt, M.J. Jackson, John Fowler.

**Gold Nugget** 3006  
Box 13EE, San Antonio, Tex. 78201

**Gospel Music Network** 2753  
913 Second St., NW, Albuquerque, N.M. 87103

**Great Lakes Data Systems** 3345  
Box 295, Beaver Dam, Wis. 53916

Micro computers, peripherals, software, word processing, accounting, billing, addressable converter control. **Staff:** Lon Rosado, Gerry Pauls, Judy Lange, Cheri Power.

**Charles Greene Associates Caesars**  
1117 Perimeter Center West, Atlanta 30338

**Staff:** Charles Greene, Jeff Miller, Mike Smith.

**Ground Hog** 1108  
25010 E. 5th St., San Bernardino, Calif. 92410

**Grumman Corp.** 3315  
Sunrise Hwy., Great River, N.Y. 11739

AIS 5000 ad insertion system. **Staff:** Ed Youskites, Tony Sciacca, John Kienast, Charles Vassallo, Rich Schmidt, Ray Wickman, Ken Speiser, John Young, George Rooney.

**GTE Sylvania** 3326  
Route 35, Standish, Me. 04804

Smart circuit protection device. **Staff:** Michael Lyons, Stuart Knapp, Ken Cyll.

**Hardesty, Puckett, Queen & Co. Hilton**  
2947 Wanamaker Dr., Suite D, Topeka, Kan. 66614

Broker services. **Staff:** Tom Puckett, Jim Queen, Jim Faircloth, Jim Hall, Hiram Powell, Gordon Juneau, Doug Judd, Steve Scheiwe.

**HDO Satellite Networks** 2156  
419 Park Ave. South, New York 10016

Gloria Leonard's Hot Shopper Hour\*, Satellite Sweepstakes Club\*, American Exxtasy. **Staff:** Gibi Brown, Colette Connor, Gloria Leonard, Angel Morales, Jeffrey Younger.

**Hewlett-Packard Co.** 3324  
1212 Valleyhouse Dr., M.S. 2LR-K, Rohnert Park, Calif. 94928

HP 8590A Option H50 CATV analyzer\*, other measurement and computation products. **Staff:** Roger Beevor, John Cecil, Bruce McPherran, Lynn Wheelwright.

**Hit Video USA** 2946  
1000 Louisiana, Suite 3500, Houston 77002

24-hour music video programming. **Staff:** Jim Britain, Laura Dodge, Constance Wodlinger.

**Home Box Office** 2326  
1100 Avenue of the Americas, New York 10036

Pay programming services including movies, music, comedy, sports, series and documentaries.

**Home Shopping Networks** 1617  
1563 U.S. 19 South, Clearwater, Fla. 33546

Cable shop-at-home services.

**Home Sports Entertainment** 1630  
2080 N. State Hwy. 360, Suite 260, Grand Prairie, Tex. 75050

Regional sports networks. **Staff:** Ed Frazier, Dick Barron, Kathy Banco, Jane Cotropia, Jack Stanfield, Jay Finegold, Cindy House, Tom Garnier.

**Home Team Sports** 1630  
1111 18th St., NW, Suite 200, Washington, D.C. 20036

Home Team Sports. **Staff:** Jeff Wagner, Maria Puglisi, Jim Bates, Bob Bradley, Stephe Eckstrom, Greg Myford.

**Horizon Cable Supply** 3001-02  
934-E Calle Negocio, San Clemente, Calif. 92672

Gilbert connectors, brooks vaults, installation material, heat shrink, Tyton cable products, moulding, cablematic and ideal tools. **Staff:** Brian Dickey, Dennis Hibdon, Kevin Coldani.

**Hughes Aircraft Co.** 2342  
Box 2940, Torrance, Calif. 90509

Multichannel microwave distribution equipment, microwave systems, low cost broadband transmitters\* and on-frequency active repeaters, enhancement products, support services. **Staff:** Abe Sonnenschein, Tom Straus, Cliff Gorby, Gene Stanley, Steve King, Norman Woods, Steve Dozier, Art Heiny, Bob Stanton, Nancy Nicoll, Lorri Kaufman, Cyd Bergen.

**Hughes Communications** 2742  
Box 92424, Los Angeles 90009

Satellite transponder channels and time. **Staff:** J.F. Farrell, B.R. Elbert, G.S. Ellis, G.C. Rutherford, W.T. Jackson, A.E. Mountain, C.A. Fedorko, S.L. Ullmann, K. O'Connor, M. Williams, D.M. Zinn, E.A. Hess, L.A. Pierson-Kahn, S.L. Hart, A.J. Guimond.

**IBM** 1122  
360 Hamilton Ave., Rm. 1C228, White Plains, N.Y. 10601

**Information Systems** 3012  
3773 NW 126th Ave., Coral Springs, Fla. 33065

Customer management/billing in-house computer systems, software accounting system. **Staff:** Paul Barre, Peyton Lake, Paul Griffin, Willis Usry, Steve Reiss.

**Intercept Corp.** 2914  
85 Fifth Ave., Bldg. 16, Paterson, N.J. 07524

**Staff:** Ken Augustine, George Abdelmesieh, Pete Parikh.

**Interface Technology** 3003  
10500 Kahlmeyer Dr., St. Louis 63132

**International Cablecasting** Bally  
575 Madison Ave., Suite 1006, New York 10022

**International Datacasting** 3312  
485 Richmond Rd., Ottawa, Ont. K2A 3Z2

**International Thomson** 1732-33  
600 Grant St., Suite 600, Denver 80203

Cablevision magazine, CED magazine, CableFile Research database.

**ISS Engineering** 1008  
104 Constitution Dr., Suite 4, Menlo Park, Calif. 94025

**JCPenney/Teleaction** Hilton  
One Century Centre, 1750 E. Golf Rd., Schaumburg, Ill. 60173

**JVC Company of America** 1023  
41 Slater Dr., Elnwood Park, N.J. 07407

Color cameras, videocassette recorders/players, editors, color monitors/receivers and accessories.

**JSI Tours** 3022  
10201 W. Sample Rd., Coral Springs, Fla. 33065

**Kalun Communications** 3523  
11A Glen Watford Dr., Unit 17, Scarborough, Ont. M1S 2B8

**Kanematsu-Gosho Sprucer** 1112  
400 Cottontail Ln., Somerset, N.J. 08873

Two-way interactive addressable converters, software programs, bridge gate controllers with monitoring and maintenance software. **Staff:** Ken Ogiso, Neil de Costanza, Kirk Okamoto.

**Kennedy Cable Construction** 1203  
Box 760, Reidsville, Ga. 30453

**KMP Computer Services** 2746  
2075 Trinity Dr., Suite 100, Los Alamos, N.M. 87544

Computerized billing and management system, Cablestar. **Staff:** Eldon Pequette, Randy Provan, Rich Payne, Rich Kellner.

**Konyo International** 3551  
1641 W. Collins Ave., Orange, Calif. 92667

139-channel cable tuner/decoder, MTS stereo TV decoder, mono TV tuner. **Staff:** Chris Ho, Vincent Lu, John Lin, Jack Lin.



**Lake Systems 3342**

287 Grove St., Newton, Mass. 02166

VTR tape insertion system, pay-per-view tape system, multichannel tape systems, traffic systems for cable. **Staff:** Edward Herlihy, Frank Kovary, Terry Barnum, Larry Silverman, Mike Carozzi.

**Leaming Industries 3121**

180 McCormick Ave., Costa Mesa, Calif. 92626

**Learning Channel 3136**

1414 22d St., NW, Suite 200, Washington 20037

Informational and educational programming service. **Staff:** John McLaurin, Joanna Lee Harbert, Rick Wiles, Jaak Vikati.

**Lemco Tool Corp. 3224**

Box 330A, R.D. #2, Cogan Station, Pa. 17728

**Lifetime 2926**

1211 Avenue of the Americas, New York 10036

Entertainment and information programming for women, dramatic series and feature films. **Staff:** Thomas Burchill, Laurence Rebich, Seymour Kaplan, Lynn Stauffer, Maraget Sandwick.

**Lindsay Specialty Products 3000**

50 Mary St. W., Lindsay, Ont. K9V 4S7

**Lode Data Corp. 1835**

6450 E. Hampton Ave., Denver 80222

Computer aided design for cable plant and LAN system design. **Staff:** Trygve Lode, Alan Grandbois.

**LRC Electronics 3322**

901 South Ave., Horseheads, N.Y. 14845

**M/A-Com MAC 3019**

Five Omni Way, Chelmsford, Mass. 01824

M/A-18cc, 18ghz back haul radio, CARS band product line. **Staff:** Dave Erikson, Don Sicard, Carl Guastaferrro, Shari Bohannon.

**Madison Square Garden Network 1630**

2 Pennsylvania Pl., Suite 1800, New York, N.Y. 10211

Sports network. **Staff:** Bob Gutkowski, Jim Cavazzini, Linda Burns, Marty Brooks, Sue Abruzzese, John Prenty, Ed Stecher, Cheryl Brown, Maureen Uphoff, Marianne Weiss.

**Magnavox CATV Systems 1912**

100 Fairgrounds Dr., Manlius, N.Y. 13104

**Malarkey-Taylor Associates 2324**

1301 Pennsylvania Ave., NW, Suite 200, Washington 20004

Cable communications consultants for business, financial, regulatory and engineering applications. **Staff:** Martin Malarkey, Archer Taylor, Robert Jones, Samuel Book, Clark Madigan, Rebecca Sims, Barry Culman, Charles Hookey, Jim Wil-

son, Anthony Kern, James Kearney.

**Metrotech Corp. 3553**

Box 7201, Mountain View, Calif. 94039

**Microdyne 1824**

Box 7213, 491 Oak Rd., Ocala, Fla. 32672

1100 CKR satellite video receiver for C and Ku band, receivers, antennas, demodulators, modulators. Microdyne automated terminal, CATS. **Staff:** David Alvarez, Tom MacAllister, Brett Swigert, Leroy McKay, Ron Donnelly, Steve Benoit.

**Microwave Radio Corp. 3424**

847 Rogers St., Lowell, Mass. 01852

Prostar 2T2 ENG transmitter\*. **Staff:** Ed Dahn, Bob Morrissette.

**Midwest Corp. 1205**

One Sperti Dr., Edgewood, Ky. 41017

**Movietime Channel 2934**

6611 Santa Monica Blvd., Hollywood, Calif. 90038

**MPCS Video Industries 1851**

514 W. 57th St., New York 10019

**MTV Networks 2112**

1775 Broadway, New York 10019

VH-1, Music Television and Nickelodeon.

**Multiplex Technology 3515**

251 Imperial Hwy., Fullerton, Calif. 92635

**Muscular Dystrophy Assoc. 1836**

810 Seventh Ave., New York 10019

**Nashville Network 1139**

Box 10210, Stamford, Conn. 06904

Basic cable country music network. **Staff:** Kathleen Canavan, Paul Corbin, Cheryl Daly, Cindy Eichner, David Hall, Tom Hawley, Roy Mehlman, Don Mitzner, Nancy Neil, Lynn Price, Lloyd Werner.

**National Federation of Local Cable Programers 3013**

906 Pennsylvania Ave., SE, Washington 20003

Membership and consulting services, publications, hometown USA video festival, community TV review. **Staff:** Sue Buske, Jan Leshner, Dirk Koning, Frank Jamison, Tom Volgy.

**National Oceanic and Atmospheric Administration 1159**

11400 Rockville Pike, Rockville, Md. 20879

Direct satellite readout station applications, NOAA PSAs and documentaries, GPO materials, EBS, tax information. **Staff:** Joseph Conte II, Thomas Allen.

**National Museum of Cable Television Associations area**

221 Special Services Bldg., University Park, Pa. 16802

Education and training. **Staff:** Marlowe Froke, Elaine Rhodes, Bob Dudley, Benjamin Conroy Jr., Brian Winston, Sanford Randolph, Robert Tartleton, E. Stratford

Smith, Kenneth Mortimer.

**National Shopping Club 2942**

4613 Parkway Commerce Blvd., Orlando, Fla. 32808

**Staff:** Walter Bowen, Buddy Winsett, Stanley Osborne, David Springer, Gwen Johnson, Garla Johnson, Georgia Johnson, Wade West, Sally Ann Flanagan.

**NCTA 1326**

1724 Massachusetts Ave., NW, Washington 20036

**Netlink USA 1013**

5808 Lake Washington Blvd., NE, Suite 101, Kirkland, Wash. 98033

Satcom F-1 common carrier. **Staff:** Gordon Rock, Brian McCauley, Nancy Rothman, Don Reiman, Tom Keeney, BJ Raynes, Sue Aigner, John Muraglia, Steve Comrie.

**Nexus Engineering 3512**

7000 Lougheed Hwy., Burnaby, B.C. V5A 4K4

**A.C. Nielsen Co. 3318**

1290 Avenue of the Americas, New York 10104

Nielsen cable audience profiles for cable systems, Nielsen C.O.D.E. (cable on-line data exchange), Nielsen on-line marketing information system, VCR usage study, telephone coincidentals, other special research for the home video market. **Staff:** David Harkness, Susan Whiting, Frank Henson, Daniel Fischer, Mary Lennon.

**Nissan Corp. 1648**

18501 S. Figueroa St., Carson, Calif. 90247

**Northeast Filter Co. 3507**

14 Corporate Cr., E. Syracuse, N.Y. 13057

Cable traps, positive filters, product cycling, spectrum analysis, water spray chamber testing. **Staff:** Ruben Lugo, Tim Holdsworth.

**Northern CATV Sales 3222**

Box 6729, Syracuse, N.Y. 13217

**Nostalgia Channel 2166**

2025 Royal Ln., Suite 300, Dallas 75229

**NuCable Resources 1132**

3050 K St., NW, Suite 370, Washington 20007

Cable Ad Channel System\*, Advertising Delivery Network\*. **Staff:** Thomas Wheeler, Arthur Esch, William Morton, Barbara Ruger, William Poteat, Ed Singer, Gabriel Berger, Ed Burakowski, Tim Stemler, Anita Vick, Brad Parobek, Beth Potter.

**Oak Communications 2937**

16516 Via Esprillo, Rancho Bernardo, Calif. 92127

**Staff:** John Donohue, Carl Brown, Tony Wechselberger, Ron Ducceschi, Dave Barbour, Mary Lou Wright, Leroy DeVries, Gale Scobie, Jim Wolf, Mary Lou Coburn,

This announcement is neither an offer to sell nor a solicitation of an offer to buy these securities.  
The offer is made only by the Prospectus.

New Issue/May 13, 1987

\$32,500,000



# Osborn Communications Corporation

13<sup>7</sup>/<sub>8</sub>% Senior Subordinated Notes Due 1997

Interest Payable May 15 and November 15

Price 99%

plus accrued interest, if any, from May 15, 1987

Copies of the Prospectus may be obtained in any State in which this announcement  
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E. F. Hutton & Company Inc.

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New Issue/May 13, 1987

1,000,000 Shares



# Osborn Communications Corporation

Common Stock

—  
Price \$8 per share  
—

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Salomon Brothers Inc

Shearson Lehman Brothers Inc.

Wertheim Schroder & Co.  
Incorporated

Theresa Knutson, Steve White, Jim Wolf, Dick Jensen, Jim Morse.

**OEM Sales** 1850  
12500 Foothill Blvd., Lakeview Terrace, Calif. 91342

CATV components, SMATV components, heterodyne signal processor\*, stereo decoder\*, video distribution system\*. **Staff:** Michael Holland, Glenn O'Connell, Frank Bailey, Michael Drzymkowski.

**Panasonic Industrial Corp.** 2800  
One Panasonic Way, Secaucus, N.J. 07094

TZ-PC130 cable converter\*, TZ-PC160 cable converter with audio control\*. **Staff:** Dick Strable, David Nicholas, Kent Vienneau.

**Payview Ltd.** 3517  
G.P.O. Box 3000, Hong Kong

**Pegasus Systems (see A.F. Assoc.)**

**Phoenix Cable/Lease** 3010  
100 Colony Sq., Suite 200, Atlanta 30361

Equipment financing, senior and subordinate loans. **Staff:** Ron Demer, Jim Feeney, Jim Bacon, Leslie Sorg.

**Pioneer Communications** 2134  
2200 Dividend Dr., Columbus, Ohio 43228

**Pirelli Optronic Systems** 2353  
300 Research Pkwy., Meriden, Conn. 06450

**Playboy Programing** 1942  
8560 Sunset Blvd., Los Angeles 90069

Playboy programing. **Staff:** Christie Hefner, Dick Sowa, Que Spaulding, Eddie Rissien, Michael Fleming, Michael Hale, Claudia Flintermann, Victor Simpkins, Laurie Giddins, Michael Feinner, Bruce Binkow, Sherry Arnett, Ava Fabian, Theda Giles, Vanita Cillo.

**Portac** 1110  
108 Aero Camino, Goleta, Calif. 93117

Time-managed message generator/controller systems. **Staff:** Tracey Hooper, Brian Hooper.

**Precise Mfg.** 3546-47  
2143 E. Fifth St., Tempe, Ariz. 85281

**Staff:** Harold Wedell, Ferrell Anderson, Frank Conti, Tudy Ballesteri, David Wedell, Ray Miller, Jim Davis, Floyd Stewart.

**Preview Network** 2139  
1130 E. Cold Spring Ln., Baltimore 21239

24-hour cable programing promotion network. **Staff:** Lou Zaccheo, Bill Baker, Mary Ellen Iwata, Susan Robinson, Kathy Manger, James Wylie, Jan Katzenberger, David Avery, Art Treichel.

**Prime Ticket Network** 1630  
401 S. Prairie Ave., Inglewood, Calif. 90301

Regional sports network. **Staff:** Tony Acone, Tim Krass.

**Pro Am Sports System** 1630

500 Stephenson Hwy., Suite 204, Troy, Mich. 48083

Midwest sports programing network. **Staff:** William Moren, Jilliana Harbaugh, William Wischman Jr.

**Production Products Corp.** 3428  
One Mezzly Ln., Manlius, N.Y. 13104

Cable connectors for trunk and distribution equipment, low-, mid-, high- and super-band traps. **Staff:** Daniel Mezzalunga, Dominick Maio, Andrew Szegda, Charles Day.

**PTL** 1135  
PTL Network, Charlotte, N.C. 28279

**PTS/Katek Corp.** 1830  
5233 S. Hwy. 37, Bloomington, Ind. 47401

Converter sales and repair service. **Staff:** Gary Wilson, Jack Craig, Jeff Hamilton, Bill Terrell, John Rollison, Bob Gidcumb, Ron Katz.

**Pyramid Industries** 1003  
Box 23169, Phoenix 85063

**Qintar Inc.** 1004  
Box 6570, Westlake Village, Calif. 91359

**QVC Network** 1931  
1365 Enterprise Ave., West Chester, Pa. 19380

Cable shopping network. **Staff:** Joseph Segel, David Baxter, D. Bruce Sellers, Peter Flint, Douglas Dexter, Katherine Hawthorne, Terry Harmon, Timothy King, Richard Ross.

**Rainbow Programing Services** 2338  
150 Crossways Park West, Woodbury, N.Y. 11797

American Movie Classics, Bravo, Sports-channel Network.

**RCA Americom** 2718  
4 Research Way, Princeton, N.J. 08540

**RCH Cable Marketing** 3321  
119 River Rd., Riverside, N.J. 08075

**Staff:** Robert Halgas, Jim Arthis, Bob DiBetta, Fred Diedrich, Chester Halgas.

**Recoton Corp.** 1871  
46-23 Crane St., Long Island City, N.Y. 11101

**Regional Sports Network** 1630  
2 Pennsylvania Pl., New York 10121

**Reliable Electric** 1105  
11333 Addison St., Franklin Park, Ill. 60131

**Request Television** 2332  
140 E. 45th St., New York 10017

Pay-per-view television service. **Staff:** Jeffrey Reiss, Len Fertig, Bruce Karpas, Bruce Allen, Colleen Cahill, Tina Clarke, Mark Cutten, Greg Deprez, Andy Ferraro, Stuart Jacob, Morgan Lambert, Jennifer Lambert, Carter Maguire, Ron Norberg, Jay Rubin, Lori Sherman.

**Resource Recovery Systems** 1837  
14127 Langbourne, Houston 77077

Removal and purchase of scrap coax cable. **Staff:** Tom Wood Sr., Tom Wood Jr.

**RF Analysts** 3542  
112 E. Ellen St., Fenton, Mich. 48430

Computerized test system for headends and remote locations. **Staff:** Jack Hooper, Dewayne Lip.

**Right Image** 3112  
4665 Frederick Dr., Atlanta 30336

Premium and promotional sportswear, corporate identity programs. **Staff:** Carl Neigoot, Dick Dunghie, Wayne Kennedy.

**RL Imports** 1663  
16000 Ventura Blvd., Suite 103, Encino, Calif. 91436

**RMS Electronics** 2705  
50 Antin Pl., Bronx, N.Y. 10462

Power supplies, power passing splitters, couplers, directional taps, aluminum and F connectors, pedestals, apartment boxes, molding, traps and tools. **Staff:** Ray Perez, Lee Heller, Roger Nejes, Harold Trishman, Trevor Ritchie.

**Rogers Data Services** Caesars  
855 York Mills Rd., Suite 102, Toronto, Ont. L4C 2T3

**Sadelco** 2909  
75 W. Forest Ave., Englewood, N.J. 07631

**Scientific-Atlanta** 2142  
Box 105600, Atlanta 30348

IPPV module, power status monitor, multiport DA, set-top terminals. **Staff:** Sidney Topol, Jay Levergood, Bill Johnson, Larry Bradner, Solomon Webb, Steve Necessary, Steve Havey, Perry Tanner, Jerry Henning, Andy Meyer, Pat Bohana, Bob Murphy, Rusty Paul, Jim Hart.

**Secagraphics** 2715  
4582 S. Ulster St. Pkwy., Suite 1301, Denver, Colo. 80237

**Seeburg Music** 3544  
5706 New Chapel Hill Rd., Raleigh, N.C. 27607

Music services—Lifestyle and Lifestyle AC. **Staff:** Sherrill Williams Sr., Bonnie Sullivan.

**Sencore** 1665  
3200 Sencore Dr., Sioux Falls, S.D. 57107

**Shop Television Network** 3100  
875 Third Ave., New York 10022

**Showcase Video** 1559  
2323 Cheshire Bridge Rd., Atlanta 30324

**Showtime/The Movie Channel** 2312  
1633 Broadway, New York 10019

Showtime, Movie Channel and Viewer's Choice. **Staff:** Jack Heim, Steve Schulte, Scott Kurnit, Josh Sapan, Sara Levinson, Art Gusow, Barry Goldberg, Dick Ingebrand, Jeff Wade, McAdory Lipscomb, Dennis Balthazor, Fred Schneier, John

Burns, Ron Bernard, Jules Haimovitz.

**Siecor Corp.** 1103-04  
489 Siecor Park, Hickory, N.C. 28603

Microprocessor controlled fusion splicer, splice trays, FC-type cable assemblies. **Staff:** Jim Duda, Tommy Liggett, James O'Neil, Scott Stevens.

**Signal Vision** 1939  
3 Wrigley, Irvine, Calif. 92718

CATV enclosures, underground vaults, connectors, f-fittings, conduit and related products, video control centers, security boxes, drop material. **Staff:** Neil Phillips, Mike Thatcher, Michael Solomon, John Gilbert.

**Sky Merchant** 1849  
9697 E. Mineral Ave., Englewood, Colo. 80112

Home shopping service. **Staff:** Jim Krejci, Stuart Kunicki.

**Society National Bank** Hilton  
800 Superior Ave., Cleveland 44114

**Society of Cable TV Engineers** 1022  
669 Exton Commons, Exton, Pa. 19341

Technical training program and services. **Staff:** William Riker.

**Source Shopping Club/  
Caravan of Values** 3139  
1723 W. Fourth St., Tempe, Ariz. 85281

**Southern Cable TV Assoc.** 1460  
6175 Barfield Rd., Suite 220, Atlanta 39328

**Standard Communications** 1626  
Box 92151, Los Angeles 90009

**Steppin' Out** 3022-23  
3701 Old Court Rd., Suite 7, Pikesville, Md. 21208

Coupon books, vacation and merchandise premiums. **Staff:** Bob Colton, Eli Deckwar, Don Rhoads, Jack Warsager, Robbyn Rosenthal, Don Rubin, Jerry Decker.

**Straight From Hollywood** 3348  
321 W. Broadway, Box 429, Excelsior Springs, Mo. 64024

Tape rental/sales operation. **Staff:** Rodney Weary, F.G. Weary, Eric Magee, Rhonda Wisecup, Trent Stigall.

**Synchronous Communications** 3115  
1885 Lundy Ave., Suite 102, San Jose, Calif. 95131

**Syrcuits International** 1662  
111 Monarch Dr., Liverpool, N.Y. 13088

**T.A. Associates** Hilton  
45 Milk St., Boston 02109

**Tektronix** 2906  
Box 500, Beaverton, Ore. 97077

2710 and 1705 spectrum analyzers\*. **Staff:** Jerry Harris, Bill Benedict, Steve Phares, Steve Stanton, Rex Stevens, Jim Zook, Guy Lewis.

**Telecorp Systems** 1848  
5825-A Peachtree Corners East, Norcross, Ga. 30092

System 606 automatic dialer, 6000 voice response system\*, automated attendant and voice messaging system. **Staff:** Dana Webster, George Selfridge.

**Telecrafter Corp.** 1750  
Box 21475, Billings, Mont. 59104

Cable markers, enclosures and locking and security devices, drop fastening tool. **Staff:** Peter Mangone, Dorit Herman, Bonnie Kibler.

**Tele-Engineering** 1209  
2 Central St., Framingham, Mass. 01701

Ad cue 2000 commercial insertion system\*, ad log auto-mate log data interface\*, ad cue 100, II and jr. commercial insertion system, PVS video switching equipment, LP-100 LPTV automation system, LAN and CATV engineering services. **Staff:** Ernest Tunmann, Gary Cooper, Jim Lyons, Alan Burt.

**Tele-Wire Supply Corp.** 2345  
7 Michael Ave., East Farmingdale, N.Y. 11735

**Television Digest** 2923  
1836 Jefferson Pl., NW, Washington, D.C. 20036

**Telstar Corp.** 1300  
1900 Avenue of the Stars, Suite 2500, Los Angeles 90067

Zap multichannel PPV service, Zapper impulse ordering technology. **Staff:** Joe Corazzi, Robert Sillerman, Sid Amira, Gerry Jordan, Jane Bartell, Eric Ebeling, Scott White, Anne Droste, Bill Serencsa, Carl Sambus, John Schramm, Alan Vincioni, Ed Michalove, Joe Sigler, John Ratliff.

**Tempo Television** 1635  
6918 South Yorktown, Tulsa, Okla. 74136

Tempo Television, WTBS, Tempo Sound, Tempo Data. **Staff:** Dick Smith, Kip Farmer, Sel Kremer, Judy Umlas, Steve Olsen, Frank Kremer, Kathy Wagner, Betsy Smith, Teresa Russell, Gary Stanton.

**Texscan Corp.** 2348  
7320 Vuthenus Dr., Suite 200, Scottsdale, Ariz. 85261

**Texscan Instruments** 2348

3169 N. Shadeland Ave., Indianapolis 46226

**Texscan MSI** 2348  
124 Charles Lindberg Dr., Salt Lake City 84116

**Time Manufacturing** 3118  
7601 Imperial Dr., Waco, Tex. 76702

**Times Fiber Communications** 2148  
358 Hall Ave., Wallingford, Conn. 06492

T4 Plus trunk and feeder cable, TX low loss semiflex cable, T4 drop cable. **Staff:** L. DeGeorge Sr., Jack Forde, Rex Porter, Ralph Hillburn, Frank Hamilton, Fred Wilkenloh, Craig Scialzo, F. Brown, S. Byrd.

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**Toner Cable Equipment** 2726  
969 Horsham Rd., Horsham, Pa. 19044

Distributors of CATV equipment, including headend, earth stations, antennas and computer billing/management information. **Staff:** Bob Toner, Shawn Toner, B.J. Toner, Karen Toner, Mike Greninger, Steve Deasey, Phil Young, Lou Aurely.

**Toyota Motor Sales** 1117  
19001 S. Western Aven., Torrance, Calif. 90509

**Transworld Systems** 2158  
6041 S. Syracuse Way, Suite 210, Englewood, Colo. 80111

**Travel Channel** 1917  
605 Third Ave., New York 10158

Travel-related programming service. **Staff:** Jim Trecek, Al Goldstein, Mark Dempsey, Francie Leader, Patty McCaskill, Mike Hanafee.

**Trilogy Communications** 1309  
2910 Hwy. 80E, Pearl, Miss. 39208

Coaxial cable. **Staff:** Rick Jubeck, Bill Kloss, John Kaye, Steve Hallock, Shinn Lee.

**Trinity Broadcasting Network** 2253  
Box A, Santa Ana, Calif. 92711

24-hour religious programming. **Staff:** Stan Hollon, Jack Hightower, Holly Johnson.

**Triple Crown Electronics** 3520  
4560 Fieldgate Dr., Mississauga, Ont. L4W 3W6

**Turner Broadcasting System** 2121  
One CNN Center, Box 105366, Atlanta 30348

Cable News Network, CNN Headline News, superstation wrbs. **Staff:** Terry McGuirk, Ted Turner, Burt Reinhardt, Bob Wussler, Arthur Sando, Mark Henderson, Ron Harris, Cathy Burrell, Hawley Chester, Andy Harrison, Marty Lafferty, Doug McGinnis, Julia Sprunt.

**TV Answer** 3505  
1229 19th St., NW, Washington 20036

**TV Decisions** 2812  
1819 Peachtree Rd., NE, Atlanta 30309

Program listings channel. **Staff:** Dennis Campo, Joseph Brunner, William Goodwyn, Jack Klinge, Linda Stiansen, William Cohn, Robert Newell.

**TV Guide** 1745  
4 Radnor Corporate Ct., Radnor, Pa. 19088

TV Guide magazine. **Staff:** Eric Larson, Merrill Panitt, Herb Zucker, Lawrence Moore, William Hammack, Debra Disch Roberts, Jean Fuller, Elyse Landsman.

**TV Host** 3108  
3935 Jonestown Rd., Harrisburg, Pa. 17109

TV Host. **Staff:** Frank Dillahey, Martin Sheely, Russ Funkhouser, Dave Stefanic, Curt Jantz.

**TVSM** 2930  
309 Lakeside Dr., Horsham, Pa. 19044

**UEC Skyvan** 3421  
Box 54979, Oklahoma City 73154

**Unicom** 3543  
55 Woodland Park Dr., Kalispell, Mont. 59901

**United Video** 1922  
3801 S. Sheridan Rd., Tulsa, Okla. 74145

WGN Chicago, WPIX New York, KTVT Dallas/Fort Worth, Electronic Program Guide, EPG Jr., WFMT-FM Chicago, KKGO-FM Los Angeles, network and PBS affiliates from Detroit\*. **Staff:** Chris Bourne, Virgle Smith, Reuben Gant, Terri Sontag, Leisha Haworth, Elaine Estes, Beth Williams, Jeff Treeman, Carol Harper, Donna Davis, Rhonda Olsen, Karen Smith, Rick Maxwell, Anne Wilkerson, Jim Shelton.

**University of Denver** 1956  
2020 S. Race, Suite 122, Denver 80208

Center for management development and women in cable. **Staff:** Donna Carlson, Candace Cox.

**Univision/Galavision** 2642  
460 W. 42d St., New York 10036

**U.S. Air Force Recruiting** 1760  
Randolph AFB, Tex. 78150

**U.S. Cable** 3008  
Box 1611, Appleton, Wis. 54913

Construction services: turnkey cable and data networks. **Staff:** Jerry Wood, William Mullen, Duane Johnson.

**USA Cable Network** 1926  
1230 Avenue of the Americas, New York 10020

Variety programming network.

**Vermeer Manufacturing** 1822  
Box 200, New Sharon Rd., Pella, Iowa 50219

LM35 cable plow. **Staff:** John Vander Wert, Phyllis Vander Wert, Bob Qualls, Don Russell, Frank Lambert.

**Video Data Systems** 1816-17  
30 Oser Ave., Hauppauge, N.Y. 11788

Automated information systems, vertical interval, data transmission, encoding and decoding data within picture signal. **Staff:** Stephen Seiden, Paul Seiden, William Leventer, Jeffrey Seisser, Robert Speranza, Marsha Rubin, Erica Witt, Larry Schulman, Raymond Blumenthal, Janet Watt.

**Video Shopping Mall** 1656  
930 Fox Pavilion, Jenkintown, Pa. 19046

**Viewsonics** 2912-13  
170 Eileen Way, Syosset, N.Y. 11791

Amplifiers, duplex filters, locking terminators, integrity passives, combiners, kits, apartment boxes, Broad-Lan prepackaged LAN network\*. **Staff:** Abram Acker-

man, Cynthia Brown, John Cooke, John Ferrarese.

**Vitek Electronics** 3322  
901 South Ave., Horseheads, N.Y. 14845

**WATS Marketing of America** 1560  
3250 N. 93d St., Omaha, Neb. 68134

**Wavetek** 1722  
5808 Churchman, Beech Grove, Ind. 46107

Electronic test equipment. **Staff:** Jack Webb, Tony Shortt, Greg Marx, Steve Murray.

**Weather Channel** 2700  
2840 Mt. Wilkinson Pkwy., Atlanta 30339

Weather forecasts and information. **Staff:** John Wynne, Lemuel Lewis, Louis Ryan, Mike Eckert, Ed Peters, Doug Holladay, Tamra Davis, Dawn McCall, Ron Qurashi, Kathleen Cozad, Kathy Lane, Karen Zimmerman.

**Wegener Communications** 1150  
11350 Technology Cr., Duluth, Ga. 30136

Model 1791 BTSC encoder demonstration, stereo processors, digital audio head-end equipment, stereo synthesizers, audio and data subcarrier equipment for microwave and satellite. **Staff:** Ken Leffingwell, Lisa Andrews, Ned Mountain, Bob Placek, Neil Kohn.

**Western CATV Distributors** 1712  
3430 Fujita Ave., Torrance, Calif. 90505

Products, engineering and repair services. **Staff:** Bill Ewing, Chris Ewing, Ed Harmon, Jeff Roberts, Joan Ewing, Pamela Martin, Mark Merrill, Dave Herman.

**Westinghouse OnTRAQ** 1737  
105 Mall Blvd., Monroeville, Pa. 15146

CableTRAQ subscriber satisfaction survey. **Staff:** Susan Delzell, Kenneth Pratt, Ken Klein, Lew Hanes, Joan Groshardt.

**Windmaster Manufacturing** 1859  
Rte. 8, Box 14, Defuniak Springs, Fla. 32433

**World Wide Bingo** 3549  
Box 2311, Littleton, Colo. 80161

Broadcast bingo. **Staff:** Jack Hampton, Joanne Hampton, Rich Ludvigsen, Lynda Ludvigsen, Ellen Weiker, Jack Weintraub, Norvell Rose, Sol Radam, Vemiece Stuart, Kathie Hall.

**X-Press Information Services** 2712  
1536 Cole Blvd., Bldg. 4, Suite 250, Golden, Colo. 80401

X-Press X-Change service\*, X-Press executive. **Staff:** Jerry Bennington, Lynne Buening, Chery Grund, Elizabeth Cole, Melinda Ewing, John Eaton, Rosetta Rogers, Guy Larson, Jody Gentry, George Backer, Clint Ober, John Bunyan, Richard Shriver.

**You-TV/World Media Ent.** Caesars  
8455 Beverly Blvd., Suite 406, Los Angeles 90048

**You TV/Health TV** 1156  
355 Fifth Ave., Suite 1310, Pittsburgh 15222

**Zenith Electronics Corp.** 2737  
1000 N. Milwaukee Ave., Glenview, Ill. 60025

## Fairness bill ready to move to House floor

**H.R. 1934 sweeps through Commerce Committee; administration's position on matter is still unclear**

There were no surprises last week when the House Energy and Commerce Committee by a vote of 33-8, approved legislation that will turn the fairness doctrine into law. The measure, H.R. 1934, should get to the House floor sometime in June where it is expected to pass by an overwhelming majority. (That it enjoys bipartisan support was evident by the vote of the Commerce Committee.)

The Senate acted on its own fairness bill last month and there has been considerable conjecture that the President might veto such a measure (BROADCASTING, April 27). The administration is on record as opposing the bill and both the National Telecommunications and Information Administration and the Justice Department are likely to recommend a veto. But it appears no decision has been made.

There was some limited debate on the measure. Those like Representative Tom Tauke (R-Iowa) who opposed the bill when the Telecommunications Subcommittee approved it stated their objections again. "If we support the fairness doctrine, we are proclaiming support for the government deciding what people should be watching and listening," Tauke said.

Representative Bill Richardson (D-N.M.) expressed his concerns and offered an amendment that was soundly rejected by a voice vote. (Although the congressman tried to alter the legislation, he voted for it.) Richardson said he had considered offering an amendment that would terminate the fairness bill in five years. He felt there is a need for review to determine if the doctrine is indeed promoting discussion of controversial issues. But because such an amendment would be hotly opposed, Richardson instead suggested the establishment of a nine-membered "fairness doctrine study commission." After four years the commission, composed of six members appointed by Congress and three by the President, would report to Congress on whether the doctrine promoted discussion of issues of public importance by broadcasters and whether "the methods selected to enforce that doctrine have imposed unnecessary or excessive administrative burdens on broadcasters."

But Representative Al Swift (D-Wash.) and others felt Richardson's proposal was unnecessary. "There's nothing left to study, all there is left to do is to vote," Swift said.

Those voting to codify the doctrine were: Commerce Committee Chairman John Dingell (D-Mich.); James Scheuer (D-N.Y.); Henry Waxman (D-Calif.); Philip

Sharp (D-Ind.); James Florio (D-N.J.); Ed Markey (D-Mass.); Thomas Luken (D-Ohio); Doug Walgren (D-Pa.); Swift; Mickey Leland (D-Tex.); Cardiss Collins (D-Ill.); Mike Synar (D-Okla.); Billy Tauzin (D-La.); Ron Wyden (D-Ore.); Dennis Eckart (D-Ohio); Richardson; Jim Slattery (D-Kan.); Gerry Sikorski (D-Minn.); John Bryant (D-Tex.); Jim Bates (D-Calif.); Rick Boucher (D-Va.); Jim Cooper (D-Tenn.); Terry Bruce (D-Ill.); ranking minority member Norman Lent (R-N.Y.); Matthew Rinaldo (R-N.J.); William Dannemeyer (R-Calif.); Don Ritter (R-Pa.); Thomas Bliley (R-Va.); Jack Fields (R-Tex.); Howard Nielson (R-Utah); Michael Bilirakis (R-Fla.); Dan Schaefer (R-Colo.); and Sonny Callahan (R-Ala.).

Voting against the measure were:

Ralph Hall (D-Tex.); Edward Madigan (R-Ill.); Carlos Moorhead (R-Calif.); Bob Whittaker (R-Kan.); Tauke; Dan Coats (R-Ind.); Michael Oxley (R-Ohio), and Joe Barton (R-Tex.) □

## Spectrum auction kicking around on Capitol Hill

**Helped by a boost from FCC Chairman Dennis Patrick, auction plan, which could raise \$600 million for FY 1988, is getting some backing in Senate, but key players, including Hollings and Dingell, are against proposal**

An administration proposal to permit the FCC to auction off nonbroadcast spectrum as a means of raising revenue is being kicked around on Capitol Hill. The Office of Management and Budget estimates the auctions could raise \$600 million in fiscal 1988 and the idea apparently has some Senate backing. The Senate version of a FY '88 budget resolution calls for the \$600-million savings but the House resolution does not. Last week a House-Senate conference committee began negotiations to reconcile the differences between the two resolutions. A final decision could come this week.

Meanwhile, the odds appear to be against the auction proposal. Senate Commerce Committee Chairman Ernest Hollings (D-S.C.), a budget conferee, previously has expressed his opposition to auctions. House Energy and Commerce Committee Chairman John Dingell (D-Mich.) also is no fan of spectrum auctions. The House's objections to the Senate provision were expressed last week, and it was unclear if Senate leaders (Budget Committee Chairman Senator Law-

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ton Chiles [D-Fla.] and ranking Republican Pete Domenici of New Mexico) would insist that it remain. The overriding need to raise revenues to offset the budget deficit makes the auction plan particularly attractive. If the \$600-million request survives, the Commerce Committee, which is responsible for reauthorizing the FCC for FY 88-89, would be hard pressed to ignore those instructions.

The budget action came two weeks after FCC Chairman Dennis Patrick wrote members of the House and Senate Budget, Appropriations and Commerce Committees, plugging the auction idea. Patrick also presented a legislative proposal, "the Auction Licensing Act of 1987."

While the proposed legislation would only affect common carrier and private radio spectrum, the National Association of Broadcasters joint board of directors voted unanimously last February to state its "total opposition to spectrum auctions" of any kind. The broadcasters feel frequencies should be allocated on the basis of use and

need. Furthermore, NAB believes auctions would increase the incentive for the FCC to take away broadcast frequencies and reallocate them to private services and then sell them.

Patrick's proposal is similar to an earlier auction plan advocated by former FCC Chairman Mark Fowler in 1985 and '86. Like Fowler, Patrick sees auctions as a means of generating revenues to help reduce the federal deficit (although Fowler suggested the funds might be used by public broadcasting). Patrick's proposal also differs from Fowler's in that it "clarifies that auctions may be used to assign licenses that have been revoked or otherwise made available for reassignment." Additionally, he suggests the FCC have a year rather than 180 days to establish the auctions.

In arguing for the legislation the FCC chairman said existing licensing methods, such as comparative hearings and lotteries, have "severe drawbacks." For instance, comparative hearings are costly to the appli-

cants and the commission, he asserted. "It is also unclear whether such proceedings provide the type of information that enables the commission to choose the applicants that will best serve the public."

(Similarly in Britain, the government is considering a plan that calls for the establishment of privately held frequency planning organizations [FPO's] that would manage parts of the radio spectrum under publicly authorized licenses. The quasi-governmental FPO's would in turn sublease spectrum to other users.)

The proposed legislation, Patrick assured the lawmakers, would not alter "in any way previous allocations of spectrum or the commission's obligation under the Communications Act of 1934 to allocate spectrum to those uses best calculated to promote the public interest." The FCC's authority to hold auctions, under the bill, would cease after five years. Prior to that, (one year before expiration) the commission would submit a full report to Congress on the auctions. □

## House hearing covers colorization spectrum

**Film directors, including Allen, Forman, Pollack, Silverstein, and Ginger Rogers decry changing black and white movies; colorization firms say its within their rights**

"First it's color, then maybe we replace the score of 'Gone with the Wind,' with rock music," warned actor-director Woody Allen at a Senate hearing last week. Allen was one of several luminaries from the film community who told a Senate panel that the practice of coloring black and white movies should be outlawed unless the film's director consents to such a change. It's the colorization of such Hollywood classics as "Casablanca" and "The Maltese Falcon" Allen and the others find particularly disturbing.

Directors Allen, Milos Forman, Sydney Pollack, Elliot Silverstein, and actress Ginger Rogers testified before the Senate Subcommittee on Technology and Law, chaired by Patrick Leahy (D-Vt.). Leahy told the panelists he had "no legislative fix in mind." He convened the hearing, he said, as a means of exploring how 'colorization,' is affecting copyright, trademark and contract law.

But on the following day, Representative Richard Gephardt (D-Mo.) introduced a bill aimed at giving principal screenwriters and directors the "right of consent" for a material



Forman, Pollack, Allen and Silverstein

alteration of their work. If the director is deceased, Gephardt said, the heirs would be consulted. If a film is colorized without permission, the bill enables directors to sue under the Copyright Act. (Currently, the measure doesn't bar television stations or networks from editing the films they've purchased, although Gephardt indicated that aspect might surface in later discussions of the bill.)

Gephardt unveiled his legislation at a press briefing where he was joined by Allen and the others who registered their support

for the initiative. Gephardt, who is one of several announced presidential candidates, was asked if his interest in the bill reflected an effort to attract Hollywood money for his presidential campaign. The congressman rejected that assertion. "This bill does not have anything to do with political money; it has to do with the integrity of films," Gephardt maintained.

Furthermore, he said, he thinks Hollywood will be divided on the issue with "a lot of studios" opposing the measure. Asked later if he has viewed any colorized movies, the congressman said he'd seen a clip from one, and from what he saw, he didn't think it "worked well." Also, he told reporters he'd been working on the legislation for four months.

Although not a member of the Judiciary Committee, which has jurisdiction over the bill, Gephardt was confident there will be hearings. "The choice of how a film is created and developed is very personal; these decisions should not be second-guessed by entrepreneurs in search of a quick buck," he said.

During the Senate hearing, Allen called the process "sinful," and asserted it raises a



Mayer, Young and Word



"very strong moral issue." From an actor's perspective, Rogers said, "this computerized colorization is the final indignity." She felt outrage when watching one of her films, "42nd Street," that had been colorized. "I never would have stepped near a camera looking like that."

Rogers also read a letter from actor Jimmy Stewart on the process. Stewart, who starred in the classic "It's a Wonderful Life" (now colorized), said his best work was "being washed away in a vat of easter egg dye." And director John Huston in a videotaped message said the motion picture industry was being "bushwacked by the coloroids."

The senator specifically wanted to know why Hollywood is so distressed by colorization when at the same time it allows its movies to be "chopped up," by television stations. "We've tried to achieve some prohibitions against that," replied Silverstein. "If we could have our way, we wouldn't let anyone tamper with the films," Allen said, adding that colorization, "is much more accutely noticeable... it's the straw that broke the camel's back."

But, Leahy seemed to have some doubts. "As I said before, I don't know why anyone would watch a movie on television when it's chopped up so badly. This is my personal view, I am not suggesting any legislation. The networks have the right to peddle schlock; they exercise that right."

Pursuing the issue further, Leahy wanted to know why coloring a film is different from taking a novel and changing its ending in the movie. "We make the films based on the novel," Pollack said. "When we buy the rights," he continued, "we say we're making the film based on the book. I am taking responsibility for creating a whole new work." Colorization, Pollack argued, is "violation of the original work."

But those who have been colorizing the old black and white movies say they have bought the rights to the films "fair and square." Arguing in defense of the process were Roger Mayer of Turner Entertainment Co. (a subsidiary of Turner Broadcasting that has been colorizing movies since last year after the company's owner, Ted Turner purchased the MGM/UA film library). Rob Word of Hal Roach Studios and Buddy Young of Color Systems Technology.

"When the anticolorists deny the right to color black and white pictures they are calling for censorship," Mayer said. Colorization, he maintained, has created a "large new audience" for the films. Word backed up Mayer's argument by saying that broadcasters don't want to air the black and white versions. "Stations refuse to buy them unless they're colorized," he said. Furthermore, Word contended that if films aren't permitted to be colorized, the public will suffer because they won't get to see the films. "Through colorization, films are coming to life and getting off the shelf."

The issue, insisted Young, should be dealt with when directors negotiate their contracts. "We would absolutely refuse to color any motion picture when such colorization would be a violation of an existing contract," Young said. Later, Leahy asked Young if he would object to running a disclaimer before the colorized film begins

alerting viewers they are not watching the original product. "I would certainly agree to a disclaimer," the colorist replied. "The thing we're trying to do is be as historically accurate within the bounds of good tastes." □

## FCC asked to rule on legality of words

Pacifica station wants commission to tell it whether it can air section from Joyce's 'Ulysses'

The FCC's issuance of a new policy statement on indecent language may mean it has a new burden: screening language before broadcast by licensees claiming to be unsure of whether the material would run afoul of the commission's guidelines. Pacifica Foundation Inc., one of three licensees whose stations were cited by the commission for content it said contained indecent language, petitioned the commission for a declaratory ruling on language that one of the foundation's six stations—WBAL(FM) New York—is scheduled to broadcast on June 16, at approximately 11 p.m.

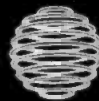
The petition, which said Pacifica would proceed with the broadcast "unless the commission declares that the broadcast would be indecent," does not identify the source of the material. But it is from Molly Bloom's soliloquy in James Joyce's "Ulysses." The petition notes that the commission has said that speech must be considered "in context," but that context does not necessarily dilute the offensiveness of the language involved. The passage that WBAL plans to broadcast will, Pacifica said, consume between 15 and 20 minutes and be preceded by a warning that it contains language that may be objectionable to some listeners. Pacifica's petition cites 14 specific words and phrases.

Until its new ruling last month, the commission had limited its definition of indecency to the repetitive use of the "seven dirty words" contained in a George Carlin monologue—broadcast, as it happened, on WBAL. In a February 1975 ruling affirmed by the Supreme Court three years later, the commission held that the broadcast violated the statute barring the broadcast of indecent language. Under its new, and broader, ruling, the commission said it could consider as indecent language that "involves the description or depiction of sexual or excretory activities or organs in a patently offensive manner" and that is broadcast at a time when there is "a reasonable risk that children may be in the audience."

"The recent pronouncement does not furnish a licensee with a clear, objective legal standard against which to measure proposed broadcasts," Pacifica said in its petition. It said it wants the ruling because it "is uncertain as to how the commission will construe and apply the standards it has announced, and because Pacifica wishes to avoid a violation of the newly announced standards." The commission indicated in its order adopting the new policy that declaratory rulings are appropriate as a means of removing uncertainty in such "complicated areas of the law." □

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# Radio Marti gets a second-year report card

**Study says that while service has been successful, larger role should be played by VOA**

Radio Marti, the Reagan administration's answer to what the administration calls the Castro government's monopoly on the news and information available to Cuba, will reach its second birthday on May 20. And although officials say its performance as a broadcaster has at least matched expectations, a detailed report by committee of three Voice of America staffers indicates there is room for improvement in the management and administration of the new service. Indeed, the most far-reaching and potentially controversial of the committee's recommendations call for tighter oversight by, and a closer relationship with, the VOA, of which it is a part.

The committee—comprising Robert Henry, executive assistant to the VOA director; Marie Ciliberti, special assistant to the chief of the VOA USSR division, and Jacqueline Hopkins, labor and employee relations specialist in the VOA office of personnel—was created in December by VOA director Richard Carlson and Ernesto Betancourt, director of Radio Marti. It was their response to a petition signed by 19 Radio Marti employees and forwarded to Carlson that made a number of allegations of “administrative irregularities” at the new service. There were no specifics.

The committee is generally kind to what is officially known as the Radio Marti Program. The report notes that in the 19 months following congressional passage of the legislation creating the service, the service was under “tremendous pressure”—from the administration, Congress and the Cuban community—to begin broadcasting. Qualified Spanish-speaking staffers had to be recruited and passed through the security-clearance process. Programming and news sources had to be developed, in Washington and in Florida. And a program service had to be developed that would conform to Congress's call for “broadcast programs which are objective, accurate, balanced and which present a variety of views.” In addition, studio and transmitter facilities had to be acquired, built, tested and made operational.

Despite those problems, the report says, Radio Marti in 19 months went from zero hours of programming to a full schedule of 14½ hours of programming daily. “And according to available reports,” the report says, “it has been highly successful right from the start in accomplishing its assigned mission and in achieving well-deserved recognition as a major participant in international broadcasting. All must acknowledge that such an achievement is nothing short of a broadcasting miracle.”

Still, the committee—which based its report on interviews with 62 present and former employees of Radio Marti, in Washington and in Miami, Marathon and Key West, in Florida—says serious problems exist that require attention. It refers, for instance, to newsroom work schedule problems that

were “the result of an apparent authoritarian and somewhat arbitrary style of management.” And while the committee found no evidence of discrimination in hiring, it said it was disturbed “by the fairly widespread feeling” among current and former staffers that such discrimination exists.

The report also says that “one of the greatest problems at Radio Marti” is that of effective communication involving employees at all levels. Although division managers said they hold regular staff meetings, the report says, “a constant and continuing complaint of employees is that they don't know what is going on most of the time.” Neither do they know what management's goals and priorities are. And they do not feel they are playing a role in the planning of Radio Marti's future. Accordingly, one of the principal recommendations calls for the immediate implementation of a system of regularly scheduled staff meetings.

But the report does not point a finger at Betancourt; in fact, it says his management skills and credentials, “coupled with his strong positive commitment toward the Radio Marti Program, represent a strong asset toward being able to resolve many of the problems.” Rather, it says that most of the problems are rooted in the mid-management level. “The apparent style of many (not all) of these managers, coupled with their lack of understanding of basic management principles and how the U.S. government personnel management system works, has been the major contributing factor to the problems identified by this committee.”

Overall, the committee appears to view those problems in part as stemming from the necessary haste with which the organization was established. But the committee also seems to view them as structural. Its first recommendation is that the U.S. Information Agency—the parent organization—and VOA “review and clarify” Congress's intent regarding Radio Marti's relationship within the USIA organization. For although the statute creating Radio Marti declares it to be part of the VOA, the language, the committee says, “is vague and generalized.” It notes that the law mandates that Radio Marti be “administered separately from other Voice of America functions”—while the committee envisages a closer working relationship between the VOA and Radio Marti.

One recommendation is for “regular, frequent contact and consultations” between representatives of Radio Marti and the VOA offices of personnel and administration. The report says VOA offices “have substantial resources along with proved expertise to assist in dealing with problematical situations at Radio Marti.” Another recommendation is for regular consultations between Radio Marti management and VOA division chiefs and the VOA program director. The report says such meetings could provide a forum for discussions of common concerns—policy directives, resource management, programming initiatives, directives and budget questions—which affect all VOA divisions and Radio Marti.

The committee also found “management-skills deficiencies and lack of managerial and U.S. government experience” prevalent among most division managers (the directors of administration and personnel were said to be exceptions). The report says that while the committee's review was in progress, Radio Marti instituted a training program for its managers and supervisors. “This,” the report said, “is a positive step.” But it recommended that the management training be broadened and intensified—to include equal employment opportunity training—and made mandatory for all division level managers.

Perhaps the key recommendation is that the VOA director “exercise greater management oversight over the Radio Marti Program.” The report notes that the VOA director “bears ultimate responsibility within VOA for Radio Marti's operations and program output and together with the USIA director is accountable for its functions in the eyes of the administration, the Congress and the American taxpayer.” It also says an organization that, like Radio Marti, has been directed by Congress to broadcast programs “which are objective, accurate, balanced and which present a variety of views... should receive almost daily involvement of the VOA director's office in policy-making and other decisions that affect its mission and programing.”

What's more, the committee feels Radio Marti and VOA should be closer geographically as well as administratively. It recommends that the Washington operations of Radio Marti and VOA—now in quarters a block apart—“should be physically merged,” as soon as space conditions in the VOA quarters permit. Such a move, the committee says, “would facilitate smoother and more effective management of Radio Marti by the VOA director.” It also says “the one-time cost” of such a move would in time be amortized “through the long-term savings resulting from the move.”

Carlson said he would confer with Betancourt on the report but said “most” of the recommendations would be implemented. He said the report was “honest and thorough,” and contained “no surprises,” about what would be expected of an organization created under deadline pressure, as Radio Marti was. Carlson viewed the recommendations as calling only for “bureaucratic fine tuning,” which he said would be provided.

Betancourt's reaction to the report was more reserved. He said the report will be submitted for review to the President's Advisory Committee on Radio Marti before any changes are made. And while the report would be useful in identifying concerns and in efforts to improve, he said, “it's very difficult to say we'll do this or that.” As for the recommendation that the VOA director exercise greater management oversight over Radio Marti, Betancourt said that Carlson now lays down guidelines for Radio Marti but that he has “other responsibilities” than that service. “I don't think he'll find that micromanagement is necessary.” □

# Stock Index

	Closing Wed May 13	Closing Wed May 6	Net Change	Percent Change	P/E Ratio	Market Capitali- zation (000,000)
<b>BROADCASTING</b>						
N (CCB) Capital Cities/ABC	350	356	1/4	- 6 1/4	- 1.75	31 5,640
N (CBS) CBS	166	166				10 3,904
O (CLCH) Clear Channel	14 3/4	16 1/2	- 1 3/4	- 10.60	30	43
O (INFTA) Infinity Broadcasting	17 1/2	17 1/2				-51 147
O (JGOR) Jacor Commun.	6 3/8	6 5/8	- 1/4	- 3.77		36
O (LINB) LIN	36 1/8	38 1/2	- 2 3/8	- 6.16	31	1,925
O (MALR) Malrite	10 3/4	10 7/8	- 1/4	- 1.14		20 146
O (MALRA) Malrite 'A'	9 1/2	9 1/2				13 40
O (OBCC) Olympic Broadcast	6 3/4	6 1/2	1/4	3.84		16
O (OCOMA) Outlet Commun.	15	14 3/4	1/4	1.69	-5	95
A (PR) Price Commun.	11 5/8	11 1/2	1/4	1.08	-4	100
O (SCRPP) Scripps Howard	81	82	- 1	- 1.21	152	836
O (SUNG) SunGroup Inc.	1 3/4	2 1/4	- 1/2	- 22.22	-2	3
N (TFB) Taft	148 5/8	148 1/2	1/4	.08	-22	1,362
O (TVXG) TVX Broadcast	10	10				-4 59
O (UTVI) United Television	31 1/2	32	- 1/2	- 1.56	42	345

	Closing Wed May 13	Closing Wed May 6	Net Change	Percent Change	P/E Ratio	Market Capitali- zation (000,000)
<b>BROADCASTING WITH OTHER MAJOR INTERESTS</b>						
N (BLC) A.H. Belo	60 1/4	60 1/4				20 664
A (AAR) Adams Russell	24 3/8	24 1/4	1/4	0.52	64	162
O (ASTV) Amer. Comm. & TV	3 32	1 32	1 1/2	200		7
A (AFP) Affiliated Pubs	51 1/4	50	1 1/4	2.50	27	1,808
N (AFL) American Family	11	11 3/8	- 3/8	- 3.29	11	884
O (ACCMA) Assoc. Commun.	28	27 1/2	1/2	1.81		267
O (BMAC) Bus. Men's Assur.	28	25 1/4	2 3/4	10.89	-11	294
N (CCN) Chris-Craft	24 1/8	24 1/2	- 3/8	- 1.53	36	491
N (DNB) Dun & Bradstreet	123 1/4	126 3/8	- 3 1/8	- 2.47	27	9,367
O (DUCO) Durham Corp.	48 1/2	49 1/2	- 1	- 2.02	16	275
N (GCI) Gannett Co.	46 1/8	46 1/4	- 1/8	- 0.27	26	7,451
N (GY) GenCorp	104 1/2	116 7/8	- 12 3/8	- 10.58	18	2,334
N (GCN) General Cinema	47 5/8	49 3/8	- 1 3/4	- 3.54	19	1,733
O (GCOM) Gray Commun.	222	222				38 110
N (JP) Jefferson-Pilot	30	30 1/8	- 1/8	- 0.41	10	1,212
O (JSON) Josephson Intl.	13 3/4	12 1/2	1 1/4	10.00	4	61
N (KRI) Knight-Ridder	51 3/4	51 7/8	- 1/8	- 0.24	21	2,956
N (LEE) Lee Enterprises	24 3/8	24 3/4	- 3/8	- 1.51	14	606
N (LC) Liberty	38 1/2	38 1/2				13 421
N (MHP) McGraw-Hill	62 1/8	63 1/8	- 1	- 1.58	20	3,139
A (MEGA) Media General	62 3/4	60 1/4	2 1/4	4.14	52	884
N (MDP) Meredith Corp.	33	30 1/2	2 1/2	8.19	20	631
O (MMEDC) Multimedia	53 1/4	54 1/2	- 1 1/4	- 2.29	-26	585
A (NYTA) New York Times	41 1/4	42 7/8	- 1 5/8	- 3.79	25	3,382
O (NWS) News Corp. Ltd.	29 3/4	28 1/2	1 1/4	4.38	19	3,770
O (PARC) Park Commun.	31	31 1/4	- 1/4	- 0.80	28	427
O (PLTZ) Pultzer Publishing	35 1/4	37 1/4	- 2	- 5.36	28	359
N (REL) Reliance Group Hold.	9 7/8	9 3/4	1/8	1.28	8	740
O (TRSY) Reuters Ltd.	68 1/4	67	1 1/4	1.86	39	28,123
T (SKHQ) Selkirk	19 3/4	20 1/8	- 3/8	- 1.86	42	160
O (STAUF) Stauffer Commun.	135	135				22 135
A (TO) Tech Ops Inc.	35 1/4	35	1/4	.71	15	76
N (TMC) Times Mirror	81 3/4	84 1/4	- 2 1/2	- 2.96	12	5,272
O (TMCI) TM Communications	2 1/4	2 1/8	1/8	5.88	10	17
O (TPCC) TPC Commun.	7 16	9 16	- 1/8	- 22.22		4
N (TRB) Tribune	72 3/4	75 1/8	- 2 3/8	- 3.16	10	2,879
A (TBS) Turner Bcstg.	21 7/8	22 3/4	- 7/8	- 3.84	-1	476
A (WPOB) Washington Post	191	191				24 2,449

	Closing Wed May 13	Closing Wed May 6	Net Change	Percent Change	P/E Ratio	Market Capitali- zation (000,000)
<b>PROGRAMING</b>						
O (SP) Aaron Spelling Prod.	10	9 3/4	1/4	2.56	8	185
O (ALLT) All American TV	2 3/4	2 3/4				3
O (BRRS) Barris Indus.	12 5/8	13	- 3/8	- 2.88	6	111
O (CMCO) C.O.M.B.	21	21 1/2	- 1/2	- 2.32	-72	377
N (KO) Coca-Cola	40 1/2	42	- 1 1/2	- 3.57	16	15,670
O (CLST) Color Systems	13 1/2	13	1/2	3.84		9
A (DEG) De Laurentis Ent.	10 1/4	10	1/4	2.50		98
O (DCPI) dick clark prod.	5 1/4	5 1/4				10 42
N (DIS) Disney	64 7/8	66 1/4	- 1 3/8	- 2.07	29	8,485
N (DU) Dow Jones & Co.	50 1/2	49 5/8	7/8	1.76	26	4,885
O (FNNI) Financial News	11 1/2	10 3/8	1 1/8	10.84	95	134
A (FE) Fries Entertain.	4 7/8	5	- 1/8	- 2.50	27	25
N (GW) Gulf + Western	75 3/8	75 3/4	- 3/8	- 0.49	17	4,647
O (HRSI) Hal Roach	8 1/2	8 1/4	1/4	3.03		47
A (HHH) Heritage Entertain.	8 1/2	9	- 1/2	- 5.55	8	38
A (HSN) Home Shopping Net.	14 5/8	16	- 1 3/8	- 8.59	43	1,256
N (KWP) King World	24 1/8	24 1/8				31 743
O (LAUR) Laurel Entertainment	4 1/8	4 5/8	- 1/2	- 10.81	8	10
A (LT) Lorimar-Telepictures	15 1/4	15 1/4				697
N (MCA) MCA	46	47 1/8	- 1 1/8	- 2.38	22	3,485
N (MGM) MGM/UA Commun.	11 1/8	11	1/8	1.13		553
A (NWP) New World Pictures	13	12 5/8	3/8	2.97	17	140

	Closing Wed May 13	Closing Wed May 6	Net Change	Percent Change	P/E Ratio	Market Capitali- zation (000,000)
<b>PROGRAMING</b>						
N (OPC) Orion Pictures	13 1/4	13 7/8	- 5/8	- 4.50	-4	227
O (MOVE) Peregrine Entertain.	7 1/2	8 3/4	- 1 1/4	- 14.28	32	16
N (PLA) Playboy Ent.	14 3/8	14 1/4	1/8	.87	-7	135
O (QVCN) QVC Network	8 1/2	9 1/2	- 1	- 10.52		55
O (RVCC) Reeves Commun.	11 3/4	11 1/2	1/4	2.17	234	147
O (RPICA) Republic Pic. 'A'	8 1/2	8 3/8	1/8	1.49	60	24
O (RPICB) Republic Pic. 'B'	9	9 1/4	- 1/4	- 2.70	64	6
A (RHI) Robert Halmi	3 5/8	3 3/4	1/8	3.33	15	80
O (SMNI) Sat. Music Net.	4 1/2	5 1/8	- 5/8	- 12.19	112	40
O (TRSP) Tri-Star Pictures	10 1/8	10 1/8				18 311
N (WCI) Warner	29 3/4	29 3/4				23 3,711
O (WWTW) Western World TV	1 7/8	2	- 1/8	- 6.25	11	2
O (WONE) Westwood One	24	23	1	4.34	55	293

	Closing Wed May 13	Closing Wed May 6	Net Change	Percent Change	P/E Ratio	Market Capitali- zation (000,000)
<b>SERVICE</b>						
O (BSIM) Burnup & Sims	5	4 5/8	3/8	8.10	49	79
O (CVSI) Compact Video	4 5/8	4 3/8	1/4	5.71	-66	30
N (CQ) Comsat	26 1/4	25 3/4	1/4	1.94	8	479
N (FCB) Foote Cone & B.	52	52 1/4	- 1/4	- 0.47	15	197
O (GREY) Grey Advertising	109	114	- 5	- 4.38	16	132
N (IPG) Interpublic Group	33 1/8	33 3/8	- 1/4	- 0.74	17	734
N (JWT) JWT Group	31 1/4	29 3/8	1 7/8	6.38	52	285
A (MOV) Movielab	6 3/4	6 3/4				11
O (OGIL) Ogilvy Group	29 5/8	30 1/4	- 5/8	- 2.06	15	412
O (OMCM) Omnicom Group	23	23 1/4	- 1/4	- 1.07	-135	558
O (SACHY) Saatchi & Saatchi	32 3/4	31	1 3/4	5.64	19	2,253
O (TLMTB) Telemation	2 5/8	2 7/8	- 1/4	- 8.69	10	12
A (TPO) TEMPO Enterprises	8 7/8	8 3/4	1/8	1.42	20	51
A (UNV) United Video	11	10	1	10.00	32	23

	Closing Wed May 13	Closing Wed May 6	Net Change	Percent Change	P/E Ratio	Market Capitali- zation (000,000)
<b>CABLE</b>						
A (ATN) Acton Corp.	3 1/8	3 1/4	- 1/8	- 3.84	-3	18
A (ACN) American Cablesys.	18 3/8	18 1/8	1/4	1.37	-39	172
A (CVC) Cablevision Sys. 'A'	23 3/4	24	- 1/4	- 1.04	-84	499
N (CNT) Centel Corp.	57 3/4	61	- 3 1/4	- 5.32	14	1,655
O (CCCO) Century Commun.	19 3/4	20 1/4	- 1/2	- 2.46	987	380
O (CMCSA) Comcast	20 3/8	20	3/8	1.80	43	778
N (HCI) Heritage Commun.	33 1/4	33 1/8	1/8	.37	-66	744
O (JOIN) Jones Intercable	13 1/8	13 1/2	- 3/8	- 2.77	25	167
T (MHRQ) Maclean Hunter 'X'	19 3/4	20 1/4	- 1/2	- 2.46	27	727
O (RCCA) Rogers Cable A.	13 1/4	12 5/8	5/8	4.95		68
O (TCAT) TCA Cable TV	21 1/4	21 1/2	- 1/4	- 1.16	40	229
O (TCOMA) Tele-Commun.	31	29 7/8	1 1/8	3.76	33	2,998
N (TL) Time Inc.	88 1/8	88 1/8				14 5,494
O (UACIA) United Art. Commun.	23 3/8	24	- 5/8	- 2.60	129	959
N (UCT) United Cable TV	28 3/4	30 1/8	- 1 3/8	- 4.56	410	700
N (VIA) Viacom	53 1/2	53 1/2				-205 1,885
N (WU) Western Union	4 7/8	3 1/2	1 3/8	39.28		118

	Closing Wed May 13	Closing Wed May 6	Net Change	Percent Change	P/E Ratio	Market Capitali- zation (000,000)
<b>ELECTRONICS/MANUFACTURING</b>						
N (MMM) 3M	129 3/4	130 3/4	- 1	- 0.76	19	14,821
N (ALD) Allied-Signal	42 3/4	43 3/4	- 1	- 2.28	13	7,453
O (AMCI) AM Communications	1 7/16	1 3/16	1/4	21.05	-1	5
N (ARV) Arvin Industries	39 3/8	38 1/8	1 1/4	3.27	16	693
O (CCBL) C-Cor Electronics	9 3/4	9 3/4				57 19
O (CATV) Cable TV Indus.	2 1/2	2 5/8	- 1/8	- 4.76	-8	7
A (CEC) Cetec	5 7/8	5 7/8				293 11
A (CHY) Chyron	6 3/8	6 1/2	- 1/8	- 1.92	25	64
A (CXC) CMX Corp.	1 3/4	1 7/8	- 1/8	- 6.66	34	10
A (COH) Cohu	7 5/8	7 1/4	3/8	5.17	26	13
N (CAX) Conrac	27 1/8	27	1/8	.46	23	182
N (EKE) Eastman Kodak	81 3/8	83 3/4	- 2 3/8	- 2.83	49	18,373
O (ECIN) Elec Mic & Comm.	1 1/4	1 1/2	- 1/4	- 16.66		5
N (GRI) Gen. Instrument	35 7/8	33 3/8	2 1/2	7.49	74	1,167
N (GE) General Electric	104	106 3/8	- 2 3/8	- 2.23	19	47,416
N (HRS) Harris Corp.	41 5/8	40 1/8	1 1/2	3.73	24	1,691
N (MAI) M/A Com. Inc.	14 1/8	14 1/2	- 3/8	- 2.58	18	603
O (MCDY) Microdyne	4	4				-2 17
N (MOT) Motorola	61 1/4	61 1/4				40 7,852
N (NPH) N.A. Philips	41 7/8	39 3/4	2 1/8	5.34	123	1,214
N (OAK) Oak Industries	1 5/8	1 3/8	1/4	18.18	2	117
A (PPI) Pico Products	4 5/8	4 3/4	1/8	2.63	-7	16
N (SFA) Sci-Atlanta	17 7/8	17	7/8	5.14	-55	415

## Debt burden not breaking the backs of broadcasters

**Despite fears that highly leveraged operations are placing companies in jeopardy and are the cause for corporate cutbacks, there is little evidence that the industry, as a whole, is over-leveraged**

Does the broadcasting industry owe its soul to lenders? It has been suggested that the Fifth Estate's debt burden has squeezed news operations, commercialized children's programming and otherwise diminished the quality of service provided to the public. But broadcasting as an industry is almost certainly less leveraged than cable and has a better ability to service debt than many other industries, according to conversations with financial experts and an analysis of annual reports.

Still, there are some companies that will continue to attract attention because of their leveraged balance sheets. And in certain

volatile segments of the industry, such as radio, there is speculation that the troubles experienced by some independent television stations may be repeated among radio stations.

Until 1980, many large Fifth Estate companies, such as ABC, CBS and Tribune, were underleveraged, compared to more recent years. Such established operators had more readily accessible cash and investments than they had long-term debt. By today's current management standards, those earlier balance sheets seem overly conservative.

The Fifth Estate's debt burden began to increase around 1981. Some group owners decided to diversify into cable ownership while regulatory changes allowed others to further expand their station groups. Whether cable, broadcast or print, the greater availability of capital helped bid prices up and also encouraged start-up entrepreneurs, who

undertook greater leverage to get their operations running. Meanwhile, there has recently been a slowdown in the increase of cash flow—generally speaking that amount of revenue, after necessary expenses, available to service interest and principal payments. Since 1984 the ability of cash flow to cover long-term debt has declined for many broadcasters (see chart).

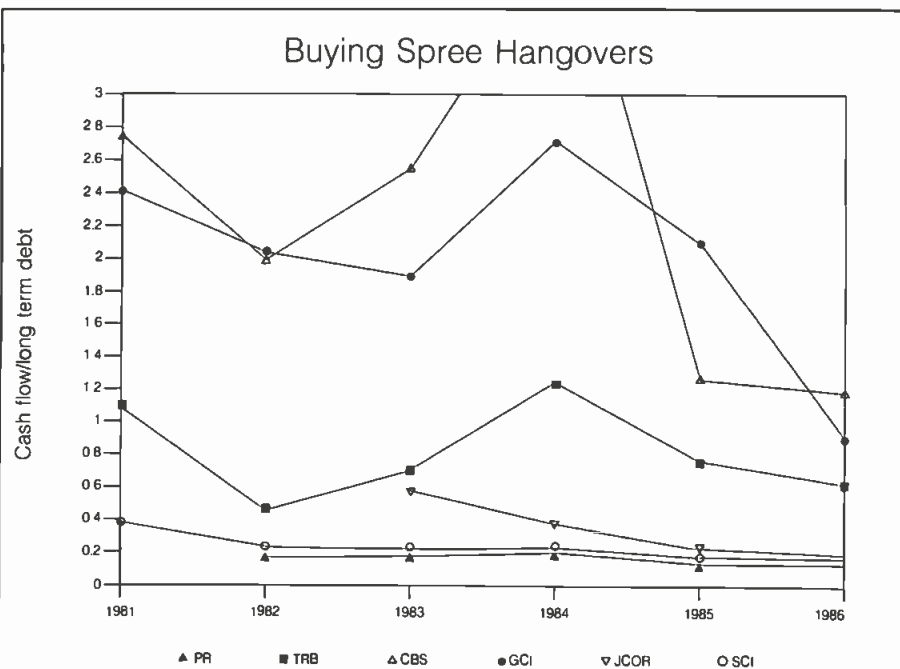
Determining at what point debt becomes too large is not only a function of how many total dollars are owed. Other variables affecting the situation include the specific borrowing terms defining when and under what conditions the debt can be retired. Also important is the extent to which the debt's interest rate is "fixed" or subject to marketplace fluctuations.

Interest rates, in general, are lower than five years ago, which means that more total debt can be serviced by the same cash flow. Within the Fifth Estate there is still a wide range of rates paid. Investment grade companies, such as Capital Cities or Gannett, issue commercial paper at roughly 6% and long-term debt at between 8% and 10%, while "below investment grade" securities, such as that issued by radio group owner Osborn Communications, pay higher rates. Osborn was priced last week at a yield of roughly 14%. Some issues have topped 16%.

The relatively low interest rates of the past two years have encouraged some companies to raise money even before finding an acquisition or other intended purpose for the funds. Such was the case with Price Communications and CBS. The latter, whose executives only a year ago were complaining about the industry's degree of leverage, last month raised \$400 million in the Eurobond market for a possible, but as yet undefined, acquisition of additional television stations. Much of the lower interest rates can be locked-in through the use of various financing techniques. And to the extent that interest rates follow inflation, the interest rate exposure of broadcasters is reduced, since advertising revenues tend to move in tandem with inflation.

More than one investment banker, when asked how some companies can undertake so much debt, quipped: "The question should be, 'Why do people buy these securities?'" One answer may be that investors/lenders assume station asset values will continue to increase.

But the assumption of ever-rising prices ran aground in the independent television station marketplace. Some operations, including WTTV(TV) Bloomington, Ind., and Grant Broadcasting System, failed to reach the revenue and cash flow projections on which they had been aggressively leveraged, and have filed for protection from creditors



This chart shows the ratio of cash flow to long-term debt. All other things being equal, the higher the ratio the better the company's debt-paying ability. Cash flow is defined as operating income before general corporate expense and depreciation and amortization. Long-term debt is the average of beginning and year-end long-term debt (excluding that due in the next 12 months). In order to exclude the effect of loans that are held temporarily as cash or liquid investment, the latter amounts are subtracted from debt while interest earned on such investments is subtracted from cash flow. Like most measurements this one has its shortcomings. Among them: marketable securities are often carried on the books at less than their current market value. Furthermore the coverage in previous years may be low, since cash flow numbers are often restated downward by companies to reflect divested operations, while long-term debt is rarely restated. This ratio also does not take into account the effect of changing interest rates. Using year-end, rather than average long-term debt, the cash flow coverage was down for Gannett (GCI), Jacor (JCOR) and Price Communications (PR), while coverage was higher for CBS, SCI Holdings and Tribune (TRB).

under chapter 11 of the federal bankruptcy act. It should be noted that from an industry point of view the number of commercial TV stations filing chapter 11 is less than 2% of the total, and many of their problems had as much or more to do with programing payments than debt owed to bondholders or banks.

At the same time that some independent television stations were failing to make payments, an even more volatile segment of the industry, radio, was moving ahead with its own aggressive financing plans. Group owners such as Emmis Broadcasting, EZ Communications, Metropolitan Broadcasting, New City, Noble Broadcast Group, Olympic Broadcasting and Osborn Communications have recently completed, or are about to complete, debt financings at double-digit interest rates, with some subordinated (to bank and other debt) securities paying more than 16% and graded by the ratings agencies as highly speculative.

Are radio groups destined to re-learn the hard way the financing mistakes made by some television operators? The largest of the groups, Metropolitan, with over \$200 million, face value, of debt securities, has much of its interest payments deferred until 1991. But still the company's prospectus indicates that in order to service debt, which also includes a \$140-million bank loan, cash flow from the former Metromedia stations will have to increase 16.7% in 1988 over this year, and 12.2% the following year. Although there is no direct correlation between cash flow and audience, the first Arbitron ratings books since Metropolitan's offering show shares declining at a majority of its stations against the previous books or those of a year ago as measured in Arbitron's Metro survey for both persons-12-plus and each station's respective target audience (Monday through Sunday, 6 a.m. through midnight).

Steven Rattner, a director of Morgan Stanley & Co., which placed the Metropolitan securities (and those of Emmis and New City) and is an investor through a leveraged capital fund it operates with CIGNA, said: "Obviously the volatility of radio is a concern, and one deals with it in essentially two ways. One finds as good an operator as exists and, secondly, one seeks a group with a diversity of stations. If problems arise in one market, it will in theory be offset by success in the other markets. The radio industry as a whole is every bit as attractive as television, except for the volatility."

Gary Stevens, who formerly ran the Doubleday radio station group before joining Wertheim Schroder & Co., said that radio has certain advantages over television. "Radio stations really don't go off the air. With television, either you have the programs people will watch or you don't. Radio is not capital intensive and your most important costs are just salaries for programing people with the right formula. If you don't have the right one then you can always hire some other intelligent people who do. As long as the resale market holds up, there should be no problem."

The television network business is itself volatile, as rating swings in recent years show. Two of the three networks have parent companies whose balance sheets are in very

good shape. General Electric, through operating cash flow and asset sales, has rebounded quickly from its \$6.4-billion acquisition of RCA last June and at year-end showed a cash flow coverage of year-end long-term debt of more than two-to-one.

CBS, likewise, made short work of the debt from its \$960-million share repurchase in August 1985. By the end of last year its sale of KMOX-TV St. Louis and other assets, generating \$740 million in after-tax cash, produced cash and short-term investments almost equaling the company's long-term debt. The picture will further improve in first-quarter numbers soon-to-be-released.

Capital Cities/ABC, whose television network is currently in the worst shape of the three, is also the most highly leveraged of the three companies. Although the company is not expected to reduce the debt from its 1986 purchase of ABC any time soon, analysts do not expect the debt to pose any severe problems and its senior debt currently enjoys an A-plus rating.

While Congress and others have been focusing on the debt of broadcasting, little mention has been made of the cable industry's indebtedness. According to a recent credit review by Standard & Poor's Keith Mulare, cable has been asking for more and more: "Rather than spurring the deleveraging of capital structures, these improving cash flows are being fully leveraged to finance a consolidation wave... Much of cable television is more debt-intensive than it was in the building phase, with many players exhibiting greater financial risk."

A comparison of industry leaders finds Capital Cities, the most leveraged of the big three broadcasters, with twice the cash flow-to-year-end-debt coverage of Tele-Communications Inc., one of the less leveraged cable MSOs. Cable as an industry is able to assume more leverage because its monopoly gives it more control over revenue—and debt service—than is afforded broadcasters.

Presumably capital expenditures would be one function that would be affected by the increased level of debt in recent years. CBS had spent more than \$100 million in every year since 1980, until last year when the capital expenditures dropped to \$82.6 million. The company said: "The decline in capital expenditures in 1986 is attributable to the reduced needs of the broadcast group

resulting from the substantial modernization expenditures made in prior years." But comments by equipment manufacturers at last month's convention of the National Association of Broadcasters suggest that equipment orders by other station owners are now picking up after a slow 1986.

In the final analysis, whether a given amount of debt is too much depends upon the individual company. Following several very acquisitive years, Gannett is beginning to pay down its debt, said Douglas McCorkindale, the company's vice chairman and chief financial and administrative officer: "If we do no more acquisitions this year, we expect to have debt down to \$1 billion (from \$1.2 billion), and we will have spent another \$250 million on capital improvement (up from \$175 million), and increase our dividend 10%. Our cash flow could pay off the debt in another four or five years."

Compared to the business community as a whole, broadcasting faces fewer credit problems, said Harold Goldberg, senior vice president of Moody's Investors: "A number of other basic industries are subject not only to their own industry concerns, but also to foreign exchange and multinational competition. You have to look at the total universe of credit, in which broadcasting is still protected from wage and cost differentials that are more insoluble than the challenges it faces." □

## Paley blasts fairness doctrine legislation

**CBS chairman joins Tisch in addressing shareholders meeting**

CBS Chairman William S. Paley told assembled shareholders "it's good to be back" at the company's annual meeting, held last week in New York. The 86-year-old Paley also attacked proposals to legislate the fairness doctrine, before turning the several hour-long meeting over to CBS President Laurence Tisch.

Paley called the legislation a "distressing



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new setback in the long struggle to allow broadcasters their full First Amendment rights... a rule which allows the government to second guess how broadcasters should handle controversial issues."

The fairness doctrine, he said, had already been ruled unconstitutional for newspapers and "Today there are almost six times as many radio and television stations across the newspapers." Paley also said that the FCC in 1985, after an "exhaustive study," concluded that the fairness doctrine "disserves the

public interest."

"It might be thought that all this would spell the end of the fairness doctrine... The issue here is not the concept of fairness to which all responsible journalists subscribe... The issue is the presence of the government in decisions that should belong to a free press."

Tisch, who spent much of the meeting fielding comments from several shareholders who routinely occupy much of each annual meeting recapped the company's first

quarter results in which the television network posted a loss (BROADCASTING, April 20) and gave a forecast for the Broadcast Group, calling it "somewhat uncertain... The revenue environment remains difficult, changes in audience measurement techniques are a new unsettling factor and the television network's prime time ratings are below expectations." Tisch said the company would work toward "improvement in our financial results and the enhancement of shareholder value and return." □

## Journalism

### BOOK REVIEW

## An insider's look at CBS News

### Bill Leonard relives 40 years with 'In the Storm of the Eye'

After almost 40 years with CBS, virtually all of it in the news division, Bill Leonard will be remembered for many things: As the president of CBS News, for instance, who generated the idea for perhaps the most literate program on television, *Sunday Morning*, and who a number of years earlier played a major role in the development of perhaps the most successful news program on television, *60 Minutes*. But it may be the thing he will be remembered for most was the \$22-million, 10-year contract he accepted as the price of signing Dan Rather as the successor to Walter Cronkite as anchor for the *CBS Evening News*.

Leonard discusses these and other matters in "In the Storm of the Eye: A Lifetime at CBS" (G.P. Putnam's Sons; 240 pp., \$18.95). In loving detail and with hardly a cross word for any of those with whom he came in contact, Leonard lays out the life that began for him when, as a young Navy veteran immediately after World War II, he landed a job with CBS as host of a six-day-a-week radio program focusing on New York City. From there, he went on to become a correspondent, news executive, Washington lobbyist (for a short period) and, finally, president of CBS News—a job then which, for him, there could be none better.

The "deal" that kept Rather at CBS and made him anchor and managing editor of the *Evening News* was struck on Feb. 7, 1980. Cronkite, who had become Mr. CBS News, had greeted Leonard's return to New York from Washington in July 1978 with word that he wanted to leave the anchor job. The hunt for a successor finally focused on Rather, who was regarded as a better bet to lead CBS News in the competition with NBC and ABC than the other contenders, Roger Mudd and Charles Kuralt. But the competition among the network news divisions now extended to securing talent—and the intelligence Leonard was picking up indicated that ABC News, under the whip of Roone Ar-

ledge, was ready to offer Rather \$2 million.

So it was that late on the afternoon of Feb. 7, 1980, Gene Jankowski, president of the CBS/Broadcast Group, and Leonard said "yes to the last of a long shopping list of [Rather's] demands, some of them financial, some of them editorial, presented by his agent, Richard Leibner." As Leonard notes, when Barbara Walters several years earlier was lured from NBC to ABC by an offer of

Leonard, with Chairman William S. Paley present at the meeting, held firm. He said that Rather was worth the price, particularly if losing him meant that ABC—which was picking off a number of CBS's talented correspondents and producers—would pick him up. "Losing Cronkite, John, is going to be a serious blow," Leonard recalls telling Backe. "Getting the right kind of replacement is worth any kind of money." One wonders whether such a line would be that telling today.

The *Sunday Morning* show grew out of an idea Leonard had when he moved into the job as president of CBS News—a Sunday morning television magazine show, broadcast when viewers would be reading the papers and, perhaps, looking for something worthwhile to watch on television. "Sunday morning's a desert," Leonard recalls telling Jankowski, "the last remaining desert in television. If we pour water on it, we can make it grow." Jankowski was persuaded, and, with Kuralt, who had made his reputation with a long series of sensitively written and delivered "On the Road" pieces, as the host Leonard insisted the new show needed, it survived and even turned a profit by the time Leonard retired in February 1982.

That was the good news. The bad news was Leonard's conviction that *Sunday Morning* held the secret of what CBS needed to transform its *Morning News* program from the loser it had always been into a winner. Today, of course, the news division has surrendered the 90 minutes to the entertainment division, for a program whose ratings seem to get lower every week.

As for *60 Minutes*, that richly honored program was the product of luncheon meetings Leonard held in the 1960's with CBS News President Richard Salant and other executives to discuss ideas for documentaries, the area that was part of Leonard's responsibility at the time. Eventually, the concept of a magazine show with investigative and human interest pieces began taking hold. Don Hewitt, then part of Leonard's stable, worked out a format. Initially, Leonard says,

# IN THE STORM OF THE EYE

## A Lifetime at CBS

**BILL LEONARD**  
former President of CBS News  
Foreword by Eric Sevareid

\$1 million a year, television news had reached the point where "nothing could keep a good reporter with a good agent from doing for a million dollars what he or she once did for love."

The Rather deal was not enthusiastically received by Leonard's superiors. John Backe, then president of the corporation, was, according to Leonard, aghast. Told that Leonard had "a handshake deal" with Leibner, Backe said: "Then unshake it." But

it was unduly complicated. And there were those within the division, including Salant, who doubted the wisdom of giving over time devoted to hour-long documentaries to a program of short-form pieces. But Leonard says he insisted there was a need for a format that would accommodate the many stories he felt would be worth 10 or 15 minutes.

That argument prevailed, and the first *60 Minutes* program went on the air on Sept. 24, 1968. The program was a success almost immediately. It won a Peabody and a duPont award within two seasons. Over the years, it has become one of the most honored shows on television. And in addition to the awards, it has generated considerable cash flow. Leonard says that in one year the profit from *60 Minutes* "was said to have been all the money made in prime time by the CBS television network." Not surprisingly, he writes, to those who worked "in the less glamorous documentary side of television for many years, the avid public appetite for *60 Minutes* gives an ironic satisfaction."

Leonard does not claim to be the father of *60 Minutes*. He gives that credit to Hewitt. But he says he was "perhaps its uncle."

"In the Storm of the Eye" is a memoir filled largely with such pleasant memories. It might have been more valuable if the reporter in Leonard had been given freer rein. In discussing the controversies in which its documentaries frequently embroiled CBS, for instance, Leonard passes over examples of cases where the reporting was flawed. *Hunger in America*, an impressive and moving piece broadcast in 1968 generated complaints in Congress and complaints to the FCC. Much of the controversy centered on the opening scene, of Charles Kuralt holding the body of an infant he said had died of starvation. Leonard notes that the commission, after a preliminary investigation, "found no basis for proceeding further." True enough. But the commission did report it had found that the baby died of complications resulting from a premature birth; malnutrition had not been a factor. CBS had said at the time its personnel had been told by hospital officials that maternal malnutrition was the cause of death.

Then there was the battle over 1971's *The Selling of the Pentagon*; it led to the celebrated confrontation between Frank Stanton, the president of CBS, and the House Commerce Committee over its demand that CBS produce outtakes of the program. Stanton risked a contempt-of-Congress citation—and a jail sentence—but the House finally refused to back the committee. Leonard says the result was a victory for CBS. And so it was. But he did not mention there had been cause for concern about the validity of at least some of the broadcast. The commission, in its report, found that parts of answers to two questions put to the Pentagon's spokesman, Daniel Z. Henkin, in an interview with Roger Mudd, had been transposed from other parts of the interview (BROADCASTING, May 3, 1971). The commission said it would not be appropriate for it to intervene, "lacking extrinsic evidence" that indicated "deliberate distortion."

And there was *The Uncounted Enemy: A Vietnam Deception*. Leonard's feelings about the program—which charged that

General William Westmoreland engaged in a conspiracy to report enemy troop strength at a lower level than he knew to be the case—were probably reflected in his description of it as "the most controversial, if hardly the most acclaimed, of all documentaries in CBS News history." And he notes that while it was completed and broadcast while he was "nominally still president of CBS News," Van Gordon Sauter was then chief executive officer and had been named to succeed him. Leonard did not refer to the internal study of the production of the program by his former colleague Burton Benjamin, who found numerous faults and violations of CBS News guidelines. But Leonard may have revealed his feelings when he expressed his opinion of George Crile, the documentary's producer. He was "of two minds about Crile," he said, impressed by his ability to dig and work hard and to use television effectively. "On the other hand," Leonard says, he and his associates "sensed a lack of objectivity [in Crile], a quality that it is not unusual to find coupled with stubbornness."

Leonard was not wrong in stressing the spirit and dedication that seemed to animate CBS News throughout his tenure there. It always seemed a special place, even to outsiders. His concern now, he indicates, is whether that character will remain. In a final chapter, he takes note of the changes in the network business—in ownership, among other things—and the changes he feels they mean for the news side of the networks. Since 1982, he writes, he has watched CBS News "trade away its high standards for quick fixes." He understood that pressure was mounting on his successors—the pressure to be first in evening news, to show progress in the morning. It had, he notes, been ever thus. "But for all the ups and downs, all the small and large triumphs and the raging controversies, that elusive quality called morale—a treasure for little teams and great nations alike—never seemed to flag at CBS News until strife within the division and the company cut it to shreds in very recent years." □

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## To the 'Herald's defense in the Gary Hart story

**Journalists speaking at Boston seminar back press's handling of events but not without some reservations**

Top journalists defended the results—if not some of the methods—of the press's pursuit of Democratic presidential candidate Gary Hart and urged broadcasters to devote more time to the whole political process.

NBC News anchor Tom Brokaw last week concluded that Hart was treated fairly, while asserting that the *Miami Herald* could have done a much better job and shouldn't have rushed into print with "conclusions based on fragmentary evidence."

Brokaw told a Boston meeting of the New England Broadcasting Association that New Hampshire news conference queries about

Hart's ever committing adultery weren't fair. He said they raised a "whole new category of questions that I don't want to get involved with." But he added that Hart's assurances that his marriage was stable opened the door to such probing.

The NBC anchor said broadcasters should "pay attention to the [whole political] process" and devote more time to telling viewers what candidates bring to their quest for office. Without such scrutiny, Brokaw said, "we let the image-makers and fundraisers seize control of television and reduce the political dialogue to 30-second commercials."

He called on stations to offer three or four hour-long prime time debates among candidates for state office, rotating them among the three network affiliates and cable or public broadcasting stations.

Calling the Presidency "a grand television studio," Brokaw said reporters ought to cover it with "healthy irreverence." He said that TV has opened up the presidential nomination process, freeing candidates from "having to work through the tightly controlled party system."

Earlier, in a panel talk at Harvard's John F. Kennedy School of Government, Marvin Kalb defended the *Miami Herald's* right to stake out Hart's Washington home but said he feels "extremely uncomfortable" about that tactic.

Kalb, former NBC chief diplomatic correspondent, will direct the JFK School's new Joan Shorenstein Barone Center on the Press, Politics and Public Policy beginning June 1. He sees increasing public skepticism and anger about the role of the press, and criticized some reporters' "hunger and yearning for recognition that has to come quickly without the [necessary] legwork."

Kalb said television has been "bemused by some candidates' ability to use cameras effectively." But he added that it's not up to newsmen to determine the impact of each story that is covered. "I don't know what the role of the press is," he said. "You cover the story as fairly, quickly and clearly as you can."

Eugene J. Dionne Jr., the *New York Times'* Washington bureau chief political correspondent, said "a lot of us feel covered with a certain kind of sleaze" after the *Miami Herald* story broke. Dionne, whose Hart profile in the *New York Times Magazine* contains the much-quoted Hart invitation to the press to "follow me around. . . if anybody wants to put a tail on me, go ahead," said he had these reactions when the front-runner made that comment: "I thought that either he has fundamentally changed his life or he has made a gigantic mistake."

Dionne is very ambivalent about the *Herald* stake-out, but said it ended up revealing key information about the candidate.

Gail Harris, co-anchor of the *Ten O'Clock News* on Boston's PBS television station, WGBH-TV, called for fewer who's-ahead-who's-behind stories and more emphasis on a candidate's financial backers and staffers. And if an "event is staged for our cameras, we should point this out," she said.

Harris said "there is a place in broadcasting for sassy wit and irreverence," arguing for "healthy skepticism, not cynicism." □

# RIDING GAIN

## O N R A D I O

### Katz buys Blair Radio

Blair Radio, whose roots in the representation business stretch back to 1933, has been sold to an arch-rival, Katz Communications, which has set up a subsidiary, Banner Radio Sales, to acquire Blair. The purchase price is reported to be in the vicinity of \$10 million ("Closed Circuit," May 4).

The seller is Telemundo Inc., a subsidiary of the Reliance Capital Group Limited Partnership, which bought John Blair & Co. last summer for about \$365 million. The latest transaction includes only the Blair representation unit of the Blair Radio Representation Division. It does not include Torbet Radio and Select Radio, which also are part of the radio division.

Still on the block are Torbet and Select. Reports have circulated that they will wind up at Interep, a national representative complex of five owned rep firms. The combined sales price is said to be in the neighborhood of \$8 million to \$9 million.

Telemundo said its strategy is to concentrate on Spanish-language broadcasting. It owns Spanish-language TV stations in New York, Los Angeles, Miami and San Juan. It has disposed of English-language radio and television stations it acquired in purchasing Blair.

Underlining Reliance's and Telemundo's credo to remain active in the Spanish medium was the sale last month of Blair Television and Blair Entertainment. The new company is called John Blair Communications and consists of Blair Television, a station representative firm and Blair Entertainment, a program syndication and production entity.

### Making a stake

The FCC's Mass Media Bureau has filed an opposition to a petition by Southeast Florida Broadcasting Limited Partnership to enlarge issues in a comparative renewal case involving Metroplex Communications' WHY-FM Fort Lauderdale, Fla. In a strongly worded footnote to its opposition, the bureau called into question Southeast's use of the petition to enlarge.

Southeast had asked in its April 20 petition that several issues against Metroplex be raised in the company's comparative renewal hearing: equal employment opportunity, payola, audience ratings distortion, fraudulent billing and misrepresentation/lack of candor/Section 1.65. (The hearing is set for April 29.) But in the conclusion to its opposition, the bureau stated that "Southeast's allegations of EEO violations are inadequately supported and elevate form over substance, and its charges of payola, ratings distortion and fraudulent billing are support-

ed by nothing more than sheer hearsay." In the footnote to its conclusion, the bureau elaborated, stating: "Southeast's pleading is apparently based on nothing more than blatant hearsay, innuendo, speculation, surmise, rumor, unsubstantiated allegations, acknowledged lack of conformity with the 'personal knowledge' requirement of the rules and, in at least one instance, a declaration from a person who, at best, has questionable personal knowledge of the facts."

Although the bureau did not specifically call into question Southeast's motives in filing the petition, stating it "is not convinced that the matters raised herein rise to the level of an abuse of process," the bureau said it was "quite concerned that a filing, such as the instant one, raises serious questions about the use of adjudicatory procedures by applicants in a manner wholly unintended by the rules."

Southeast's attorney, Lewis Cohen, of Cohen & Berfield, Washington, said he would file replies on behalf of Southeast this week. "We're vigorously contesting the opposition," he said.

Metroplex released a statement saying it was "most gratified that the Mass Media Bureau has taken a responsible position against the wild and irresponsible charges which were filed against us. The fact that a challenger for an FCC license has the opportunity to publicly lodge unfounded accusations against us is an indictment of the entire comparative renewal process."

Attorneys for both parties said there was no expectation of a settlement out of court.

### AM static

A random survey of AM radio listeners conducted by the National Association of Broadcasters has found that although as many as 60% have heard static or interference to stations they listen to, not one com-

### Network radio rise

Network radio sales for the first six months of 1987 are expected to finish about 8% higher than 1986's first-half total of \$176,800,000, according to the Radio Network Association. (Network radio billings were up 16% in 1986 over 1985.) One possible factor accounting for the single-digit growth, said RNA President Bob Lobdell, is a "slowdown in the creation of new long-form program inventory" compared to previous years.

plained to the FCC about the problem.

NAB said the FCC, in recent proceedings, has cited the lack of complaints from the public as evidence of limited interference problems to broadcast reception. "Clearly the FCC is not basing its actions on reliable information where it concludes that there is no static or interference problems solely because it receives so few complaints," said NAB Radio Board Chairman Bev E. Brown of KGAS(AM) Carthage, Tex., in a statement released with the survey results.

"There is a real interference problem, even if the FCC has not recognized it," Brown added. "But the fact is that the public has no concept of how to complain to the FCC and no feeling that complaints will help resolve interference problems. The point is the commission must establish standards to prevent interference from occurring, rather than await degradation of broadcasting that is suddenly recognized by emerging complaints."

Of those who heard interference, only 3.4% contacted the radio station involved, the survey found. Asked how they responded when they heard interference, 76.5% said they fine tuned the station, 73% kept listening and 60.8% changed to another station. More than 37% turned the radio off. Multiple answers were reported.

The survey also found that more than two-thirds believed AM interference had man-made causes, with respondents most often citing power lines, other radio stations and home electrical appliances.

The phone survey was conducted for NAB by Market Facts Inc. of Chicago. Nearly half of the random sample of 1,000 had listened to AM radio in the preceding month, NAB said.

### London calling

WOXR-AM-FM New York and Tower Records, retailer of classical music records, compact disks and tapes, have teamed up to broadcast *Live From London* via satellite on June 8 through June 12 from 1 a.m. to 5 p.m. Programming will originate from Tower Records' Picadilly Circus location.

Serving as on-location host for the broadcasts will be Steve Sullivan, afternoon personality of WOXR. Participating sponsors in the special event are British Airways, Jaguar Cars and Rothman's Union Square, a New York clothing store. During the week-long broadcasts, Sullivan will travel about London, providing local color; visiting the Gershwin and Bernstein festivals; interviewing personalities from the worlds of music, theater and politics, and covering news of other local music festivals. Frank Rich, chief drama critic of the *New York Times*, will be in London to contribute commentary on the London theater scene.





# Repeat Performance!

To win the Peabody Award once is an achievement; to win it twice is truly remarkable. For the second straight year **NEWSMARK**, the weekly CBS Radio Network news documentary, succeeded in making some news of its own. This year it is for the CBS News broadcast entitled, "Where in the World Are We?", an examination of how little some Americans know about geography.

## **NEWSMARK**

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## **CBS RADIO NETWORK**

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**Norman Morris** Senior Producer  
**Henry Lenz** Technical Direction  
**C. Richard Reeves** Executive Producer  
**Joseph Dembo** Executive Producer  
Vice President, Radio News  
**Evalyn Lee** Assistant to the  
Producers

## Cable ad primer: pitching the wired medium

**Columbia-Coopers & Lybrand seminar appraises cable ad potential; one view given voice more than once holds that broadcast-like cable programing is, potentially, best ad vehicle**

Don't expect cable's share of advertising revenues to increase dramatically, at least according to one senior ad agency executive. And if there are to be increases, they are likely to be driven by more "broadly" cast cable programing. Those were among the assertions and implications of a May 8 conference, *Cable TV Advertising: In Search of the Right Formula*, sponsored by the Columbia Business School Center for Telecommunications and Information Studies and the Information/Communications Industry Group of Coopers & Lybrand.

The day-long gathering, at the Plaza hotel in New York, heard industry consultants, academicians, cable, advertising and broadcast network executives cast a wide net over topics ranging from advertisers' use or disuse of cable, to program positioning and narrowcasting.

William Wiener, BBDO senior vice president, presented a fairly gloomy report card for the cable industry. Cable, which he says has fallen short of its expected share of advertising expenditures, has also fallen short of expectations in penetration levels, programing value to subscribers, ratings and creative uses of the medium. To top it all off, he said that the cable industry should not expect its share of national advertising rev-



Wiener

enues to increase significantly. He contrasted rosy predictions of the early 80's with what appeared to be rather thornier realities.

Addressing cable penetration projections, Wiener cited initial forecasts drawn from presentations made by BBDO and other agencies at the start of the 1980's that predicted penetration levels for cable of 60% by the mid-1980's.

Although there has been growth, it has been "at a declining rate over the last few years," he said, citing as factors unwired large metropolitan areas, TV and video competition and "a lack of distinctive programing to warrant the expenditure."

Current predictions put cable penetration

rates at 50% by the end of 1987, and "well under 60%" by 1990, Wiener said. When compared to the growth of VCR's, which are expected to surpass cable's penetration level by 1990, he said, "you get the feeling that the cable business may not be as healthy as what's forecast."

As for predictions that "programing innovations would insure subscriber growth," Wiener said, cable has "partially" fulfilled its promise of providing narrowcast programing to individual segments of the audience. However, the cable networks "that are the most successful today," he said, are those that offer "the least unique programing—programing for the masses, just like broadcast television"—examples of which, he said, were WTBS, CBN, USA and ESPN. "Either because people feel that the broadcast fare coming into their homes is satisfying their needs, or because cable is not offering a good enough program value for them to start paying for television, the number of rejectors of cable are staggering," Wiener said, adding, "The pay networks now have more former subscribers than current subscribers."

The "key point to remember" in cable penetration figures, he said, is that cable is now available to more than three out of four American households. While cable runs past 75% of all homes, current penetration levels are at 48%, he said. "This rejection rate...has been with us for some time now. If the cable industry could only find a way of offering these potential customers enough value to warrant putting up their money each month, maybe we wouldn't be caught up in the need to forecast blue sky penetration levels in the future." As for a prediction that broadcast network share erosion would continue to increase as cable expands its coverage, Wiener said broadcast network audience erosion "was halted" in the 1985-86 season, although "the erosion stoppage may have been temporary." He said that while some attribute the broadcast networks' erosion to VCR rentals and cable programing, new networks and independent stations have also taken their toll.

Although at the start of this decade, cable was a cost-effective advertising alternative to the broadcast networks, said Wiener, in 1986—"due to severely reduced demand" for network TV time—the broadcast networks had "limited, if any" price increases, he said. Hence, advertising agency buyers did not have to turn to cable as "a C-P-M inflation hedge," Wiener said.

The BBDO executive said also that advertising agencies see cable TV as "getting the advertising revenues it deserves." He added that some in cable question why, if advertiser-supported cable services generate about

### Rice steps down at TVB

Roger D. Rice will retire in early 1988 as president of the Television Bureau of Advertising after serving 13 years in that post. TVB Chairman E. Blake Byrne said the board has formed an eight-member search committee to seek a new president and expects a successor to be chosen by the fall. A transitional period will follow until Rice departs in 1988.

Following Rice's announcement, made at a TVB board of directors meeting in Phoenix, Byrne, who is group vice president, television, LIN Broadcasting Corp., paid tribute to Rice's stewardship. He said TVB membership had almost doubled from its 373 members in 1974, and that commercial advertising has increased five times since then, to about \$23.8 billion this year.

Following his discharge from the Marine Corps after World War II, Rice worked briefly for a Seattle advertising agency before launching his broadcast career in 1947 as a promotion manager for KING(AM) Seattle. He moved into sales and worked there as a salesman and general sales manager in the early 1950's and was general manager of KTW(TV) Seattle-Tacoma in 1954. From 1955 to 1967, he was general sales manager and later general manager of WIC-TV Pittsburgh. In 1968 he was appointed vice president and general manager of KTVU(TV) San Francisco-Oakland. In 1974 he moved to New York as president of TVB.



Rice

a 15% share of the total daily TV audience, they don't have more than about a 5% share of the total advertising dollar spent on TV. Wiener said that advertising agencies justify the apportioning of their expenditures by citing that those 15 share points are dispersed over 30 different advertiser-supported networks and that "they would be foolhardy to chase these viewers by placing advertising dollars on all 30 networks, particularly when the audience sizes are so small. Even the heavy cable viewers spend most of their TV viewing time watching noncable programming," he said.

Accurate rating research on cable will not significantly help the situation, said Wiener. "Who really cares if a cable network's rating was mistakenly identified as .3, but actually is a .4 rating? And all that within a cable network's own universe." Cable network expectations that their advertising revenues will increase 35% if ratings increase from .3 to .4, won't happen, Wiener said.

Geographic coverage considerations are also against cable from the advertising perspective, he said, because cable is "not truly a national medium." He added that the Fox network and top-run syndication cover twice the universe of the largest cable networks. "It is for this reason that the top five cable networks in household coverage account for three-fourths of the total advertising volume," he said.

Additionally, Wiener said that the Cable-television Advertising Bureau and individual cable networks missed "a golden opportunity to seize on the broadcast economic plight and call on agency creative directors to encourage them...that long-form commercials, placed with a compatible program in an uncluttered environment, was a strong complement to regular 30- and 15-second

commercials being placed on broadcast television. Instead, the industry devoted its energies to proving that it has larger ratings than reported."

So what is cable to do? Said Wiener: "It's very possible that cable TV's golden opportunity will be on the local level. The local media options currently available to the local retailer or marketer, cannot compare to cable on an efficiency or impact basis," he said, adding that not selling local time is a "wasted financial opportunity."

Additionally, the advertising executive said that the cable industry should sell itself as an extension of broadcast television, and not as an alternative. "The ability of cable to deliver frequency of message communication, in an environment loaded with creative opportunities, at economical rates, is an attractive sell to advertisers."

Wiener urged the cable industry to become "more aggressive now before other new technologies begin to encroach on the gains already made and before the broadcast networks regroup and reposition themselves to win back their lost audiences."

And although Wiener concluded that cable has fallen short of industry forecasts made just a few years ago, he noted that its "moderate success" in programing innovation, "its current and future" advertising revenue potential, its impact as a local advertising force "are on the plus side of the cable equation." In addition, Wiener said that with the current economic climate generating larger revenues, with "MSO's taking equity positions in programing and cable networks, and with better marketing and promotional efforts currently being undertaken, cable has taken significant steps in its expansion of coverage and will make itself more attractive to consumers and advertisers."

## Poltrack, Maxwell provide perspective on cable/network program positioning

David Poltrack, CBS/Broadcast Group vice president of research, and Robert Maxwell, HBO vice president of research, responded to a study presented at the conference by Roland Rust, associate professor at the University of Texas at Austin, and Naveen Donthu, assistant professor at Georgia Institute of Technology. The academicians offered an insight on cable's positioning relative to the broadcast networks. Rust and Donthu said that because cable lacks the broadcast networks' resources, and because, with some exceptions, cable services tend to narrowcast their programing, cable networks compete with themselves, rather than the broadcast networks.

Both Poltrack and Maxwell shared the view of BBDO's William Wiener that the "most successful" cable networks are those that are "broadcast-derivative services," like USA, WTBS, CNN and ESPN, rather than narrowcast services. These provide program forms that don't offer viewers anything new, Poltrack said, but offer them at flexible



Poltrack



Maxwell

viewing times. Maxwell added that "what seems to work" on cable is "broad-appeal programing."

Maxwell, who discussed, among other things, the need for increased cable penetration and retention, said that both have "gone as far as they can on cable's current consumer benefits of better reception and services." The cable challenge today, he said, is not to develop new programing services, which require expensive marketing and promotion, but to instill new nonprograming benefits for cable that make it "indispensable in the household," which would increase penetration, he said.

Rather than adopting commercial broadcast network TV traditions and formats, Maxwell said, cable should define the benefits of cable technology. Among the possibi-

## Intermedia

**For a price.** New York-based developer, Donald Trump, said he would sell NBC office and studio space at original cost if broadcasting company would move headquarters to Television City, 100-acre office/residential/retail site planned for Manhattan's west side. NBC is also considering renovating existing Rockefeller Center location or moving to Secaucus, N.J. Trump, who is still working out details of proposed real estate development with city agencies, also promised NBC that project would use equipment and appliances manufactured by NBC parent, General Electric

□

**Condom correction.** Survey released by National Association of Broadcasters in March on condom advertising has been revised to take into account computer programing error by company conducting survey, Donohue Research and Marketing, Dallas. According to corrected figures, of 185 responding television and 410 radio stations, 33% of television stations and 36.3% of radio accept advertising for condoms, rather than 19.7% of TV stations and 19.2% of radio stations as reported earlier. Of stations that do not carry condom ads, 57.5% of radios and 68.5% of TV's said they expected situation to change, as opposed to 67.1% of radios and 57.7% of TV's as stated before

□

**Standards.** Canadian Association of Broadcasters is proposing establishment of National Broadcast Standards Council (operated by regional councils). NBSC would comprise broadcasters and public representatives and would develop voluntary standards designed to "insure that broadcasters provide responsible and accountable programing which respects the basic principles contained in the Canadian Charter of Rights and Freedoms." The CAB will present proposal to its membership in November. If approved, council will operate as three-year trial. According to CAB, if council found broadcaster in violation of code, "the broadcaster would be expected to report the council's findings and any dissenting opinion on at least one major newscast, or where a newscast is not an available option, make a public announcement in a comparable time period."

lites he cited were regional interconnects, developing "local, local news" programs, using cable as a direct-response marketing vehicle and having cable services band together to form a new network with "blockbuster programs." On the prospects of the last, he was not sanguine. It would "obviously help demand," he said, "but it probably won't happen."

### Cable is going through identity crisis concludes Coopers & Lybrand survey

A presentation by William Battino and James DePalma, both of Coopers & Lybrand, and based on interviews with agencies, advertisers, programmers and system operators, focused on attitudes toward national and local cable advertising. Basic programmers, the two concluded, are still addressing the issues of positioning and pricing. System operators, they said, are "beginning to exploit an underdeveloped advertising revenue stream." But, both programmers and system operators "face the issue of justifying audience delivery based on limited quantitative research," they said.

According to Battino, several issues have led to what he called "an identity crisis" among basic programmers and those who deal with them. Among those issues: The definition of who is the competition for basic programmers, what is appropriate positioning, what are programmers' stances with respect to narrowcasting and regionalization and how basic programmers should be pricing and selling advertising time on their services.

DePalma said the cable industry as a whole is in a period of "fine tuning." The cable boom from wiring large sections of the country, for the most part, is over, he said, adding that advertising potentially represents the largest untapped revenue source for MSO's.

As for where the promise of cable is being fulfilled, the Coopers & Lybrand executives

said that MSO support of national programmers is "excellent," as is cable's "education programs" of advertising agencies and advertisers by such organizations as the Cabletelevision Advertising Bureau. Cable's basic ad sales and improved program quality is "good," they said, but, industry position, local market research and advertising sales "need some work," they said.

## New York PSA's get tough on AIDS

### City and Saatchi work together on multimedia campaign that promotes condoms to prevent the heterosexual spread of AIDS virus

Saatchi & Saatchi Compton Inc., in conjunction with the New York City Department of Health, has produced a tough talking radio, television and print campaign advocating condoms for the prevention of the heterosexual transmission of AIDS.

One of the TV spots, entitled "So Can You," features a couple kissing passionately. The voice-over warns "He'll tell you just what you want to hear. What he can't tell you is if he has the AIDS virus. Because he probably doesn't know. That's why you've got to protect yourself." The woman then offers the man a condom. When he declines to use it, she walks away, saying "Then just forget it." The voice-over cuts in again: "If he says no, so can you." Another spot shows a mother's conversation with her off-screen child. "If

you're doing anything," she says, holding up a condom, "use one of these... 'cause my baby is not getting AIDS. You are not getting AIDS." The campaign is targeted primarily to heterosexual women, who, according to Saatchi executive vice president and creative director, Charlie Abrams, have been found to run a higher risk of contracting the disease than heterosexual men.

According to a spokesman for the health department, which worked with Saatchi on the content of the spots, the department "bent over backward" to make the ads as inoffensive as possible. But he said that warnings that AIDS can be spread through the exchange of bodily fluids have people "scratching their heads." "These ads," the spokesman said, "clearly indicate that we're talking about sexual intercourse." New York Mayor Edward Koch said of the campaign "It may offend some people. But being direct and being provocative is worth it if people are reminded that they need to protect themselves and their loved ones against the risk of AIDS transmission."

The citywide campaign was six months in the making and cost approximately a half million dollars—\$50,000 of which came from the city, the rest in donated material and services from Saatchi and a number of ac-



tors, models, production and recording studios and others. Comprising three 30-second TV spots, four 60-second radio spots and seven print ads, the campaign was initially produced as a public service effort—it will run as such on noncommercial WNYC-AM-FM, and as PSA's in prime time on noncommercial WNYC-TV, all owned by New York City. But the city has also begun a fund-raising drive to collect \$6 million to buy advertising time for the campaign in commercial media. New York Life Insurance Co. has committed \$1.5 million to cover the advertising costs of the first quarter of the campaign, with several other commitments expected to be announced shortly. Abbott Wool, senior VP, director of media services,

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for Saatchi, said the hope is that the paid ad approach will get the campaign into better time periods, although he said he expects that stations will have a tendency to run them primarily late at night. He also said he expects that some commercial stations will decide to run the spots as PSAs.

According to Wool, the spots have been submitted for review by commercial and noncommercial TV stations in the New York market and to a number of radio stations, including WABC(AM), WNBC(AM) and WCBS-AM-FM. Stations that have accepted the spots so far, according to Wool, are, in addition to WNYC-AM-FM-TV, noncommercial WNET-TV, which has cleared two of the three TV spots; WNBC-TV, which has cleared one of the spots for airing after 11 p.m., and WQHT(FM) Lake Success, N.Y., which will air them, said Wool, "as soon as they get their hands on them." □

## Changing Hands

PROPOSED

**KTVO(TV) Kirksville, Mo. and WLUC-TV Marquette, Mich.** □ Sold by Gillett Group Inc. to Federal Broadcasting Co. for \$31,150,000. **Seller** is Nashville-based group of 11 TV's principally owned by George Gillett. **Buyer** is Detroit-based group of two AM's and one FM headed by Peter Kizer, president. KTVO is ABC affiliate on channel 3 with 100 kw visual, 14.3 kw aural and antenna 1,082 feet above average terrain. WLUC-TV is NBC and CBS affiliate on channel 6 with 100 kw visual, 20 kw aural and antenna 978 feet above average terrain. *Broker: Cecil L. Richards Inc.*

**KKNG(FM) Oklahoma City, and KRMG(AM) Tulsa, both Oklahoma and KKYX(AM)-KLSS-FM San Antonio, Tex.** □ Stock of Swanson

Broadcasting Inc., exclusive of KQMJ(FM) Henryatta, sold to New City Communications for approximately \$20 million. See "Changing Hands," May 4. *Broker: Blackburn & Co.*

**WJFX-AM-FM Aiken, S.C.** □ Sold by Amici Broadcasting Co. to The Guardian Corp. for \$1.5 million. **Seller** is owned by Christine Harvel and Richard Bellaire. It has no other broadcast interests. **Buyer** is headed by Bob Manny. It also owns WMGR(AM)-WJAD(FM) Bainbridge, Ga. WJFX is daytimer on 1300 khz with 5 kw. WJFX-FM is on 95.9 mhz with 3 kw and antenna 314 feet above average terrain. *Broker: The Bob Thorburn Co.*

*For other proposed and approved sales, see "For the Record," page 100.*

## Technology

### Cable eyes HDTV future

**NCTA, HBO, among others examine potential of technology for wired medium, anxious not to be left in the blocks if HDTV takes off**

Cable TV companies may not be convinced yet of subscribers' interest in a high-definition television cable service but, unwilling to be outpaced if that interest manifests itself, the industry is now taking its first hard look at the new technology.

In recent weeks, the largest cable programmer, HBO, has stepped forward to take a leadership role in opening industry debate on HDTV ("Closed Circuit," April 13), while the National Cable Television Association has said it will soon form its own technical investigation into HDTV on cable.

And although the efforts are only preliminary, they are probably not too early. The first HDTV sets, along with HDTV videodisk systems and HDTV videorecorders, are expected by many to be widely available to consumers sometime between 1991 and 1993, and possibly before in industrial applications. "HDTV is of significant strategic importance to cable," said a representative of the country's second largest multiple system operator, American Television & Communications Corp. According to Walt Ciciora, vice president of research and development at ATC, "It is important that subscribers feel the best video comes from cable; it builds a willingness to pay for a premium service. If the edge is stolen by another medium, it's a strategic negative."

The first HDTV products for the home, most believe, will use the Japanese-developed Muse HDTV system, which is incompatible with current TV receivers. Muse is far ahead of other proposed HDTV systems, including several that are compatible with sets in use. Using advanced bandwidth reduction techniques, Muse can transmit a pic-

ture with more than twice the lines of resolution of today's NTSC image (1,125 lines compared to 525 lines) and a wider, five-by-three, aspect ratio, while using only 2 mhz extra bandwidth over today's standard 6 mhz channel.

One factor apparently motivating the industry to consider HDTV is that if the im-

proved quality is delivered first to viewers through cassette or laser videodisk, cable and broadcast alike could find themselves falling out of television's forefront. Ed Horowitz, senior vice president of technology and operations at leading cable programmer HBO, for instance, suggested that with such a scenario, "HBO and the broad-

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cast community will not, for the first time, drive set sales. Home video will drive them."

Observers should get a preview of home video's ability to capture high-definition audiences later this year when new high-resolution home video formats, especially JVC's Super-VHS system, are introduced to the consumer market. Whether a new tier of viewers develops for the high-resolution VCR cassette market, beyond the large audience that now exists for standard VCR's lower in quality than either broadcast or cable, could say a lot about how HDTV will ultimately play in the home.

The compatibility question is also a compelling one for most cable industry representatives, as well as broadcasters. While an incompatible system, such as Muse, may give engineers the freedom to develop the best technological approach, many are concerned it could also leave tens of millions of viewers with NTSC sets unserved.

As a result, both cable and broadcast companies will be looking carefully at high-definition proposals that would maintain one compatible channel, while transmitting a second full channel or half-channel with augmented information. An HDTV receiver would combine the two channels to provide the full high-definition picture to the viewer.

"We need to investigate thoroughly the concepts of two-channel compatible [HDTV] systems," argued Ciciora, chairman of NCTA's engineering committee. Could such technologies, given the technological lead of Muse, ever match its quality?

**Sikes request.** National Telecommunications and Information Administration head Alfred Sikes called last week for the FCC to begin an inquiry on the introduction of advanced TV technologies such as high-definition TV. Sikes, in a May 13 letter to FCC Chairman Dennis Patrick, noted the wider bandwidth that such systems may require and wrote, "It is essential that we facilitate broadcasting's capacity to remain abreast of technological developments. Terrestrial broadcasting is the heart of local video information and news. We must not knowingly hurt this medium." Comments on petitions to begin an FCC inquiry into HDTV have been extended until June 10 ("In Brief," May 11).

"It requires careful examination, but I'm reasonably optimistic the answer is yes," he said, adding that the industry probably has "only enough time for one shot" at developing a compatible alternative.

Some industry members are not convinced that HDTV will ever emerge as a competitive force. Argued Joe Van Loan, vice president of engineering at top 20 cable MSO Viacom: "As long as users are satisfied with [the lower quality of] VHS, I'm not sure they'll be willing to pay a premium. I'm a cynic. I believe there are rarely complaints about quality, especially when viewers are caught up in action. I'm not sure there's enough reason for viewers to change for [the new technologies of] videotape or DBS. It

has to be for the programming."

If there is a "grabber" to HDTV, Ciciora suggests it may be the wide screen, probably more noticeable to the average viewer than the technology's improved resolution or reduction of color artifacts. Van Loan agreed that, if anything, wide-screen TV is something for which "Joe Six-pack will shell out." HBO's Horowitz also described it as the "key selling point."

Wide-screen video is not particular to Muse, or even to HDTV, however, and U.S. industry engineers at Scientific-Atlanta and North American Philips, among others, have already been exploring compatible wide-aspect ratio technologies, as well as other enhancements to the current TV system.

Whether cable operators would ultimately be able to carry the HDTV signal draws a mixed response, although all agree the problems cable may face are not nearly as severe as those confronting the bandwidth-constrained broadcast TV medium, which Horowitz says is in real danger of being "technologically leapfrogged" by Muse.

When the NCTA's engineering committee forms its new HDTV subgroup, as is expected late next month, its agenda will probably be dominated by the question of how to optimize HDTV for cable, rather than whether it can be carried by current systems at all.

"Cable TV is relatively transparent to whatever broadcast [HDTV] system is selected," commented Bob Luff of Jones Inter-cable. Van Loan added: "It's fortuitous that cable can adapt without great difficulty. Certainly we have the spectrum and we may be able to use the same equipment with moderate adaptations."

Both Horowitz and Ciciora believe cable headends could experience some difficulties in carrying HDTV, particularly the 8 mhz Muse system, if care is not taken. New technologies are optimized for particular media, pointed out Van Loan, so cable cannot afford to "sit by" while other industries ignore its particular strengths and limitations in formulating HDTV standards.

NCTA Vice President of Science and Technology Wendell Bailey, however, does not envision "serious" technical difficulties. "We know we're going to find some problems," he said. "But we also know they're not going to be big ones. They're not going to be impossible to overcome."

Van Loan said that despite spectrum flexibility in general, some systems, such as some of Viacom's, may have already filled their channel capacity and could have to choose between conducting rebuilds to accommodate wider-band HDTV services or eliminating existing program services.

The NCTA committee on HDTV will have much work ahead in any case, Bailey and the others agree. According to Ciciora, the effort has the potential of becoming "one of the most expensive activities we [the committee] have been involved in." No money has yet been requested of the NCTA executive board to conduct the hoped-for experimentation with Muse and other HDTV systems on cable, but the last such substantial effort by the NCTA engineering committee was its investigation into the effect of the BTSC broadcast stereo on cable TV. The price tag for that work was reportedly some \$100,000. □

## First Quarter Closings & Sales

<b>WSIX (AM/FM)</b> Nashville, TN	<b>\$8,500,000</b>
<b>WHOM (FM)</b> Mt. Washington, NH	<b>\$7,000,000</b>
<b>WPTR/WFLY</b> Albany, NY	<b>\$7,500,000</b>
<b>Community Service Broadcast Group</b>	<b>\$4,095,000</b>
<b>KAPE/KESI</b> San Antonio, TX	<b>\$9,270,000</b>

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## Producers have people meters on their minds

**They fear that underrepresented sample in survey will cause shift in pressure to produce shows aimed at younger audience**

People meters are expected to create havoc during the upfront network prime time advertising market, but it appears they could have an equally profound impact on programming. Studio and network officials agree the measurement devices will lead ABC, CBS and NBC gradually to demand more series that appeal to younger, urban and highly educated audiences, which they say tend to skew higher in A.C. Nielsen people meter sample readings.

Some of Hollywood's leading television producers fear that eliminating shows for older, rural and less-educated viewers will disfranchise the over-50 audience, thereby inviting additional congressional scrutiny of the broadcasting industry, in addition to increasing the networks' creative control over the programming community.

But Bill Rubens, vice president of research for NBC, said the shift in network focus came about as a result of changes in the makeup of the television audience which, he adds, would have shown up sooner or later with the existing passive meter/diary system. "With or without the people meter... the correction was bound to happen," he said.

Rubens foresees an increase in the number of "urban, younger shows" beginning this fall when the A.C. Nielsen Co. and the British firm, AGB Television Research Inc., plan to launch national services along with R.D. Percy's introduction in the New York ADI (Area of Dominant Influence), but said he does not expect the trend to last long. Producers anticipate that CBS will exert the most pressure since its programs have always generally skewed older than those of its two competitors.

With the networks' apparent willingness to rely heavily on people meters in determining programming strategy, a high ranking studio executive, who asked not to be identified, said they might be inviting trouble. Given the fact that Congress recently probed network news operations, he said "there is a very real possibility" that lawmakers could investigate to determine whether the networks are meeting their obligations to serve all segments of the public if they deliberately left older viewers out.

Another concern of programmers is that more of their creative freedom will be taken away if they must produce shows for what one termed a "hip" audience. The entertainment industry is already up in arms over what it feels is network interference in the creative process, and this could make matters worse. "You can't go produce shows for people meters," said Bruce Rosenblum, sen-

ior vice president of research for Lorimar Domestic Distribution Group. "It has to depend on creative factors." But if the networks insist, Rosenblum admits, "the studios' hands are tied." He said he is hopeful that quality, and not demographics, will still be the determining factor in whether a show gets made.

While the ratings services are seeking ways to encourage children and teen-agers to use the active people meter system properly and prevent them from becoming bored, broadcasters, advertisers and programmers say there are other problems. They express reservations about whether the devices can accurately reflect viewers in the 55-plus, rural and less-educated categories. The two factors they most frequently cite to back up their argument: that people in those groups are considered to be less "user friendly" than younger, urban and better-educated viewers—"technocrats," as one industry executive has dubbed them—in operating me-

chanical equipment, and older viewers are more fearful about letting ratings company representatives and installers into their homes. "If the people meter disfranchises older viewers, the networks stop programming to them," said Gary Lieberthal, chairman and chief executive officer of Columbia/Embassy Television.

"We can't help but be skeptical in wondering whether the older population is being measured properly," said Lieberthal, who cited as an example that a ratings company may have to approach 600 people in the older age group to install 50 meters. "If it's less random, the quality of the sample goes down," he said.

But in the Denver ADI, where on April 29 Arbitron Ratings and Selling Areas-Marketing Inc. launched the ScanAmerica people meter and product measuring service to 600 households, the service received "better than 50% cooperation" for those in the 55+ category, according to an Arbitron spokeswo-

**Round two.** The Corporation for Public Broadcasting's Program Fund has chosen 17 public television projects for funding through its second \$6-million Open Solicitation process for 1987. The winners, in five categories:

Public Affairs—*The Golden Years? Abuse of the Elderly in America*, a 60-minute documentary; *The Philippines: America's Colonial Legacy*, three 60-minute programs; *Eyes on the Prize—Series 2*, eight 60-minute documentaries, and *A Time of Turmoil: The Church in Brazil*, a 60-minute documentary.

Children's—*Degrassi Junior High*, 13 30-minute live-action dramas.

Drama—*Trying Times*, six 30-minute comedies, and *The Wash*, a 90-minute drama.

Performance—*Over the Rainbow: The Music of Harold Arlen*, a two-hour variety special; *Made in USA*, a 60-minute dance special, and *A Capitol Fourth*, a 90-minute concert special.

General Cultural—*Columbus and the Age of Discovery*, seven 60-minute programs; *Pyramid*, a 60-minute documentary; *Summer Night Music*, five 90-minute musical portraits, and *American Masters, Season II*, 10 60-minute documentary portraits.

CPB also awarded funds for research and development.

Public Affairs—*Finding God and Other Things in Space*, a 60-minute documentary portrait, and *The Space Age—The International Space Year Project*, 12 60-minute programs.

Drama—*In My Father's House*, a drama based on a novel.

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**Viacom** has cleared *The Cosby Show* in its seventh top 10 market. CBS-owned WCAU-TV Philadelphia bought the show for a weekly price that sources said was \$124,000. WCAU-TV is the first network-owned station to buy the show in syndication. The reserve price in that market was \$86,000 per week. Viacom is selling the show in 182-week deals for cash on a weekly basis, and is retaining two 30-second spots for itself.

**Multimedia** has cleared *Donahue* on WFLD-TV Chicago. The show had been carried in Chicago on WBBM-TV which had produced the show prior to its move to New York. WBBM-TV's contract with Multimedia ended March 31. WFLD-TV is the third station in Chicago to carry *Donahue*. The show was first carried and produced by WGN-TV in that city.

Production of *The Wall Street Journal Report on Television*, syndicated by **Dow Jones & Co.**, will move from in-studio to the newsroom of the paper, with expanded roles for the paper's editors and reporters, beginning in mid-July. Mike Conner, the *Journal's* director of television news and executive producer of the program, said the move is the best way to utilize the editorial resources of the *Journal* and to "bring the show closer to us." The show will now include more analysis of business news by the paper's staff. Additionally, the show will switch stations in New York, from WPIX-TV, where it ran at 2 a.m. and 6 a.m. on Monday morning, to WCBS-TV effective May 24. *WSJ Report on Television*, cleared on 92 stations, will run at 8:30 a.m. on Sunday. Dow Jones has also placed the show on another CBS affiliate, WUSA-TV Washington, where it will run at 5:30 a.m. on Monday, beginning May 25. Barter distribution gives stations three minutes and Dow Jones three minutes. The company is also now taking steps to feed the program to broadcast stations and cable services throughout Europe.

Gene Rodenberry, executive producer of **Paramount's** *Star Trek: The Next Generation*, has named Corey Allen as director of the two-hour pilot for the series, "Encounter at Farpoint." The pilot will air Oct. 3-4. For the regular series Rodenberry has named Rick Berman, former vice president of Paramount Television's long-form and special projects, and Robert Justman, co-producer of the original *Star Trek* as supervising producers; Maurice Hurlley as producer; Bob Lewin as co-producer; Dorothy Fontana as associate producer, and David Gerrold as staff writer.

**Group W Television Sales** reports that *For Kid's Sake*, the package of prime time specials, on-air promotions and commercial vignettes, has cleared its 100th market for a January 1988 start. The lineup now covers 74% of the country. The most recent clearances for the package are KHON-TV Honolulu; KMST-TV Monterey, Calif., and KQTV-TV St. Joseph, Mo.

Since the signing of Suzanne Somers to star in *She's the Sheriff*, (formerly *Suddenly Sheriff*), **Lorimar** reports that it has cleared the series in 27 more markets. In all, the series is now cleared in 114 markets covering 84.7% of the country. Lorimar is selling the series on a cash-plus-barter basis with five minutes for stations and one-and-a-half minutes for itself.

**Access Syndication** and **Baruch Television Group** are calling *Getting in Touch*, a talk-show hosted by psychologist Dr. David Viscott, a firm go. The show has cleared 30 markets. Barter distribution of the one-hour show gives stations four minutes and the distributors six-and-a-half minutes.

**WesternWorld Television** reports that it has cleared *Born in America* in 115 markets covering over 60% of the country. The one-hour special looks at the World Cycling Championships held last fall in Colorado. Among the clearances are WNBC-TV New York, KNBC-TV Los Angeles, WMAO-TV Chicago, WCAU-TV Philadelphia, WNEV-TV Boston, WXYZ-TV Detroit and WKYC-TV Cleveland.

**MG/Perin** reports *GLOW* (Georgeous Ladies of Wrestling) is now a firm go for its second year. Marvin Grieve, president of the company, said the show is carried on 55 stations covering roughly 60% of the country. MG/Perin will add an extra minute of commercial time to the show next year, which it will keep for itself, to make the show a cash-plus-barter sale. The show's 26 weekly hours are currently cleared on a cash basis with 12 minutes of time for stations. Recent clearances of the show include KSTW-TV Tacoma, Wash. (Seattle); WJPR-TV Lynchburg, Va.; KNMZ-TV Santa Fe, N.M., and KGMC-TV Oklahoma City.

The most recent Geraldo Rivera special, *Innocence Lost: The Erosion of American Childhood*, had a 10.8 national rating according to its syndicator, **Tribune Entertainment**. The April 20 special appeared in 168 markets covering 94% of the country.

■ Nielsen Syndication Service preliminary program audience estimates of syndicated shows for the week ended May 3:

Rank	Show	Rating/Markets	% coverage	Rank	Show	Rating/Markets	% coverage	Rank	Show	Rating/Markets	% coverage
1.	Wheel of Fortune	16.1/212	98	7.	Entertainment Tonight	6.6*/154	93	10.	Siskel & Ebert & Movies	4.9*/152	87
2.	Jeopardy	12.7/209	99	8.	Hollywood Squares	6.1/154	93	14.	Lifestyles of Rich-Famous	4.7*/172	94
3.	World Wrestling Fed.	9.7*/196	93	9.	Mama's Family	5.3*/158	89	14.	Star Search	4.7*/174	93
4.	People's Court	7.8/191	96	10.	Fame	4.9*/140	92				
5.	Oprah Winfrey	7.7/170	97	10.	Hee Haw	4.9/214	90				
6.	New Newlywed Game	7.5/190	97	10.	Puttin' on the Hits	4.9*/115	89				

\*includes multiple airings

man. That figure compares to an overall cooperation rate for all categories and age groups of "better than 60%," she said.

While Arbitron plans to take ScanAmerica nationwide in 1988-89 with 5,000 house-

holds, Nielsen will officially jump on board with its system in September with 2,000 households, well below its ultimate goal of 4,000 to 5,000 by September 1988. It has been providing sample data since January

1986, and now has about 1,500 households.

With the incomplete sample, C/E's Lieberthal said it's too early to start basing programming decisions on the people meters. "They've got the engine running, but they don't have all the wheels on," he said. Added Lorimar's Rosenblum: "There should have been more of a transition."

Although the studios have their fair share of concerns with the people meters, most look on it as a mixed blessing. "From the standpoint of the studio, we have many agendas," said Jack Smith, vice president of research for MGM/UA Television. On one hand, the company has a huge advertising budget for its motion pictures and home-video units. And like other advertisers, it has long sought a people meter system in the belief it could negotiate better deals. But it also sells barter time (through King World's Camelot Entertainment) for its syndicated programs, which Smith said makes it a complicated problem. "What may be terrific for marketing motion pictures may not be as terrific for barter," he said. □

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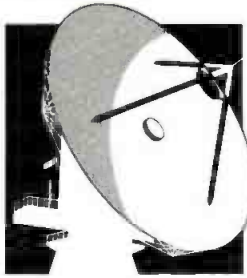
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## NBC continues summer run

NBC took the off-season prime time week ended May 10 with a 14.6 rating and a 25 share. CBS closed out the week just behind, with a 14.1/25. ABC finished with a 10.9/19. Last year the finishing order was ABC 15.6/26, NBC 15.4/26 and CBS 12.4/21.

In the evening news race NBC was the winner, with a 10.4/22 over

CBS's 9.8/21 and ABC's 9.3/20. A year ago it was CBS 11.6/24, NBC 10.3/22 and ABC 9.6/20.

NBC took three of the seven nights, Monday, Thursday and Saturday. CBS took two, Friday and Sunday, while ABC took Tuesday and Wednesday.

Rank	Show	Network	Rating/Share	Rank	Show	Network	Rating/Share	Rank	Show	Network	Rating/Share
1.	Cheers	NBC	28.4/45	21.	Valerie	NBC	16.1/25	41.	Sweet Surrender	NBC	12.1/25
2.	Family Ties	NBC	27.8/46	22.	Designing Women	CBS	16.0/25	42.	Mike Hammer	CBS	11.8/21
3.	Cosby Show	NBC	26.4/47	23.	Head of the Class	ABC	15.7/27	43.	Miami Vice	NBC	11.7/20
4.	Moonlighting	ABC	21.0/33	23.	60 Minutes	CBS	15.7/34	43.	Facts of Life	NBC	11.7/26
5.	Murder, She Wrote	CBS	20.4/37	23.	Me & Mrs. C	NBC	15.7/29	45.	Spenser: For Hire	ABC	11.3/22
6.	Tuesday Movie	CBS	19.8/32	26.	Kate & Allie	CBS	15.4/25	45.	Max Headroom	ABC	11.3/19
6.	Nothing in Common	CBS	19.8/32	27.	Night Court	NBC	15.2/25	47.	Bugs Bunny Special	CBS	11.2/22
8.	Golden Girls	NBC	19.2/37	27.	Sunday Night Movie	NBC	15.2/25	47.	Simon & Simon	CBS	11.2/18
9.	Growing Pains	ABC	18.8/31	29.	Equalizer	CBS	14.6/27	49.	Bronx Zoo	NBC	11.1/20
10.	Sunday Movie	CBS	18.4/31	30.	Hunter	NBC	14.4/27	50.	Mr. Belvedere	ABC	10.7/21
11.	Dallas	CBS	18.3/32	31.	Highway to Heaven	NBC	14.1/25	50.	Hill Street Blues	NBC	10.7/18
12.	Matlock	NBC	18.1/31	32.	L.A. Law	NBC	14.0/23	52.	Mariah	ABC	10.2/19
13.	Monday Night Movies	NBC	17.8/28	33.	20/20	ABC	13.9/23	52.	Rags to Riches	NBC	10.2/20
14.	Dynasty	ABC	17.6/29	34.	My Sister Sam	CBS	13.8/22	54.	Monday Night Movie	ABC	9.9/16
15.	Who's the Boss?	ABC	17.0/30	35.	Perfect Strangers	ABC	13.4/24	54.	Gimme a Break	NBC	9.9/15
15.	Newhart	CBS	17.0/27	36.	Stingray	NBC	13.3/23	56.	Garfield Special	CBS	9.9/20
17.	Falcon Crest	CBS	16.5/29	37.	Sunday Night Movie	ABC	12.7/21	57.	Scarecrow & Mrs. King	CBS	9.1/16
17.	Cagney & Lacey	CBS	16.5/27	38.	Magnum, P.I.	CBS	12.4/20	58.	Roomies	NBC	8.5/18
19.	ALF	NBC	16.4/26	39.	MacGyver	ABC	12.3/20	59.	Ohara	ABC	8.4/16
20.	Knots Landing	CBS	16.3/27	40.	Easy Street	NBC	12.2/20	60.	Webster	ABC	8.3/17

## Radio reprise on indecency

### Stations cited by FCC in its indecency ruling say there have been few community complaints

Do radio listeners in the three markets served by the stations cited for "indecent broadcasts" by the FCC—University of California's KCSB-FM Santa Barbara, Calif.; Infinity Broadcasting's WYSP(FM) Philadelphia, and Pacifica Foundation's KPFK-FM Los Angeles (BROADCASTING, April 20)—find the stations' programming acceptable? The answer, for the most part, appears to be yes. Executives at the three stations said the number of written complaints leveled against the stations for their programming prior to the FCC indecency ruling last month has not been extensive. "I've been here for four years and the amount of written feedback regarding our programming has typically run from 50 to 60 letters a year supporting it vs. two to three letters each year [including one that reached the Parents Music Resource Center and subsequently the FCC] complaining about it," said Malcolm Gault-Williams,

general manager of KCSB-FM, which was cited by the FCC for playing an allegedly explicit rock song by the Pork Dukes, called "Making Bacon." The song, said Gault-Williams, aired shortly before midnight last July 26.

"It [the feedback] shows a high tolerance on the part of the population here in terms of accepting controversial ideas. And when we get complaints, we try to deal with them. In one case, we invited the complainant to come to the station and talk to the programmers he was complaining about," Gault-Williams said. For material that might be considered objectionable, the station's guidelines—which had been the FCC guidelines—have been to air it after 10 p.m.

Gault-Williams continued: "We don't want to contribute to any chilling effect the FCC ruling might have. For now, it is business as usual at KCSB-FM." Gault-Williams noted, however, that there will be a system-wide University of California meeting on the FCC's broadcast indecency ruling this Monday (May 18) at Berkeley, Calif.

There were 35 written complaints on file at the FCC concerning Howard Stern on WYSP from last August—the time the station began simulcasting Stern's WXRK(FM) morning broadcast—through late last year, said Mel Karmazin, president of the radio division of Infinity Broadcasting. (Three of those letters were part of the FCC proceedings.) "That is small in comparison to other [broadcast] complaints," he said. "People write to the commission about a number of things.")

Karmazin said Stern has been basically doing the same show, although somewhat "milder" at WXRK, since his early 1980's tenure at WDC-AM-FM Washington and a stint at WNBC(AM) New York in 1982-85. (Stern joined Infinity in November 1985 after being dismissed from WNBC.) "What has changed is the FCC's attitude," said Karmazin, adding that the commission had previously responded to indecency complaints against Stern as "protected speech." (Infinity used that argument when it responded to the FCC about indecency complaints last December [BROADCASTING, Dec. 29, 1986].)

But Karmazin told BROADCASTING that Infinity and Stern are "clearly conforming" to the new FCC order. "And we also believe we were conforming to the FCC policies before... We are not broadcasting indecent material dealing with sexual matters in a patently offensive way," he said.

As for advanced warnings of material aired over Stern's broadcast, Karmazin said the company is "thinking about" airing some warning in the morning. "But we don't cater to young children and teen-agers. Our core audience is 25-to-40-year-old males." (The FCC's indecency order released April 29 officially reaffirmed the commission's requirement that stations give adequate warning of broadcasts considered to be indecent when aired even at a time of day when there is not

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a "reasonable risk" of children in the audience.)

David Salmiker, executive director of the Pacifica Foundation, who oversees Pacifica's five radio stations, said no written complaints were received at KPFK-FM specifically directed at the show in question—a one-hour review, along with excerpts, of "The Jerker," a play that deals with the effect of AIDS on gays in San Francisco that was part of a regularly scheduled series on gays—and only one on file at the FCC. He said the show was aired after 10 p.m. with a disclaimer to the audience. "We [Pacifica] have always received a few complaints," Salmiker said. But he noted that during the past two years there were only "two or three" written complaints in Pacifica's FCC file for its five stations regarding indecency.

The FCC action has caused KPFK-FM to be "very careful" about what it airs, the Pacifica executive said. (Because the FCC felt that KPFK-FM's programming constituted obscenity, it referred the case to the Department of Justice for possible criminal prosecution.) "We

feel we have been unfairly singled out. . . . We want to protect our licenses."

Pacifica is not standing still, however. "We are fighting back," Salmiker said. It, along with the National Federation of Community Broadcasters and the American Civil Liberties Union of Southern California, petitioned the U.S. Court of Appeals in Washington for review of FCC order calling on Department of Justice to prosecute Pacifica for allegedly airing an obscene broadcast over KPFK-FM ("In Brief," May 4).

In addition, Pacifica's WBAI(FM) has asked the FCC to rule whether specific words it plans to broadcast are in violation of the commission's new guidelines (see page 79.) □

## CBS, ABC fine tune Saturday a.m. fare

Both networks replacing two hours of children's programming

CBS and ABC have announced their Saturday morning schedules, and both networks are replacing two hours of programming with four new half-hour series. NBC announced its new Saturday morning lineup earlier (BROADCASTING, April 20). The four new half-hours joining CBS's roster include a second Saturday morning project being produced in house by CBS Entertainment, *Gar-*

**Public opinion on raunchy radio.** The FCC's decision to tighten up regulation of indecent broadcasts (BROADCASTING, April 20) is not condoned by a majority of the public, according to a study conducted by Strategic Radio Research of Chicago. According to SRR President Kurt Hanson, the telephone survey of more than 1,000 18-to-49-year-olds, conducted between April 25 and May 1, demonstrates that "the actual occurrence of offensiveness on the radio is very low."

SRR's study found that 60% of the respondents expressing an opinion opposed government control over subject matter, and 52% felt the federal government shouldn't control "the kind of language disk jockeys are allowed to use." Of those respondents expressing an opinion (95%), 86% believed that control over so-called "shock jocks" should be in the hands of radio station managers. "The study confirms that there is public and broadcast industry agreement that responsible self-regulation on the part of the station managers is a more appropriate solution to the problem of shock radio," Hanson said.

The study asked respondents to consider a list of types of radio humor and then asked: "Are you offended when you hear. . .?" The results, in order of offensiveness: jokes about AIDS (40%), jokes about drugs (35%), ethnic humor (29%), bathroom humor (29%), jokes about homosexuals (29%), religious humor (28%), jokes about drinking (20%), jokes about sex (17%), jokes about TV evangelists (13%) and political humor (5%).

The study showed that offensiveness on the radio "simply isn't a problem for most listeners," Hanson said, and "led us to believe that it was several isolated incidents that triggered a knee-jerk reaction on the part of the FCC."

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bage *Pail Kids*. The other in-house production is *CBS Storybreak*, which is returning to its noon-12:30 p.m. slot. The new *Garbage Pail* show will air from 10:30 a.m. to 11 a.m. The other new Saturday programs include: *Hello Kitty's Furry Tale Theater*, from DIC Productions, airing at 8 a.m.; *The New Adventures of Mighty Mouse*, from Ralph Bakshi, airing at 8:30 a.m.; *Popeye*

and *Son*, from Hanna Barbera/King Features Productions, airing at 11 a.m., and *Kidd Video*, from DIC Enterprises/Saban Productions, airing at 12:30 p.m.

Returning series in the CBS lineup include: *Jim Henson's Muppet Babies* (Henson Associates/Marvel Productions), *Pee-wee's Playhouse* (Pee-wee Pictures), *Teen Wolf* (Southern Star/Atlantic Releasing

**Para los niños.** Univision, the Spanish-language broadcast and cable programming service, has joined its broadcast network counterparts in airing a four-hour block of children's programming on Saturday morning. Univision's block is dubbed in Spanish. All but one of eight half-hour series were originally produced in Japan (*El Tesoro del Saber* comes from Televisa in Mexico), and all have earned high ratings in American or Latin American markets before reaching Univision, according to Claudia Copquin at Univision.

The block, set to remain a part of Univision's Saturday morning grid indefinitely, begins at 7 a.m. ET with *Las Aventuras del Príncipe Pequeño* (The Adventures of the Little Prince), following the title character to "distant planets in search of universal truths." Mushi Productions' *La Princesa Caballero* (The Princess Knight), featuring a female hero, follows in the next half-hour. *Kewi*, about a traveling orphan, airs at 8 a.m. At 8:30, Dr. Kietas young assistant must regularly get the scientist out of trouble in *La Máquina del Tiempo* (The Time Machine). *Capitán Centella*, a Japanese Superman that moved from the movies to television in 1971, airs at 9 a.m. Tokyo Movie Shinsha created the animated rendition of *La Isla del Tesoro* (Treasure Island), which airs at 9:30. *El Tesoro del Saber* (The Wealth of Knowledge), the originally Mexican, *Sesame Street*-like production nominated for a 1985 Award for Cable Excellence, airs at 10 a.m. Closing the block at 10:30-11 a.m. is *Coman*, *El Niño del Futuro*, in which two nations vie for control of Earth.

According to Univision audience research, the new block, which premiered April 11 has already gathered tangible ratings increases. The numbers national sales director John Pero is now presenting to breakfast food, breakfast drink and toy manufacturers, among others, are a May household rating of 11 for the entire block (486,915 households out of 4,426,000 homes reached), up from a rating of only 2 in Feb. '87 (88,530 homes), when Univision ran two half-hour children's shows, but not back-to-back. Research also reported a current 4 rating among 2-11-year-old hispanic viewers, up from a 1 rating in February.

### Saturday morning

	ABC	CBS	NBC
8:00	Care Bear Family Theater	Kitty's Furry Tale	Gummi Bears
8:30	Little Clowns of Happy Town	New Adventures of Mighty Mouse	
9:00	My Pet Monster	Jim Henson's Muppet Babies	Smurfs
9:30	Pound Puppies		
10:00	Young Wizards	Pee-wee's Playhouse	Fraggle Rock
10:30	Real Ghostbusters	Garbage Pail Kids	Chipmunks
11:00	Flintstone Kids	Popeye and Son	ALF
11:30	Bugs Bunny & Tweety	Teen Wolf	New Archies
noon	Animal Crackups	CBS Storybreak	Footur
12:30	The Health Show	Kidd Video	I'm Telling

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Corp.), and *CBS Storybreak* (CBS Entertainment). The following series are being canceled: *The Berenstain Bears* (Southern Star Productions), *Wildfire* (Hanna-Barbera), *Galaxy High* (TMS Productions) and *Hulk Hogan's Rock N' Wrestling* (DIC).

ABC is producing two of its four new children's shows next season in association with other companies. They include *Little Clowns of Happytown* (8:30-9 a.m.), from ABC Entertainment in association with Marvel Productions, and *Animal Crackups*, (noon-12:30 p.m.), which ABC will produce in association with Vin DiBona Productions. (ABC has licensed the concept for that game show from the Tokyo Broadcasting System.) The network's other two new Saturday morning programs include *My Pet Monster* (9-9:30 a.m.), from Nelvana, and *Young Wizards* (10-10:30 a.m.), from Janson & Melville in association with Marvel Productions. Returning to the ABC Saturday lineup are *The Care Bear Family* (Nelvana Ltd.), *All New Pound Puppies* (Hanna-Barbera), *The Real Ghostbusters* (Columbia Pictures Television in association with DIC), *The Flintstone Kids*, which is returning in a half-hour form (last year it ran as an hour) (Hanna-Barbera), *The Bugs Bunny and Tweety Show* (Warner Bros.), and *ABC Weekend Specials*. ABC News's *The Health Show*, which bowed earlier this spring at 12:30 p.m., will remain in that slot next fall.

Leaving the ABC Saturday schedule are *The Wuzzles* (Walt Disney), *American Bandstand* (Dick Clark Productions), which is going into syndication, *The Littles* (ABC in association with DIC), and *The All New Ewoks* (Lucasfilm). □

# TELECASTINGS

## Howdy Doody licensing

NBC has dealt the merchandising rights to its once popular Howdy Doody characters to King Features. The agreement lets King Features manufacture Howdy Doody apparel and giftware items. The program was a children's favorite in the 1950's.

## Taffner addition

AGB reports that it has signed another client for its national audience measurement service starting up next September—D.L. Taffner Ltd. Taffner is the second syndicator to sign with AGB, following Orbis Communications. Other clients to date include: CBS, MTV Networks, and eight advertising agencies, N W Ayer, Ted Bates, BBDO, Leo Burnett, DMB&B, Grey Advertising, Scali McCabe Sloves, and Young & Rubicam.

## More college roundball

ABC Sports, which carried a small slate of college basketball for the first time this past season, is expanding its television coverage next season. It has signed a multiyear contract with the Big 10 Conference, calling for a minimum nonexclusive seven-game package for the 1987-88 season. The network is also signing deals with individual schools, and plans to carry significantly more than the seven regular-season games covered during the 1986-87 season, but the total number is not known yet. However, in 1988 and beyond, the Big 10 pact calls for ABC to cover at least 20 games per season.

## On the plate

Grosso-Jacobson Productions and Coca-Cola Telecommunications have joined to produce a number of programs: *The Gunfighters*, a previously announced two-hour movie done in association with Tribune Entertainment and Alliance Entertainment for syndication and to be filmed in Alberta, Canada, beginning in May; *Hounds of Hell*, a pilot for syndication that begins shooting in Toronto in late summer and consists of five half-hours dealing with a federal team of occult investigators; *Nightfighter*, an original movie for home video or theatrical release about a martial arts champion policeman and a New York street gang that will begin filming in New York in the fall, and *Partington*, a two-hour movie and series pilot for syndication, shot in New England. Grosso-Jacobson is best known as the producer of *Night Heat*, which runs on CBS's late night schedule.

## Back to life

NBC has renewed *St. Elsewhere* for a fifth season. The MTM program has won 11 Emmys in four seasons. Bruce Paltrow is its executive producer.

## Satellite truckin'

Add two more top 100 stations to the list of those using satellite news vehicles, bringing the estimated number of station Ku-band trucks on the road to more than 80. The new additions, courtesy of Woburn, Mass.-based truck supplier, BAF Communications, are at ABC-TV affiliate WPEC-TV West Palm Beach, Fla., and NBC affiliate KVBC-TV Las Vegas.

WPEC-TV's \$350,000 truck, which was on display at the National Association of Broadcasters equipment show earlier this year, worked its way down the East Coast in late April, feeding news spots back to the station, according to WPEC-TV News Director Bill Crafton. The truck, purchased under

ABC's 50% truck reimbursement program and meeting ABC's Absat specifications, uses an Andrews 2.3-meter antenna with an offset four-port feed.

In Las Vegas, where KVBC-TV was the first in the market with a satellite truck, station Chief Engineer Frank Haynes expects the \$400,000-truck to be operational this month after additional technical preparations are completed. The station also purchased the truck under its network reimbursement plan, Haynes said.

## Good showing for 'Shoah'

The Public Broadcasting Service's presentation of *Shoah*, a nine-and-a-half-hour documentary on the Holocaust, drew large audiences (in PBS terms) over the four nights it was aired. In the 12 metered markets supplying overnight ratings, it drew an average 3.6 rating/6 share, with the first two nights averaging 4.1/7. (In the normal prime time schedule, those stations average a 2.3/4.) PBS's John Fuller said the organization has plans to feed the documentary in its entirety on a Sunday later this year.

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# For the Record

As compiled by BROADCASTING, May 7 through May 13, 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—critical hours. CP—construction permit. D—day. DA—directional antenna. Doc—Docket. ERP—effective radiated power. HAAT—height above average terrain. khz—kilohertz. kw—kilowatts. m—meters. MEOC—maximum expected operation value. mhz—megahertz. mod.—modification. N—night. PSA—presunrise service authority. RCL—remote control location. S-A—Scientific-Atlanta. SH—specified hours. SL—studio location. TL—transmitter location. trans.—transmitter. TPO—transmitter power output. U—unlimited hours. vis.—visual. w—watts. \*—noncommercial.

## Ownership Changes

### Applications

- WEIM(AM) Fitchburg, Mass. (1280 khz; 5 kw-D; 1 kw-N)—Seeks assignment of license from Knight Communications Corp. to WEIM Corp. for amount to be submitted in amendment. Seller is principally owned by N. Scott Knight. It also owns WGIR-AM-FM Manchester and WHEB-AM-FM Portsmouth, both New Hampshire; WEZF(FM) Burlington, Vt., and WSAR(AM) Fall River, Mass. Buyer is owned by Francis A. Fillipone, station's general manager. Filed May 1.
- WDNG(AM) Anniston, Ala. (1450 khz; 1 kw-U)—Seeks assignment of license from Potts Broadcasting Co. to Francis DiPietro, William J. Davis and Benjamin F. Vondracek for \$50,000. Seller is owned by Thomas Potts, who has no other broadcast interests. Buyers have no other broadcast interests. Filed May 1.

### Actions

- KDMS(AM)-KLBQ-FM El Dorado, Ark. (1290 khz; 5 kw-D; FM: 99.3 mhz; 2.95 kw; HAAT: 300 ft.)—Seeks assignment of license from Lowery Broadcasting Inc. to Edward R. Partridge for \$950,000. Seller is owned by John T. Lowery and family. It has no other broadcast interests. Buyer is former partner in Jackson, Miss.-based Mississippi Outdoor Advertising. Filed March 24.
- KBBV(AM)-KTOT(FM) Big Bear Lake, Calif. (AM: 1050 khz; 250 w-D; FM: 101.7 mhz; 90 w; HAAT: 1,500 ft.)—Granted app. for transfer of control of Mountain Broadcasting Co. from Hugh A. Cover (37.5% before) and Donald A. Stoner (37.5% before) to Vernon E. Thompson for \$40,000. Seller and buyer have no other broadcast interests. Filed March 25.
- WQBR(AM) Atlantic Beach, Fla. (1600 khz; 5 kw-D)—Granted app. for assignment of license from William H. Bivens, trustee in receivership, to Concepcon Investments Inc. for \$40,000 cash and assumption of liabilities bringing expected purchase price to \$250,000. Seller is trustee in receivership. Buyer is equally owned by Roger G. Robertson, operator of Jacksonville, Fla., McDonald's fast food franchise, and Mark S. Cowart, former general manager of WBIX(AM) Jacksonville. Neither have other broadcast interests. Filed Feb. 27.
- WRIT-FM Stuart, Fla. (92.7 mhz; 3 kw; HAAT: 300 ft.)—Granted app. for assignment of license from Nettore Broadcasting Co. to CRB of Florida Inc. for \$3.5 million. Seller is owned by Fred L. Nettore, who also owns WPOM(AM) Riviera Beach, Fla. Buyer is subsidiary of CRB Broadcasting Corp., New York-based group of five AM's and five FM's owned by Carter Burden, Ed Rogoff and Robert P. Connor. Filed March 16.
- WTVT(TV) Tampa (ch. 13; CBS; ERP vis. 316 kw, aur. 47.4 kw; HAAT: 1,416 ft.)—Granted app. for assignment of license from Gaylord Broadcasting Co. to WTVT Holdings for approximately \$365 million. Seller is Oklahoma City-

based group of four TV's headed by Edward L. Gaylord. Buyer is owned by George Gillett and Clarence V. McKee. Gillett is Nashville-based group of one AM, one FM and 14 TV's owned by George Gillett. McKee is of counsel with Washington communications law firm of Pepper & Corrazini. Filed March 9.

- KHBC-TV Hilo, Hawaii (CP)—Granted app. for assignment of license from Hilo Broadcasting Corp. to Clio Enterprises Inc. for \$325,000 cash. Seller is owned by Marvin S. Chupack, who has no other broadcast interests. Buyer is owned by William Evans, who has interest in KKON(AM)-KOAS(FM) Kealahou, Hawaii. Filed March 6.
- WMRO(AM)-WAUR(FM) Aurora, Ill. (AM: 1280 khz; 1 kw-D; 500 w-N. FM: 107.9 mhz; 22.4 kw; HAAT: 735 ft.)—Granted app. for transfer of control from T. Furman Brodie to George Beasley for \$3,185,000 cash. Seller is Florence, S.C.-based attorney with no other broadcast interests. Buyer is president and principal owner of Beasley Broadcast Group, Goldsboro, N.C.-based owner of seven AM's and 12 FM's. Filed Feb. 27.
- WDRW(FM) Eldorado, Ill. (102.3 mhz; 3 kw; HAAT: 300 ft.)—Granted app. for assignment of license from Gibson D. Karnes, trustee in bankruptcy to S. Sargent Visher and his wife, Belle T. Choate, for \$121,000. Seller is trustee with no other broadcast interests. Buyer, Choate, is daughter of O.L. Turner, owner of WEBQ-AM-FM Harrisburg, Ill. Filed March 13.
- WSMA(AM) Marine City, Mich. (1590 khz; 1 kw-D)—Granted app. for assignment of license from Somerville Broadcasting Co. to Frink Inc. for \$175,000. Seller is owned by Richard and Letty Somerville, who also own WCEN-AM-FM Mt. Pleasant, Mich., and WADM(AM)-WQTZ(FM) Decatur, Ind. Buyer is owned by Jeanne M. Frink and her husband, Gary, who have no other broadcast interests. Filed March 17.
- KLDN(FM) Eldon, Mo. (92.7 mhz; 790 w; HAAT: 585 ft.)—Granted app. for assignment of license from Southwest Communications Inc. to CTC Communications for \$242,000. Seller is owned by Dennis D. McDaniel, who has no other broadcast interests. Buyer is owned by James P. Davis, who has no other broadcast interests. Filed March 23.
- WADO(AM) New York (1280 khz; 5 kw-U)—Granted app. for assignment of license from Command Broadcast Associates Inc. to Radio Wado Inc. for \$15 million. Seller is owned by Nelson La Vergne, chairman. It has no other broadcast interests. Buyer is owned by Louis Wolfson, his mother, Lynn, and brothers Mark, Andy and Tony Blank. Filed Feb. 18.
- WERT-AM-FM Van Wert, Ohio (1220 khz; 250 w-D; FM: 98.9 mhz; 50 kw; HAAT: 500 ft.)—Granted app. for assignment of license from WERT Radio Inc. to Atlantic Resources Corp. for \$1 million. Seller is Mattoon, Ill.-based group of three AM's and four FM's owned by J.R. Livesey and family. Buyer is owned by Paul E. Cheney and Chris Cage. Cheney is Cincinnati certified public accountant. Cage has interest in and is general manager of WKKI(FM) Celina, Ohio. Filed March 13.
- KKA(A)(AM)-KQAA(FM) Aberdeen, S.D. (AM: 1560 khz; 10 kw-D; 5 kw-N; FM: 94.9 mhz; 100 kw; HAAT: 1,383 ft.)—Granted app. for assignment of license from Sunset Communications Corp. to KSOO Radio Inc. for \$1,198,000. Seller is owned by David S. Lausten. It has no other broadcast interests. Buyer is owned by estate of Morton H. Henkin, his wife, Sylvia R. Henkin, and her son, Joseph. It also owns KSOO(AM)-KPAT(FM) Sioux Falls, S.D. Filed Jan. 12.
- WDKN(AM) Dickson, Tenn. (1260 khz; 1 kw-D)—Granted app. for assignment of license from American Communications Inc. to Edmission and Eubank Communications Inc. for \$220,000. Seller is owned by Stephen R. Coltrium. It also owns colocated WKDN-FM. Buyer is owned by Thomas Lee Edmission and Oscar Leech Eubank. Edmission is stations' general manager. Filed March 25.
- WSYB(AM)-WRUT(FM) Rutland, Vt. (AM: 1380 khz; 5 kw-D; 1 kw-N; FM: 97.1 mhz; 1.15 kw; HAAT: 2,591 ft.)—Granted app. for assignment of license from James Broadcasting Co. to All Communications of Vermont for \$2.7 million. Seller is owned by Simon Goldman and George Cameron. Goldman owns WJTN(AM)-WWSE(FM) Jamestown, N.Y. Buyer is owned by Allan Roberts, former owner of WIIN(AM)-WFGP(FM) Atlantic City, N.J. Filed Jan. 30.
- WBBI(AM)-WABN-FM Abingdon, Va. (AM: 1230

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khz; 1 kw-D, 250 w-N; FM: 92.7 mhz)—Granted app. for assignment of license from Burley Broadcasting Inc. to Edwards and Sutherland Broadcasting Co. for \$466,200. Seller is owned by Ira Southern, who also owns WCIR-AM-FM Beckley, W.Va. Buyer is owned by Richard W. Edwards and Craig Sutherland. Edwards also owns WDIC(AM) Clincho, Va., where Sutherland was general manager. Filed Feb. 17.

■ **WFNR(AM) Blacksburg, Va. (CP)**—Dismissed app. for assignment of license from New River Broadcasting Corp., debtor-in-possession, to Blue Ridge Communications Inc. for \$210,000. Seller has no other broadcast interests. Buyer is owned by Thomas Edward Amis, announcer and salesman at station. Filed March 31.

## New Stations

### Applications

#### New FM's

■ **Omega, Ga.**—Omega FM Associates seeks 107.5 mhz; 3 kw; HAAT: 328 ft. Address: P.O. Box 1327, Tifton, Ga. 31793. Principal is owned by Rebecca R. McClellan and 22 others. It has no other broadcast interests. Filed April 30.

■ **Omega, Ga.**—Steve McGowan seeks 107.5 mhz; 3 kw; HAAT: 328 ft. Address: P.O. Box 6904, Dothan, Ala. 36302. Principal owns WSEL-AM-FM Tupelo, Miss., and WORJ-FM Ozark, Ala. Filed April 30.

■ **Omega, Ga.**—Radio South Georgia seeks 107.5 mhz; 3 kw; HAAT: 328 ft. Address: P.O. Box 1380, Moultrie, Ga. 31776. Principal is owned by James D. Hardy and Douglas M. Sutton. It has no other broadcast interests. Filed April 30.

■ **Eureka, Ill.**—AGH Communications Inc. seeks 98.5 mhz; 3 kw; HAAT: 328 ft. Address: 2717 W. Kansas, Peoria, Ill. 61604. Principal is owned by Janet Bro, Arlen G. Horn and two others. It also owns WZRO(FM) Farmer City, Ill. Filed April 30.

■ **Eureka, Ill.**—Bedford County Radio Inc. seeks 98.5 mhz; 3 kw; HAAT: 328 ft. Address: P.O. Box 249, 61530. Principal is owned by Michael L. Stanton and Mary St. John Stanton. It has no other broadcast interests. Filed April 30.

■ **Galena, Ill.**—JDC Communications Inc. seeks 107.5 mhz; 3 kw; HAAT: 328 ft. Address: 206 N. Main, 61036. Principal is owned by John W. Cox and nine others. It has no other broadcast interests. Filed April 30.

■ **Des Moines, Iowa**—Mark McVey, Diane Lysiak and Doug Linder seek 107.5 mhz; 50 kw; HAAT: 492 ft. Address: 620 Lake Rd., Ottumwa, Iowa 51501. Principals have no other broadcast interests. Filed April 30.

■ **Des Moines, Iowa**—Hightower Partnership seeks 107.5 mhz; 50 kw; HAAT: 492 ft. Address: 8229 Maryland, St. Louis, Mo. 63105. Principal is owned by Beverly J. Hewitt, Ruth Sirko and Irwin Davis. Davis owns KTUF(FM) Kirksville, Mo. Filed April 30.

■ **Des Moines, Iowa**—Sinclair Telecable seeks 107.5 mhz; 50 kw; HAAT: 492 ft. Address: P.O. Box 998, Mechanicsville, Va. 23111. Principal is owned by John L. Sinclair and family. It owns WNIS(AM) Portsmouth and WCDX(FM) Mechanicsville, both Virginia. Filed April 30.

■ **Des Moines, Iowa**—Midwest Radio Inc. seeks 107.5 mhz; 50 kw; HAAT: 492 ft. Address: 1001 Grand Ave., P.O. Box 1797, 50306. Principal is owned by Richard Eychaner, who has no other broadcast interests. Filed April 30.

■ **Des Moines, Iowa**—Chuckay Corp. seeks 107.5 mhz; 50 kw; HAAT: 492 ft. Address: 1427 Buffalo Rd., 50265. Principal is owned by Charles E. Putbren and his wife, Ella Mae. It has interest in KWKY(AM) Des Moines. Filed April 30.

■ **Des Moines, Iowa**—Ronald Sorenson seeks 107.5 mhz; 50 kw; HAAT: 492 ft. Address: 1170 22nd St., 50311. Principal has no other broadcast interests. Filed April 30.

■ **Des Moines, Iowa**—80-90 Ltd. seeks 107.5 mhz; 50 kw; HAAT: 490.5 ft. Address: 2407 Enfield Rd., Austin, Tex. 78703. Principal is owned by Richard E. Oppenheimer, D.K. Anderson and Robert L. Clarke. Filed April 30.

■ **Des Moines, Iowa**—Des Moines Broadcast Associates seeks 107.5 mhz; 50 kw; HAAT: 360 ft. Address: 1155 Enos Ave., 50314. Principal is owned by Abraham Sommerville and 25 others. It has no other broadcast interests. Filed April 30.

■ **Des Moines, Iowa**—SpaceCom Inc. seeks 107.5 mhz; 50 kw; HAAT: 492 ft. Address: 444 Pine St., St. Paul, Minn. 55101. Principal is owned by Donald McNeely. It also owns KOSO(FM) Patterson and KGNU(FM) Fresno, both California. Filed April 30.

■ **Des Moines, Iowa**—Langston Communications Ltd.

seeks 107.5 mhz; 50 kw; HAAT: 492 ft. Address: 536 29th St., 50311. Principal is owned by Ronald W. Langston, who has no other broadcast interests. Filed April 30.

■ **Des Moines, Iowa**—Santee Broadcasting Inc. seeks 107.5 mhz; 50 kw; HAAT: 492 ft. Address: 1 N. Guignard Dr., Sumter, S.C. 29150. Principal is owned by Henry T. Everett and George R. Tindal. It has no other broadcast interests. Filed April 30.

■ **Des Moines, Iowa**—Heart of Iowa Broadcasting seeks 107.5 mhz; 50 kw; HAAT: 492 ft. Address: Box 7661, 50322. Principal is owned by Charles D. Wenger and Albert F. Wiuff. It has no other broadcast interests. Filed April 30.

■ **Des Moines, Iowa**—Johnson Des Moines Broadcasting Ltd. seeks 107.5 mhz; 50 kw; HAAT: 492 ft. Address: 4214 54th St., 50310. Principal is owned by James L. Johnson, who has no other broadcast interests. Filed April 30.

■ **Des Moines, Iowa**—Asterisk Broadcasting Inc. seeks 107.5 mhz; 50 kw; HAAT: 492 ft. Address: 1429 N. Federal Highway, Ft. Lauderdale, Fla. 33304. Principal is owned by Richard S. Ingham, who also owns WTRS-AM-FM Dunnellon, and WFTP(AM) Fort Pierce, both Florida. Filed April 30.

■ **Itta Bena, Miss.**—Mississippi Valley State University seeks 89.1 mhz; 3.1 kw; HAAT: 1,000 ft. Address: Highway 82 W., 38941. Principal is headed by Joe L. Boyer. Filed April 17.

■ **Ocean Acres, N.J.**—Barnegat Broadcasting Co. 98.5 mhz; seeks 3 kw; HAAT: ft. Address: 550 East Bay Ave., Barnegat, N.J. 08005. Principal is owned by Frederick Gerken and his wife, Naomi, who have no other broadcast interests. Filed April 30.

■ **Ocean Acres, N.J.**—Word Alive Ministries seeks 98.5 mhz; 3 kw; HAAT: 328 ft. Address: 113 Lighthouse Dr., Manahawkin, N.J. Principal is nonprofit corporation headed by John F. Cahil. It has no other broadcast interests. Filed April 30.

■ **Ocean Acres, N.J.**—Frank Canale seeks 98.5 mhz; 3 kw; HAAT: 328 ft. Address: 867 Water St., Fitchburg, Mass. 01420. Principal has no other broadcast interests. Filed April 30.

■ **Ocean Acres, N.J.**—Fortenbaugh-Luft Broadcasting Inc. seeks 98.5 mhz; 3 kw; HAAT: ft. Address: 72 Navesink Ave., Rumson, N.J. Principal is owned by Donna Fortenbaugh and Linda Luft, who have no other broadcast interests. Filed April 30.

■ **Ocean Acres, N.J.**—Press Broadcasting Co. seeks 98.5 mhz; 3 kw; HAAT: ft. Address: Press Plaza, 605 Mattison Ave., Asbury Park, N.J. 07712. Filed April 30.

■ **Ocean Acres, N.J.**—Bay Communications seeks 98.5 mhz; 3 kw; HAAT: ft. Address: 7 Holly St., Toms River, N.J. 08753. Principal is principally owned by Francis E. Brady Jr. It has no other broadcast interests. Filed April 30.

■ **Ocean Acres, N.J.**—Howard Burtensky and Louis Gotsis Associates seek 98.5 mhz; 3 kw; HAAT: ft. Address: 108 N. Green St., Tuckerton, N.J. 08087. Principals have no other broadcast interests. Filed April 30.

■ **Ocean Acres, N.J.**—Seaira Associates seeks 98.5 mhz; 3 kw; HAAT: ft. Address: 304 Float Ave., Manahawkin, N.J. Principal is headed by Pasquale C. Tommaro. It has no other broadcast interests. Filed April 30.

■ **Burkesville, N.Y.**—WKYR Inc. seeks 98.5 mhz; 3 kw; HAAT: 328 ft. Address: P.O. Box 340, 42717. Ray Mullinix, Silas Norris and Howard E. Poindexter. It also owns WKYR(AM). Filed April 29.

■ **Catskill, N.Y.**—Catskill Broadcasting Co. seeks 98.5

mhz; 3 kw; HAAT: 328 ft. Address: 888 Seventh Ave., New York 10106. Principal is owned by Malcolm Kahn, George V. Delsou and Allen Skolnick. It owns WSBR(AM) Boca Raton, WTHM(FM) Gouls and WVBH(FM) Key Largo, all Florida. Filed April 30.

■ **Catskill, N.Y.**—Carmine A. Pizza seeks 98.5 mhz; 2.1 kw; HAAT: 392.6 ft. Address: Box 445, 12414. Principal has no other broadcast interests. Filed April 30.

■ **Catskill, N.Y.**—John Jay Iselin seeks 98.5 mhz; 2.45 kw; HAAT: 370.6 ft. Address: 159 E. 61st St., New York 10021. Principal has no other broadcast interests. Filed April 30.

■ **Waterloo, N.Y.**—Lake Country Broadcasting seeks 94.5 mhz; 3 kw; HAAT: 328 ft. Address: 88 E. Bayard St., Seneca Falls, N.Y. 13148. Principal is owned by Robert W. Martin, who has no other broadcast interests. Filed April 30.

■ **Morehead City, N.C.**—Grace Christian School seeks 90.7 mhz; 60 kw; HAAT: 380.5 ft. Address: Route 2, Box 391, 28557. Principal is headed by Clyde J. Eborn. It has no other broadcast interests. Filed April 30.

■ **Rocky Mount, N.C.**—Contemporary Family Radio Inc. seeks 104.1 mhz; 3 kw; HAAT: 328 ft. Address: 8505 Kempton Rd., Raleigh, N.C. 27615. Principal is owned by William P. Andrews, who has no other broadcast interests. Filed April 30.

■ **Rocky Mount, N.C.**—Holy Hands FM Partnership seeks 98.5 mhz; 3 kw; HAAT: 328 ft. Address: 5020 Netherwood Rd., 27803. Principal is owned by Nancy Mooring and 19 others. It has no other broadcast interests. Filed April 30.

■ **Rocky Mount, N.C.**—Rocky Mount Broadcasting Ltd. Partnership seeks 98.5 mhz; 3 kw; HAAT: 328 ft. Address: P.O. Box 1315, 27801. Principal has no other broadcast interests. Filed April 30.

■ **Rocky Mount, N.C.**—North Star Broadcasting Corp. seeks 98.5 mhz; 3 kw; HAAT: 328 ft. Address: 144 N. Franklin St., 27801. Principal is owned by Charles Johnson, Antonia Lawrence and Thomas Walker. It has no other broadcast interests. Filed April 30.

■ **Rocky Mount, N.C.**—WRMT Inc. seeks 98.5 mhz; 3 kw; HAAT: 328 ft. Address: 841 Wesleyan Blvd., 27801. Principal is owned by Robert G. Finney and his wife, Barbara. It owns WRMT(AM) Rocky Mount. Filed April 30.

■ **Rocky Mount, N.C.**—Eastern Carolina Electronics Co. seeks 98.5 mhz; 3 kw; HAAT: 328 ft. Address: 2940 Raleigh Road Extension, Box 4005, 27803. Principal is owned by Melvin Warner, his wife, Mary, and their son, Jobe. It also owns collocated WCEC(AM). Filed April 30.

■ **Fort Shawnee, Ohio**—Hutchko Partnership seeks 107.5 mhz; 3 kw; HAAT: 328 ft. Address: P.O. Box 1137, Lima, Ohio 45807. Principal is owned by Charles H. Hutchinson and George T. Kocher. It has no other broadcast interests. Filed April 30.

■ **Antlers, Okla.**—Push-Button Radio Inc. seeks 104.1 mhz; 3 kw; HAAT: 328 ft., Address: 1945 N. College Ave., Paris, Tex. 75460. Principal is owned by Ray and Marcia Eller. It also owns KPFE(AM)-KBUS(FM) Paris, Tex. Filed April 30.

■ **Calhoun, Tenn.**—Carroll, Carroll and Rowland seeks 104.1 mhz; 3 kw; HAAT: 328 ft. Address: 1995 Keith St., N.W. Cleveland, Tenn. 37311. Principal is owned by Max R. Carroll, James P. Carroll and J.T. Rowland. It owns WCLE(AM) Cleveland. Rowland also has interest in WSFB(AM) Quintman, Ga. Filed April 30.

■ **Calhoun, Tenn.**—Glory FM Partnership seeks 104.1

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mhz; 3 kw; HAAT: 328 ft. Address: 3444 Clearwater Dr., N.E., Cleveland, Tenn. 37311. Principal is owned by David C. Suttles and three others. Filed April 30.

■ Calhoun, Tenn.—D.L. Robinson seeks 104.1 mhz; 3 kw; HAAT: 328 ft. Address: 812 Ohio Ave., Etowah Tenn. 37331. Principal has no other broadcast interests. Filed April 30.

■ Evansville, Tenn.—Gail A. Dunn seeks 107.5 mhz; 3 kw; HAAT: 328 ft. Address: 4999 Division St., 47715. Principal has no other broadcast interests. Filed April 30.

■ Evansville, Tenn.—M. Elaine Hulse and William S. Horn seek 107.5 mhz; 3 kw; HAAT: 255.8 ft. Address: 5703 Heckel Rd., 47711. Principal has no other broadcast interests. Filed April 30.

■ Evansville, Tenn.—Counsellor FM Partnership seeks 107.5 mhz; 3 kw; HAAT: 328 ft. Address: 706 W. Fifth St., Tyler, Tex. 75701. Principal is owned by Donald Ray Clement and 18 others. Filed April 30.

■ Evansville, Tenn.—Tri-State Community Development and Communications Corp. seeks 107.5 mhz; 3 kw; HAAT: 269 ft. Address: 1733 S. Linwood Ave., 47713. Principal is owned by Bryan Bailey, Michael Bigbee, Geneva J. White and Jeffrey A. Gammons. It has no other broadcast interests. Filed April 30.

■ Clarksville, Tex.—Radio Station KCAR Inc. seeks 98.5 mhz; 3 kw; HAAT: 328 ft. Address: 228 W. Main St., Clarksville, Tex. 75426. Principal is owned by Ura Mae Woolley, Gavin Watson and Cab Wolf. It has no other broadcast interests. Filed April 30.

■ Rockdale, Tex.—Centex Broadcasting Co. Ltd. seeks 98.5 mhz; 3 kw; HAAT: 328 ft. Address: 1507 N. Eannin

St., Cameron, Tex. 76520. Principal is owned by Charles W. McGregor. Filed April 30.

■ Tyler, Tex.—Eleanor Madeline Burkitt Jensen seeks 104.1 mhz; 50 kw; HAAT: 150 ft. Address: 3919 Pinedale Pl., 75701. Principal has no other broadcast interests. Filed April 30.

■ Tyler, Tex.—Virginia Anne Hine seeks 104.1 mhz; 50 kw; HAAT: 150 ft. Address: 113 E. 7th St., 75701. Principal has interest in KTLIC(FM) Tye, Tex. Filed April 30.

■ Tyler, Tex.—Rogers Venture Enterprises Inc. seeks 104.1 mhz; 50 kw; HAAT: 150 ft. Address: 3015 ESE Loop 323, 75701. Principal is owned by Robert M. Rogers and his wife, Louise, who have no other broadcast interests. Filed April 30.

■ Tyler, Tex.—Terri Lynn Dunn seeks 104.1 mhz; 50 kw; HAAT: 150 ft. Address: 4141 Kiamichi Dr., 75703. Principal has no other broadcast interests. Filed April 30.

■ Tyler, Tex.—Rose City Radio Inc. seeks 104.1 mhz; 50 kw; HAAT: 150 ft. Address: 15945 Miami Way, Pacific Palisades, Calif. 90272. Principal is owned by Alexandra Seros. It has no other broadcast interests. Filed April 30.

■ Tyler, Tex.—Radio Partners of East Texas, Ltd. seeks 104.1 mhz; 50 kw; HAAT: 150 ft. Address: P.O. Box 131828, 75713. Principal is owned by Mary Michelle Chapin and H. Phillip Hook, who have no other broadcast interests. Filed April 30.

■ Tyler, Tex.—Reynolds-Palmer Media of Texas Inc. seeks 104.1 mhz; 50 kw; HAAT: 150 ft. Address: 517 South Fannin St., 75701. Principal also owns KSLB-FM Winfield, Tex. Filed April 30.

■ Tyler, Tex.—Counsellor FM Partnership seeks 104.1

mhz; 50 kw; HAAT: 150 ft. Address: 706 W. Fifth St., 75701. Principal is owned by Donald Ray Clement and 18 others. Filed April 30.

■ Tyler, Tex.—Cardinal Communications Inc. seeks 104.1 mhz; 50 kw; HAAT: 150 ft. Address: Rural Route 1, Box 207, Hinton, Iowa 51024. Principal is owned by S.A. McMaster, Theodore H. Mann and John D. Daniels. It also owns KWSL(AM)-KGLI(FM) Sioux City, Iowa. Filed April 30.

■ Charlottesville, Va.—Jefferson Broadcasting Co. seeks 107.5 mhz; 335 w; HAAT: 987.3 ft. Address: 5317-H Delta Rd., Charlotte, N.C. 28212. Principal is owned by Phillip M. Henderson, who has no other broadcast interests. Filed April 30.

■ Charlottesville, Va.—Spectrum Broadcasting Corp. seeks 107.5 mhz; 300 w; HAAT: 980.7 ft. Address: 1349 Sheridan St., N.W., Washington, D.C. 20011. Principal Deborah M. Royster, Alicia B. Lugo and Henry F. Truzy. It has no other broadcast interests. Filed April 30.

■ Charlottesville, Va.—seeks 107.5 mhz; 1,047 kw; HAAT: 560.9 ft. Address: 61 Court Square, Harrisonburg, Va. 22801. Principal is owned by Terri Lynn Denton, who has no other broadcast interests. Filed April 30.

■ Charlottesville, Va.—McClenahan Broadcasting seeks 107.5 mhz; 300 w; HAAT: 1,039.8 ft. Address: 100 Tally Ho Dr., Charlottesville, Va. 22901. Principal is owned by Edward McClenahan and his wife, Donna. It has no other broadcast interests. Filed April 30.

■ Charlottesville, Va.—KB Communications Inc. seeks 107.5 mhz; 269 w; HAAT: 1,079.8 ft. Address: P.O. Box 3265, Staunton, Va. 22401. Principal is owned by Kimberly and Kristy Barlow, who have no other broadcast interests. Filed April 30.

■ Charlottesville, Va.—Communications Audio Video Corp. seeks 107.5 mhz; 350 w; HAAT: 961 ft. Address: 324 W. Main St., P.O. Box 3471. Principal is owned by John Brown. It has no other broadcast interests. Filed April 30.

■ Charlottesville, Va.—Genesis Communications seeks 107.5 mhz; 316 w; HAAT: 1,016.8 ft. Address: P.O. Box 926, 22902. Principal has no other broadcast interests. Filed April 30.

■ Charlottesville, Va.—Timothy FM Partnership seeks 107.5 mhz; 3 kw; HAAT: 203 ft. Address: 958 Huntwood Lane, 22901. Principal is owned by Thomas A. Lopez and 15 others. It has no other broadcast interests. Filed April 30.

■ Bridgeport, W.Va.—Dolphin Communications Inc. seeks 104.1 mhz; 3 kw; HAAT: 328 ft. Address: P.O. Box 371, 26330. Principal is owned by William L. Woody, Earl W. Stewart, and Stewart's wife, Debra. It has no other broadcast interests. Filed April 30.

#### Actions

##### AM's

■ Hobson City, Ala.—Granted app. of Hobson City Broadcasting Co. for 1120 khz; 500 w-D. Action May 1.

■ San Marcos, Calif.—Returned app. of Radio San Marcos for 890 khz; 1 kw-U. Action May 4.

■ Santa Maria, Calif.—Dismissed app. of Marlene V. Borman for 1120 khz; 1.5 kw-U. Action May 4.

■ Woodville, Fla.—Granted app. of Tallahassee Radio for 1160 khz; 5 kw-D; 250 w-N. Action May 4.

■ Holdrege, Neb.—Returned app. of Family Stations Inc. for 1020 khz; 25 kw-D; 1 kw-N. Action May 5.

■ Providence, R.I.—Returned app. of East Providence Broadcasting Inc. for 870 khz; 2.3 kw-D; 340 w-N. Action May 4.

■ San Angelo, Tex.—Returned app. of Broadcast Developers Partnership for 1210 khz; 1 kw-D; 500 w-N. Action May 4.

■ Tye, Tex.—Returned app. of Marlene V. Borman for 1030 khz; 1 kw-D; 500 w-N. Action May 4.

■ Blacksburg, Va.—Dismissed app. of Oak Meadow Radio for 1170 khz; 250 w-D. Action May 1.

##### FM's

■ Normal, Ala.—Returned app. of Alabama A&M University for 91.9 mhz; 2 kw; HAAT: 150.9 ft. Action April 30.

■ Topsham, Me.—Returned app. of Deborah Marie Brooks for 95.5 mhz; 3 kw; HAAT: 328 ft. Action April 30.

■ Topsham, Me.—Returned app. of Stevens Communications for 95.5 mhz; 3 kw; HAAT: 328 ft. Action April 30.

■ Great Falls, Mont.—Dismissed app. of Primemedia Inc. for 100.3 mhz; 100 kw; HAAT: 986 ft. Action April 28.

■ Kearney, Neb.—Granted app. of Kearney Educational Broadcasting Foundation for 89.9 mhz; 376 w; HAAT: 255.8

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 1156 15th St., N.W., Suite 606  
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 816-444-7010  
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 1730 M St. N.W.  
 Washington DC 20036  
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**CONSULTING ENGINEERS**  
 AM-FM-TV Engineering Consultants  
 Complete Tower and Rigging Services  
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 (216) 659-4440

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 (303) 937-1900  
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**E. Harold Munn, Jr., & Associates, Inc.**  
 Broadcast Engineering Consultants  
 Box 220  
 Coldwater, Michigan 49036  
 Phone: 517-278-7339

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**CONSULTING & ENGINEERING**  
 250 West 57 Street  
 New York, N.Y. 10107  
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 9049 Shady Grove Court  
 Gaithersburg, MD 20877  
 301-921-0115  
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 Seattle, Washington, 98107  
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**STRUCTURAL SYSTEMS TECHNOLOGY, INC.**  
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 PRESIDENT  
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 Consulting Engineers  
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 (214) 669-0294  
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 Bloomfield Hills, MI 48013  
 (313) 642-6226  
 Washington Office  
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**D.C. WILLIAMS & ASSOCIATES, INC.**  
 Consulting Engineers  
 AM-FM-TV-LPTV-CATV  
 POST OFFICE BOX 700  
 FOLSOM, CALIFORNIA 95630  
 (916) 933-5000

**R.L. HOOVER**  
 Consulting Telecommunications Engineer  
 11704 Seven Locks Road  
 Potomac, Maryland 20854  
 301-983-0054  
 Member AFCEE

**J. S. SHERMAN & ASSOC., INC.**  
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 CONSULTING &  
 FIELD SERVICES  
 204B CROSS KEYS RD  
 BERLIN, NEW JERSEY  
 (609) 767-7070 08009

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**COMMUNICATIONS TECHNOLOGIES, INC.**  
 BROADCAST ENGINEERING CONSULTANTS  
 SUITE 95 123 CREEK ROAD  
 MOUNT HOLLY NJ 08060  
 6091 722-0007

 **LAWRENCE L. MORTON ASSOCIATES**  
 21671 SUPERIOR LANE  
 LAKE FOREST CALIFORNIA 92630  
**LAWRENCE L. MORTON, P.E.**  
 AM-FM-TV  
 APPLICATIONS • FIELD ENGINEERING  
 (714) 859-6015


**SELLMEYER & KRAMER, INC.**  
**CONSULTING ENGINEERS**  
 S.M. Kramer, P.E. 214-548-8244  
 J.S. Sellmeyer, P.E. 214-542-2056  
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 P.O. Box 841 McKinney, TX 75069  
 Member AFCEE

**PAUL DEAN FORD, P.E.**  
 BROADCAST ENGINEERING CONSULTANT  
 R.R. 12, Box 351  
 WEST TERRE HAUTE, INDIANA 47885  
 812-535-3831  
 Member AFCEE

**D.B. COMMUNICATIONS, INC.**  
 Broadcast/RCC/cellular/satellite  
 Telecommunications Consultants  
 4401 East West Highway Suite 404  
 Bethesda, Maryland 20814  
 (Located in Washington, D.C. Area)  
 (301) 654-0777  
 contact: Darrell E. Bauguess

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 Consulting Communications Engineers  
 AM-FM-TV-CATV-IFTS-Satellite  
 Broadcast Engineering Software  
 216 N. Green Bay Rd.  
 THIENSVILLE, WISCONSIN 53092  
 Phone (414) 242-6000  
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 (818) 355-6909  
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 MMDS, P/P Microwave  
 1234 Mass. Ave., N.W., Suite 1006  
 Washington, D.C. 20005 Phone (202) 639-8880  
 Member AFCEE

**BOND ASSOCIATES**  
**TECHNICAL CONSULTANTS**  
 3801 E. 14TH STREET #602  
 PLANO, TEXAS 75074  
 (214) 423-4935  
**ROBERT T. BOND**

**LECHMAN & JOHNSON**  
 Telecommunications Consultants  
 Applications • Field Engineering  
 2033 M Street N.W. Suite 702  
 Washington D.C. 20036  
 (202) 775-0057

ft. Action May 5.

- Walpole, N.H.—Returned app. of Harvest Broadcasting for 96.3 mhz; 3 kw; HAAT: 328 ft. Action April 29.
- Fargo, N.D.—Dismissed app. of Primemedia Inc. for 107.9 mhz; 100 kw; HAAT: 1,016.6 ft. Action April 28.

## Facilities Changes

### Applications

#### AM's

##### Tendered

- WSPZ (1520 khz) Douglasville, Ga.—Seeks CP to increase power to 2.5 kw. Filed May 12.
- KWPN (840 khz) West Point, Neb.—Seeks CP to increase power to 5 kw. Filed May 8.
- KGOL (1180 khz) Humble, Tex.—Seeks CP to increase day power to 50 kw; increase night power to 5 kw and change city of license to Humble-South Houston, Tex. Filed May 12.

#### FM's

##### Tendered

- KNAC (105.5 mhz) Long Beach, Calif.—Seeks mod. of CP to change ERP to 1.05 kw and change HAAT to 469 ft. Filed May 11.
- KBRQ-FM (105.1 mhz) Denver—Seeks CP to make changes in ant. sys. Filed May 11.
- KQKS (104.3 mhz) Longmont, Colo.—Seeks mod. of CP to change TL; change ERP to 32.42 kw and change HAAT to 1,546 ft. Filed May 11.
- WSMT-FM (105.5 mhz) Sparta, Tenn.—Seeks CP to change TL; change ERP to 1.06 kw and change HAAT to 531.4 ft. Filed May 11.

##### Accepted

- KFLA (93.9 mhz) King City, Calif.—Seeks mod. of CP to change HAAT to 703 ft.
- KMBY-FM (107.1 mhz) Seaside, Calif.—Seeks CP to change TL; change ERP to 330 w and change HAAT to 2,434.4 ft. Filed May 8.
- WIRK-FM (107.9 mhz) West Palm Beach, Fla.—Seeks CP to change TL and change HAAT to 984 ft. Filed May 8.
- KQPD (100.1 mhz) Payette, Idaho—Seeks CP to change freq. to 100.3 mhz; change ERP to 100 kw; change HAAT to 474.6 ft. and make changes in ant. sys. Filed May 8.
- KRIT (96.9 mhz) Clarion, Ind.—Seeks mod. of CP to change TL and change HAAT to 577.3 ft. Filed May 8.
- KSKU (106.1 mhz) Lyons, Kan.—Seeks CP to change TL and change HAAT to 629.2 ft. Filed May 8.
- WSGS (101.1 mhz) Hazard, Ky.—Seeks mod. of CP to change HAAT to 1,462.9 ft. Filed May 8.
- WHRL (103.1 mhz) Albany, Mich.—Seeks CP to change ERP to 3 kw. Filed May 8.
- WTWR-FM (98.3 mhz) Monroe, Mich.—Seeks CP to change TL; change ERP to 1.4 kw and change HAAT to 465.8 ft. Filed May 8.
- WJQK (99.3 mhz) Zeeland, Mich.—Seeks CP to change ERP to 2.5 kw. Filed May 8.
- KWCI (100.3 mhz) Willow Springs, Mo.—Seeks CP to change ERP to 50 kw; change HAAT to 492 and change freq. to 100.3 mhz. Filed May 8.
- WBSJ (102.3 mhz) Ellisville, Miss.—Seeks CP to change freq. to 102.5 mhz; change TL; change ERP to 50 kw and change HAAT to 377.2 ft. Filed May 8.
- KPQX (92.5 mhz) Havre, Mont.—Seeks CP to change TL and change HAAT to 1,485 ft. Filed May 8.
- KICX-FM (95.9 mhz) McCook, Neb.—Seeks CP to change ERP to 3.1 kw and change freq. to 96.1 mhz. Filed May 8.
- WDVR (98.3 mhz) Ocean City, N.J.—Seeks CP to change HAAT to 984 ft. Filed May 8.
- WKLI (100.9 mhz) Albany, N.Y.—Seeks CP to change HAAT to 268 ft. Filed May 8.
- WEZG-FM (100.9 mhz) North Syracuse, N.Y.—Seeks CP to change TL and change HAAT to 124.6 ft. Filed May 8.
- WGFB (99.9 mhz) Plattsburgh, N.Y.—Seeks mod. of CP to change ERP to 66.1 kw and change HAAT to 781.3 ft.

Filed May 8.

- WMAG (99.5 mhz) High Point, N.C.—Seeks CP to make changes in ant. sys. Filed May 8.
- WHPE-FM (98.3 mhz) High Point, N.C.—Seeks CP to change HAAT to 520.2 ft. Filed May 8.
- WTHP (98.3 mhz) Thomasville, N.C.—Seeks mod. of CP to change ERP to 1.68 kw and change HAAT to 419.8 ft. Filed May 8.
- WAKW (93.3 mhz) Cincinnati—Seeks mod. of CP to change ERP to 50 kw and make changes in ant. sys. Filed May 8.
- WKAD (100.1 mhz) Canton, Pa.—Seeks CP to change freq. to 100.3 mhz; change TL; change ERP to 3.9 kw and change HAAT to 846.2 ft. Filed May 8.
- WILQ (105.1 mhz) Williamsport, Pa.—Seeks CP to change ERP to 9.2 kw and change HAAT to 1,167.7 ft. Filed May 8.
- WNEZ (99.3 mhz) Aiken, S.C.—Seeks CP to change freq. to 99.5 mhz; change TL; change ERP to 22.5 kw and change HAAT to 728.2 ft. Filed May 8.
- WBHC-FM (103.1 mhz) Hampton, S.C.—Seeks CP to change HAAT to 328 ft. Filed May 8.
- WMXQ (105.5 mhz) Moncks Corner, S.C.—Seeks mod. of CP to change ERP to 1.4 kw and change HAAT to 484.6 ft.
- WMSR-FM (99.7 mhz) Manchester, Tenn.—Seeks mod. of CP to change TL and change HAAT to 1,269.4 ft. Filed May 8.
- KTSR (92.1 mhz) College Station, Tex.—Seeks CP to change TL; change ERP to 1.81 kw and change HAAT to 423.8 ft. Filed May 8.
- KAPT (94.7 mhz) Luling, Tex.—Seeks mod. of CP to change ERP to 97.4 kw and change HAAT to 1,256.2 ft. Filed May 8.
- WWCI (101.1 mhz) Charlotte Amalie, V.I.—Seeks CP to change freq. to 104.3 mhz; change ERP to 44.8 kw and change HAAT to 1,605.6 ft.
- KXXO (96.1 mhz) Olympia, Wash.—Seeks mod. of CP to change ERP to 71.5 kw and change HAAT to 2,099.2 ft. Filed May 8.
- WZMM-FM (107.5 mhz) Wheeling, W.Va.—Seeks CP to change ERP to 16 kw and change HAAT to 877.8 ft. Filed May 8.

#### TV's

##### Accepted

WBFF (ch. 45) Baltimore—Seeks CP to change ERP vis. to

### Summary of broadcasting as of March 31, 1987

Service	On Air	CP's	Total *
Commercial AM	4,876	170	5,046
Commercial FM	3,954	418	4,372
Educational FM	1,263	173	1,436
Total Radio	10,093	761	10,854
FM translators	1,115	766	1,881
Commercial VHF TV	543	23	566
Commercial UHF TV	461	222	683
Educational VHF TV	113	3	116
Educational UHF TV	193	25	218
Total TV	1,310	273	1,583
VHF LPTV	247	74	321
UHF LPTV	162	136	298
Total LPTV	409	210	619
VHF translators	2,581	145	3,126
UHF translators	1,598	293	2,291
IT'S	250	114	364
Low power auxiliary	824	0	824
TV auxiliaries	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural ST. & Intercity relay	2,836	166	3,002

\* Includes off-air licenses.

1,292 kw, aur. 258 kw and change HAAT to 1,266.1 ft.

- KKTU (ch. 33) Cheyenne, Wyo.—Seeks MP to change ERP vis. to 253 kw; change HAAT to 485.4 ft. and change TL. Filed May 7.

### Actions

#### AM's

- WZXX (780 khz) Lineville, Ala.—Granted app. to make changes in ant. sys. Action April 30.
- KLTT (800 khz) Brighton, Colo.—Granted app. to make changes in ant. sys. Action May 4.
- WNLK (1350 khz) Norwalk, Conn.—Granted app. to increase day power to 2.5 kw. Action May 5.
- WGOR (650 khz) Titusville, Fla.—Returned app. to hours of operation to unlimited by adding night service with 1 kw; change freq. to 660 khz and make changes in ant. sys. Action May 4.
- WBML (900 khz) Macon, Ga.—Granted app. to increase power to 2 kw. Action May 1.
- WIXN-FM (101.7 mhz) Dixon, Ill.—Granted app. to make changes in ant. sys. Action May 1.
- KCOB (1280 khz) Newton, Iowa—Returned app. to increase power to 5 kw; change TL and make changes in ant. sys. Action May 4.
- KKIC (950 khz) Boise, Idaho—Granted app. to reduce day power to 3.5 kw and change TL. Action May 4.
- KLEB (1600 khz) Golden Meadow, La.—Granted app. to change TL and make changes in ant. sys. Action May 4.
- WWKM (1540 khz) Harrison, Mich.—Granted app. to increase power to 1 kw. Action May 5.
- WMRB (1490 khz) Greenville, S.C.—Granted app. to change TL and make changes in ant. sys. Action April 30.
- KFJZ (870 khz) Fort Worth—Granted app. to reduce day power to 500 w. Action May 4.
- WELD (690 khz) Fisher, W.Va.—Granted app. to increase power to 2 kw. Action May 1.
- WSWV (1570 khz) Pennington Gap, W.Va.—Granted app. to increase power to 2.3 kw. Action May 5.

## Call Letters

### Applications

Call Sought by

#### New FM

KRLV A&A Broadcasting Corp., Las Vegas

#### Existing FM

WAPP WWOO Berryville Media Group, Berryville, Va.

### Grants

Call Sought by

#### New FM's

WGTF Dothan Community Educational Radio Inc., Dothan, Ala.

KPHN Teresa Brown, Bawling, Ark.  
KAGU Gonzaga University, Spokane, Wash.

#### Existing AM's

WLUP WCFL H&G Communications of Chicago AM Inc., Chicago

KSSC KLES Great Radio Group Inc., Columbus, Kan.

#### Existing FM's

WKXH-FM Queen City Broadcasting System Inc., Alma, Ga.

WLUP-FM WLUP H&G Communications of Chicago FM Inc., Chicago

KSSC-FM KSSC Great Radio Group Inc., Joplin, Mo.  
KVCY KFTS Wisconsin Voice of Christian Youth Inc., Fort Scott, Kan.

WTHT WGAN-FM J.J. Taylor Companies Inc., Portland, Me.

WNHZ WNRE-FM Circleville Broadcasting Co., Circleville, Ohio

#### Existing TV

WSTG WRBT Rush Broadcasting Corp., Baton Rouge

# Classified Advertising

See last page of Classified Section for rates, closing dates, box numbers and other details.

## RADIO

### HELP WANTED MANAGEMENT

**If you can motivate me**, you can run my sales department. There is at least \$40,000 a year in it for you. Send me a resume. I am in northern California in a supermarket with a top station. Box T-20.

**General manager** for Mid-South Class C AM/FM medium metro combo. Handle national sales and select local list, and, along with LSM, manage sales staff. Excellent market. Reply Box T-38. EOE.

**LSM for Class C** country giant in medium southern metro market. Carry local list and manage local sales staff. \$45,000+ income. Reply to Box T-39. EOE.

**Creative sales manager needed** to continue a growth situation at a combo AM/FM in central New England. Must be people oriented, sales pro to work with stable sales staff. We can offer the right person a sales commission and bonus package with benefits and a beautiful community to live and work in. Send resume and track record to Box T-70.

**Baltimore, Maryland:** General manager needed for dynamic, successful, fully accredited, locally owned broadcasting school. Full time career position with major market salary and opportunity. Call 301—486-9300.

### HELP WANTED SALES

**I have the top rated country station** in the market. I need the best sales team in the market. If you are a street fighter, who loves money and California, we should talk. Send resume to Box T-19.

**Sales manager**, full time North Carolina Christian AM. Creative self starter, solid spot sales experience a must! Salary, commission, override, benefits. Grow with young company that has vision. Tom Lamprecht, 112 S. Baywood Lane, Greenville, NC 27834, 919—753-4121.

**Sales manager.** A unique opportunity involving both radio and cable TV in a Rocky Mountain resort market. Are you an organizer? Reply to Box T-50.

**Sales manager:** Top medium market. Excellent opportunity for experienced radio salesperson to move up to a selling management position. Resume to General Manager, Box 5204, Binghamton, NY 13902.

**Solid sales professional**, preferably from Western USA, with at least four years recent experience for long established dominant CHR FM in NW New Mexico. Call GSM 505—863-4444. EEO employer.

**Cape Cod's #1 station** is looking for one more hungry, aggressive sales person. Top money list for the right person. Experience a must. Fast-growing company with 8 stations in 4 exciting markets. No calls, please. Send resume to: Bill Hoover, General Sales Manager, CAPE 104 FM, Radio Center, Orleans, MA 02653.

**Sales account rep.** for fantastic new ad program. \*\*\*\$50,000.00 plus potential!\*\*\* Send resume now to General Manager, Moneyline (tm), 2113 Wells Branch Pkwy, Suite 6100, Austin, TX 78728-6971.

**General sales manager:** AM/FM - Midwest. Must submit proven track record with references. Must be positive and be able to motivate sales staff plus carry excellent list and sell. \$30,000 salary/commission. Benefits. E.O.E. Submit resume/references to: Box S-85.

**Medium market FM** station needs hard hitting account executive to sell Spanish format in Connecticut. One of the most powerful signals and the only Hispanic station in coverage area of Connecticut and Long Island. Lots of virgin territory. Spanish helpful but not required. Great commission structure and benefits package. Send resume to General Sales Manager, WLVH, 905 Wethersfield Ave., Hartford, CT 06114.

**Central Wisconsin, WYTE** is seeking qualified applicants for radio marketing consultant/sales. Join a young aggressive team today. Send letter & resume to WYTE Radio, P.O. Box 956, Stevens Point, WI 54481.

**Coastal Carolinas** top rated country station WRNS has a position available in sales, applicants must have at least five years broadcast sales experience. The person selected will take over an existing account list. Resumes can be mailed to: Webster A. James, Vice President/General Manager, WRNS, P.O. Box 609, Kingston, NC 28501. WRNS is an equal employment opportunity employer.

**RTV sports:** Boston based nationwide network. Sports anchors, producers, talk show hosts. Salary will match experience up to \$40,000. Rush T & R to Allen, High-Tech, 237 Highland Ave., Needham Heights, MA 02194.

**Looking for salesperson** dedicated to broadcasting. 20% commissions on cash receipts. We will train. Small market AM-FM operating for 30 years. If you would like to sell for a professional organization, call Tom Albrecht 612—629-7575. A Minnesota opportunity. Former newspaper preferred.

**Sales manager:** New England or NY sales manager experienced in consultant sales techniques with a track record of billing success and growth, or top AE thoroughly equipped and ready for first management position. New Haven's incredible all-odds station now holding the #1 35-44 adult ranking after only 10 months on the air from dark facility, WINNERADIO 1220 AM Stereo urges you to rush your resume detailing credentials and track record along with a letter outlining why you should be selected to become our goal-oriented, highly entrepreneurial SM. Must be driven, self-motivated, carry select list, be professional in appearance and demeanor, highly trained in motivating people with a thorough grasp of human behavior skills paramount. Growth opportunity in turnaround situation, no cap on income. Report directly to GM/managing partner, nationally renowned programmer and consultant; work with area's most talented pros. Rush your resume and letter today to Pete Salant, President & General Manager, WNNR/WINNERADIO, 473 Denslow Hill Road, Hamden, CT 06514. EOE. No calls accepted.

**One of New Mexico's finest** small market radio stations is seeking an experienced radio sales pro. Can you multiply sales? Can you sell in a positive way? Can you be successful without knocking the competition? For more information, or to arrange an interview, call or write Bob Flotte at KPSS AM/FM, Alamogordo, NM 88310. 505—437-1505. EOE.

**TMCI Broadcasting, Inc.** New Mobile, AL, radio station needs GSM. Must have sales management or minimum 2 years local sales experience. Send resumes and brief sales management philosophy to: TMCI Broadcasting, Inc., 63 S. Royal St. Ste 706, Riverview Plaza Office Bldg., Mobile, AL 36602. TMCI Broadcasting, Inc. is an EEO employer.

**North Carolina dominant FM** needs a proven sales manager. Present sales manager promoted to GM. The future could hold the same for you. Station is top rated and future is great. Resume and earnings history to Joyner Broadcasting, P.O. Box 1125, Cary, NC 27512-1125. The opening is immediate. EOE.

**Mid-West Family Radio's** expansion to 18 stations can be your opportunity to a more professional sales career, path to management/ownership down the road. Are you a problem-solver with two/more years successful selling sm/md markets, strong on creativity, ability to write/sell imaginative ads? We'll train to maximize your potential with a new, exciting sales concept. If you're a good communicator we need to talk. You'll find us in good growth markets in Wis, Mich, Ill. Write Phil Fisher, Box 253, Madison, WI 53701. EOE.

### HELP WANTED ANNOUNCERS

**Top rated California FM** modern country giant needs strong announcer. If you are creative in production, get me a resume fast! Box T-17.

**Highly informed talk host** who's ready to move up to network? Send tape to: 6400 Georgia Avenue, N.W., Suite 111, Washington, DC 20012.

**Radio announcers wanted:** If you have a deep, sensual voice... then we have a client who is looking for you to do their radio commercials. Good Advertising, Inc. is accepting audio cassette audition tapes. Send tapes to Communication Arts Bldg., Box 400, Oleny, MD 20832.

**Seeking staff for new FM** going on air July 1. Located 30 miles from PSU in Central PA. Looking for experienced morning person, 2 staff announcers and 2 news persons. Looking for professionals to make us different from the competition. Send tape and resume to: WCHX-FM, P.O. Box 105.5, Yeagertown, PA 17099.

**Talk show host.** New Palm Springs station. Send tape and resume to Radio, P.O. Box 2511, Beverly Hills, CA 90213.

### HELP WANTED TECHNICAL

**Engineer:** California AM/FM combo looking for full-time engineer. Must have at least five years experience and be strong in both studio and transmitter work. Send resume to Box T-16.

**Chief engineer:** Providence area 50kw FM, 1kw AM. All equipment new within last 5 years. New 30kw BE transmitter. Solid state AM transmitter. Both with backups and generators. New 4 track production studio. We're looking for take charge chief with minimum 4 years experience. EOE. Send resume to: Box T-78.

### HELP WANTED NEWS

**Top 50:** Good writer with good voice for morning news and feature work. Community minded. Creative. Fun adult format. Box 41180, Rochester, NY 14604.

**News director needed for NPR station** in beautiful Colorado city. Coordinates news department, oversees and trains part-time and student employees. Qualifications include two years professional broadcast news experience and a bachelor's degree in journalism or related field from an accredited university or college. Salary \$16,000 annual, plus benefits. Send resume, three references with phone numbers, audition tape and letter describing your interest in and qualifications for the position to: KCSU News Director Search Committee, KCSU-FM, Colorado State University, Fort Collins, CO 80523. All materials must be postmarked on or before June 5, 1987. Colorado State University is an EEO/AA employer.

### HELP WANTED PROGRAMING PRODUCTION & OTHERS

**Top rated California FM** modern country giant needs strong announcer/program director. If you are creative, strong on promotion, and production get me a resume fast! Box T-18.

**Experienced/program director.** Upper Midwest college town, under 20K pop. Fulltime AM/Class C FM. Are you sharp individual on way up? Come grow with this group of ten stations. Box T-83.

### SITUATIONS WANTED MANAGEMENT

**General manager** with in depth knowledge of radio covering 20 years of successful management. Aggressive competitor dedicated to producing results. Strong leadership, heavy sales & promotion skills, people oriented. If interested, write Box T-36.

**Bottom line results** at your radio station will come from the effective hiring and management of people. Need to maximize your bottom line? Staff morale low? not meeting your forecast? Want more creative promotions? Does your PD's ego need a boost? Or control? Reply in confidence: Box T-58.

**Hard working professional** looking for GM position in small-medium market. Twenty years experience in management, sales, promotion and programing. Box T-74.

**21 years broadcast investment** as GM/sales manager for FM & AM medium/major markets. Looking for new challenge/opportunity to add to your investment & mine. Call JR, 817—483-4630.

**Christian broadcaster**, 25 years experience, sales, management, programming, news director, seeks challenging permanent position : \$1000 month firm. Al 912—945-3631.

**Attention owners!** I have what it takes to get the job done in small market radio as your G.M. Wife will do sales and community relations as necessary. Many successful turnarounds. Looking for long term position preferably in SW but will consider all areas. Box T-90.

#### SITUATIONS WANTED SALES

**Why wait?!** If you're looking for that aggressive, self-starting salesman, well look no further. Radio broadcasting & journalism graduate. Education with R.A.B. material. Call Mike 319—263-8705.

#### SITUATIONS WANTED ANNOUNCERS

**Experienced announcer** with B.A. and 7 years in radio seeks career advancement. Solid airshift and production with excellent sports p-b-p and reporting. If you want a versatile professional to help round out your team I'm your man. Invest in your future. Box T-40.

**Professional attitude and sound** with three years experience. Daytime...call Bill 308—532-3344.

**Experienced, clean living announcer** wants permanent position. College graduate, speech background, have writing ability. 804—253-5889.

#### SITUATIONS WANTED TECHNICAL

**Experienced, capable chief engineer**. Extensive major market AM/FM background including high power transmitters, DA and remote control systems, modern studio design and construction. Currently engineering manager with major facility. SBE certification/first phone, AS degree. Box T-67.

#### SITUATIONS WANTED NEWS

**Veteran PBP man** w/Sports broadcasting versatility looking to relocate immediately. Wants collegiate or major market job. Call Mike 813—758-7813.

**Talk host**. Presently employed in top western market. Not "beat em' to death" style, but I've got the ratings, and can prove it. Box T-22.

**12 year veteran of news and sports**, last two as news director. Strong PBP. Call Richard anytime: 216—371-1396.

**Attractive, articulate**, former Congressional Counsel (FBI oversight) seeks news/commentary opportunity, TV/radio 415—439-8381.

**AP award winning top 20 assistant ND** seeks responsible position at news committed station. Excellent writing, producing, anchoring and reporting skills. Ed 303—592-1234 or 303—758-6046.

**Experienced female radio journalist**. Want to relocate. Currently afternoon drive anchor/reporter and interview show host at top rated full service medium market news/talk AM. Top 50 markets only. Box T-85.

**Veteran news and sports announcer/journalist** seeks relocation Anywhere USA. 3 years in radio, 15 years in news and sports. PBP experience. Call Chuck 914—428-6111.

**Sportscaster in search of:** a challenge. Solid writer, interviewer, PBP. Five years experience. Dan: 205—233-4526.

#### SITUATIONS WANTED PROGRAMING, PRODUCTION & OTHERS

**Zombies!** (the 95%ers). That's all I meet. "5% managers." (non-zombies) come out from under your rocks! Full-service program director. John Chaplin. 305—942-8861.

**Want "audience" or "ratings"?** Of such small language shifts, revolutions are made. Need internal/external semantic ingenuity? "Program Director", full-service. John Chaplin. 305—942-8861.

**AM specialist:** Programmer, thorough understanding of full-service, positioning, and people-oriented management. Substantial experience in the format. Let's discuss ideas. Nick Seneca 215—726-5476.

#### MISCELLANEOUS

**Sound ideas sound effects library!** Over 4,000 sound effects at 15 I.P.S. stereo! Toned voice slates for easy access. Cross-referenced catalogs. Call Wilson Tennant, William Cook Adv., 800—626-8379.

**New book - for AM broadcasters.** Promotions - sales - programs. "Successful Radio Station Management". How to - when to - where to find it. \$12.95 to: Book, P.O. Box 100, Brunswick, GA 31521.

**Sports talk radio is booming.** Now is the time to add this winning programing. Reach prime demographic audience. Call for more info. Chuck Sports. 914—428-6111.

**To former employees of KGGM** radio or KGGM-TV: You don't call, you don't write. Reunion set for August 1. Please contact Jeanne Wayland, KGGM-TV, Box 1294, Albuquerque, NM 87103. 505—243-2285.

## TELEVISION

#### HELP WANTED MANAGEMENT

**Local sales manager.** Major market independent. Group owned. Outstanding income potential. Seeking aggressive, highly-motivated individual with strong management and people skills. Client development, retail, large agency experience important. Excellent career opportunity. Box T-15.

**Promotion manager:** We are a medium market ABC affiliate looking for an aggressive, creative promotion producer. Applicants must have strong writing skills, knowledge of on-air graphics production and news promotion. Minimum of two (2) years TV promotion experience is required. Send resume and tape to: Frank Marafioti, Pgm. Dir., WYTV, 3800 Shady Run Rd., Youngstown, OH 44502. EOE.

**Advertising & promotion manager:** Number one NBC affiliate in West Michigan; prefer candidate with 3-5 years experience; heavy emphasis on news promotion; send resume and salary requirements to: Gary R. Bolton, President & G.M., WOTV, 120 College S.E., Grand Rapids, MI 49501. EOE, M/F.

**TV production manager.** Top 20 CBS affiliate. Organize and schedule all local production. Supervise producer/directors and operators, develop budget, systems and procedures. Minimum 5 years TV production with 2 years supervisory experience. Send resume to Program Manager, WISH-TV, P.O. Box 7088, Indianapolis, IN 46207. EOE.

**Development director,** KISU-PTV, Pocatello, Idaho. KISU is part of a three station network. Development director works under direction of senior development director located in Boise. Development director is responsible for planning, coordinating and implementing all fund raising and promotional activities for the station. Experience required. Starting salary near \$20,000. To apply contact Idaho Public TV, 1910 University, Boise, ID 83725. 208—385-3727 for required state application form by June 12. AAVEOE.

**Leading Independent** is looking for a creative services manager with strong background in creation and execution of on-air station production, radio promotion and newspaper and sales promotion. This is a hands-on position with emphasis on creativity, execution and working with local advertisers and in-house staff. Do not apply unless your background and abilities are strong in these areas and if you are not a team player. Applicants with independent station experience will receive special preference. Replies will be treated in confidence. Salary is \$50,000 range. Resume to Box T-71.

**Business manager:** Dynamic independent in very attractive area of Sunbelt seeks hands-on individual experienced all phases of broadcast accounting. Should possess accounting degree or certification in addition to good supervisory and communication skills. Salary commensurate with experience. Send resume and vitae to Robert Ware, P.O. Box 3985, Ocala, FL 32678.

#### HELP WANTED SALES

**Account executive.** SE top 50 market, CBS affiliate, seeks experienced, career-minded salesperson; broadcast sales experience preferred. Responsibilities include emphasis on new business development, agency service, co-op knowledge, and major presentation experience. Send resume and salary history to Box T-76. Equal opportunity employer.

**Dominant station in Southeast** growth market, ABC affiliate with strong broadcast group looking for salesperson with 2-3 years experience. Success in developmental business a must. We will give you all the sales tools needed. EOE. Send resume to Lou Supowitz, GSM, WFTV, P.O. Box 999, Orlando, FL 32802.

**TV account executive:** Immediate opening at an ABC affiliate/major market station for an account executive. Heavy experience in TV spot sales; person should be outgoing, sociable, creative and positive thinking. Submit resumes to: Pat Niekamp, KSTP-TV, 3415 University Ave., St. Paul, MN 55114. Equal opportunity employer, M/F.

#### HELP WANTED TECHNICAL

**Chief engineer:** Immediate opening in sunny south Texas. Previous experience as assistant chief or chief engineer is mandatory. Engineering degree preferred. Send resume to Billy Brotherton, Station Manager, KIII-TV, P.O. Box 6669, Corpus Christi, TX 78411, or call 512—854-4733. EOE.

**Experienced maintenance technician** capable of studio maintenance with VHF transmitter as primary duty. FCC General Class licenses and SBE certification preferred. EOE, M/F. Send resume to Ralph A. Thompson, WIVB-TV, 2077 Elmwood Ave., Buffalo, NY 14207.

**Engineers needed** for major new production facility being constructed in desirable, south-central Sunbelt city. Long established, financially stable parent company with excellent benefits and competitive compensation. All new, state-of-the-art equipment. You must be at home in a microprocessor based facility and a production environment. Resume to Box T-37. EOE, M/F.

**Maintenance engineer:** Growing major market affiliate with good team and lots of new equipment, looking for the right person to join our team. Minimum two years hands-on maintenance experience. SBE certification a plus. If you're ready, contact: Engineering Manager, WCPO-TV, 500 Central Ave., Cincinnati, OH 45202. 513—721-9900. EOE.

**Maintenance engineer** with 3-5 years experience in the maintenance of studio equipment including Ampex 2", 1" and Sony 3/4" VTRs. Must be able to troubleshoot to component level. UHF experience a plus. SBE certification or FCC license preferred. Resume to Chief Engineer, WNUV-TV, 3001 Druid Park Dr., Baltimore, MD 21215.

**Chief engineer wanted.** Experienced in UHF transmitter and TV studio equipment for sunbelt TV station. Send resume to Box T-80.

**Chief engineer:** Pacific Northwest 100+ VHF affiliate, technically loaded! Candidate must have a track, with strong management and technical skills. Great place to live and work. Box T-87.

**Qualified broadcast maintenance engineer:** Strong digital - for So. Cal. TV station. Send resumes to George Murray, P.O. Box A, Santa Ana, CA 92711. EOE.

**Air operator:** Person with heavy background in air switching on a commercial or educational TV station. Minimum 1 year experience. Contact: TBN, P.O. Box A, Santa Ana, CA 92711. EOE.

**Top 20 market VHF** network affiliate in Southeast seeks studio maintenance engineer. Minimum of five years experience maintaining digital and micro-processor based equipment preferred. We are part of a major group broadcaster and offer competitive salary and benefits. Qualified applicants should send a resume to Box T-89. EOE.

#### HELP WANTED NEWS

**Assistant news director**, to oversee daily operations of 50 person staff. 5 years commercial news experience. Send resume to News Director, WPRI-TV, 25 Catamore Blvd., East Providence, RI 02914.

**Weekend co-anchor:** Dominant NBC affiliate in Sunbelt needs anchor reporter with sunny disposition. Some regular anchor experience needed. No beginners. Send tape and resume to Scott Parks, News Director, WIS-TV, P.O. Box 367, Columbia, SC 29201. EOE.

**Overseas experience.** We're still looking for an investigative reporter and have two new openings. Inviting application for general assignments reporter and bureau chief for Saipan station. Join an award-winning four station chain in one of the most exciting news areas in the world. Call or send tape and resume to John Morvant, News Director, Guam Cable TV, 530 W. O'Brien Dr., Agana, Guam 96910 (671-477-9484 or 671-477-6397).

**Weather.** Sunbelt affiliate, top 50 markets, reorganizing weather department. Looking for aggressive, high energy professionals with at least three years on-air television weather experience. Send resume and salary requirements to Box T-57. Equal opportunity employer.

**We need an experienced anchor** to work with our established female anchor in late news co-anchor format. Sunbelt VHF, network affiliate. Send resume and salary history to Box T-55. EOE.

**Television group expands!** News directors, assignment editors, executive producers, and producers needed. We are a growth oriented, multiple station broadcast division looking for the best newsroom leaders available. Send resume to Box T-52. EOE.

**Anchor.** Oklahoma's top news organization is looking for a co-anchor for its M-F early evening and late newscasts. Will be teamed with female co-anchor. Must be solid journalist with strong reporting and communication skills. We are looking for a seasoned professional who will become involved in our community. Minimum five years prime anchor experience, preferably in a major market. Tapes and resumes to Perry Boxx, News Director, KOCO-TV, Box 14555, OKC, OK 73113. AAE. No agents, please.

**Top 25 Midwest market** has openings for three positions: producer, reporter and photographer. College degree and minimum three years commercial television experience required. Send resume, references and salary requirements in first letter to Box T-75.

**Weathercaster:** California coastal station seeks personable, straight-forward experienced forecaster. State-of-the-art computer graphics. #1 rated, award winning department. Tape, resume to Michael Kromley, ND, KSBW-TV, Box 81651, Salinas, CA 93912. EOE, M/F.

**Executive producer.** College education with 5 years experience in commercial television news. At least 3 years experience as producer of regularly scheduled newscast. Must have good editorial judgement and creative production skills. Should be experienced in live satellite and microwave technology. Send resume to News Director, WJKS, 9117 Hogan Rd., Jacksonville, FL 32216. Telephone calls will preclude consideration for this position.

**Anchor-producer position** open at number one station to complement female co-anchor weeknights at 10. Must have 2 to 3 years experience, salary DOE. Send tapes, resume to Randy Upton, KTUU-TV, P.O. Box 10-2880, Anchorage, AK 99510. EOE.

**News producer:** KOLR-TV is now looking for a 6 and 10 o'clock producer. Candidates must have TV news producing experience, good writing skills, creative abilities and solid news judgment. Smokers need not apply. Send tapes and resumes to Terry Kurtright, News Director, KOLR-TV, P.O. Box 1716 SSS, Springfield, MO 65805 EOE.

**Weekend weather/reporter:** Looking for a person with the ability to present an interesting weather report, and the ability and interest to prepare news reports three days a week. TV & meteorological experience preferred. Send resume and tape to John Hmurovic, News Director, KODE-TV, P.O. Box 46, Joplin, MO 64801. EOE.

**News director...** Individual to lead number one news team in a beautiful Pacific Northwest city. Must be able to inspire experienced crew while recruiting and training new people. Will consider number two individuals ready to move up. Must have excellent people skills and at least three years experience. EOE! Reply to Box T-81.

**Chief meteorologist.** Aggressive, growing Midwest network affiliate. Must be personable, aggressive, innovative, team player who'll combine on-air, and promotional appearances to dominate our market. Meteorology degree and several years of full-time TV weather experience a must. Box T-79.

**Florida market** seeks enthusiastic, creative newscast director. No commercial work necessary. Send resume and salary requirements to: WTLV-TV, Attn.: David Richardson, 1070 East Adams St., Jacksonville, FL 32202.

#### HELP WANTED PROGRAMING PRODUCTION & OTHERS

**Young, aggressive,** rising conservative Christian television network seeks the following: producers, associate producers, directors, writers, production assistants, master control personnel, finance manager, and marketing specialist for immediate consideration. Two to three years of experience requested. Box S-93.

**Promotion producer.** West Coast indy needs a producer with hands-on experience and strong writing skills. Send resume and salary requirements to Box T-43.

**Production technician:** Network affiliate looking for operators experienced in at least two of the following: camera, audio, master control, tape, CG. Excellent growth opportunity for the right individual. Send resume and letter to Keith Lasher, WTVQ-TV, Box 5590, Lexington, KY 40555. No phone calls. EOE.

**Commercial/production manager.** Aggressive, creative person with experience in writing commercials and promotion, working closely with clients, and able to operate production equipment at Midwest independent television station. Deadline of May 25th for resumes. EOE. Box T-53.

**Feature producer:** Are you creative and able to tell a great story? Top 40 affiliate needs an experienced story producer able to conceive, write, and produce one high quality promotable feature per week. If you're the best, rush resume to: Box T-56.

**Promotion producer:** NBC affiliate is seeking a strong writer/producer with experience in news and programming on-air promotion. Send tape, resume and references to Frank Biancuzzo, Director of Marketing & Advertising, WESH-TV, P.O. Box 7697, Orlando, FL 32854. (No calls.)

**Art director.** We're offering a good salary for an art director with flair. We're a number one, NBC affiliate looking for a creative person prepared to work in print and television design. Please rush samples of your best work and resume to: Mark Mathis, VP Promotion and Marketing, KWWL, 500 E. 4th St., Waterloo, IA 50703 or call 319-291-1214. EOE.

**PM Magazine co-host:** Requires dynamic on-air personality, good feature producing skills, and magazine format experience to work with male co-host. Attractive Midwest university community. Resumes only to Dan Smith, WMTV, 615 Forward Dr., Madison, WI 53711. EOE.

**Producer/director.** Highly creative with special flair for commercials and promos from concept through hands-on production. Also well-rounded in program production. Minimum 3 years experience. Must have good reel. Salary commensurate with experience. Send resume and reel to Fran Nichols, WJCT, 100 Festival Park Ave., Jacksonville, FL 32202. No phone calls, please. EOE.

**Senior producer/director:** \$1.5 million production facility. Direct sales & client contact. Create, write, direct talent, & supervise post production. 5 years minimum experience. Send resume & tape to Northwest Image, P.O. Box 1313, Eugene, OR 97440. EOE.

**News promotion producer:** If you have strong writing and conceptualization skills, two years experience and want to work in a creative, competitive environment, then send a resume and sample reel to Ron Gates, WIVB-TV, 2077 Elmwood Ave., Buffalo, NY 14207. EEO.

**Writer/producer.** Must have 3 years experience in commercial TV writing and producing live and taped programs, presentations, commercials, promos and PSAs. Shooting, editing & switching experience helpful. Send resumes only to Production Mgr., WPTA-TV, P.O. Box 2121, Ft. Wayne, IN 46808. EOE.

**Producer/director.** Channel 5 seeks creative, imaginative person. Strong writing and organizational skills, thorough knowledge of state-of-the-art production equipment, computerized editing and graphics. Three years fulltime experience required, B.A. preferred. Annual salary: \$17,000 to \$22,000. Send resume to: Linda Tabakin, KNPB/Channel 5 Public Broadcasting, P.O. Box 14730, Reno, NV 89507. EOE.

#### SITUATIONS WANTED MANAGEMENT

**Proven performance...** experienced... dedicated... employed... manager looking for a GM/GSM position with an aggressive/progressive broadcaster. Experienced in local/regional/national TV sales and station operations. You have nothing to lose (except a 22¢ stamp) and everything to gain! No blind P.O. box's please. Box T-6.

**General sales manager:** Experienced in all areas of television management with outstanding achievement with affiliate-indy station sales and major rep firm-seeks general sales management assignment that matches strong qualifications and potential. Extensive experience working/supervising all areas of television sales management with major groups. Presently employed. Reply Box T-73.

**Currently employed by network** with 7+ years experience as: manager production operations, news unit manager, supervisor network operations, and personnel administrator wanting relocation to northeast city from NYC. I am seeking a management position to capitalize on my varied experience. Box T-69.

#### SITUATIONS WANTED SALES

**Top producer** in print advertising. TV time-buying experience. Seek large market TV sales position. Fred Baur, 214-661-9363.

#### SITUATIONS WANTED NEWS

**Mature, single, will relocate...** seeking entry level reporter position in small market. Either news or sports. Call 301-582-0479.

**Sportscaster:** I will be the hardest working sportscaster you've ever had. Proficient in anchoring, reporting, editing and play by play. Willing to work anywhere, any size market, available immediately. Box T-45.

**Four years radio sports, news** reporting, extensive PBP. Can shoot, edit TV. Seeking sports reporting/anchor job. Dependable, on the rise. Call Mike 404-548-3908.

**Available August 1st,** Medium market anchor with major market on-air background. Seeking anchor slot with reporting. Northeast or midwest family city preferred. I'm choosy, but a true find for the right station. Box T-65.

**Anchor/producer.** Experienced Hong Kong based American seeks news/feature assignments Asia/China. Hal Archer 619-487-8888.

**Unique sports anchor/reporter:** Over 12 years experience that also includes hard news. If you want someone who loves sports but knows more than what's on the sports pages, you want me. Communicator, solid on-air. Top 20 markets. Look at my resume and tape. Box T-68.

**Hardworking reporter/anchor** looking for a TV station that cares about news. Seeking small and medium markets in downstate New York, New Jersey and northeastern Pennsylvania. Box T-82.

#### SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

**Eight years experience** all aspects video production - Damned good! Christopher David Barnes 213-395-9474.

**Enthusiastic, creative director,** 3 years switching top 50 weekend news plus live sports and special events, seeks weekday challenge. Box T-86.

#### MISCELLANEOUS

**Antonelli sales training package.** Improve performance of your local sales staff. Train new people. Developed by Martin Antonelli, President, Antonelli Media Training Center, 20 years in broadcast. Includes 100 page training manual, one hour videotape, prospecting, packaging, selling the independent, much, much more. Sold to stations all across the country. 212-206-8063.

**Entry-level opportunities nationwide.** News, sports, production, sales, promotion, public relations. Media Marketing, P.O. Box 1476--PD, Palm Harbor, FL 34273-1476. 813-786-3603.

**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 Poricelli or Jackie Roe at 203-637-3653, Box 116, Old Greenwich, CT 06870-0116.

To former employees of KGGM Radio or KGGM-TV. You don't call, you don't write. Reunion set for August 1. Please contact Jeanne Wayland, KGGM-TV, Box 1294, Albuquerque, NM 87103. 505-243-2285.

## ALLIED FIELDS

### HELP WANTED MANAGEMENT

**Tech operations manager.** Videocom, Inc., leading the way in video production, duplication and satellite transmission in the Boston market, has an immediate opportunity for the right candidate. Primary responsibility will involve managing duplication work-flow in order to meet deadlines as appropriate while maximizing facility and personnel productivity. Other duties will include ability to step into any of the facility's operational areas including: videotape duplication; post-production/tape operations; editing; video engineering; studio management; satellite control; (to assist, cover and/or train personnel as appropriate). The ideal candidate will have 3-5 years experience in the industry with proven expertise in operation of 2" and 1" tape machines, camera and audio; familiarity with routine, patching and wave form; familiarity with basic lighting, basic studio management; proven skills in supervising operational/technical personnel; experience in or aptitude for satellite operations. Ability to function effectively in a time-urgent, client driven environment. Please send resume and salary history to Ms. Finkle, Videocom, 502 Sprague Street, Dedham, MA 02026.

### HELP WANTED NEWS

**The American Chemical Society** seeks a television writer to research, write and produce scientific news features for use in commercial TV newscasts. Candidates must have strong interviewing ability as well as the talent to translate technical concepts and terminology into lay language. Considerable travel involved. Salary - high \$20's. Previous applicants need not reapply. Closing date - June 1. Send resume and tape to American Chemical Society, 1155 16th St., NW, Washington, DC 20036.

### HELP WANTED TECHNICAL

**Technicians,** experienced in the repair and maintenance of point to point microwave to component level. Must be able to communicate with chief engineers. Must have FCC licence. Relocation to Dallas, Texas. Send resume to: Broadcast Rentals and Sales, 1321 Valwood Parkway, #420, Carrollton, TX 75006.

**Maintenance engineer.** Full service production company seeks experienced maintenance engineer. Experience with computerized editing systems, all videotape formats, production switchers, computer graphic systems, preferable. Telemation Productions, c/o Tom Chiakulas, 3210 W. Westlake Ave., Glenview, IL 60025, 312-729-5215.

**Odetics, Inc.,** a manufacturer of broadcast cart machines is seeking a field engineer. Technical experience with video tape and television studio equipment required with some computer or microprocessor background desirable. Good communication skills, the ability to work independently, and a 2 year A.A.S. degree or equivalent work experience required. Send resume to Linda. Odetics, Inc., 1515 S. Manchester, Anaheim, CA 92802 or call John at 714-772-1000, ext. 3301.

### RADIO AND TV PROGRAMING

**Radio & TV Bingo.** Oldest promotion in the industry. Copyright 1962. World Wide Bingo, P.O. Box 2311, Littleton, CO 80122. 303-795-3288.

### EMPLOYMENT SERVICES

**Government jobs** \$16,040 - \$59,230/yr. Now hiring. Call 805-687-6000. Ext. R-7833 for current federal list.

### EDUCATIONAL SERVICES

**On-air training:** For TV reporters (beginners, veterans, cross-overs from print). Polish your delivery, appearance, writing. Prepare for better career. Learn from former ABC Network News correspondent and New York local reporter. Call 212-921-0774. Eckhart Special Productions, Inc. (ESP).

### MISCELLANEOUS

**"Jokes de Jour":** Weekly humor service for broadcasters. 10 week subscription \$10.00 - single issue \$2.00. (New address: J.V. Presogna, 1215 Laguna #307, San Francisco, CA 94115.)

### WANTED TO BUY EQUIPMENT

**Wanting 250, 500, 1,000 and 5,000 watt AM-FM transmitters.** Guaranteee Radio Supply Corp., 1314 Iturbide Street, Laredo, TX 78040. Manuel Flores 512-723-3331.

**Instant cash-** highest prices. We buy TV transmitters and studio equipment. \$1,000 reward for information leading to our purchase of a good UHF transmitter. Quality Media, 303-665-3767.

**1" videotape.** Looking for large quantities. 30 minutes or longer will pay shipping. Call 301-845-8888.

**FM antenna(s):** Will buy used FM broadcast antenna(s) - any make - any model - Call 806-372-4518.

### FOR SALE EQUIPMENT

**AM and FM transmitter** - used, excellent condition. Guaranteed. Financing available. Transcom 215-884-0888.

**25KW FM-Harris FM25(1986),** Harris FM25K(1983), CCA 25000DS(1972) CSI 25000E(1978) AEL 25KG (1977) \*\*20KW FM-Harris 20H3 (1970). Transcom Corp 215-884-0888, Telex 910-240-3856

**5KW/10KW FM** \*\*RCA BTF 10D (1969) \*\*3KW FM-CCA 3000DS (1968) 5KW-RCA FM5B(1963) \*\*2.5KW FM-Sparta 602A(1977), Gates FM-1C(1966). Transcom Corp 215-884-0888, Telex 910-240-3856

**Harris 1KW AM** \*\*SX-1A (1985)-SX1 (1983) both in mint condition. Transcom Corp 215-884-0888, Telex 910-240-3856

**Continental 317B (1964),** Gates BC-50C (1966) \*\*RCA 5T1 (1965), RCA 10H (1960), Gates BC5P(1960), Gates BC-1G (1972), also 500G. Transcom Corp. 215-884-0888. Telex 910-240-3856.

**New TV startups.** Quality Media can save you money. Top quality equipment at lowest prices. Business Plans, financing available. Quality Media 303-665-3767.

**Silverline UHF transmitters** new, best price, latest technology. 30kw, 60kw, 120kw, 240kw. Bill Kitchen or Dirk Freeman. Television Technology 303-465-4141.

**Excellent equipment!** UHF-VHF transmitters: 110 KW, 55 KW, 30 KW - used; 1 KW AM, 5 yrs old - perfect! Grass Valley 950/955 sync, 1400-12 switcher Laird 3615A; antennas - TX line: much more! Call Ray LaRue 813-685-2938.

**Ampex 1200** \$9,000; A/R-2 \$7,500; RCA TR-60, \$5,000; RCA TP-66 \$8,500 to \$12,000; RCA FR-35B \$19,000; RCA FP-35A \$15,000; RCA TP-55 \$4,500; RCA TP-7B \$4,500; RCA FR-16 \$15,000; Accepting film equipment in trade. International Cinema Equip., 6750 NE 4th Ct., Miami, FL 33138, 305-756-0699.

**66 FM transmitters** in our inventory. Harris 40H-3 & RCA 40-E 40kw's. Harris 20-k, current model. Harris 20-H-3 with MS-15. Continental 831-G with 310Z-2. Three RCA20-Es. CCA 20,000 E. Harris 10-H-3, MS-15. Collins 830-F, 310-22. Many other 20-10-5 & 1 kw. Besco International, 5946 Club Oaks Dr., Dallas, TX 75248. 214-630-3600. Telex 510-1011-588.

**41 AM transmitters:** Continental-GE & Harris 50 kw. Harris 10-H, Continental 316-C. Four RCA 10-U's, Continental 5kw power rock-828-E. Many other 50-10-5-2.5 & 1 kw's. Besco International, 5946 Club Oaks Dr., Dallas, TX 75248. 214-630-3600. Telex 510-1011-588.

**Post production house moving.** Selling complete 1" inventory consisting of Ampex ADO-3000, VPR-2B's, Quantel digital effects, more. Call for details & inventory. Maze Broadcast. 205-956-2227.

**RCA TK-46** studio color camera systems. 2 units just removed. \$15k for pair. Maze Broadcast. 205-956-2227.

**Gates FM-5H** five kilowatt FM transmitter with TE-3 exciter. FOB Colorado. \$4500.00. Maze Broadcast. 205-956-2227.

**RCA TTU-60** sixty kilowatt UHF transmitter in mid band. Complete with dual solid state exciters, remote, microwave, good klystrons, spare parts. \$125,000.00. Maze Broadcast. 205-956-2227.

**Sony DXC-M3 ENG camera systems.** 2 available. Excellent condition. 10k for pair. Maze Broadcast. 205-956-2227.

**Used Truscon 4-leg angle,** self supported tower. 18' excellent condition. Clearwater, FL. \$15,000.00. 813-461-1341. Can erect on your site.

**Sony VTR's:** BVU 800's, BVU 820's less than 1000 hours total time. (4) 4800's-like new portables. Call Video Brokers 305-851-4595 for pricing.

**Sony 1" VTR's:** BVH 1100, BVH 2000, all low time with TBC's. Call Video Brokers 305-851-4595.

**PAL VTR's & monitors:** BVM 1100P, BVU 800P, triple standard monitors, Tektronix test equipment in PAL. Call Video Brokers 305-851-4595.

**Tektronix waveform, vectorscopes & picture monitors,** all like new & recalibrated. Save up to 50% Video Brokers 305-851-4595.

**Sony BVE 800 editors,** triple 5" rack mount color monitors. Panasonic 10" color monitors with audio, new \$200.00 each. Video Brokers 305-851-4595.

**RCA TK 46 studio cameras** with Vinten pedestals, RCA TR 600's. Ikegami 357's. Call for special reduced pricing. Video Brokers 305-851-4595.

**Rank Mark 3** with Digiscan II, remote control console. Dolby NR, 4 standard encoder, monitor bridge & audio monitoring. 16 & 35. Excellent shape \$95K. Video Brokers 305-851-4595.

**Ampex ACR25** cart machines, both A & B models. Also A model part machine. Call Video Brokers 305-851-4595.

**Ikegami 79 DAL,** 79E. 730's. Sony BVW 3, BVW 25, BVW 10. Save 50% from list. Call Video Brokers 305-851-4595.

**RGB encoders:** Computer output to video tape via these devices. \$2K. Video Brokers 305-851-4595.

**Ampex VPR 2B's & VPR 3's,** Hitachi HR300 w/3 hour kit. Special pricing. Call Video Brokers 305-851-4595.

**ITE & Vinten pedestals w/heads.** Save thousands of dollars. Video Brokers 305-851-4595.

**Harris - MW-5B** 19 months old, in our warehouse. We have never had one newer. Available now. Besco International. 214-276-9725/214-630-3600.

**3/4" evaluated videotape!** Guaranteed to look and work as new. Prices: Field mini KCS-20 minute cassettes \$6.99. 30 minutes \$8.99. 60 minutes \$11.99. Elcon are wrapped and delivered free! Master broadcast quality at half the price. Hundreds of thousands sold to professional users. To order call Carpel Video Inc., collect 301-845-8888 or toll free 800-238-4300.

**Copper!** For all your broadcast needs. #10 ground radials, 2, 4, 6, 8" strap, fly screen, counter poise mesh. 317-962-8596. Ask for copper sales.

**New 2kw transmitter.** Never uncrated. Meets broadcast standards. Also suitable LPTV. 40% discount. SCACA CA-4 antenna for Ch. 3. 512-480-0084.

**VPR 2B,** BVH-1100 editing suite, BVU-110s, Vital 114s, Ampex ADO-1000, Grass 400 routing switcher, Sony 5000s, and 5600s, A/R-2, TCR-100s, TP-66s, TP-55s, TP-7s, VPR-1s, Datatron Vanguard editor, NEC TBC-10, CMX Edge, and VPR-2B Sports Controllers. Must sell Crosspoint Latch 6112 with Convergence 6403 \$2,500. Call Media Concepts 919-977-3600.

**Fujinon lens:** wide angle 6.5 - 23mm adapted for Sony mount cameras. Contact Walter Edel 212-689-1040.

**3 1/8" transmission line.** RCA 50 ohm, EIA flanged with hangers, elbows, bullets. Capped. \$300.00 per 20' section. Maze Broadcast 205-956-2227.

**Crosspoint-Latch 6139B** 16 X 3 Production switcher. As new. Cost 21K sell \$9,900.00. Maze Broadcast 205-956-2227.

**Macom MA-2G** 2 Ghz fixed microwave system. New. Complete with 530' line, 4'dishes, accessories. Cost 36K. Sell \$16,000.00. Maze Broadcast 205-956-2227.

**AM transmitters:** 50, 10, 5, 2.5, 1, .5 and .25 kw. Continental Communications, Box 78219, St. Louis, MO 63178. 314-664-4497.

**FM transmitters:** 25, 20, 15, 5, 1, and .25 kw. Continental Communications, Box 78219, St. Louis, MO 63178. 314-664-4497.

**Tektronix vectorscopes** and waveform monitors 520A, 1480R NTSC, 1481R 521A PAL. \$3000 ea. 818-352-6619.

**For sale: 370 foot Rhon 65 tower,** \$13,000. 370 foot Wincharger type tower, 4 foot face, \$19,000. Accessories. Both near new, dismantled, you ship. 601-895-6483, 901-853-4735.

**IGM Basic A and RAM PC cards:** Great for spares or adding sources. Harris 9003 automation programer, 9000 Event w/logging 2 terminals and dual floppy disc. \$4,000.00. Source equipment available. Control Technology, Inc., Ft. Lauderdale, FL. 1-800-327-4121. Fla. 305-761-1106.

## RADIO

### Help Wanted Sales

# Co-op / Vendor Sales Director

WBBM Newsradio 78 is looking for the right person to develop co-op and vendor sales. A successful track record in both areas is required.

Interested candidates may send resume to: **Mr. Ronald Jordan, WBBM Newsradio 78, 630 North McClurg Court, Chicago, IL 60611.**

# CBS

An equal opportunity employer

### RADIO SALES

Goal oriented, experienced radio salesperson, eager to join one of the country's fastest growing radio groups. Looking for dedicated, career-minded individual with strong work ethics, and who likes the challenge, and has the desire to reach the top. Invigorating, competitive top 65, Northeast market. Send resume to Bill Grangio, WNTQ/WNDR Radio, 4317 E. Gene-see St., Syracuse, NY 13214.

### Help Wanted Announcers

## TALK SHOW HOST

Florida talk leader seriously looking for fresh, innovative talk personalities. If you like lots of guests and talking about Iran-gate, do NOT apply. If you break talk traditions, develop your own issues, and can do it alone on your own merits, DO apply. 25-54 appeal is a must. Hurry!

**Box T-66**

### Help Wanted Announcers Continued

## TALK SHOW HOSTS TELEPHONE TALK

- Outrageous
- Confrontational
- Hard hitting AND
- All of the above

Top ten market - East  
EOE

Cassettes and track record to:  
Sklar Communications, Inc.  
Radio Programming Consultants  
100 Park Avenue  
New York, NY 10017

## MORNING SHOW HOST OR TEAM TALK STATION

Can be topical humor/provocative  
Top ten market - East  
EOE

Cassettes and track record to:  
Sklar Communications, Inc.  
Radio Programming Consultants  
100 Park Avenue  
New York, NY 10017

### Situations Wanted Management

## GENERAL MANAGER

Successful, profitable, general manager, 10+ years AM/FM, creator of original station promotions, 1.8 million per year last 6 in sales, will consider all serious replies.

**Box T-61.**

## TELEVISION

### Help Wanted Technical

## LOS ANGELES

Major Teleproduction Facility seeks two engineering supervisors for expanding operations.

Positions require experience in client relations, coordination of union technical crews and a solid working knowledge of studio equipment and systems.

Send resume and salary requirements in strictest confidence to Box T-60

E.O.E.

## BROADCASTING CLASSIFIEDS MAXIMUM COVERAGE

at a  
**MINIMAL COST.**

### Help Wanted Technical Continued

## SENIOR TV ENGINEER

Illinois Institute of Technology's instructional television fixed service (ITFS) is growing rapidly. This growth has created a need for a Senior TV Engineer.

Work will involve engineering and technical analysis of standards to assure that all FCC requirements are met; installation of studio classrooms at various sites; studio and transmitter installation and maintenance; technical training of staff; administrative and fiscal responsibility.

Requirements include FCC general license and 3-4 years experience as a Television Engineer. Bachelors Degree preferred.

Attractive salary and benefits, including tuition in an outstanding research university.

Reply by letter of application and resume to:

**OFFICE OF  
HUMAN RESOURCES  
ILLINOIS INSTITUTE  
OF TECHNOLOGY  
IIT CENTER  
Chicago, IL 60616**

Affirmative Action/Equal Opportunity Employer M/F

## ATTENTION ASSISTANT CHIEF ENGINEERS

- Are you an Assistant Chief at a state-of-the-art equipped station working under a Chief that has the first job locked up?
- Are you qualified for the Chief's job but know that he won't be leaving or retiring for a long time?
- Are you ambitious and ready to be Chief now?

**If your answers are "Yes," then this may be the opportunity you've been looking for.**

Strong Independent in attractive Southwest growth market is searching for an aggressive manager with talent for supervising people and working effectively with other department heads.

Salary commensurate with qualifications. EOE.  
Send resume to: Box T-64

## Help Wanted Technical Continued

### ENGINEERING OPPORTUNITIES MIDWEST INTERNATIONAL LTD

Midwest International Ltd. has immediate openings for systems engineers. Midwest International handles all overseas business for Midwest Communications group. Projects include outside broadcasting vehicles, satellite communications systems and turnkey audio/video installations.

Applicants should possess strong video systems design and project management skills. Familiarity with international television standards and knowledge of a second language a plus. Relocation to Cincinnati area and worldwide travel required. Salary by negotiation. Excellent benefits package.

#### Senior Engineer - 1 position

Manage projects from pre-sales through customer delivery. Responsible for engineering staff and engineering details of projects. Education to P.E. level is desirable.

#### Intermediate Engineer - 2 positions

Responsible for interpretation of customer specifications, materials list preparation, cost management and assistance with project procurement.

Send resume and salary range to:

The Administrator  
Midwest International Ltd  
One Sperti Drive, Edgewood, KY 41017  
An Equal Opportunity Employer



## Help Wanted Management Continued

# General Sales Manager New York TV Station

WNJU-TV—a Telemundo Television Group station—is the #1 Spanish TV station in New York, targeting the rapidly growing Hispanic market.

We have an opening for an experienced General Sales Manager to direct the sales, marketing and service activities of a team covering the New York metro area.

#### Responsibilities for this position include:

- P & L responsibilities
- Leading, managing and directing a sales service and support staff
- Development and execution of a marketing/sales strategic plan to build market share.

#### Requirements for this position include:

- Strong leadership skills
- Ability to develop a well thought out strategic plan
- 5 years sales management experience in a TV station
- Good interpersonal skills
- Sensitivity to Hispanic culture
- Knowledge of Spanish preferable, not required.

**We offer a very attractive compensation/  
benefits package.**

#### Please submit resume to:

Prime Concepts  
(Re: General Sales Manager)  
32 East 57th Street  
Penthouse  
New York, NY 10022



## Help Wanted Management

### PROMOTION MANAGER

Group Spanish language television station in Puerto Rico is looking for experienced Promotion Manager. Must have strong background in on-air, print and radio promotion of television station. Prior experience in budget control and staff management. Strong Spanish language background. Two years experience as Promotion Director or Manager required. Send resume and tape to: Wanda Costanzo, Program Director, WSTE-TV, Box A, Old San Juan Station, San Juan, PR 00902. Competitive salary and benefits. EOE.

### GENERAL SALES MANAGER

Network affiliate in desirable coastal market is seeking a dynamic GSM. Excellent growth opportunity for successful TV Sales Manager with major market rep work history. Include references for all prior sales positions.

Company offers excellent benefits package and salary to be commensurate with experience and performance. Guaranteed confidentiality for replies to:

BOX T-77

an equal opportunity employer m/f

## Help Wanted Sales

### PROMOTION MANAGER TV

WJKS-TV in Jacksonville, Florida is still seeking a creative, energetic, enthusiastic, imaginative individual to manage personnel and daily operations of Promotion Department. Responsible for "hands-on" execution of promotion for news and non-news programming. Experienced in 3/4" video tape editing and overseeing post production. Must have strong creative writing background; experienced in dealing with other media and agencies. Familiarity with studio/field production a plus. Looking for a good communicator and "people person". Team leader/player with lots of follow-through. Rush resume/tape to John Radeck, General Manager, WJKS-TV, 9117 Hogan Road, Jacksonville, FL 32216. New applicants only, please. No calls. EOE, M/F.

### RF SALES ENGINEERS

Midwest's RF Products Division is a leading supplier of satellite news gathering and satellite transmission systems for the broadcast industry. Our current expansion program has created openings for Regional RF Sales Managers in several locations throughout the U.S. Open locations include: Seattle, Los Angeles, Denver, Chicago (or Detroit), Atlanta (or Miami), Norfolk (or Washington, D.C.) and Cincinnati.


A major responsibility of the position is direct customer contact in the television broadcast industry in a three to six state area. Thorough technical understanding of both C and Ku Band satellite technology is essential. Prior sales experience is helpful, but not mandatory.

We offer excellent compensation and fringe benefits and a unique opportunity to grow with a dynamic organization. For prompt confidential consideration, please send your resume to: Midwest Communications Corporation, Personnel Department, One Sperti Drive, Edgewood, KY 41017. An Equal Opportunity Employer.





**Help Wanted Sales  
Continued**



**WARNER CABLE**

**ACCOUNT EXECUTIVE  
ADVERTISING SALES**

Warner Cable, Houston, has an immediate need for an experienced broadcast advertising Account Executive. As one of the nation's largest interconnected cable systems, we offer the unique opportunity to sell broadcast avails on a local, regional and national level, representing half a million cable households.


The preferred candidate will have 3-5 years of successful broadcast sales experience with a communications or related degree preferred.

This position provides a comprehensive compensation and benefits package. Interested candidates send resume in confidence to:

**WARNER CABLE  
COMMUNICATIONS  
ATTN: Human Resource Manager  
8400 W. Tidwell  
Houston, Texas 77040**

We are an equal opportunity employer, m/f.

**Help Wanted Programing,  
Production, Others Continued**



**THE NASHVILLE  
NETWORK**

**CMX TAPE EDITOR**

The Nashville Network, a leading cable television production company located in Nashville, Tennessee, is seeking an experienced CMX tape editor. Our editing includes Nashville Network programing material, syndicated shows, commercials, plus variety and sports specials for outside networks and production companies. Experience working on CMX 340X, ADO 3400, Chyron 4100EX, and Abekas A42 still store is preferred. We can offer a competitive salary, excellent benefits, and a working atmosphere that is challenging, professional, and rewarding. For consideration, submit your resume, letter of interest, and salary history to:

**Opryland Broadcast Personnel  
2806 Opryland Drive  
Nashville, TN 37214  
EOE**

**ALLIED FIELDS**

**Help Wanted Sales**

**LENCO**

**A UNIQUE COMPANY  
WITH MUCH TO OFFER**

Being a member of the Lenco Team means being a successful leader in one of seven Lenco divisions. Lenco means the beauty of the Black Forest of Southeast Missouri. Lenco means the German work ethic so prevalent in its personnel and so apparent in its products. Lenco means living in a clean, suburban-type university setting where hunting, fishing, hiking and water recreation are more the norm than the exception. Lenco means a slower pace of life that compliments the faster pace of business with a new, young, aggressive management team in a successful company that will celebrate its 40th anniversary in 1988. Yes, hi-tech in the Black Forest of Missouri is a reality. Surprised, not the Lenco Team!

**NATIONAL SALES MANAGER  
ELECTRONICS DIVISION**

We are now undergoing a search for the National Sales Manager of our Electronics Division. **REQUIREMENTS INCLUDE:**

- 3-5 years of sales management in broadcast or computer graphics industries.
- A BSEE, marketing degree or strong business background.
- Superior interpersonal skills for intradivision, dealer and customer communications.

**CONTACT:** Paul Gerlach, General Manager, Lenco, Inc., Electronics Division, 300 North Maryland, Jackson, MO 63755, (314) 243-3147.

**A WORLD OF  
INDUSTRY UNDER  
ONE NAME**



**Help Wanted Programing,  
Production, Others**

**PRODUCER  
FAMILY AND CHILDREN'S  
PROGRAMING**

Create and produce quality programing for families and children in top 15 market. Includes regularly scheduled show and specials. Previous producing experience required. Skills in both field and studio producing strongly desired. Must exhibit ability to turn program ideas into TV production.


College degree and previous experience in children's and family programing strongly preferred.

Applicants should send resume and tape:

**KING 5 TV  
333 Dexter Avenue North,  
Seattle, WA 98109.**

**NO PHONE CALLS PLEASE**

**An Equal Opportunity Employer, M/F/H/C**



**Situations Wanted News**

**ADD A NEW DIMENSION  
TO YOUR NEWSCAST**

Handsome attorney with extensive newspaper, radio and television experience in #1 market and other major markets seeks on-air position. Experience includes: (1) reporting and analysis of major trials; (2) sports reporting; and (3) analysis of legal issues in sports. Call Gary at 201-472-1692.

**Employment Services**

**JOB HUNTING?**

If you need a job, you need MediaLine. We give you job listings in news, weather, sports, production, programming, promotion, and engineering. For \$37.50 you get a daily report for 6 weeks.

**1-800-237-6073** (In Missouri 314-442-3364). MediaLine, P. O. Box 10167, Columbia, MO 65205-4002.



**THE BEST JOBS ARE ON THE LINE**

**AVAILABLE AUGUST 1ST**

Medium market anchor with major market on-air background. Seeking anchor slot with reporting. Northeast or Midwest family city preferred. I'm choosy, but a true find for the right station. Box T-65.

**RADIO SALES & AIR TALENT NEEDED**

Due to our large number of placements, and increased demand of radio stations, **NATIONAL** is in need of qualified personnel for all radio positions, for all size markets. If you are seriously seeking a move, contact **NATIONAL** now. For complete information and registration form, enclose \$1.00 postage & handling to: **NATIONAL BROADCAST TALENT COORDINATORS, DEPT. B., P.O. BOX 20551, BIRMINGHAM, AL 35216, 205-622-9144-ACT NOW!**

# Promotion Specialist

Write and research a wide range of sales support materials for the company's sales divisions.

You must be a:

- Strong Writer
- Effective Communicator
- Strong Researcher
- Self Starter
- Problem Solver

...and meet deadlines in a high-pressure environment.

Send resume with writing samples and salary requirements to:

Roberta DePolo  
 Personnel Administrator  
 Arbitron Ratings  
 1350 Avenue of the Americas  
 New York, New York 10019



**THE ARBITRON COMPANY**

a Control Data Company

An Affirmative Action Employer

## Radio & TV Programing Continued

- ★ ★ ★ ★ ★ ★ ★ ★ ★ ★
- ★ Pick up the Pilot show of ★
- ★ **THE DOLLY DIMPLES HIT PARADE** ★
- ★ a new weekly one hour show for children ★
- ★ on **Kayla Satellite Broadcasting Network** ★
- ★ Satcom F2R Transponder 23 6.2 Audio ★
- ★ **August 4th (Tuesday) or August 6th (Thursday)** ★
- ★ 7-8 PM Eastern Standard Time 6-7 PM Central Standard Time ★
- ★ 5-6 PM Mountain Standard Time 4-5 PM Pacific Standard Time ★
- ★ If you are interested in having your station become ★
- ★ the KSBN affiliate in your market for this show call ★
- ★ Al Rubin (516) 781-7826. ★
- ★ **This is the show all kids will be talking about!** ★
- ★ ★ ★ ★ ★ ★ ★ ★ ★ ★

## Miscellaneous

### ACTION TAPES WANTED

News & information service for fire & EMS wants tape of significant incidents. Purpose: Monthly training program that can help save property & lives. American Heat is a national monthly, video cassette, in-house program that combines video of actual emergencies and interviews with people involved to pass on the "lessons learned". We will buy and/or credit your tape if used. All formats considered. Call or write:

**AMERICAN HEAT**  
 8001 CLAYTON RD., ST. LOUIS, MO 63117  
 1-800-722-2443, 1-314-863-4737

## Wanted to Buy Stations

### NEW CP'S

Experienced broadcast group looking for FM CP's for equity partnership investments or to buy outright. Top 100 market signals only. Immediate funding available. Box T-63.

### MIDWEST FM's

Whether your station is a turn around or an established operation, we're interested if it's located in a medium to small midwest market and is a class B or C. Reply Box T-72.

## For Sale Stations



316 California Avenue Reno, Nevada 89509 702-789-2700

FM	Utah	\$3,000,000
AM/FM-CP	Hawaii	\$2,150,000
FM/AM	Texas	\$1,500,000
FM/AM	Northwest	\$1,500,000
FM/AM	California	\$1,100,000
VHF CP	Northwest	\$500,000

## Radio & TV Programing



## ARMY SPORTS BROADCASTING NETWORK

ARMY SPORTS BROADCASTING NETWORK (ASBN) IS LOOKING FOR A FEW MORE KEY MARKET RADIO STATIONS TO BROADCAST "THE BLACK KNIGHTS OF ARMY" FOOTBALL GAMES. ALL 11 GAMES WILL BE DELIVERED TO STATIONS VIA SATELLITE.

THIS EXCITING FOOTBALL SCHEDULE WILL BRING MAXIMUM AUDIENCE AS WELL AS NEW AND PREMIUM INCOME TO YOUR STATION.

BE THE EXCLUSIVE RADIO VOICE IN YOUR MARKET WHEN ARMY FACES NAVY, WHEN ARMY CHALLENGES HOLY CROSS OR WHEN THE ARMY CAPTURES MILLIONS OF SPORTS FANS EVERY SATURDAY DURING FOOTBALL SEASON.

CALL GUS NATHAN, NETWORK COORDINATOR AT (212) 538-9898 OR (914) 693-2400 FOR MORE INFORMATION. BECOME THE ASBN NETWORK AFFILIATE IN YOUR MARKET. BECOME A PART OF TRADITION. BE A PART OF THE WEST POINT TRADITION.

**ARMY SPORTS BROADCASTING NETWORK**  
 P. O. Box 551, White Plains, NY 10602  
 914-693-2400 212-538-9898

## Business Opportunities

### Radio Station Owners

Get FREE Help and Get Paid for it

Accept my internship students. I'll pay you up to \$900.00 for each accepted. 14 markets already participating. Reply To: P.O. BOX 9767, San Jose, CA 95157

*Make Extra Profits*

### INVESTOR OPPORTUNITY NEW NORTHEAST COMBO

- 51st market AM/new FM
- 25% ownership in expanding company
- 300k to 400k part equity/part loan necessary to participate
- Excellent returns and terms anticipated
- Equity position offered to facilitate station upgrading in growth market
- If qualified call: 518-377-7604 ask for WW.

- Fulltimer in Nashville covering more than 500,000 people. \$700,000.
- 50,000 watt ERP plus fulltimer covering more than 230,000. Western Maryland. \$300,000 D.P. Total \$1.25 million. Attractive terms.

**Business Broker Associates**  
 615-756-7635, 24 hours

**For Sale Stations Continued**

**Merger Candidate  
■ Television ■**

Top 50 UHF seeks merger with established, well capitalized broadcast group. Fast-growing market, second indie with no other competition in sight, low programming cost and superior technical facility. If you're considering expansion, you won't find a better station, market or deal! Box T-84.

**COLORADO AM/FM**

Covering over 100,000 population. terms.

**COLORADO AM**

5kw day, 500 watts night, large market. Great frequency. Includes building. Terms possible.



**Cammon & Ninowski**

Media Investments, Inc.

Al Perry 303-239-6670.

**Profitable Midwest**

Class A FM College Market  
Can be upgraded to B-1  
asking \$875,000  
terms to qualified buyers.

Contact:

**BURT SHERWOOD, INC. 312-272-4970**  
3125 Maple Leaf Dr., Glenview, IL 60025

**Major Market AM**

Sunbelt Growth-Market. Excellent Property, State-of-the-Art Equipment. \$1.5 million, soft terms. Write POB 5308, Austin, TX 78763.

**For sale:  
Medium Market FM**

KORX FM Greenfield/Springfield, Missouri. For details call Federal Receiver Johnie Jones, 8:30 AM - 4:00 PM CST. 417-831-2134.

**Midwest Cash Flow**

Combo Class C - 100,000 watt FM  
and 1 kw AM - Full Time  
Under 8X cash flow  
Asking \$1,680,000  
Terms to qualified buyers

**BURT SHERWOOD, INC. 312-272-4970**  
3125 Maple Leaf Dr., Glenview, IL 60025

*Hogan - Feldmann, Inc.*

MEDIA BROKERS • CONSULTANTS

P.O. Box 148

Encino, California 91426

Area Code (818) 986-3201

**RADIO STATIONS IN  
ALL MARKET SIZES...**

Tex, La, Ark, Miss, Okla, Mo, Ill, Ala, Fla

Most on terms.

Over 60 years combined broadcasting and brokering experience.

John Mitchell or Joe Miot

**MITCHELL & ASSOCIATES**

Box 1065 Shreveport, La. 71163  
318-868-5409 318-869-1301

**FL COASTAL FM**

Most sought after medium mkt. Positive CF. Terms.

**ISLANDS**

Dominant FM, very positive cash flow. Reduced with terms.

**WINTER HAVEN, FL**

WSIR(AM). \$325,000 cash or best offer.

**LA COASTAL FM**

Ranked 2nd in mkt. Reduced to \$800,000 cash.

**RANDY JEFFERY**  
(305) 295-2672

**CHAPMAN ASSOCIATES**  
nationwide media brokers

**101 WAYS TO CUT LEGAL FEES & MANAGE YOUR LAWYER**

**A Practical Guide for Broadcasters and Cable Operators**

In this candid, practical guidebook, communications "superlawyer" Erwin Krasnow (former General Counsel for the National Association of Broadcasters) strips away the mystique surrounding the legal profession to show broadcasters and cable operators how to:

- Select the right lawyer
- Enter into the best fee arrangement
- Get the most out of a lawyer
- Control legal costs
- Monitor and evaluate a lawyer's performance
- Remedy problems with lawyers

Order your copy of this valuable book today. At \$29.95, it will pay for itself many times over.

**MAIL THIS COUPON TODAY!**

YES! I want to benefit from the cost-cutting, performance-boosting ideas in *101 Ways To Cut Legal Fees & Manage Your Lawyer*.

Send me \_\_\_ copies @ \$29.95 each

My check or money order payable to BROADCASTING is enclosed.

Name \_\_\_\_\_

Organization \_\_\_\_\_

Street \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Mail to:

**Broadcasting Book Division**  
1705 DeSales Street, NW, Washington, DC 20036  
Or charge by calling toll-free 1-800-638-7827

## SOUTHWEST

AM/FM in beautiful single station market. Excellent owner/operator opportunity. Asking \$500,000 w/\$100,000 down.

**DAN ROUSE**  
**(214) 788-2525**

 **CHAPMAN ASSOCIATES**  
nationwide media brokers

## For Sale Stations Continued

### VIRGINIA

Beautiful southern Virginia town -AM- includes building and land - possibility of up grade to full time and power increase. \$235,000.00 with \$35,000.00 cash down - Good terms on balance.

### SOUTH CAROLINA

AM covers Greenville - growth market - some real estate - doing very good business with lots of potential to grow \$215,000.00 with \$50,000.00 down - Good terms on the balance.

Write to Ted Gray, broker - PO Box 475, Alta Vista, VA 24517.

## UHF LPTV CP Raleigh, NC

Write: Box 1497  
Myrtle Beach, SC 29577

## SOUTHERN MARKET

- Full C FM 5kw day/1kw AM
- FM 1440 HAAT (own tower)
- State of the art facility
- Metro 100,000. TSA 600,000
- Billing over 1 million this year
- Excellent cash flow

Price - 3.7 million

**Station Inquiry**  
**P.O. Box 430**  
**Harrisburg, PA 17108**

## ROCKY MOUNTAINS

Top rated AM/FM in medium mkt. Priced at an attractive multiple of cash flow. Asking \$1.35 million with \$300,000 down.

**GREG MERRILL**  
**(801) 753-8090**

 **CHAPMAN ASSOCIATES**  
nationwide media brokers

## ★ ★ EARLY DEADLINE NOTICE

Due to the Memorial Day holiday, May 25, 1987, classified advertising for the June 1, 1987, issue is due Friday, May 22, 1987 at noon EST.



## BROADCASTING'S CLASSIFIED RATES

All orders to place classified ads & all correspondence pertaining to this section should be sent to: BROADCASTING, Classified Department, 1705 DeSales St., N.W., Washington, DC 20036.

**Payable in advance.** Check, or money order only. Full & correct payment **MUST** accompany **ALL** orders.

When placing an ad, indicate the **EXACT** category desired: Television, Radio, Cable or Allied Fields; Help Wanted or Situations Wanted; Management, Sales, News, etc. If this information is omitted, we will determine the appropriate category according to the copy. **NO** make goods will be run if all information is not included.

The publisher is not responsible for errors in printing due to illegible copy—all copy must be clearly typed or printed. Any and all errors must be reported to the classified advertising department within 7 days of publication date. No credits or make goods will be made on errors which do not materially affect the advertisement.

Deadline is Monday at noon Eastern Time for the following Monday's issue. Earlier deadlines apply for issues published during a week containing a legal holiday, & a special notice announcing the earlier deadline will be published above this ratecard. Orders, changes, and/or cancellations must be submitted in writing. (**NO** telephone orders, changes, and/or cancellations will be accepted.)

Replies to ads with Blind Box numbers should be addressed to: (Box number), c/o BROADCASTING, 1705

DeSales St., N.W., Washington, DC 20036.

Advertisers using Blind Box numbers cannot request audio tapes, video tapes, transcriptions, films, or VTR's to be forwarded to BROADCASTING Blind Box numbers. Audio tapes, video tapes, transcriptions, films & VTR's are not forwardable, & are returned to the sender.

Publisher reserves the right to alter classified copy to conform with the provisions of Title VII of the Civil Rights Act of 1964, as amended. Publisher reserves the right to abbreviate, alter, or reject any copy. No personal ads.

**Rates:** Classified listings (non-display). Per issue: Help Wanted: \$1.00 per word, \$18 weekly minimum. Situations Wanted (personal ads): 60¢ per word, \$9.00 weekly minimum. All other classifications: \$1.10 per word, \$18.00 weekly minimum. Blind Box numbers: \$4.00 per issue.

**Rates:** Classified display (minimum 1 inch, upward in half inch increments), per issue: Help Wanted \$80 per inch. Situations Wanted: (personal ads): \$50 per inch. All other classifications: \$100 per inch. For Sale Stations, Wanted To Buy Stations, Public Notice & Business Opportunities advertising require display space. Agency commission only on display space.

**Word count:** Count each abbreviation, initial, single figure or group of figures or letters as one word each. Symbols such as 35mm, COD, PD, etc., count as one word each. Phone number with area code or zip code counts as one word each.

# Fates & Fortunes

## Media

**Mike McCormick**, president, WTMJ Inc., Milwaukee-based owner of two AM, two FM and three TV stations, retires after 12 years as



McCormick



Smith

president and 16 years with company. **Steven J. Smith**, executive VP, WTMJ Inc., succeeds McCormick.

**Tom Allen**, VP, finance, Fox Broadcasting, Los Angeles, named senior VP, finance and administration.

**Roger Larson**, VP and general manager, KFOR(AM) Lincoln, Neb., adds duties as general manager, co-located KFRX(FM). **Tracy Johnson**, operations manager, KFRX, named station manager.

**John Deushane**, general sales manager, Price Communications Corp.'s WEEK-TV Peoria, Ill., named VP and general manager, co-owned KRCG(TV) Jefferson City, Mo.



Bouloukos



Schrutt

**New system.** Capital Cities/ABC Radio last week announced a reorganization of its owned radio stations division. Don P. Bouloukos, president, owned radio stations, Group I, and Norman S. Schrutt, president and general manager, Capcities/ABC's WKHX-AM-FM Atlanta was named president, owned radio stations, Group II. Group I stations include: WABC(AM)-WPLJ(FM) New York, WJR(AM)-WHYT(FM) Detroit, KABC(AM) KLOS(FM) Los Angeles; WPRO-AM-FM Providence, R.I., and KGO(AM) San Francisco. Group II stations are: WKHX-AM-FM; WBAP(AM)-KSCS(FM) Fort Worth; KQRS-AM-FM Minneapolis; WMAL(AM)-WROX(FM) Washington, and WLS(AM)-WYTZ(FM) Chicago.

**Mark Keown**, general manager, WTXL-TV Tallahassee, Fla., joins WDEF-TV Chattanooga as VP and general manager.

**James R. Eddens**, marketing adviser, Palmer Communications Inc., radio division, and interim general manager, Palmer's WTNT-AM-FM Tallahassee, Fla., named general manager, co-owned WNOG(AM)-WCVU(FM) Naples, Fla.

**Robert R. Ganzer**, general sales manager, WLUC-TV Marquette, Mich., joins WHSV-TV Harrisonburg, Va., as general manager.

**Bob Frisch**, general sales manager, KMEZ-AM-FM Dallas, joins WQEZ(FM) Fort Myers, Fla., as general manager. He will also serve as corporate director, sales, for WQEZ's parent, Justice Broadcasting.

**Marcellus Alexander Jr.**, VP and chief operating officer, WRIF(FM) Detroit, joins KYW-TV Philadelphia, as station manager.

Appointed to board of directors, Scripps Howard Broadcasting, Cincinnati: **Daniel J. Castellini**, senior VP, finance and administration, Scripps Howard; **Richard J. Janssen**, VP, administration, Scripps Howard Broadcasting; **James E. Smith**, VP, sales, Scripps Howard Broadcasting.

**Trevor Brown**, from Fuller & Co., Denver, joins Daniels & Associates, there, multiple cable system operator, as VP, mergers and acquisitions. **Richard Gomez**, general manager, Daniels's Hanford, Calif., system, named general manager, Houston system.

**Robert L. McCleary**, manager, consumer products division, Corning Glass Works, Corning, N.Y., joins American Television & Communications Corp., Englewood, Colo., as VP, customer service.

**Eric C. Davis**, account executive, KHQA-TV Hannibal, Mo., joins KABY-TV Aberdeen, S.C., as station manager.

**Jose Luis Munoz**, national sales manager, KGBT(AM) Harlingen, Tex., named station manager.

**Stefan R. Peleschuk**, supervisor, corporate accounting, James River Corp., Norwalk,

Conn., joins ML Media Cable TV, Greenwich, Conn., as controller.

**Ajit M. Dalvi**, VP, marketing and programming, Cox Cable Communications Inc., Atlanta, named senior VP, marketing and programming.

**Sharon Wolfson**, from WTZA(TV) Kingston, N.Y., joins WTEN(TV) Albany, N.Y., as continuity director.

**Nicole Sandifer Burnett**, press information officer, France Technology, New York, joins noncommercial WEVO(FM) Concord, N.H., as marketing coordinator.

## Marketing

Appointed to newly formed office of chairman, J. Walter Thompson Co., New York: **Don Johnston**, chairman and CEO; **John J. Cronin**, vice chairman and chief advertising officer; **Terence D. Martin**, executive VP and chief financial officer; **Stephen M. Salorio**, executive VP and general counsel.

**Les Boyle**, treasurer, CRE Inc., Indianapolis advertising agency, named president and



Boyle



Brooks

chief operating officer, succeeding **Michael L. Brooks**, who continues as chairman and CEO. **Jerry Woolsey**, senior VP, client services department, named corporate secretary; **Kay Millar**, VP, public relations division, named senior VP, account service and account development.

**Joe Karle**, senior group VP and account direc-

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tor, Campbell-Ewald Co., New York, named executive VP.

**Michael P. Burns, Sheffield J. Halsey Jr. and Katalin M. Kovago**, VP's and account supervisors, DFS Dorland, New York, named senior VP's.

**Lloyd Swickle**, director, audio visual services, FCB/Leber Katz Partners, New York, named VP.

Appointments at Weightman Advertising, Philadelphia: **Mark H. Plamondon**, senior VP and management supervisor, to senior VP and group director; **Scott Bolger**, artist, Thomas J. Paul Inc., Philadelphia, to art director; **Diane McCarthy**, account executive, Thomas J. Paul Inc., to account supervisor and promotion specialist; **Charles Carter Rich Jr.**, senior research analyst, Penn Mutual Life Insurance Co., Philadelphia, to project director. **Janet Marie Kragle**, secretary, Weightman Group, to office manager, Weightman Research; **Elizabeth K. Tuppeny**, account executive, Weightman Advertising, to account supervisor.

Appointments at MMT Sales Inc.: **Jim Man-own**, regional sales manager, WOFL(TV) Orlando, Fla., to Miami office manager; **Bob Levin**, former media buyer, Winner Communications, New York, to account executive, Miami; **Brenda Caver**, from KBHK-TV San Francisco, to account executive there; **Cathy Jacquemin**, from Independent Television Sales, New York, to account executive, Los Angeles.

**Kimberly Ford**, assistant data communications engineer, Blue Cross/Blue Shield, New York, joins Katz Media Data there as network technician.

**Richard Vedder**, media buyer/planner, Leo Burnett, Chicago, joins TeleRep there as account executive.

**Cynthia A. Lindsey**, general sales manager, KMST-TV Monterey, Calif., joins KSBW-TV Salinas, Calif., in same capacity.

**R. Gary Pierone**, VP and general manager, KAPPTV) Yakima, Wash., joins KSFY-TV Sioux Falls, S.D., general sales manager.

Appointments at WHTM-TV Harrisburg, Pa.: **Frank Ratermann**, local and regional sales manager, WGHP-TV High Point, N.C., to general sales manager; **Kathleen McLain**, account executive, WGAL-TV Lancaster, Pa., to local sales manager; **Paul E. Waters Jr.**, from New York Times Cable Television, Cherry Hill, N.J., and **Benjamin Oldham**, from WGHP-TV, to account executives.

**Sheryl A. Sorrell**, assistant to president and treasurer, Prijatel Productions Inc., Dayton, Ohio, joins WDTN(TV) there as account executive.

**Jill M. Trapp**, from L.M. Berry Co., Rochester, N.Y., joins WTEN(TV) Albany, N.Y., as account executive.

**Bruce H. Pfeiffer**, local sales manager, WAOW-TV Wausau, Wis., joins WMTV(TV) Madison, Wis., local sales manager.

**Brian A. Baumann**, general sales manager, WEZW(FM) Wauwatosa-Milwaukee, Wis., joins WVTV(TV) Milwaukee as account executive.

**Doug Cordier**, from WCXI(AM) Detroit, and **Cheryl Green**, from WXYT(AM)-WNTM(FM)

Detroit, join WCZY-AM-FM there as account executives.

## Programing

**Jon Feltheimer**, executive VP, New World Television, Los Angeles, named president.



Feltheimer



Schneier

**Fred Schneier**, senior VP, program acquisition, program enterprises, Showtime/The Movie Channel, New York, named executive VP, programing.

**Mayo S. Stuntz Jr.**, senior VP, business management and development, MTV Networks Inc., New York, joins Quantum Media Inc. as corporate executive VP and president, television division.

**Phil Howort**, manager, national radio, Anheuser-Busch and Busch Media Group, St. Louis, joins LBS Communications Inc., New York, as VP, LBS Radio.

**Michael Grindon**, director, international television sales, Columbia Pictures International Corp., New York, named VP, international television sales. **Stephen Brener**, senior estimator and location auditor, Columbia Pictures Television, Burbank, Calif., named director, budget/cost control.

**Charles Schreger**, senior VP, film acquisitions, LBS Communications Inc., Los Angeles, joins Hal Roach Studios there as VP, programing and acquisitions.

**Dee Baker**, executive in charge of production, The William Carruthers Co., Los Angeles, joins MGM/UA Television there as VP, videotape operations.

**Elizabeth Rollins**, assistant producer, *American Top 40*, ABC/Watermark, Los Angeles, named producer.

**John M. Rohrbach Jr.**, former general manager, KSTS(TV) San Jose, Calif., joins Catholic Television Network, program distributor, as president and general manager, bay area, Menlo Park, Calif.

**Hattie Kauffman**, weekend anchor, KING-TV Seattle, joins ABC Entertainment as special correspondent, *Good Morning, America*.

**Kim Powers**, director, development, Hart, Thomas & Berlin Productions, New York, joins Scholastic Productions Inc. there as director, prime time series.

**Effie Metropoulos**, acting director, research, National Public Radio, Washington, named director, research.

**Earl Greenburg**, producer, Columbia Pictures Entertainment, Los Angeles, joins Gaylord Production Co. there as producer. **Randi Wilens**, pilot developer, Gaylord Production, named story editor.

**Diana Hariton**, manager, acquisitions and program development, Prism Entertainment, Los Angeles, named director, development.

**Foy Goodwyn**, production assistant, Turner Broadcasting System, Atlanta, joins Tri-Comm Productions, Hilton Head, S.C., as associate producer.

**Paula Hawes**, account executive, Petry Television, Los Angeles, joins Lionheart Television there as account executive.

**Eileen T. Hughes**, director, network radio, D'Arcy Masius Benton & Bowles, New York, joins United Stations Radio Networks there as account executive.

**Lisa Lyn Kelley**, administrative assistant, Mediatech West, Hollywood production company, named account executive.

**Andy Beaubien**, operations manager, KKHT(FM) Houston, joins KNX(FM) Los Angeles, as program director.

Appointments at KKIQ-FM Houston: **John Lander**, program director and morning announcer, to VP, programing and operations; **Ron Parker**, assistant program director and afternoon announcer, to program director; **Patty Hamilton**, music director, to program and promotion coordinator.

**Gary King**, program director, WRVA(AM) Richmond, Va., joins WIL-AM-FM St. Louis, in same capacity.

**Therese Simony**, sales assistant, KOAA-TV Pueblo, Colo., named assistant program director.

Appointments at *Evening Magazine*, WBZ-TV Baltimore: **Eric Temple**, senior producer, programing department, KUTV(TV) Salt Lake City, to executive producer; **Maggie Linton**, associate producer, *Weeknight Alive*, Maryland Public Television, Owings Mills, to field producer; **Dan Newton**, from KUTV(TV), to associate producer.

**Richard B. DiPirro**, from The SportsChannel, Woburn, Mass., and **Jeff Jeandheur**, from WEWS(TV) Cleveland, join WMTW-TV Poland Springs, Me., as directors.

**Richard N. Yelen**, production manager, WNDU-TV South Bend, Ind., joins noncommercial KQED(TV) San Francisco, as cultural affairs and children's programing unit manager.

**Dick and Ellen Stout**, announcers, WBCS-AM-FM Milwaukee, join WISN(AM) Milwaukee as weekend announcers.

## News and Public Affairs

**Jon McCall**, news director, KOSA-TV Odessa, Tex., joins WHTM-TV Harrisburg, Pa., in same capacity. **Charlotte Asherman**, public affairs producer, WSET-TV Lynchburg, Va., joins WHTM-TV as public service director.

**Joe Kolina**, producer, 6 p.m. newscast, WBBM-TV Chicago, joins WFLD(TV) there as managing editor.

**Peter Langlois**, news director and station manager, KCRA-TV Sacramento, Calif., resigns after 20 years with station.

**Janice Casazza**, freelance producer and director, joins NBC Sports, Los Angeles, as

**Pete Franklin**, sports talk show host for **WWEI(AM)** Cleveland, was hospitalized at the Cleveland Clinic in critical condition after suffering a heart attack on Tuesday, May 12. Franklin, who has been with **WWEI(AM)** for 21 years, had recently signed to host a sports talk show for **WHEI(AM)** New York, starting July 1. According to **WHEI**, Franklin will join the station when he is able.

producer, National Football League games.

**Bob Sirkin**, reporter, **WSB-TV** Atlanta, and former correspondent, **ABC News**, London, joins **KRON-TV** San Francisco, as general assignment reporter.

**Carolyn LeCroy**, freelance producer, joins **WAVY-TV** Portsmouth, Va., as weekend assignment editor. **Arthur Fennell**, anchor and producer, **WSAV-TV** Savannah, Ga., joins **WAVY-TV** as noon news anchor. **Frank Graff**, general assignment reporter, **WSET-TV** Lynchburg, Va., joins **WAVY-TV** as Virginia Beach, Va., reporter.

**Eric Greene**, anchor, **WIFR-TV** Freeport, Ill., adds duties as executive producer.

**Jim Sinkovitz**, reporter and anchor, **WHP-TV** Harrisburg, Pa., joins **WGAL-TV** Lancaster, Pa., as Harrisburg bureau chief.

**Gina Kurre**, from New York Times Co.'s **KFSM-TV** Fort Smith, Ark., joins co-owned **WREG-TV** Memphis as reporter and weekend weather anchor. **Susan Minner**, former health reporter, **WBIR-TV** Knoxville, Tenn., joins **WREG-TV** as medical reporter.

**Steve Becker**, reporter, **KING-AM-FM** Seattle, joins **KREM-TV** Spokane, Wash., as night reporter.

**Doug Aronson**, freelance producer, joins **WTWS(TV)** New London, Conn., as reporter.

**Sarah Gardner**, anchor and reporter, **WCCM(AM)** Lawrence, Mass., joins noncommercial **WEVO(FM)** Concord, N.H., in same capacity.

**Eugene Lisansky**, reporter and anchor, **WOOD-AM-FM** Grand Rapids, Mich., joins **WFAS-AM-FM** White Plains, N.Y., in same capacity.

## Technology

**Michael A. Vitelli**, VP, marketing, finance and administration, **Sony Consumer Products Co.**, named VP, finance and administration, **Sony Products Co.** Sony's broadcast products, professional audio and professional video divisions will report to him.

**Jack A. Mauck**, from **TVSC**, Pittsburgh, joins **The Video Tape Co.**, North Hollywood, Calif., post-production company, as VP, sales.

**Michael Sayovitz**, VP, manufacturing, **Spectra Systems Manufacturing Inc.**, Burbank, Calif., manufacturer of video editing systems, named president.

**John P. Flynn**, manager, broadcast technical training, **NBC Inc.**, Los Angeles, named director, broadcast technical training.

**Joseph J. Torre Jr.**, treasurer and controller,

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Cryodynamics Inc., New York, joins Newslink, New York, satellite news feed service, as controller.

**Shelia Arrington Minetola**, marketing representative, General Television Network, Oak Park, Mich., post-production facility, named director, sales and marketing.

**Dan Rau**, from Crouse-Kimzey, New York, joins Modulation Sciences Inc. there as director, sales.

**Sandra J. Hall**, sales representative, Motorola Communications and Electronics, Schaumburg, Ill., joins United Video, Tulsa, Okla., satellite carrier, in same capacity.

**Richard C. Merriott**, from Grinnell Corp., Providence, R.I., joins BASF Corp., Bedford, Mass., as retail product manager, video products.

**Paula L. Rothschild**, national product manager, audiotext products, Mycro-Tek, Wichita, Kan., manufacturer of video-display information systems for broadcasting industry, named manager, national sales.

## Promotion and PR

**Paul Spindler**, former executive VP, Manning Selvage & Lee Public Relations, Los Angeles, joins GreyCom Public Relations as president, new Los Angeles division.

**Donald H. Cady**, director, client services, NW Ayer, Los Angeles, joins Doremus Porter Novelli, public relations firm, as senior VP, administration, Washington office.

**Steve Haworth**, VP, Amanda Brown Olmstead, Atlanta public relations firm, joins CNN there as director, public relations, succeeding **Judy Borza**, resigned.

**Rosemary Keenan**, press assistant, media relations, NBC Media Relations, New York, named publicist, entertainment publicity.

**Debra T. Nakatomi**, manager, community affairs, KCBS-TV Los Angeles, joins Buena Vista Television there as manager, press and publicity.

**Spencer Levine**, assistant director, communications, National 4-H Council, Chevy Chase, Md., joins The Johns Hopkins Medical Institutions, Baltimore, as assistant director, public affairs, and director, Health Newsfeed, radio news service.

**Mary Sue Maurer**, manager, public relations, Z Channel, Los Angeles, regional pay cable service, joins The Disney Channel, Burbank, Calif., a manager, guides and listings.

**Timothy Russi**, communications coordinator, Hughes Television Network, New York, named assistant manager, communications services. **Nancy Salas**, communications coordinator, named senior communications coordinator.

**Doris Constantinides**, assistant, Senate Judiciary Committee, Washington, joins Cosmopolos, Crowley & Daly, Boston, as public relations coordinator.

**Ginger Warder**, former marketing and promotion director, WIOD(AM)-WGTR(FM) Miami, forms The Promotion Department, Tampa, Fla., public relations firm.



**Lifetime achiever.** Joseph Baudino (l), former executive vice president, Westinghouse Broadcasting, was named the winner of the first "lifetime achievement" award by the Broadcast Pioneers, New York. Baudino joined Westinghouse in 1927 as an engineer at KDKA(AM) Pittsburgh. Other positions he held during his career at Westinghouse were chief engineer for KDKA and WBZ(AM) Boston, and general manager, KDKA. Since his retirement in 1969, Baudino has served as consultant to the company. Above, Edward E. Cramer, chairman of the Broadcast Pioneers' executive committee, presents Baudino with the award.

## Allied Fields



Pates

**Robert B. Pates**, VP, radio, Frank Boyle & Co., Greenwich, Conn., media broker, named senior VP, radio.

**Robert D. Berger**, from Xerox Corp., Denver, and **Paul F. Carrazzone**, from Ameritrust Co., Cleveland, join Cable Investments Inc., Englewood, Colo., investment banker, as VP's.

**Michael J. Hudak**, VP, media research, Spot Quotations and Data, New York, joins Nielsen Syndication Service there as marketing manager, national services. **Susan A. Miller**, client service executive, Nielsen Station Index, Atlanta, named account executive.

**Susan Wilson Detwiler**, assistant director, programming and marketing, National Cable Television Association, Washington, named marketing director. **Doris B. Indyke**, director, public relations and marketing, Children's Radio Theater, Washington, joins NCTA as competition director. **Stephen J. Schupak**, freelance producer, joins NCTA as events director, programming and marketing department.

**Patricia A. Seaman**, public affairs officer, Voice of America, Washington, joins Radio-Television News Directors Association there as manager, meetings and special events.

**Robert M. Bennett**, former president, Metro-media Television, and chairman and CEO, New World Broadcasting, Los Angeles, to be

named honorary doctor, business administration, Bryant College, Smithfield, R.I., during commencement ceremony, May 23.

**Steven A. Levy**, counsel, Arent, Fox, Kintner, Plotkin & Kahn, Washington law firm, joins Heron, Burchette, Ruckert & Rothwell there as partner. **Julian L. Shepard**, assistant general counsel, National Association of Broadcasters, Washington, joins Heron, Burchette, Ruckert & Rothwell as associate. Levy and Shepard will both work in communications department.

**George Becker**, account executive, KDVR(TV) Denver, joins Association of Independent Television Stations as director, marketing, South, Dallas office.

**Paul Raymon**, VP and general manager, WAGA-TV Atlanta, to receive National Humanitarian Award from National Jewish Center for Immunology and Respiratory Medicine, at reception in Atlanta on May 27.

**Martin Umansky**, former general manager, KAKE-TV Wichita, Kan., to be awarded honorary doctor of letters, University of Missouri, Columbia, during university's commencement, May 16.

**Martin Boulton**, associate counsel and solicitor, United International Pictures, London, joins Motion Picture Association of America Inc., as deputy director, European and African antipiracy operations. He will be based in London.

**Ralph (Toney) Brooks**, president, Sandusky Broadcasting, Denver, named chairman, Radio Advertising Bureau's 1988 Managing Sales Conference, to be held in Atlanta, Jan. 23-26, 1988.

**Dan Cates**, Tuscaloosa, Ala., bureau chief, WBRC-TV Birmingham, Ala., joins Alabama Farm Bureau Federation as broadcast director.

## Deaths

**Jack London**, 66, entertainment industry attorney, died May 8 of cancer at Memorial Sloan-Kettering hospital, New York. London was founding partner of New York law firm, Becker & London (now Becker, London, Kossow & Jaffe), established in 1957. Among firm's present clients is American Federation of Television and Radio Artists. London is survived by his wife, Charlotte, son and three daughters.

**James A. Fitzgerald Jr.**, 57, former VP and part owner, WLMS(AM) (now WCMX) Leominster, Mass., died April 9 of complications following spleen failure at Sibley Memorial hospital, Washington. During his broadcast career, Fitzgerald also served as general manager at WEIM(AM) Fitchburg, Mass., and WNBH(AM) New Bedford, Mass. In 1976, he left broadcasting to become executive director, Leukemia Society of America's Worcester, Mass., chapter. At time of his death, Fitzgerald was serving as executive director, Washington chapter. He is survived by son and daughter.

**Eugene S. Foster**, 69, professor emeritus, department of television and radio, Brooklyn College, died April 26 of heart failure in Rockaway, N.J. He is survived by his wife, Esther, son and daughter.



## Wendell Bailey: NCTA's engineering ace

The FCC surprised the National Cable Television Association last August by including in its new must-carry rules a requirement that cable operators make A/B switches a part of every new installation. But, a few weeks later, the NCTA launched a campaign against the requirement, claiming it had "severe technological, economic and practical weaknesses." NCTA was eventually able to persuade the FCC to modify the requirement, saving the cable industry millions of dollars and as many hours of aggravation.

Wendell Bailey deserves an ample share of the credit for the FCC's turnaround. Working with NCTA's standing committee of cable engineers, NCTA's 40-year-old vice president of science and technology mustered the industry's technical and logistical concerns about the requirement into coherent, forceful arguments that helped carry the day for cable.

Forensic engineering, for lack of a better term, is just one of Bailey's jobs at NCTA. He's also the point man on technical standards-setting activities affecting the industry, the chief organizer of the technical sessions at the NCTA's annual convention, a well-traveled spokesman for the industry and, he's proud to point out, operator of NCTA's in-house cable system, which differs from a traditional one only in size and the absence of subscriber fees.

According to NCTA President Jim Mooney, Bailey fills at least one other valuable function around NCTA headquarters. "He is a very effective translator of engineering and scientific concepts into terms comprehensible to the intelligent layman," Mooney says. "He fulfills that function internally and externally."

Bailey sees himself as a kind of Mr. Fix-it. "If I get my hands on things that are not working I tend to be able to get them working again," he says. "I'm not sure what in me is attracted to that, but there is something very satisfying about it."

Bailey possesses a bit of the good ol' boy charm, the result, perhaps, of his boyhood in Montgomery, Ala., or of living since then in southern Prince George's county, one Washington suburb that has managed to retain some of its rural character. When time allows, he's happy to speak to this or that group. And, he must be good at it, judging by demand. He receives three or four requests a day, he says, and probably ends up making more speeches than anyone else on the NCTA staff. In listing Bailey's attributes, Mooney includes "accomplished raconteur."

Most of what Bailey knows about telecommunications comes not from textbooks, but from doing. Indeed, his bachelor of science degree from the University of Maryland, which he received in 1980, at the age



WENDELL HERL BAILEY JR.—vice president, science and technology, National Cable Television Association, Washington; b. Sept. 9, 1946, Louisville, Ky.; St. Mary's College, St. Mary's City, Md., 1964-66, engineering studies; Prince George's Community College, Largo, Md., associate of arts, business administration, 1969; University of Maryland, College Park, Md., BS, business administration, 1980; communications craftsman, Long Lines Department, AT&T, 1966-1973; positions with MCI Telecommunications Corp.: circuit engineer, 1973-74; senior engineer, circuit engineering department, 1974-75; operations manager in charge of terminal operations in Washington, 1975-76; manager of engineering, terminal facilities, 1976-1980; manager of planning and coordination, 1980-1981; present position since April 1981; m. Denise Scott Kirby, Sept. 16, 1967; children—Jennifer Leigh, 14.

of 34 and after a decade of practical work in the telephone business, was in business administration, not engineering.

Bailey began tinkering with radios as an adolescent, becoming a Ham radio operator (his current call letters: KC3BU). After a couple of years as a science major at St. Mary's College, in Maryland, he went to work for AT&T as a "communications craftsman" for AT&T's long lines department—essentially a repairman for AT&T's private line customers.

In August 1973, MCI Communications' challenge of Ma Bell for a share of the long-distance telecommunications market looked as if it were about to collapse under the regulatory and financial strain. Bailey's opinion at the time was that it would "probably go broke and be out of business in six months." Yet, Bailey turned down an offer to join Control Data Corp. to join MCI, figuring he'd learn more about telecommunications in six months there than he could anywhere else.

Bailey was wrong about MCI's fate, but he was right about his ability to learn at the company. As MCI grew and prospered over

his next eight years at the company, Bailey rose from circuit design engineer to operations manager to manager of planning and coordination. Bill McGowan, the driving force behind MCI, set the tone, Bailey says. "His philosophy was: 'if you do it wrong, we can fix it, but if you don't do it, someone else will and we'll be second.' He gave a very huge number of young people like myself an incredible amount of autonomy and authority."

Contacted by a headhunter in 1981, Bailey talked to NCTA and eventually surprised himself by agreeing to take over the association's science and technology department. He jokes that it was "Hollywood and glamour" that lured him to NCTA. But, in fact, he says, he was "emotionally exhausted" from his years at MCI. "We had come through a lot of very tough wars and were entering into an accelerating phase of growth," he says. "My batteries needed recharging."

Bailey made the transition from engineer-businessman to engineer-advocate with no difficulty. He has never suppressed or distorted a fact to strengthen an argument, he says, although there have "been discussions on how to put the best face on a fact."

Bailey works hand-in-hand with the engineering committee, which he describes as "50 or 60 of the absolutely brightest people I've met in my life who come here every eight weeks for two days to work on the technical issues of the industry."

Bailey sees the NCTA's work in setting technical standards as important as that in influencing regulation, although it may not be appreciated as much. The engineering committee has worked four years on coming up with a special jack for cable converters to be installed on the backs of television sets, he said. "It may be another two or three years before that means anything, but eventually it will mean something very important to this industry—the ability to be completely and utterly cable ready and cable friendly," he says. "That's something that most of the public will never know about. Someday they will have it, but they won't know that some group spent four to six years making it happen."

Bailey's principal avocation is aviation. The son of two World War II pilots (his father was in the Army Air Corps; his mother, the Civil Air Patrol), Bailey has been exposed to and fascinated by flying since he was a boy. He himself earned a pilot's license five years ago through the Federal Aviation Administration Flying Club, which is open to the public. He is now in his third year as president of the club.

But Bailey's interest in his vocation has not waned over the years. He clearly enjoys the challenges—and the prominence—of life with a trade association. "I've been here six years," he says, "but I swear it feels like I came in here a few weeks ago. It never seems to slow down."

**FCC has OK'd National Amusements' \$3.4-billion buyout of Viacom International**, which owns five TV and nine radio stations, cable systems in 58 communities, two pay cable networks—Showtime and The Movie Channel—and part of basic cable network, Lifetime, and which is handling syndication of *The Cosby Show*. Viacom shareholders will vote June 3 on acquisition, which includes merger with National Amusements subsidiary, Arsenal Holdings. FCC adopted staff recommendation for approval on May 12 and on May 13 announced it had approved transaction and denied petitions of Arch Communications Corp. and Wodlinger Broadcasting of Texas Inc. Petitioners have 30 days from release of text to seek reconsideration or to appeal in court. Meanwhile, in San Francisco, city supervisor Carol Ruth Silver issued statement charging that "billion-dollar Viacom leveraged buyout will cause San Francisco cable TV rates to go up—and popular local free stations to get the axe from their cable channel positions." Viacom, in statement responding to Silver's charges, said "there will be no changes in Viacom's operations due to the merger... prices will not rise because of the transaction, nor will its management change." Viacom also claims independent KBHK-TV San Francisco has "engineered this controversy in an effort to force Viacom into guaranteeing that the station will hold its present cable position until the next century."

**NBC News correspondents, Maria Shriver and Boyd Matson**, have been named co-anchors of **NBC News's Sunday Today**, which debuts Sept. 20 from 8 to 9:30 a.m. (NYT). Garrick Utley (who will also anchor Sunday editions of *NBC Nightly News* and report for *Nightly News* during week) will be show's principal correspondent, with NBC Sports commentator, Bill Macatee, as sports reporter, and Al Roker, weatherman for WNBC-TV New York, as *Sunday Today* "weather reporter."

**Three Orlando, Fla., stations changed hands Friday for total of about \$3 million.** WORL(AM) was sold by Metroplex Communications to WORL Radio for \$1.65 million. Metroplex, in turn bought WAJL(AM)

from Al Chubb for about \$1.1 million and Chubb bought WWLD(AM) from Comco for \$300,000. Broker: Stan Raymond.

**NATPE International** has restructured its third annual **production conference** in Nashville (June 18-21) to **eliminate exhibition of equipment by manufacturers of production equipment** and to concentrate on workshops. Additionally, NATPE will jointly administer this year's conference with International Television Society. In statement, NATPE executive director Phil Corvo said reason for elimination of exhibition space was because "manufacturers are looking closer at bottom lines this year."

Representative **Al Swift** (D-Wash.), chairman of Subcommittee on Elections, **plans to introduce** this week **campaign finance reform legislation**, which, among other things, would give candidates break in advertising rates. Bill would repeal current lowest unit rate provision in law and replace it with requirement that broadcasters offer candidates (those who accept bill's spending limits) with rates "discounted 30% from the 'normal and usual' charge." Purpose of measure is to "reduce spiraling cost of running for office, by encouraging candidates to accept overall spending limits." It also limits amount of contributions from political action committees per election. National Association of Broadcasters will oppose advertising rate provision. NAB President Eddie Fritts said association will raise question: "Why should they [Congress] be treated more favorably than regular businessmen who buy advertising on our stations?"

NBC News President **Larry Grossman** has written both Senate Commerce Committee Chairman **Ernest Hollings** (D-S.C.) and House Commerce Committee Chairman **John Dingell** (D-Mich.) **seeking their support for proposal to exempt broadcasters from equal time requirements** during coverage of 1988 races for President and Vice President. Letters were received, but no response has emerged. Grossman is scheduled to be in Washington this week to speak at Center for National Policy luncheon May 18 on

## Top prices for the 'Boss'

*Columbia/Embassy Television got sales of the syndicated rights to Who's the Boss off to a good start last week by closing a deal in New York with WWOR-TV for a price sources said was between \$150,000 and \$160,000 per week, and in Los Angeles with Walt Disney Studios, the proposed owner of KJH-TV, for roughly \$240,000 per week. Together the sales in the nation's first and second markets come to roughly \$600,000 per episode for the show.*

*The New York price would come to \$235,083 per episode (120 episodes are proposed for fall 1989) using a price of \$155,000 per week, making it the second-highest price paid for a half-hour in that market. Who's the Boss is being sold for cash (with six-and-a-half minutes for stations) in deals that allow use of 910 telecasts (7.28 runs) over 234 weeks. The WWOR-TV price for the full deal would come to \$28,210,000.*

*Boss's sale in Los Angeles for \$240,000 per week, or \$364,000 per episode, sets a new half-hour record in that market, topping the previous market record of \$225,000 per week, or \$327,600 per episode, for Cosby to Chris-Craft/United TV's KCOF-TV. The C/E minimum expectation in Los Angeles was \$150,000 per week, again paralleling Viacom's reserve price in that market for Cosby.*

*That Boss was purchased by the proposed buyer of KJH-TV (pending FCC approval), and not its current owner, RKO General, could present a problem if the station sale is not approved. In that case, Walt Disney would be left with a show and no station to run it on. At the time of the purchase of Cosby by RKO General for WWOR-TV New York (formerly WOR-TV), the sale of the station was pending to MCA Inc. MCA acted in an advisory capacity in buying the show, given its intention to purchase the station, and also guaranteed the purchase of the show.*

*Walt Disney Studios President Rich Frank said the purchase of*



*Who's the Boss by Walt Disney was made on the assumption that the station purchase would be completed. "We don't anticipate that the sale of the station won't go through," Frank said. Columbia/Embassy Chairman Gary Lieberthal echoed those sentiments. Neither would speculate on what the two companies would do if the sale fell through.*

*The selling of Boss by Columbia/Embassy has helped the syndicator clear another property heretofore unsold in New York. C/E's Silver Spoons, cleared in roughly 80 other markets, was bought by WWOR-TV last week, with a starting price of \$58,000 per episode. C/E also offered Maude for \$17,000 per episode, but found no takers in New York.*

*C/E will attempt to complete the third sale of Boss on Tuesday of this week (May 19) in San Francisco, where the minimum expectation for the show is \$80,000, the third market where a minimum expectation was the same as Viacom's reserve price for Cosby.*



**On board at NAB.** Newly elected members of the National Association of Broadcasters radio and television boards (left photo) got a dose of trade association business last week. They went to Washington to attend the NAB's monthly executive committee session in preparation for the association's annual summer joint board of directors meeting, June 23-26. The gathering also served as a forum for candidates seeking seats on NAB's executive committee (right photo).

Among executive committee actions last week:

- Decided that NAB's comments on the FCC's syndicated exclusivity proceeding should recommend a 50-mile limit for program exclusivity. And on territorial exclusivity, NAB will ask that it remain within the current 35-mile restriction. As for the FCC's proceeding on network nonduplication rules, if NAB files, the executive committee called for elimination of the liberal policy granting waivers to cable systems and said it would seek protection for network programs airing on the same day. The association, however, has yet to decide whether it will file. Under the terms of the must-carry agreement it struck with the cable industry, NAB relinquished any network nonduplication protection for affiliates.

- Announced it will file this week in opposition to a motion by cable television interests asking for a stay of the FCC's new must-carry rules (BROADCASTING, May 11).

- Said it is videotaping 57 public service announcements on drug and alcohol abuse featuring congressional spouses.

- Voted to hold no NAB meetings in Florida as long as a new state tax on advertising is in effect, despite a "strong desire" by some directors to hold NAB's 1989 winter board meeting there.

- Announced that more than 90 AM stations report adopting the NRSC standard to reduce interference and improve fidelity.

In other NAB news, radio members of NAB executive committee



and members of Radio Advertising Bureau's executive committee met in New York last Wednesday, and came to agreement "to cooperate in a joint marketing campaign to raise the public's awareness of radio's role in their daily lives."

The new board members (left photo, l-r): Cullie Tarleton, WBTW(TV) Charlotte, N.C.; Thomas Kushak, WMAY(AM)-WNNS(FM) Springfield, Ill.; Robert Pricer, WCLT(AM) Newark, Ohio; Robert Fish, Federal Communications Corp., Providence, R.I.; Gary Chapman, Freedom Newspapers, Riverside, R.I.; David Hicks, Hicks Broadcasting Corp., Battle Creek, Mich.; Ramsey Elliott, KRCX(AM) Roseville, Calif.; D. Mitchell Self, WLAY-AM-FM Sheffield, Ala.; Glenn Wright, KIRO-TV Seattle; Donald Newberg, Radio Chattanooga, Chattanooga, and William Moll, Harte Hanks Broadcasting, San Antonio, Tex.

Pictured in the right photo (front row, l-r): Robert Fox, KVEN(AM) Ventura, Calif.; Ray Lockart, KOGA-AM-FM Ogallala, Neb.; William Sanders, KICD-AM-FM Spencer, Iowa, and George Hyde, WQBA-AM-FM Miami. Second row, l-r: Benjamin McKeel, Nationwide Communications, Columbus, Ohio; Jerry Lyman, RKO Radio, New York, and Wallace Jorgenson, Jefferson-Pilot, Charlotte, N.C.

Not pictured is Margo Cobb, WLBZ-TV Bangor, Me., who is running for the television vice chairmanship. On the radio side, Fox, Hyde and Sanders are seeking the radio vice chairmanship. Lyman, now the board's radio vice chairman, and Lockhart are competing to be radio chairman. McKeel is running unopposed for the television chairmanship. Jorgenson, the TV board vice chairman, was being challenged by TV board chairman, Peter Kizer of Federal Broadcasting. However, Kizer has decided to withdraw. He told BROADCASTING he'll have his hands full "trying to build this company." Federal just purchased WLUC-TV Marquette, Mich., and KTVO(TV) Kirksville, Mo., from Gillett.

network coverage of 1988 elections.

**Florida State Supreme Court agreed last week to render advisory opinion on state's new tax law**, which would remove previous exemption of advertising from Florida's 5% sales tax. Legal briefs opposing law are due May 29; supporting briefs, June 8, with case to be argued June 22. Media interests have already begun attack on tax, with release last week of Wharton study—funded by Association of National Advertisers and other advertising associations—concluding tax on advertising would reduce consumer spending, resulting in minimum loss of 46,000 jobs and \$2 billion revenue by 1989. If media and advertising companies were to leave state because of tax, losses could increase to 57,000 jobs and \$2.6 billion, study concluded. National Association of Broadcasters has joined other media organizations in pulling back from previous commitments to hold conventions in state. As part of its lobbying effort against tax, Florida Association of Broadcasters (FAB) has distributed to stations spots attacking tax.

**Pat A. Servodidio, president, RKO Television, has been named president of RKO General, subsidiary GenCorp, Akron, Ohio.** Effective today (May 18), Servodidio succeeds Shane O'Neil who resigned. Servodidio will continue his duties as president of RKO Television. Reporting to him will be presidents of RKO radio, bottling and hotel divisions and senior executive staff of RKO General. Servodidio joined RKO's national sales division in 1966. He has also served as general sales manager and vice president and general manager of WOR-TV Secaucus, N.J. (now WWOR-TV), and general manager, WNAC-TV Boston (now WNEV-TV), both former RKO stations. He has been president, RKO Television since 1982. O'Neil, who has been president, RKO General since July 1983, joined company in 1970

as financial analyst. He has also been GenCorp vice president since 1985.

**Investor relations departments at both CBS and Capital Cities/ABC are being cut back as part of efforts to further trim corporate overhead.** Those affected are J. Garrett Blowers, vice president at CBS. More investor questions at company will now be handled directly, it was said, by Fred Meyer, senior vice president and chief financial officer. At Capital Cities, investor relations department continues under Joseph M. Fitzgerald, vice president, but will lose manager, Tony Herring, who will leave at end of month.

**NCTA convention in Las Vegas this week has lost Monday participation of House members** due to unexpected change in House schedule (unusual Monday voting). Some members may still participate in Sunday's (May 17) public policy roundtables. It's likely NCTA will reorganize Monday panels into one session featuring senators. CablePAC breakfast scheduled Monday morning might also be affected.

**CBS broadcast 20-minute closed circuit feed to affiliates last week in which network confirmed its backing of new Morning Program** and pled for continued support of affiliates, citing need for time to build audience. Network cited apparent ratings rebound for show, which climbed back to 13 share two weeks ago, after plunging to record low 10 share in mid-April. Both NBC's *Today* and ABC's *Good Morning, America* have shares hovering in low- to mid-20's.

**Budd Granoff will drop duties as president and chief operating officer of Barris Industries, and will act as consultant to company through March 1, 1988, it was announced last week.**

## Editorials

**Aid and comfort**

The National Association of Broadcasters, which had been criticized for failing to take a leadership position on radio indecency (to use the code words the FCC has made fashionable for that subject) when there was something that might reasonably have been done before the commission acted to declare itself the interpreter of broadcasters' First Amendment rights, has now come down on the side of the angels—if by angels is meant those who would rather hear no evil than stand up for an unpopular cause: free press and speech.

The NAB's executive committee, in a historic wimping out, now holds itself appalled that any broadcaster might test the limits of audience acceptance. Accordingly, and having kept its own counsel when it might have mattered, the NAB has chosen to play for the galleries by belatedly, fruitlessly, ineffectively and transparently siding with the FCC. In so doing, it has joined the commission in a dilemma that will confound both regulator and regulated for years to come.

Perhaps we shouldn't have been surprised. This is the same NAB that declared that fighting the fairness doctrine was politically infeasible, and thus unworthy of the association's lobbying resources, and has thrown in its lot with avowed regulationists to risk generations of federal government program intervention for marginal license renewal protection that all responsible broadcasters feel they deserve and many responsible broadcasters feel that, under the circumstances, they can live without.

Among those undercut by the NAB's errant missive is a group of Washington lawyers that had been preparing to appeal the FCC's ruling on the ground that it would occasion an ultimate in prior restraint: that given the vague and arbitrary nature of indecency judgments the only advice they could give to broadcaster clients is not to take any chances at all. (Counsel for Pacifica, one of the accused broadcasters, appears undaunted by the NAB. It put the FCC's feet to the fire last week by seeking a ruling on whether the Molly Bloom soliloquy in James Joyce's redeemingly socially valued "Ulysses"—which contains many of the words found offensive in the commission's order—may be broadcast at 11 p.m. on June 16.)

In this case, the NAB and the FCC will find themselves keeping company farther and farther out on a longer and longer limb. It is a temptation to say they deserve each other. But the medium deserves better.

**The end of the beginning of an era**

*Hill Street Blues*, which ended its six-plus-year network run last week, was something of an anomaly. Playing to consistently high praise and as consistently unspectacular ratings, the show was an immediate candidate for cancellation in a business where attracting viewers is, after all, the bottom line—especially at a network that, in early 1981, had a reputation for pulling shows that did not immediately deliver encouraging numbers. Yet the ax did not fall. The show's survival was accompanied by what might be called the era of patience in NBC programing. It was appropriate, then, that the chief architect of that network's ensuing renaissance was Grant Tinker, co-founder and head of MTM Enterprises, which created *Hill Street*.

In July 1981, Tinker was handed the reins of the hobbling network. Under his stylish direction—aided in large part by the programing savvy of Brandon Tartikoff—a new tone was set. With *Hill Street* as its standard, NBC sent a message to producers

that quality shows would be granted time to cultivate an audience. "If you give them something good, and you leave it there... they will find it," said Tinker. But Tinker was a realist; he conceded from the start that "you can't always be good and popular." The price for programs like *Hill Street*, he indicated, would be other, more popular, shows that he, personally, "would not hurry home to watch."

*Hill Street* paid immediate critical dividends, receiving a record 21 Emmy nominations in its first season, and collecting awards for best actor, actress, supporting actor, writing, directing, cinematography, film and sound editing. Despite the accolades, the series seemed always to travel a rocky road to renewal, and its ratings were, on balance, only respectable. But NBC stuck with it, for prestige, certainly, but also, one sensed, on principle.

While *Hill Street's* connection to the revived ratings and financial fortunes of the network is not as obviously causal as that of an *A-Team* or *Cosby* (the latter having the distinction of being a show that everyone hurried home to watch), its critical acclaim helped burnish NBC's image, and its survival embodied the balanced programing philosophy that helped turn NBC around. *Hill Street* was not only quality programing, it was quality program decision making. That is a legacy worth preserving.

**The color of money**

Producers, directors and a few actors, whose motion pictures, they would have us believe, were created to be hung on museum walls and not, heaven forbid, to generate profits for their owners, have raised a fuss over the tinting of some black and white works by owners wishing to color coordinate them to the reigning video sensibilities of the day, and hence make some money on their investments. Blasphemy, cry the directors. Hardly.

But, artists being artists, with a temperamental affection for their works, their concern is probably understandable, even if their case appears from this vantage somewhat tenuous. This vantage aside, the marketplace and the courts are venues sufficient to decide whatever questions, legal or artistic, the new technology of colorization has raised. When wounded sensibilities are appeased with congressional hearings and threats of legislation made before a press conference by a presidential aspirant, as they were on the Hill last week, it is time to raise the house lights and return to the real world.



Drawn for BROADCASTING by Jack Schmidt  
"When the owners said the new computerized cart machine would cut the staff by 10%, they meant it literally."

XEROX

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To be charitable, Leonardo could be forgiven—four and a half centuries of jet lag, understandable difficulties with our language and the excitement of finding a new idea. But we'd like other mortals to understand that the Xerox brand name is a registered trademark of Xerox Corporation and is properly used only to identify products of Xerox. As a brand name, Xerox should be used as a proper adjective followed by the noun describing the product, as in Xerox copier or Xerox printer.

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LDAV

October 28, 1986

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You take your latest manuscript and bring it to a special Xerox room. In it is a machine that makes exact copies instantly— with the push of a button you can have one, or hundreds of Xeroxes. Just the other day I xeroxed a proposal for an invention that will rival anything I've ever invented— past and present included.

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