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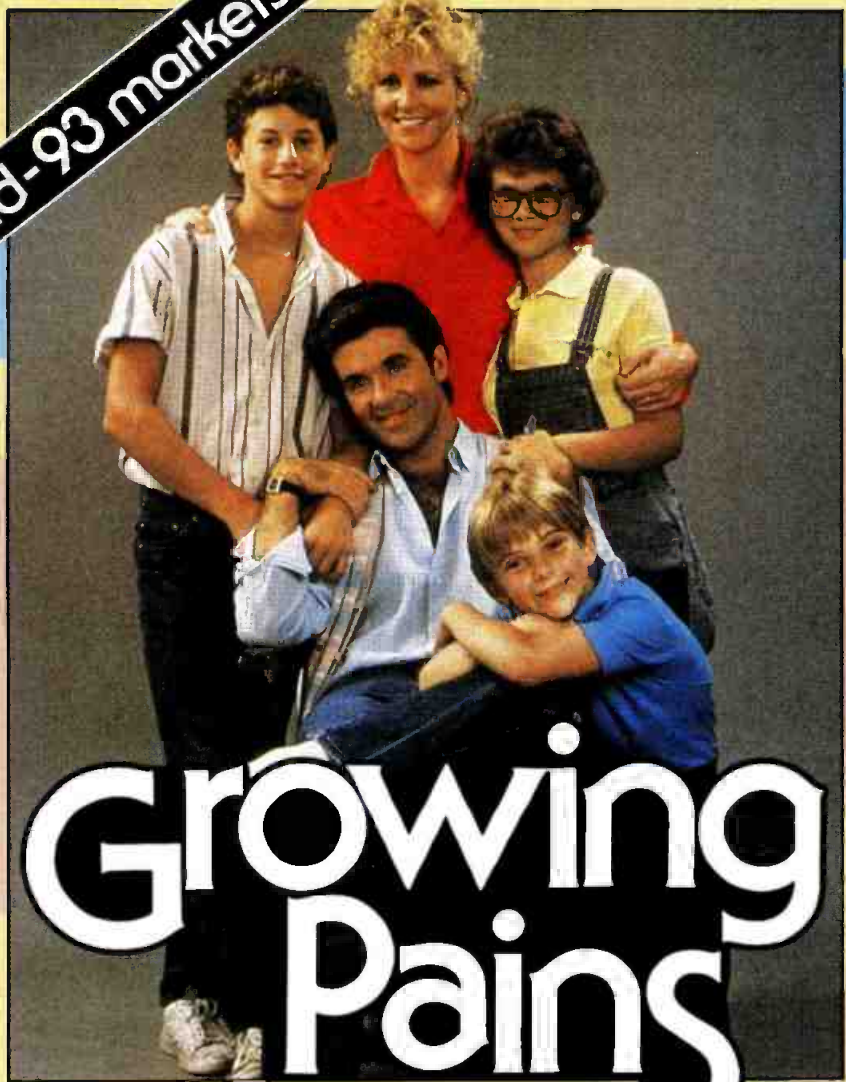
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Tom Page
Director of Affiliation
Transtar Radio Network
6430 Sunset Boulevard/Suite 401
Los Angeles, CA 90028

Dear Tom,

I would like to take this opportunity to thank you and Transtar for the outstanding format you've delivered to us in the form of "The Oldies Channel."

I can tell you we've had a tremendous impact in this market of 300,000 adults 12+ MSA and 600,000 adults 12+ TSA. From day one (we went on the air June 27, 1986) I've felt that this was the best, most intelligently programmed format that I had ever heard. The flow, the continuity, and the professionalism exhibited by your announcers and in your jingles is unsurpassed.

This is without mentioning the most important aspect of your format, the music. It's obvious that you've spent a great deal of time and money on the songs selected and the order in which they're played. It's also obvious that you've decided to stress only the music, music, music. I honestly believe that this is the best, most intelligent format for adults aged 25-54 in the 67 years of radio.

Furthermore, I have no doubt that this sequence of carefully arranged and chosen "up" songs evokes stronger emotions (and loyalty) for the majority of listeners in the 28-48 demo than any format ever. We've had literally thousands of phone calls from adults in their 20's, 30's, and 40's thanking us profusely for finally addressing their needs and tastes. These calls have come from everyone from factory workers to doctors, attorneys, and CPA's.

Thank you again. THE RESPONSE HAS BEEN OVERWHELMING.

Sincerely,

John Nehmer
John Nehmer
General Manager
WQWM



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NEWSFEED Raises My Ratings And Lowers My Blood Pressure.

"As a news director, it's my number one nightmare. It's 4:40 p.m. and my top local story is breaking a thousand miles away. There's no time for my news team or truck to reach the scene. My viewers are counting on coverage.

"Instead of reaching for the aspirin, I reach for the phone: **1-800-922-NEWS**. That's the toll-free number for The NEWSFEED Network. They'll get my important story. Now I can start to relax. As a member of The NEWSFEED Network, I'm part of one of the top television news gathering organizations in the world.

"But it's not just those special things they deliver. Day in and day out it's breaking news -- from all over -- sports highlights, weather footage, series and features that I can't get anywhere else. They have a Washington bureau to go after top national stories and they'll even get me a 'react' from my Congressmen!

"All day long they tell me what's going on, what's being covered and when it'll be satellited back to me. When I have a special request or a special need, they take care of it and deliver my story in time for air.

"The folks at Group W invented satellite news gathering and created The NEWSFEED Network over six years ago. They've been the industry leaders ever since. That's why I call them, and that's why I stick with them. Because I know that when there's something I need to win my ratings war, The NEWSFEED Network will be there.

"So even if every day isn't a picnic in my newsroom, I've got peace of mind knowing that I'll get what I want -- when I need it. I just call The NEWSFEED Network at **1-800-922-NEWS**. You should call them too!"

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Broadcasting Jun 1

NBC wins May sweeps □ TV in Senate anniversary First-quarter network television revenue figures Inouye-Hollings broadcast bill introduced

NUMBER NINE □ NBC records its ninth consecutive sweeps victory while ABC scores the lowest numbers in sweeps history. **PAGE 31.**

COST CONSCIOUSNESS □ Despite growing emphasis on keeping programming costs down, most network affiliates face program license fee increases and stiff competition in bidding for off-network programs. **PAGE 32.**

HILL TRUMPET □ At FCC authorization hearing, commissioners get the loud and clear message from congressmen on what is expected of them. **PAGE 33.**

FIRST-QUARTER SLUMP □ Total network revenues are down for the first quarter of 1987. **PAGE 34.**

VICTORY PARTY □ NBC affiliates converge on Los Angeles with a few concerns for what is expected to be an otherwise festive occasion. **PAGE 35.**

BIRTHDAY PARTY □ Television in the Senate is one year old and, by all appearances, should celebrate many more birthdays there. **PAGE 36.**

WIDE NET □ Inouye and Hollings introduce legislation covering a range of broadcast issues. **PAGE 38.**

FISCAL RESULTS □ Financial disclosures of Congress show tally of honoraria, holdings and transactions relating to Fifth Estate interests. **PAGE 40.**

SADDLING UP □ Republic Pictures Corp., known historically for its Hollywood westerns, is

reemerging as original programmer. **PAGE 44.**

PRODUCT RIGHTS □ D.L. Taffner and Thames Television are creating company to sell merchandise based on program material. **PAGE 46.**

APPEALS PROCESS □ WUHQ-TV Battle Creek, Mich., intends to appeal FCC decision on prime time access rule. **PAGE 47.**

HIGHER PLANE □ Congress's Office of Technology Assessment releases report on First Amendment/national security dilemmas involved with satellite newsgathering. **PAGE 49.**

HERITAGE IN DETAIL □ Proxy statement details from where the money will come in TCI-led purchase of Heritage. **PAGE 52.**

QUARTERLY RESULTS □ Television Bureau of Advertising releases first-quarter advertising figures by various categories. **PAGES 52-53.**

HDTV BACKING □ Advanced Television Systems Committee urges U.S. to reiterate its support for HDTV system based on Japanese-developed 1,125-line, 60 hertz model. **PAGE 57.**

TRAILING THE FIELD □ ABC's third-place affiliates have a number of questions they would like the network to answer at next week's affiliate meeting. **PAGE 64.**

NEW BLOOD □ Midwesterner Alfred Sikes is first from outside Washington environs to head NTIA. **PAGE 87.**

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We're biased.

We don't think crime should pay.

In Houston, a man, one of tens of thousands, was arrested for entering this country illegally. He was placed in a privately run jail. And killed when he was suspected of trying to escape.

Who is responsible? The private corrections company or the state?

In Pennsylvania, a judge ordered a privately operated prison to return 55 out-of-state inmates the prison managers had brought in to increase their profits.

Private prisons are the most dangerous aspect of the policy of privatization—the transferring of certain public service to private enterprises. Maybe that's why many states have considered "contracting out" prisons, but very few have even experimented with it.

Out of 4,000 state and local corrections facilities, only thirty privately run prisons or jails are now operating in the U.S., according to the National Institute of Corrections.

Law enforcement and legal experts agree that privatizing

prisons would leave governments liable for the actions of a private company.

Imprisoning a citizen is one of the most drastic acts governments can take. Government, and government alone, should have the legal responsibility and liability of incarceration.

There could easily be fundamental conflicts between a private firm's profit motive and a government's duty to ensure the fair administration of justice.

Private jails run the risk of bringing cost considerations into the forefront of public safety. Salary and benefits make up around two-thirds of corrections costs. Several major corporations involved in privatization say that hiring fewer people and cutting salary and benefits is one way they plan to make a profit. This in a nation where staff-to-inmate ratios are already dangerously high.

There are deep legal and ethical questions concerning "contracting out" prisons.

Do you think a private parole board should decide who they can let out of prison?

Should private guards judge the conduct of an inmate which


affects the length of time a person should stay in jail?

Should we let some of our citizens profit from the punishment of others? (With private contractors, the more prisoners they have, the more money they make. There is no incentive to rehabilitate.)

Can a city or state legally relinquish its responsibility or liability for the incarceration of inmates?

From every angle, "contracting out" of prisons is bad policy and bad government.

We'd like you to know about the pitfalls of prison privatization. AFSCME has published a new book entitled *Does Crime Pay?*. We'd like to send you a free copy. Mail this coupon today.

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Help for White House

Prospects of presidential veto of legislation codifying fairness doctrine may be brightening. White House reportedly asked Senator Robert Packwood (R-Ore.), prominent foe of fairness doctrine and codification that is expected to be approved by House this week, to assess prospects of sustaining veto, with implication that decision to veto rested on whether there would be sufficient votes to sustain. In meeting with representatives from Radio-Television News Directors Association, National Association of Broadcasters, Freedom of Expression Foundation, Society of Professional Journalists, Sigma Delta Chi and Reporters Committee for Freedom of Press last Friday (May 29), Packwood revealed he believed he had 35 votes, one more than necessary to sustain. He also reportedly said he would so advise White House.

On discordant note, NAB reportedly presented arguments at meeting against veto—legal arguments on why it might be best to rely on courts to dump doctrine. (Some observers believe association is fearful of rankling congressmen on fairness issue, thereby harming chances of winning legislation eliminating comparative renewal.) But once consensus emerged that veto was proper course, NAB representative reportedly said association would support effort to sustain.

Powerful pusher

Yet another candidate has emerged for FCC seat vacated by former Chairman Mark Fowler: James McKinney, agency's Mass Media Bureau chief. McKinney was reportedly recommended by Drew Lewis, former chairman of Warner Amex Cable and now president of Union Pacific Corp. Lewis, former secretary of transportation, has been serving as part-time troubleshooter for President Reagan as former Senator Howard Baker (R-Tenn.) has been effecting his transition as White House chief of staff (BROADCASTING, May 4).

Boss price in Phoenix

Phoenix is first market approached by Columbia/Embassy in syndication sales of *Who's the Boss* in which its "minimum expectations" were not same as Viacom's "reserve price" for *The Cosby Show*. Two terms mean same thing—established base price from which bidding in individual market begins on either of syndication's two current heavy hitters. C/E's minimum

in Phoenix was \$37,000 per week, \$1,000 more than Viacom's \$36,000 in that market. Both companies' weekly base prices were \$125,000 in New York, \$150,000 in Los Angeles and \$80,000 in San Francisco. C/E president of domestic distribution, Barry Thurston, said that *Boss* minimum prices will not parallel *Cosby* in every market in future. Thurston said specifics of *Boss* marketing plan will be in place within week and that sales of show will begin in earnest in two weeks, following ABC affiliates meeting.

Substantial sidebar

One issue that has not attracted much attention in connection with FCC's proposal to reinstitute syndicated exclusivity rules is possible impact of reimposition on compulsory license fee paid by cable systems. Copyright Royalty Tribunal added surcharge to basic fee in 1982 after original syndex rules were removed. Surcharge has produced more than \$20 million extra in 1986, last year for which figures are available. Presumably, cable industry would seek removal of surcharge if rules were reimposed.

Almost done

Interep, which operates five national radio rep companies, may conclude agreement for acquisition of Torbet Radio and Select Radio Representatives from Reliance Capital Group Ltd. Partnership by week's end. Final purchase price will likely fall in \$9.5-million range.

Vote on overbuild

Latest evidence of cable operators' increasing anxiety about overbuilds: Oregon Cable Communications Association has put up \$5,000 to defeat June 30 referendum in Springfield, Ore., that would authorize Springfield Utility Board to enter cable business. Public water and electric utility concluded last January that it could build cable system and compete with existing cable operator, Tele-Communications Inc. Since then citizen's group, upset by rate hike and alleged unresponsiveness of TCI, is pushing overbuild by utility and has collected signatures to put authorization question on ballot. Two TCI officials and OCCA's Mike Dewey formed Springfield Taxpayers Against Subsidizing Cable Television. With OCCA's \$5,000, it has launched telephone and direct-mail campaign against putting utility into cable.

Big bird

News executives who might have gone into shock in reading what Congress's Office of Technology Assessment estimates that reliable picture taking from space would cost—between \$215 million and \$450 million to build and launch satellite system and between \$10 million and \$15 million to operate it annually (see page 49)—probably should not dismiss possibility of mediasat. Gary Hudson, of Pacific American Launch, in Redwood City, Calif., believes system can be built and launched for some \$50 million. Hudson, whose company designs commercial launch vehicles, based his estimate in part on view of Pentagon official as to costs of reconnaissance satellites for military commanders in field.

Figure frustration

Publicly held broadcasters are still trying to persuade Securities and Exchange Commission to let them give shareholders better idea of stations' cash flow-generating ability than present rules permit. One group owner was prevented by SEC from reporting "broadcasting operating profit (before overhead, depreciation and amortization, interest expense and taxes)" in prospectus for recent offering. Apparently, commission's concern is that some less-than-savvy shareholders will confuse cash flow numbers, especially any cash flow-per-share figures, with earnings and earnings-per-share.

Meanwhile, group owners such as Price Communications explain underlying state of business outside financial statements, putting numbers instead in annual report's letter to shareholders. Price also mails out occasional letters to analysts and major institutional investors, keeping letters away from most shareholders to avoid incurring wrath of SEC overseers.

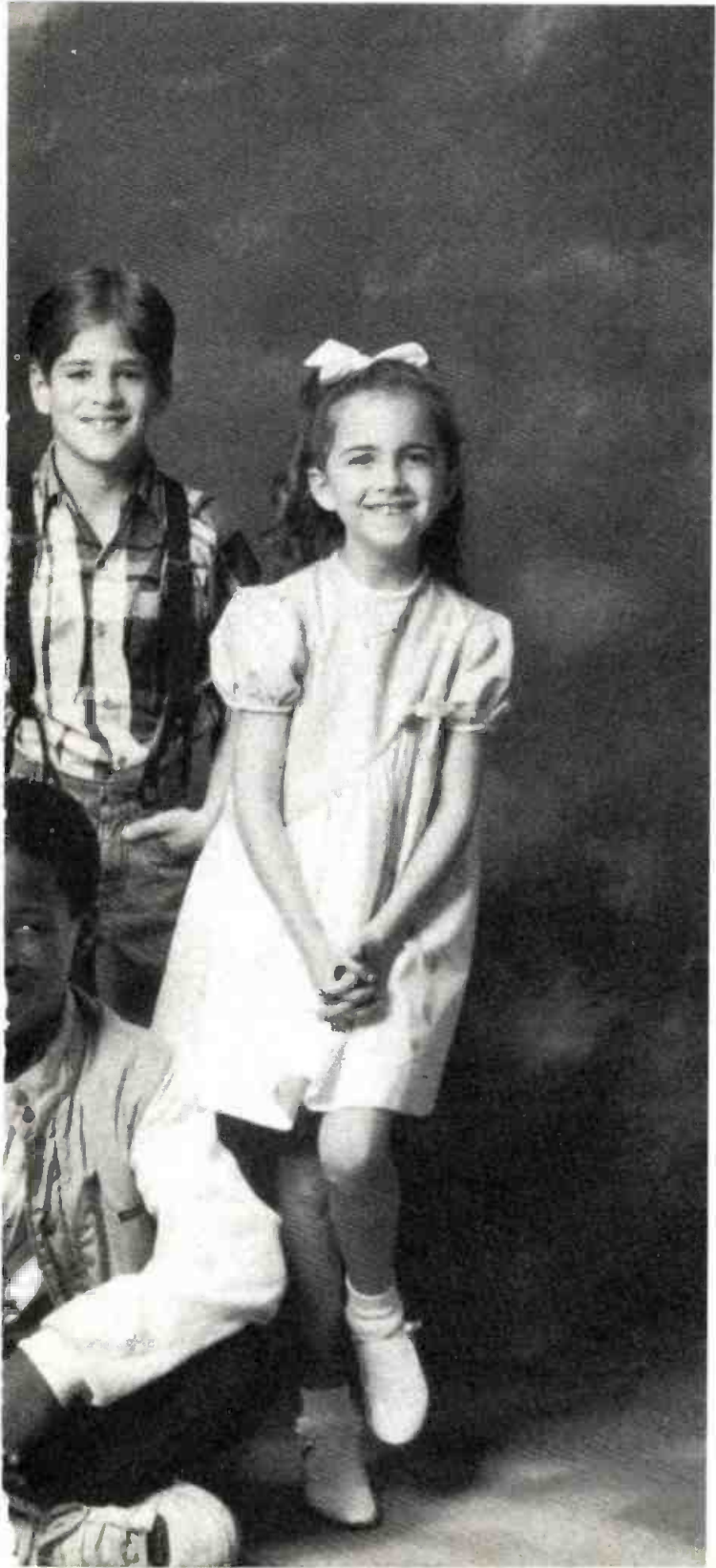
Slow starter

Although official launch date for Anglovision, NBC's joint-venture European satellite news channel, remains elusive after several delays, service is planning to initiate three-week test transmissions this month. Tentatively scheduled to begin June 8, temporary broadcasts of NBC and other news programing via Intelsat V for six hours, five days a week, should allow service to better determine potential for international hotel audience it seeking.

**To find out what's on kids' minds
we asked them to share some remarkable consumer**



minds we've listened tants.



MBAs they're not.

However, they've certainly mastered the ABCs of being themselves—expressive, honest, concerned children.

And naturally, children are the perfect people to question when developing television programs *for* and *about* children.

That's just what we've been doing for over a year now during our FOR KIDS' SAKE community outreach campaign.

We've listened.

We've learned, together. And all along the road to presenting over thirty hours of enlightening, important specials, news reports, and PSA projects, the children were a reminder of what they represent for all of us. Our future.

KYW-TV 3 ^{GROUP} **W**

Roberts hopeful for compromise

Ralph J. Roberts, chairman and president of Comcast Corp., parent of the nation's seventh largest MSO, joined with the National Cable Television Association and other cable industry leaders in expressing a willingness to compromise on issues affecting cable and others.

Speaking at a Washington Metropolitan Cable Club luncheon last week, Roberts said: "There is no way we or the American public will ever win if cable, the motion picture industry, broadcast television and our communities don't search for still more ways to settle the differences and sincerely work to understand each other."

Following the speech, he expressed optimism that something could be worked out with the motion picture and broadcasting industries on modifying cable's compulsory license. "Everyone wants to work something out," he said. "The mood is much better than it was."

Roberts declined to say how far he would be willing to go in revamping the compulsory license for the sake of compromise.

MCAA President Jack Valenti and NCTA President Jim Mooney are scheduled to meet in an attempt to get negotiations under way toward a compromise that would settle the industries' differences over the compulsory license and other matters.

Despite the overall conciliatory tone of his speech, Roberts took one shot, apparently directed at the Motion Picture Association of America and the Association of Independent Television Stations, which have been waging a war of words against the cable industry. "The climate we find ourselves in today has an eerie and unwelcome familiarity to it," he said. "To hear our industry being attacked by some of the same people with whom we thought we did our level best to compromise... strikes me as 'double dipping.' As Yogi Berra once put it, it seems a lot like 'deja vu, all over again.'"

Roberts was also anything but conciliatory toward companies trying to build cable systems in communities that already have systems. He said such companies are either "greenmailers or cherry pickers."

"To my way of thinking," Roberts said, "overbuilds are not unlike the hostile takeover campaigns... We're now beginning to see the same kind of speculative behavior in cable, in overbuild situations that often are transparently not community-minded commitments to serve, but rather short-term money-making propositions. The same greenmail mentality that has encouraged speculators elsewhere is sometimes now at work creating bogus competition in cable that obscures a more sinister intent on the part of franchise speculators and that is to win by greenmail from the established cable system what cannot possibly be won in the marketplace. And all of this we know to be an invitation to long-term disaster because of the simple economics of cable."

While Comcast believes communities have a right to grant more than one franchise, it disagrees "with those who are seeking to use the First Amendment as a battering ram into a community without having a franchise or to cherry pick the most economically viable areas while neglecting others—redlining if you will," Roberts said.

Comcast wants to intervene on behalf of Riviera Beach, Fla., in a federal court case in which Telesat, a Florida Power & Light subsidiary, is suing the community on First Amendment grounds in an attempt to win the right to overbuild Comcast's existing system and provide cable service to part of the community, Roberts said. Telesat is also involved in a cable exclusivity suit in Fort Pierce, Fla. (see below).

Comcast believes the First Amendment protects cable from program content regulation, but not from other forms of regulation, Roberts said. Cases such as the one involving Riviera Beach will "determine precisely how much government regulation is permitted under what circumstances," he said.

In other matters:

He said Comcast and two British companies are building an experimental system in the Ealing district of London in furtherance of British Prime Minister Margaret Thatcher's goal of "a cable industry similar to the one we have in the United States." Because the streets are paved in cobblestone and hide "unmapped" pipelines and conduits, he said, construction of the system is proving difficult. But, even so, he said, the building goes "merrily" along and, despite little promotion "we are starting with 20% penetration in a highly dense area."

He said he sees a need for HBO's new Festival family-oriented pay movie service, saying some consumers are turned off by the content of the existing pay services. As for Comcast, he said, "We will make a positive effort to see it gets a good play," he said. It could be positioned as a "companion piece" to The Disney Channel.

Right to wire

Florida Cablevision, a cable operator serving Fort Pierce, Fla., sued Telesat Cablevision Inc. and a local real estate developer last week in federal district court, alleging that Telesat's "exclusive" agreement with the developer to provide cable service to a private development within Fort Pierce is a violation of the Cable Communications Policy Act of 1984 and state and federal antitrust laws.

According to the complaint, Telesat, a subsidiary of Florida Power & Light, paid Gator Trace Realty Inc. a "substantial" amount of money for the exclusive right to wire Gator Trace, a small (about 600 homes when completed), private, residential community in Fort Pierce that Gator Trace Realty is building. And, under the agreement, the complaint said, Gator Trace Realty is

paying Telesat for its service out of the condominium fees on a "bulk" basis—a fixed amount for each condominium whether the condominium owner wants cable service or not.

The complaint charges that the Telesat-Gator Trace deal violates the Cable Act's provision guaranteeing cable operators access to public utility easements needed to reach potential subscribers and violates state and federal antitrust laws because it represents a "conspiracy" to deny Florida Cablevision access to the Gator Trace homes and ties the sale of a condominium to the sale of cable television service. The complaint also alleges that the deal violates a state condominium law that guarantees condominium owners access to "any available franchise or licensed cable television service."

Florida Cablevision also named the city of Fort Pierce in the suit for failing to enforce a provision of its franchise agreement with the city that prohibits private arrangements that restrict Florida Cablevision's access to Fort Pierce homes.

CATA plea

The Community Antenna Television Association told the FCC last week it should either convert its combined notice of inquiry and rulemaking on syndicated exclusivity rules into a notice of inquiry only or substantially delay the proceeding until all parties that would be "adversely affected" by adoption of the rules are adequately notified.

The proceeding "poses over 40 highly complex and interrelated questions, yet it proposes no specific rules upon which commenting parties can base their judgments and conclusions," CATA said. "This deserves the public interest. The commission is attempting to compress into a single step the process of inquiry, which is clearly needed in this case as a fact-gathering mechanism as to the programing marketplace, and rulemaking, which is designed to investigate the potential... impact of specific proposed rules so that the commission can assure itself... that they will do what they are intended to do."

With more time, CATA said, the affected industries will be able to "educate" the FCC on the "various complex factors" involved in syndicated exclusivity rules. "It is painfully clear from the commission's initial notice that the commission is unaware of those factors."

The proceeding may violate provisions of the Administrative Procedures Act and Regulatory Flexibility Act, CATA said, but CATA doesn't intend to challenge the proceeding on those grounds. "Instead, the infirmities mentioned will be made part of any appeal that may be necessary as a result of precipitous commission action that does not take these standards into account."

Comments on the proceeding are due June 22.

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Play it Safe.

Movie previews

Movietime, a new 24-hour basic cable network (BROADCASTING, Feb. 16), is expected to reach more than two million cable homes when it debuts Aug. 1, David Saltman, the service's vice president of marketing, said last week.

Movietime will feature a combination of movie previews of currently released films and original cable productions, celebrity interviews and profiles, as well as movie listings in each community carrying the channel.

Saltman likened the network to *Entertainment Tonight*, with a target audience of 12-34-year-olds. It is a basic advertiser-supported service offered free to cable operators and subscribers, he said, adding that in ad-

dition to revenue from motion picture producers and distributors, Movietime expects to attract advertisers of such products as soft drinks and candies.

Cable companies will be given two minutes per hour of local advertising time (offered at 29 minutes and 59 minutes after the hour), as well as customized sales materials, Saltman said.

X*Press express

Gerald Bennington, president of X*Press Information Services Ltd., announced that "in just six weeks" X*Press has acquired 1,300 customers for its X*Change information service, which offers information on education, life styles, shopping and conferencing deliv-

ered through cable lines to personal computers. X*Change, a basic cable service, is available to about two million cable homes, X*Press said.

Bennington said also an agreement among Turner Broadcasting, General Instrument Corp.'s VideoCipher Division and X*Press will make X*Change available to TVRO owners next fall. The transmission "will piggyback CNN signals and will be processed by the InfoCipher 1500R decoder module and then ported to the personal computer," X*Press said, adding that the data channels "are available on all VideoCipher II descramblers and integrated receiver/descrambler units, including those integrated into units from manufacturers other than the VideoCipher division."

According to Marty Lafferty, TBS vice president of direct broadcast sales, Turner will provide X*Press with transmission and news content and will market X*Change with CNN. He said that "the program provides expanded service to our customers and a chance to reach potential new viewers for CNN and Headline News." Within 90 days of the TVRO launch, an edited text of Headline News will be part of the X*Press menu, X*Press said.

Gospel offering


Representatives of the Gospel Music Network made a point last week of distancing it from the format of other religious programs, which have recently been under scrutiny following the PTL Club scandal. GMN's president, Bill Airy, said at the National Cable Television Association in Las Vegas that there would be no fundraising and no preaching on the seven-month-old, advertiser-supported network. Viewers "are not, and never will be, asked to send money," he said, adding that GMN does not "believe that aggressive fund raising should typify religious television." Instead, GMN viewers will see a mix of traditional and contemporary gospel music on the all-music network.

GMN is now seen six hours daily, seven days a week, on eight cable systems and seven broadcast stations, Airy said. It reaches 2.3 million TV households, and predicts that number will grow to 4.5 million-5 million by year end, he said.

In addition, GMN is also producing its first "proprietary programming," working with the Black Entertainment Network to produce a daily, half-hour black gospel program called *Soul Connection*. It will be presented daily at 6:30-7 p.m. NYT on both BET and GMN beginning next fall, GMN said.

GMN is "beginning to acquire quality, locally produced shows from both inside and outside the United States," including gospel videos from Australia, GMN said. Music programming on GMN constitutes 48 minutes per hour, with 12 minutes per hour available for advertising, GMN said.

According to Scott Pelking, GMN vice president of programming, "GMN is a morally responsible addition to the existing video music services available today, and for programmers it is likely a more acceptable alternative to other forms of religious programming. We have the potential of reaching a larger religious audience because of our nondenominational programming, as well as an enormous secular market because of our no-preaching format," he said.



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WAGT-TV

AUGUSTA, GA
Schurz Communications



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WCMH-TV

COLUMBUS, OH
Outlet Communications



WECT-TV

WILMINGTON, NC
Atlantic Telecasting



WITN-TV

GREENVILLE-N. BERN-WASHINGTON
American Family Broadcast Group



WPXI-TV

PITTSBURGH
Cox Communications



KGW-TV

PORTLAND, OR
King Broadcasting



KARE-TV

MINNEAPOLIS-ST. PAUL
Combined Communications



WRBT-TV

BATON ROUGE
Rush Broadcasting



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Ackerley Broadcasting



WNEM-TV

FLINT
Meredith Broadcasting



WSAV-TV

SAVANNAH
News/Press and Gazette



KOB-TV

ALBUQUERQUE
Hubbard Broadcasting



WCSH-TV

PORTLAND-POLAND SPRINGS
Maine Broadcasting



WNDU-TV

SOUTH BEND
Michiana Telecasting



WKJG-TV

FT. WAYNE
Thirty Three, Inc.



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WICHITA, KS
Kansas State Network



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ATLANTA
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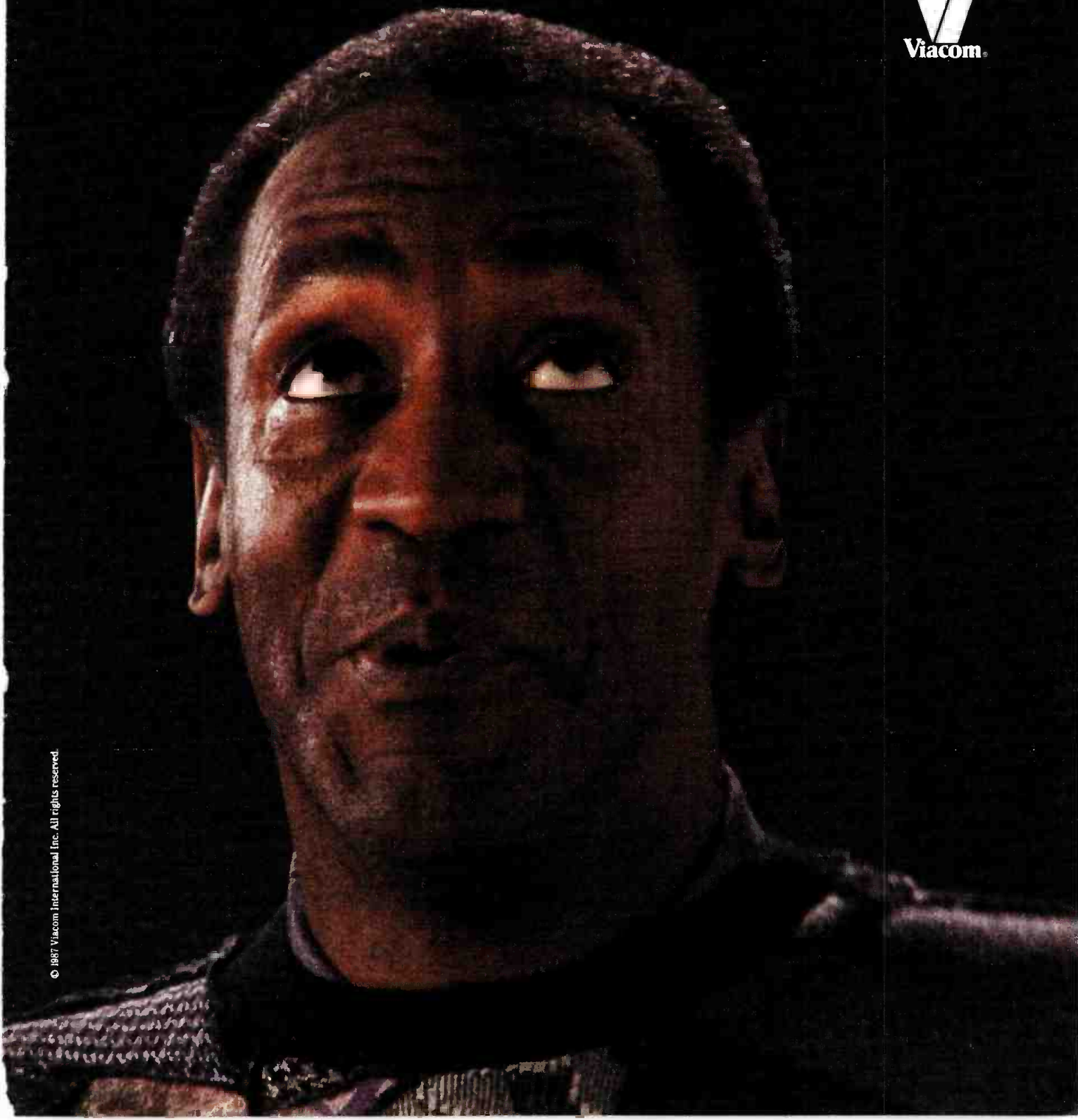


KAMR-TV

AMARILLO
Cannan Communications

night Thursday night.

These NBC Affiliates will put the power of Cosby to work *five* nights a week.
They know you can never get too much of a good thing.



Business Briefly

RADIO

ABC Warehouse □ Retail appliance store chain will conduct one-week flight beginning June 7 in Michigan markets including Flint, Lansing, Grand Rapids and Detroit and Toledo, Ohio. Commercials will be carried in all time periods. Target: adults, 25-49. Agency: Yaffee & Co., Southfield, Mich.

Riunite Wines □ Flight of six to eight weeks will kick off in late June in five or six markets in beach areas, including Norfolk, Va., and Cape Cod, Mass. Commercials will be presented in all

time segments. Target: women, 18-34. Agency: Hicks & Greist, New York.

NHD Warehouse □ Retail chain will inaugurate campaign in early June for two weeks in Boston, Providence, R.I., and Cape Cod, Mass. Commercials will be set in all periods. Target: adults, 25-54. Agency: Star Media, Boston.

New Zealand spring lamb □ Two-week flight to promote New Zealand spring lamb is beginning June 8 in markets including New York, Washington and Baltimore. Commercials will be set in all dayparts. Target: women, 25-54.

Agency: HCM/New York.

Hip Pocket Stores □ Retail clothing chain for young adults will stage campaign from June to September in number of Virginia markets, including Norfolk and Richmond, and Raleigh, N.C. All dayparts will be used. Target: adults, 18-34. Agency: Evergreen Media, Mountlake Terrace, Wash.

Sea Galley □ Restaurant chain will launch 18-week campaign in June in about eight markets, including Denver, Seattle, Portland, Ore., and Anchorage. Commercials will be placed in drive times. Target: adults, 25-49. Agency: Evergreen Media, Mountlake, Wash.

TELEVISION

3M Co. □ New commercial supporting Scotch high bias audio cassette is being introduced as part of company's dealer support program. Advertising will be placed during year in various parts of



country with concentration during holiday periods. Commercials will be placed in time slots appealing to young men, 15-25. Agency: Mars Advertising, Southfield, Mich.

Southwestern Bell Telephone Co. □ Advertiser has launched extensive campaign in five-state region (Arkansas, Missouri, Oklahoma, Kansas and Texas) covering 32 markets and continuing until mid-September. Commercials will be placed in sports programming and in early and late news, prime, late fringe and prime access. Target: adults, 25-49. Agency: D'Arcy Masius Benton & Bowles, St. Louis.

Mother's Cake & Cookie Co. □ Advertiser has begun campaign in Western markets including Los Angeles; Portland, Ore.; Seattle; Dallas; Houston, and San Antonio, Tex. Commercials will appear in prime access and early fringe



Photo memories. Heavyweight champion Mike Tyson (l) recalls his mentor and manager, Cus D'Amato, in new television commercial for Eastman Kodak Co. that was introduced last Saturday (May 30) on ABC's *Wide World of Sports*. Network flights will follow in June. Featured in commercial is Kodak Kodacolor VRG Film. Commercial is mixture of candid photos of D'Amato and Tyson and action footage of young fighter in training. Agency: J. Walter Thompson/New York. □

Ad lab. Pennsylvania State University will have new computer-equipped advertising lab courtesy of Donald W. Davis, chairman and chief executive officer of The Stanley Works. Davis donated \$100,000 in memory of his father, Donald W. Davis, who founded Penn State's advertising program 50 years ago. Donald W. Davis Advertising Laboratory will contain personal computers with advertising research and computer graphics capability that will be available to students taking advertising courses through School of Communications.

RADIO-TV Bingo!

Complete "Ready to Air" Package
\$595 radio • \$1995 tv

- **Oldest Promotion in The Industry**
Over 33 years... 1400 plus stations.
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A complete promotional package providing sponsors the "extras" that command extra dollars.
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A proven leader in all markets.

- **Tremendous Sponsor Foot Traffic**
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Sponsors and listeners demand it.
- OUR BUSINESS IS IMPROVING YOURS.**
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Barney



Great legs.

COLUMBIA/EMBASSY TELEVISION

A unit of *Coca-Cola Television*

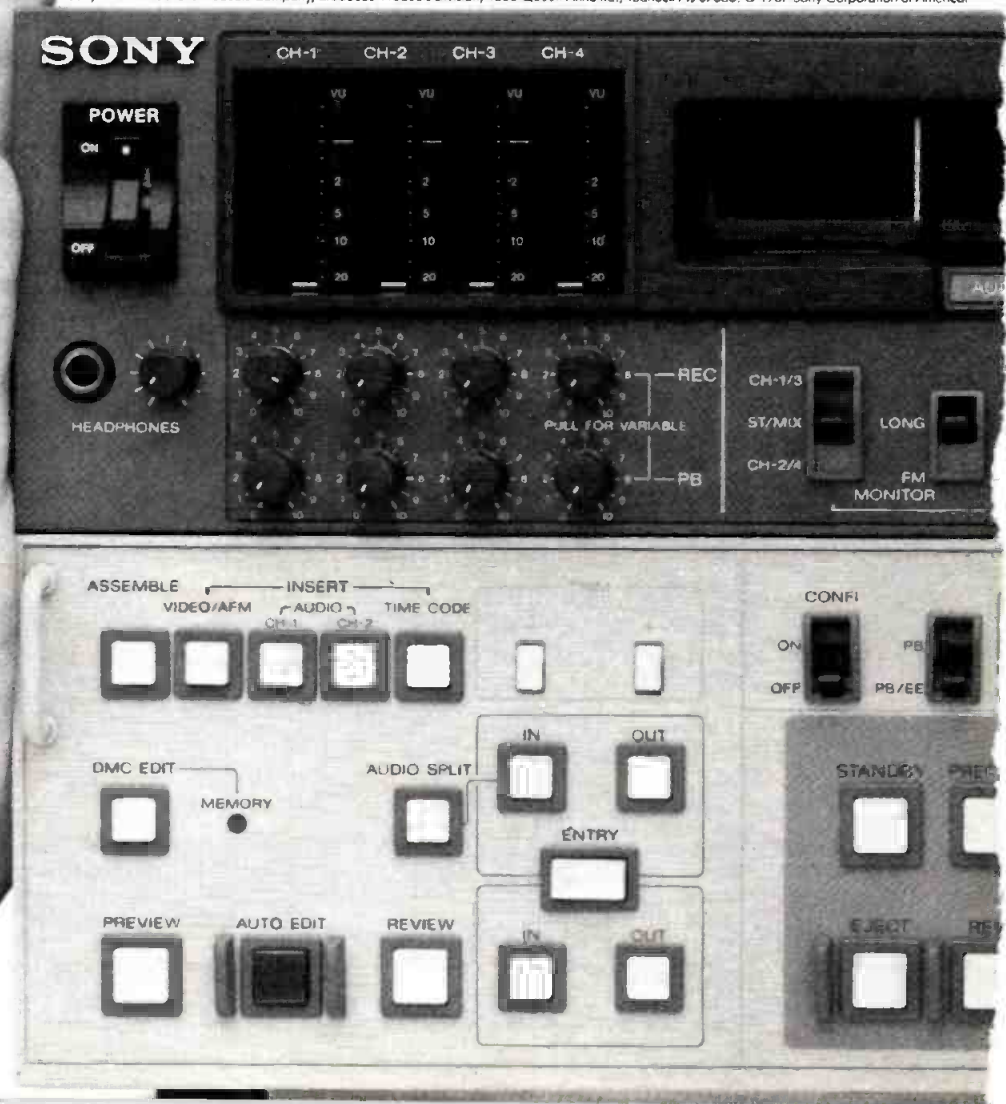
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Half-inch has just advanced a mile. Your suggestions and our experience were combined to create a superior form of Betacam.[®] Betacam SP.[™]

It delivers improved picture signal-to-noise. Four channels of high quality audio. And choices.

For great performance choose economical oxide tape. For superior performance choose metal particle tape.

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etter half.

And if you already own Betacam, you have the option of upgrading at your own speed. Because Betacam and Betacam SP are compatible. And that's a choice even your accountant will love.

For more information on the new line of Betacam products, contact your Sony Broadcast representative. Or call Sony at (201) 833-5231.

SONY
BROADCAST



Sony and Betacam are registered trademarks and Betacam SP a trademark of Sony Corporation.





and will continue until end of year. Target: women, 25-49. Agency: Ketchum Advertising/San Francisco.

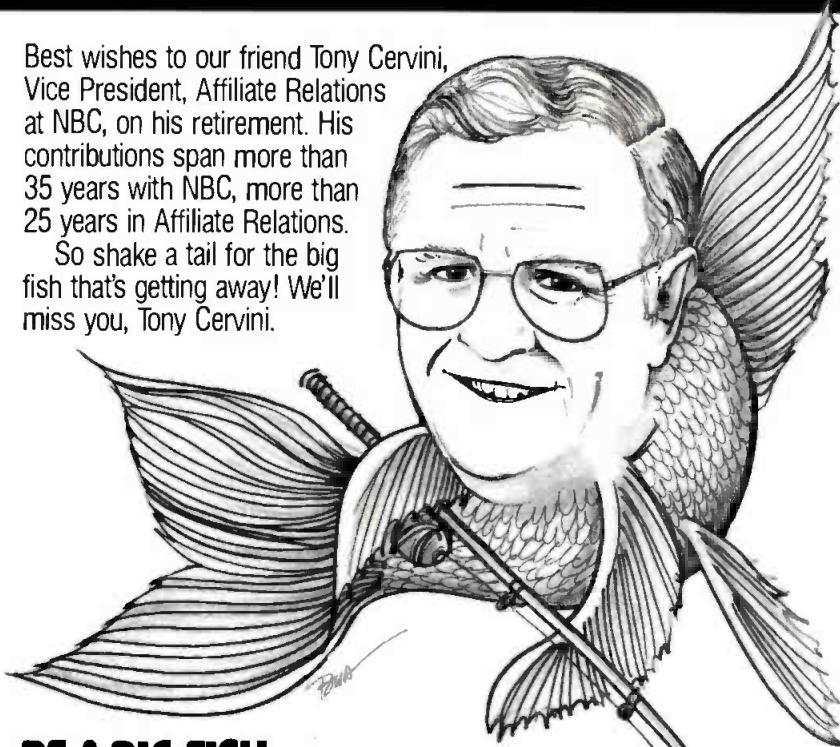
T.J. Maxx □ Flight of six to eight weeks will spotlight summer institutional campaign of retailing chain in 10 television and about 100 radio markets, starting in mid-June. Commercials will be scheduled in all dayparts. Target: women, 25-49. Agency: Ingalls Quinn & Johnson, Boston.

Wyatt's Cafeteria □ Two-week flight began in 30 radio markets and five major television markets last week. Market list includes Houston, Kansas City, Mo., and Denver. Commercials will be played in all dayparts. Target: adults 25-54. Agency: direct.

HERE'S TO A BIG FISH WHO IS GOIN' FISHIN'!

Best wishes to our friend Tony Cervini, Vice President, Affiliate Relations at NBC, on his retirement. His contributions span more than 35 years with NBC, more than 25 years in Affiliate Relations.

So shake a tail for the big fish that's getting away! We'll miss you, Tony Cervini.



BE A BIG FISH

BEAM COMMUNICATIONS

NBC WPBN-TV/WTOM-TV, NBC, Traverse City-Cadillac-Cheboygan, MI
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 WCFT-TV, CBS, Tuscaloosa, AL

Katz Continental Television

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Power is a very rare commodity in television these days. And so is the drama "Strictly Confidential."

It's the only show to combine the riveting drama of popular soaps with the proven appeal of today's hot, new reality formats—all in an innovative new series that explores the real-life problems confronting modern relationships. The result is powerful drama your viewers won't want to miss.

Host Dr. Susan Forward is today's newest media star. Her recent book has been #1 on *The New York Times*' bestseller list for a phenomenal 26 weeks in

a row. That means people respect her. Trust her. And *want* to see her innovative and fresh approach to television drama.

Powerful real-life drama. Powerful host. And a powerful new concept in television entertainment make "Strictly Confidential" the next step in reality programming. A show with the strength to attract and hold viewers' attention.

Put the power of television's hottest new show to work for you right now. Call your Blair Entertainment representative today.



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THE
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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.



HARRIS

A commentary on syndicated exclusivity from Shaun Sheehan, vice president/Washington, Tribune Broadcasting Co.

The perils of resurrecting the FCC's syndex rules

The reintroduction of syndicated exclusivity would not only harm Tribune Broadcasting but also other independents and, most certainly, the public.

With superstations WGN-TV Chicago and WPIX(TV) New York in our lineup, our opposition to syndex can be readily understood. How—from our perspective—the public and our fellow independents lose are factors that you may wish to consider.

In programing, Tribune Broadcasting is coventuring several first-run offerings with major production companies. This creates opportunities for Hollywood to develop the product, for national advertisers to reach consumers, for television stations to exhibit original shows and, most important, for the public to have viewing choices. Syndicated exclusivity would jeopardize all this. The following examples illustrate this process.

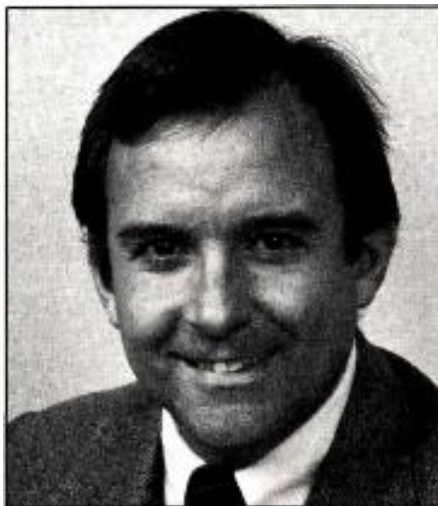
Tribune Broadcasting through its syndication company, Tribune Entertainment, is coventuring with MCA on *Charles in Charge*, a first-run situation comedy starring Scott Baio. Fifty-two new episodes are in production. CBS originally launched this show but canceled after one season. This co-venture employs the creative community and creates a new avenue for original programing other than through network exposure.

The series is offered to stations nationwide on a barter/syndication basis. This reduces the cash outlay stations normally face and provides them (mostly independents) with fresh programing to attract viewers and enhance their schedules. WGN's extended-reach provides the added coverage that attracts national advertisers while the participating station lineup expands and makes the programing venture sustainable for the long-term.

The public receives alternative, new viewing choices. As of March 1, 1987, *Charles in Charge* was being cleared in 69% of the nation by local stations. WGN's extended coverage elevated the total and crossed the threshold necessary to attract national advertisers to buy the barter.

Further, in markets where the show is broadcast locally and also is available by superstation there is virtually no siphoning of audience by the distant signal. The simple reason is that the local station promotes in the market. A passive superstation such as WGN-TV, which promotes itself as "Chicago's Very Own," does not.

Tribune Entertainment specials are, perhaps, more to the point. *The Mystery of Al Capone's Vaults* was broadcast live nationwide. Every station opting for that special knew that Tribune Broadcasting would air it on superstations WGN-TV and WPIX.



Shaun M. Sheehan is vice president/Washington of Tribune Broadcasting Co. Before joining Tribune in February 1986, he was with the National Association of Broadcasters for seven years, where he served as senior vice president of public affairs and communications.

Eighty-one affiliates (42 ABC, 22 CBS, 17 NBC) chose to delete their network programing that evening to broadcast the show. One hundred and eighty-one stations cleared the program.

Its ratings success is history. Superstation carriage did not hinder its appeal to local stations, local audiences or local advertisers. WGN's extended coverage was pivotal in attracting those national advertisers up-front to insure the program's viability.

Moreover, the program's ratings on the West Coast where it was broadcast on a delayed basis in most markets, equaled or exceeded its ratings in the rest of the country—despite the news that "there was nothing in the vault" having been reported locally on the West Coast, and the entire program could have been seen hours earlier via the live superstation telecasts.

The overwhelming success of Tribune Entertainment live specials and the ready acceptance of them by savvy network affiliates and independents refute arguments that syndicated exclusivity rules are important. If duplicative programing is harmful, the Capone special should have proved disastrous.

Tribune's experience with barter syndication leads us to the conclusion that this first-run program production system would be seriously jeopardized if syndicated exclusivity rules were put in place. A national advertiser would be unsure as to what extent its program would be blacked out. Total household coverage would inevitably be reduced. Stations, facing a continued cash squeeze,

would be forced to pay cash and surrender barter time to make the production deals work. Or, more likely, some new programs simply would not get made. We would all be back to chasing after the limited number of off-network series and movie packages, risking ever-increasing cash license fees.

For many years, regulatory officials encouraged broadcasters to seek avenues for other-than-network delivery of new programing. Syndicated exclusivity would cripple this proved method.

The threat syndex poses to superstations is obvious. Cable operators may find it too expensive and laborious to delete the locally duplicative portions of a superstation's schedule and decide to drop it in favor of another cable service, leaving millions of viewers without familiar Tribune staples including Cubs baseball and prime time news.

Cable systems most likely will replace these channels with cable originated programing that will contain local advertising opportunities for them to sell. WGN does not sell in the local markets of other stations. It will be replaced by an active, local competitor.

Cable also expands the independent station's reach. Cable enables independents to reach their local markets with a premium-quality signal, while giving independents equal access to suburbs, exurbs and even other states via microwave. Most major-market independents—not just superstations—have substantially expanded coverage as a result of cable pickups.

This household coverage can be—and in many cases is—sold to advertisers. The coverage "bonus" provides independents with a distinct advantage over affiliates, which tend to be the favorites of advertisers to begin with.

With syndicated exclusivity, these major-market independents will surrender a distinct advantage. Moreover, these are the independent facilities with the resources to present news, sports and children's fare.

There is a bugaboo that seems to propel the rush to reinstate syndicated exclusivity: the notion that superstation independents are "stealing" local stations' viewers in droves. This is a gross misconception. Superstations have negligible viewership in markets served by established independents. A.C. Nielsen sign-on to sign-off figures from November 1986 show that in the 13 metered markets, all distant stations draw only a 2.6 average rating. Fully 58% of these distant-station viewers are watching adjacent-market affiliates and 15% are watching adjacent market independents. WTBS captures an additional 15%, leaving only 12%—a 0.3 rating—to superstations WGN, WWOR, WPIX, KTVT and the others.

This leads us to conclude that the reimposition of syndex is of no benefit to indepen-

EMBASSY NIGHT AT THE MOVIES TOP PIX LIST

(Starts on page 1)

VARIETY

Vol. CCX No. B

USPS 656-960

New York

02371

112 PAGES

EMBASSY #1 BARTER NETWORK

Columbia Pictures Adds Strength To 'Embassy Night At The Movies'

Hollywood—Leslie Z. Tobin, Vice President, Motion Picture Sales and Acquisitions for Columbia/Embassy Television, in an exclusive interview discussed the future of Embassy Night at the Movies and barter movies in general.

"We are extremely confident that 'Embassy Night at the Movies' will maintain its #1 position in the years to come," Tobin stated. "A key factor in the future success of 'Embassy Night at the Movies' is the recent addition of Columbia Pictures' theatrical product to our existing library of potential releases.

"With Columbia Pictures being a leader in theatrical feature production, we will be gaining quality titles with outstanding name talents, both above and below the line. Moreover the value gained through their promotional campaigns will only add strength to the films we will use in 'Embassy Night at the Movies.'"

In addition to the Columbia Pictures films, Columbia/Embassy Television is continuing with what Tobin calls "our aggressive acquisition campaign. In recent months we completed deals with New Line Cinema, DEG and two separate arrangements with ex-Beatle George Harrison's HandMade Films.

"Some might think that we will slow down our program now that we have the Columbia product. They couldn't be more wrong. It just helps our position as a major player in film acquisition."

(Continued on page 67)

Quarterly Release Schedule Gives 'ENATM' 'Event' Feel

Hollywood—In an exclusive interview yesterday, Barry Thurston, President, Syndication, Columbia/Embassy Television, reflected on the outstanding success of the company's "Embassy Night at the Movies" barter movie network.

When pressed for details, Thurston revealed that a key element entails the once-a-quarter release schedule—as opposed to the one-movie-per-month schedule followed by other barter movie networks.

(Continued on page 88)

'EMBASSY NIGHT AT THE MOVIES' LEADS PACK AS LATEST TOP 10 UNVEILED

Hollywood—'Embassy Night at the Movies' ('ENATM'), the first of the current genre, continues to be the #1 barter movie network, as shown by the latest NSS ratings. It was announced today by Barry Thurston, President, Syndication, Columbia/Embassy Television.

Since its premiere in October 1983, Columbia/Embassy's 'ENATM' is the only barter movie network to maintain a double digit Average Rating (10.4).

According to NSS SON Oct. '83 - Feb. '87, among networks airing more than one time, the top 10 list reads as follows:

- | | |
|--------------------------------|------|
| 1. EMBASSY NIGHT AT THE MOVIES | 10.4 |
| 2. MCA DEBUT NETWORK | 8.2 |
| 3. BUENA VISTA MAGIC I | 7.4 |

- | | |
|--|-----|
| 4. TRIBUNETV NETWORK | 7.3 |
| 5. ROACH/LBS COLORIZATION NETWORK I | 7.2 |
| 6. MGM/UA PREMIERE MOVIES | 6.8 |
| 7. ORBIS PREMIERE MOVIES | 4.3 |
| 8. COLUMBIA/LBS | 4.2 |
| 9. FOX HOLLYWOOD THEATER/METRO PRIME '86 | 4.1 |
| 10. LBS MOVIE OF THE MONTH | 3.1 |

"Our success with 'Embassy Night at the Movies' is a result of many elements," Thurston stated. "Timing is extremely important. Selecting the proper film and knowing when to schedule it, albeit an inexact science, is

one marketing strategy in which we take enormous pride. Understanding the nuances between theatrical and television film audiences is the key.

"Our partners, the individual stations in our lineup, constitute another important ingredient. Their efforts to promote each film, utilizing the extensive materials we provide and having the proper lead time, add greatly to their ability to generate audience awareness and interest, which translates to performance.

"Advertising confidence couldn't be any higher than it is right now with 'Embassy Night at the Movies,'" Thurston added. "We're certain we will continue to justify this confidence as a result of the excellent movies we will have available."

(Continued on page 73)

'Embassy Night At The Movies' Swamps Competition With 13.3 Rating

Hollywood—Columbia/Embassy Television's "Embassy Night at the Movies," the most successful syndicated barter movie network, scored a major success with an outstanding performance by its latest presentation, "Swamp Thing" which concluded its window (February 5 - March 4) with an exceptional 13.3 National Rating, tying it as the fourth highest barter film of all time.

In addition to the national number covering 139 stations, "Swamp Thing" made an impressive showing in the 13 metered markets with a strong 13.7 overall Rating performance. The movie was the #1 independent offering in 20 of a possible 24 airings. It placed #1 in its time period at least once in 5 of the 13 markets, including Chicago, Philadelphia, San Francisco, Houston and Miami, and was #2 in its time period in Boston and Washington, D.C.

In New York, "Swamp Thing" first aired 8:00 PM and scored an 8.0 Rating and 11 Share, making WPIX the #1 independent station in that time period. (The second airing in New York garnered an even higher 9.5 Rating and 16 Share.)

On KTLA, L.A., the film was initially run 8:00 PM as well and resulted in an 8.4 Rating and 13 Share. On WKBD, Detroit, the show first aired 8:00 PM and came in with a whopping 10.0 Rating and 14 Share.

(Continued on page 96)

Promotion Contest Adds Flavor To Columbia/Embassy's Summer Release Of 'Sheena'

Hollywood—Columbia/Embassy Television is conducting a station contest with promotion managers in conjunction with "Embassy Night at the Movies" July 9 to August 5 release of "Sheena." It was announced today by Michael Zucker, Vice President, Marketing, Columbia/Embassy Television.

The contest will entail prizes, such as television sets, VCRs, compact disc players and an AM/FM stereo radios for the most unique and effective

(Continued on page 58)

LATEST SUCCESS TOM CRUISE "LOSIN' IT" SHELLEY LONG



'EMBASSY NIGHT AT THE MOVIES' 139 STATIONS

COLUMBIA/EMBASSY TELEVISION

A unit of Coca-Cola Television

Advertisement

dents and for many will prove detrimental.

Similarly, the creative community does not appear to have suffered without the rule. We suspect that under the new regulatory scheme, a station will be required to pay a premium for exclusivity if it so desires. Is it really necessary?

Hollywood, through syndication companies, is fully cognizant of its customers. When Viacom sold *Cosby* to MCA's WWOR New York, at a record price—the first market in which the show was offered—Viacom and MCA were aware of WWOR's superstation reach. In Chicago, the second market bidding on *Cosby*, Fox's WFLD paid a record-setting price as well. In Los Angeles, the third market, *Cosby* again set a record when Chris-Craft's KCOP (with its ownership connection to Warner Communications) purchased the syndication rights. In the 40-plus markets where *Cosby* has been purchased, it has sold on the average for two-and-a-half times the all-time record.

To recap, Viacom could have sold *Cosby* to other stations if it felt the superstation would hinder its marketability. Further, the New York sale should have depressed the price for subsequent markets. In the three largest markets, the show commanded record prices. In all three markets, the program was purchased by stations owned by or with connections to Hollywood companies.

In 1980, syndicated exclusivity was abolished. Since then, the video marketplace has witnessed profound change.

The proliferation of independent stations, the growth of market share achieved by independent stations (garnered from affiliate competition), and the exponential rise in the cost of syndicated programming are among the changes. These facts once again question the supposed harm caused by the absence of syndicated exclusivity.

Ignored as the verbal salvos escalate in this debate is that independent UHF stations have achieved signal parity through cable carriage, while cable has achieved consumer acceptance by marketing a package that includes local broadcast stations. It is about time that this symbiotic relationship is finally acknowledged.


For sake of argument, should not the new technologies be considered in the equation? Television is television. Regardless of the delivery mechanism, success is achieved by attracting viewers. If a station purchases an exclusive movie package, how will exclusivity be invoked against VCR rentals of the same product? How will backyard dishes be regulated? How do you consider a program that is both in syndication and part of a network's prime time schedule such as *Magnum, P.I.*?

How will syndicated exclusivity work?

Will a station be able to demand blackouts if a distant station is carrying a program or movie simultaneously? Or will the local station be able to black out the competition if it owns a program but is "resting" it? If it owns a movie but doesn't plan to run it for another year or two?

Clearly, syndicated exclusivity will prove to be a regulatory morass. How will the FCC black out and police Baltimore from Washington, San Diego from Los Angeles, Hartford and Philadelphia from New York, Providence from Boston and numerous other examples as a cursory examination of the U.S. map will reveal.

Who is kidding whom? Programmers and syndicators are thriving. Cable and independents are launching new shows. The superstations are not siphoning appreciable audience. Viewers have unprecedented choice. The real-world facts are butting against the FCC's proposed theory. The rule is simply not necessary.

Tribune Broadcasting has witnessed and participated in the growth of the telecommunications industry. It is difficult, however, to chart a future course in this rapidly changing environment if the regulatory agency with the authority to establish the ground rules decides to abolish a rule in 1980, not to revisit it in 1984 and to launch a rulemaking to reimpose it in 1987. 

Open Mike

Call to action

EDITOR: It's sad that BROADCASTING, which is, after all, a print medium, is forced to carry the First Amendment torch for an industry whose trade association, the National Association of Broadcasters, has for so long whined for parity with print. Your May 18 editorial, "Aid and comfort," was right on, flowed beautifully from your earlier news story mentioning the so-called "dirty words" and must have occasioned considerable squirming on N Street. Your news story assured me of what your editorial position would be on government intrusion into programming content and prior restraint.

Only print media have stood up for broadcasters' rights. Collectively, we've been silent—perhaps furtively agreeing with print comments in our trade journals, but we've done nothing: our trade association has stood mute.

What a terrible First Amendment intrusion this is. What an awful Pandora's Box we are allowing to open. Obscenity is slopping over into indecency with muddy definitions, and vague directives are to become our guidelines as we prepare to celebrate the Constitution's 200th anniversary. NAB mails us PSA's on the bicentennial but will not lift a finger to defend the Constitutional guarantees that most affect us. Shall we be guided by FCC dicta on *seven* dirty words in

on-air parlance? Is "nigger" then acceptable? How about "kike" or "dago"?

For seven years, I have conducted an adult reading program on my station—an uncensored program because I do not believe in bowdlerizing. Books have ranged from the classics to contemporary thrillers, and scenes of explicit sexuality or street language have never been edited out. If "nigger" remained in *Huckleberry Finn*, so did "Shit!" when the pursuing cop missed his shot. These episodes are always introduced with the reminder that the program is for adults. Shall I now consider Mark Twain unacceptable when "Beverly Hills Cop" or "Ghostbusters" is constitutionally protected? What if I chose to read the Bible on air? Would our license be at risk? There's some pretty heady stuff in there with all those "be-gats" and those detailed adulteries. Has anyone at the commission read the Constitution? Has anyone in our industry read those fuzzy little regulations?

Keep up the good fight, BROADCASTING! You may even awaken some of my brethren to join you.—*Jerome Gillman, president and general manager, WDSY-FM Woodstock, N.Y.*

Makes a difference

EDITOR: Regarding your May 18 editorial

"Aid and comfort," if you are going to continue under the banner of BROADCASTING, then you had better become aware of the fact that there is a big difference between "broadcasters" and those who are simply in the radio or television business.

Broadcasters are those people who operate their stations in the community interest. They involve themselves heavily in community affairs and set a high professional standard. They don't need FCC guidelines, because they far exceed even the former FCC programming standards. They make a profit, but not at any cost.

The people who are just in the radio and television business, on the other hand, are in it only for the bottom line. They operate with as little public service as they can, and could care less about their image.

I must admit, one of the more sorrowful aspects of deregulation is that there are more of these on the air now than before, but please don't confuse them with broadcasters. The overwhelming majority of license holders are broadcasters... and they are appalled not only at what was allowed on the air, but that any one would seriously try to get the National Association of Broadcasters to hide behind the First Amendment for protection on this issue.—*Doug Stalker, KERS (AM-KINL-FM) Eagle Pass, Tex., and a member of NAB's small market committee.*

Datebook

■ Indicates new entry

This week

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 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, WAVY-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 1**—*North Carolina Public Radio Conference*, "Pulling Together for Public Radio," Velvet Cloak Inn, Raleigh, N.C. Information: (919) 733-6341.

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**—*Satellite Broadcasting and Communications Association* software-programer/distributor meeting. Showtime headquarters, New York. Information: Margaret Parone, (703) 549-6990.

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

June 5—"Miami's Hispanic Media: Influence and Opportunity," half-day seminar sponsored by *The Media Institute*. Information: Martha Vilarchao, (202) 298-7512.

June 5-7—*National Council for Families and Television* annual conference. Santa Barbara Biltmore, 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.

Also in June

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—*Southern California Broadcasters Association* 1987 Wingding. Sportsmen's Lodge, Studio City.

Los Angeles. Information: (213) 466-4481.

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-

"Datebook" continues on page 67.

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 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.

Major Meetings

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

Oct. 18-21—*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 Broad-*

casters 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.

April 30-May 3, 1988—*National Cable Television Association* annual convention. Los Angeles Convention Center.

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.

AT&T brings you a program that continues to make history.



Four years ago,
The MacNeil/Lehrer NewsHour
made history as the first hour-
long evening news program
on national television.

It continues making
history every week-
night on PBS as an ever-
increasing audience

looks to the program as "The Nation's Hour of Evening News."

Consult your local listings and join the millions of dedicated viewers who count on Robert MacNeil and Jim Lehrer to give them the news of the day in depth.

We at AT&T began supporting the award-winning MacNeil/Lehrer approach to the news in 1980. We're still doing it today.

We believe it's one more reflection of our commitment to excellence. In the quality of life. In the quality of our products and services.

If it's outstanding performance you want, AT&T will see that you get it.

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The right choice.

Broadcasting Jun 1

Vol. 112 No. 22

TOP OF THE WEEK

May showers NBC with sweeps victory

Network makes it nine in a row while ABC turns in worst showing ever

NBC won the May sweeps, its ninth consecutive sweeps victory, by a 7% margin over CBS and a 27% margin over ABC. ABC turned in the worst major sweep period (February, May and November) performance ever for a network. According to Nielsen Television Index ratings for May, from which all of the numbers in this report are taken, ABC averaged an 11.3 rating and a 20 share within the Nielsen sweep period (April 30 to May 27) and an 11.4/20 within the Arbitron sweep period (April 29 to May 26). Last week, ABC affiliates responded sharply, and negatively, to the poor performance, and were highly critical of the network for what was perceived as a failure to schedule quality event programming that could have made a difference in the sweep period (see story, page 64).

While most of the good news was NBC's, affiliates of that network expressed concern over a major setback in the Monday-Friday, 10:30-11 p.m. period, which leads into local news. CBS scored a major coup there, coming from third place in May 1986 to first place last month, with an average 15.9/28, up 10%. NBC fell 14% in the news lead-in period to an average 13.3/23. For ABC there was more bad news. Its standing in the same time period fell 24% to an average 11.3/20. Both NBC and ABC affiliates said the problem would probably be discussed at their television affiliate meetings in Los Angeles.

The May numbers also showed a continuation of erosion in the network audience base, a trend that re-emerged in the 1986-87 season after a short-lived rebounding of network viewing levels during the previous season. The erosion was not limited to prime time either. Substantial declines also occurred in daytime viewing and viewing to the three network evening news programs. In prime time, the level of homes using television was off about 1% in the May sweeps compared to a year ago, averaging 57.7%. The three-network prime time audience share in May was down more than 5% to an average 68.6%, which led to a ratings decline of about 6%, to a three-network average of 39.6.

According to David Poltrack, CBS vice president, research, "aggressive marketing by independents during May" probably accounted for most of the network erosion that month. (The ratings for independent viewing in May will not be available for another

two weeks.) Poltrack also said that subscriber growth this year in basic and pay cable may also be a contributing factor, as was the continuing deterioration of Nielsen's outgoing NTI service as the company devotes a greater share of resources to installing its people meter system and fewer resources to maintaining NTI. The Fox Broadcasting Co. has also made an impact on Sunday nights, which it started programming in April from 7 to 10 p.m. According to a CBS estimate, Fox affiliates have improved their ratings by an average of one full rating point on Sunday

levels—NBC by 4% and CBS by 17%, two full rating points, to an average 9.7. *ABC World News Tonight* was third with a 9.3 rating, three-tenths of a point off its May 1986 mark.

NBC's prime time average came to a 14.7 Nielsen rating, off 6% from its average last season. Its victory this time around was not as dominant as its win last May, when it averaged a 15.6 rating, followed by ABC's 13.3 and CBS's 13.1. The gap was narrowed a little more during the Arbitron period: in May NBC averaged a 14.6, compared to



NBC's new number one. 'Family Ties' beats 'Cosby' for top spot.

nights since the launch of the Fox Broadcasting schedule.

The only prime time cable numbers available for May last week were for HBO. Nielsen said the service received an average 7.9 rating in HBO homes, off about 6% from a year earlier.

In the daytime and early evening network news periods, viewing in May was off by at least 10% in each. The three-network rating in daytime was down 10.8% to an average 14.9, with CBS retaining its lead with a 5.5 rating, compared to the 5.9 average it had a year ago. ABC was second with a 5.5, down 9%. NBC, last a year ago in daytime, was last again with an average 5.2, down 12%. There was a 10% decline in network evening news viewing. *NBC Nightly News* overtook *CBS Evening News* to place first with an average 10.4 but both fell below year-ago

CBS's 13.6 and ABC's 11.4. A year ago, NBC averaged a 15.7 Nielsen rating during the Arbitron period, followed by ABC with an average 13.4 and CBS with a 13.0.

According to Poltrack's analysis of the numbers, the narrowing of the gap was due in large part to three NBC programs that did not perform as well in the May sweeps as in the past. Most significant was the fall-off of *Miami Vice*, which had an average May rating of 11, a 40% drop from last May. As a result, NBC's Friday night performance in May was off 31%, compared to that night's performance in the regular season. The network's Monday movie was off substantially also, dropping from the fourth-ranked program in the sweeps last May to 18th this time around. NBC's Wednesday lead-off show, *Highway to Heaven*, was also down, by 11%, leaving it as the 39th-ranked program,

compared to its 22d-place finish a year ago. NBC claimed six of the top-10 programs in the sweeps and nine of the top-20 shows. For the first time since the program took the top spot two years ago, *The Cosby Show* did not finish first in the sweeps in May, and its rating dropped, by 9%, leaving it in the second-place spot with an average 26.7/47. *Family Ties* was first with an average 27/45. *Cheers* was third with an average 22.1/36, followed by ABC's *Moonlighting* which pulled a 20.1/32. ABC's *Growing Pains* fin-

ished fifth (20/33), followed by CBS's *Dallas* (19.5/34), NBC's midseason (and subsequently canceled) *Nothing in Common* (19.5/32), *The Golden Girls* (18.6/36), ABC's *Who's the Boss?* (18.4/32) and *NBC Sunday Night at the Movies* (18.3/30).

NBC's *Night Court*, which finished seventh in the regular season, fell out of the top 30 in the sweeps, because it was moved out of the *Cosby*-driven Thursday comedy block while the network tested other programs. "We are convinced," said Poltrack, "that the

Cosby flow-through holds that night together."

CBS is gambling that next season NBC's dominance on that night may be challenged with the move of *Family Ties* to Sunday to make room for the new and untested *A Different World*. CBS is putting the first combat program about Vietnam on Thursdays from 8 to 9 p.m., hoping that the program, already attracting a lot of publicity, will provide an attractive alternative to the male audience seeking a hard hitting action/drama. □

Affiliates find program cost containment elusive

Competitive bidding for off-network product plus increased license fees for others are hampering efforts to keep program costs in line

A jump in the cost of one show can more than offset a number of reductions in prices of other programs, said the controller of one broadcast group. That observation explains why in 1987 and 1988 programing costs for the majority of TV stations will probably increase, often significantly, despite a generally acknowledged "softening" of the program marketplace. The TV stations involved are primarily network affiliate stations, whose managements are willing to bid up the price of successful first-run shows and will do the same for certain off-network sitcoms. With average affiliate revenues off to a slow start in 1987, the question of whether station margins will be squeezed remains to be answered.

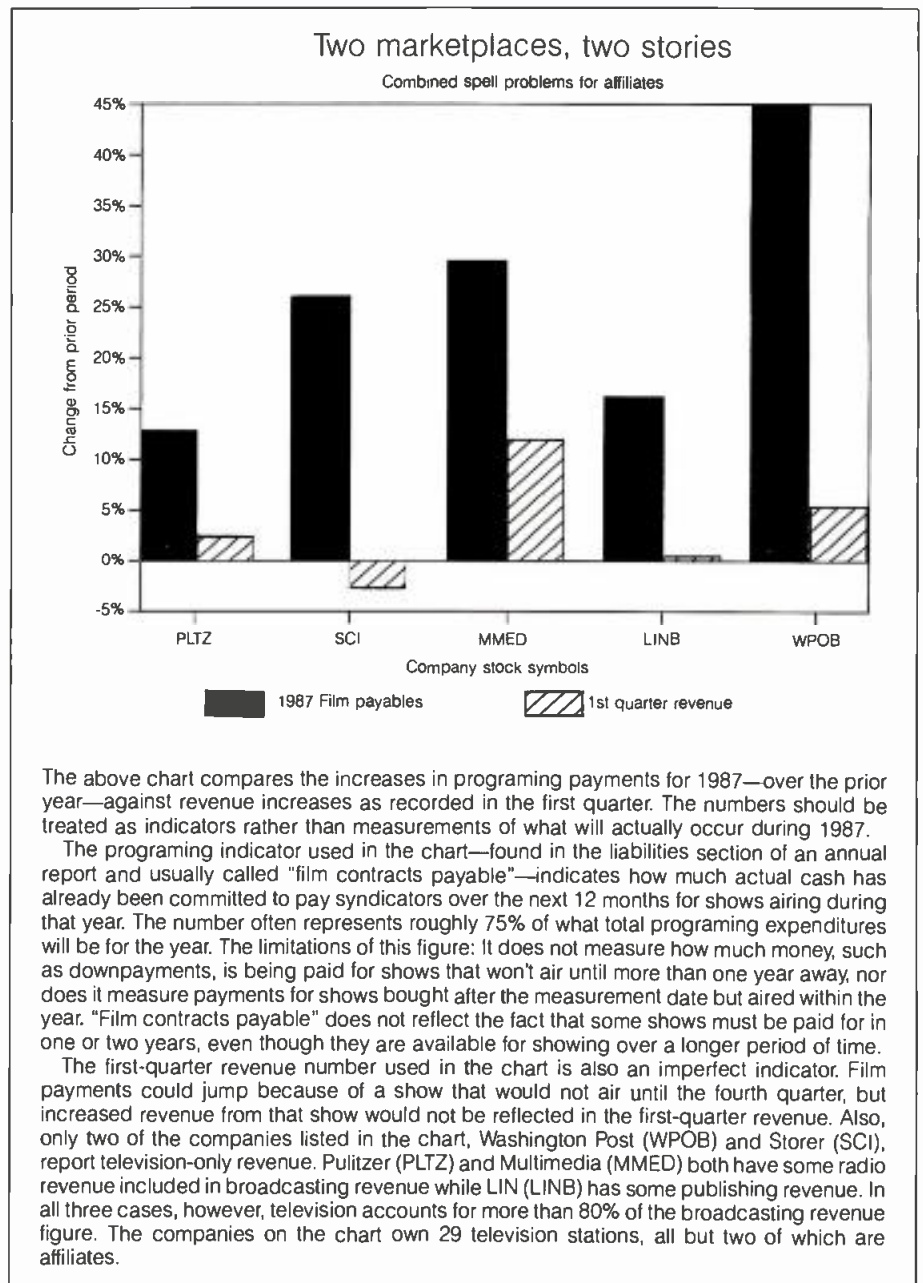
There is an industry joke, grounded in fact, that some station groups have a line in their listing of engineering, news and other costs that reads: King World Productions. In fact much of the increased programing expense being reported by station groups will end up as checks sent to the New York-based syndication company, which has three very successful shows running primarily in early fringe (4 to 6 p.m.) and prime-time access (7 to 8 p.m.). Those three hours can account for a third of total programing costs at many stations.

Thus projected license fees for King World serve as an indirect measure of programing cost increases for many affiliate stations. For the company's talk show, *Oprah Winfrey*, industry sources indicate that King World will receive license fees (excluding advertising revenue from barter spots the company keeps) of just over \$20 million for the initial 1986 broadcast season, running until September. For the season beginning in the fall, those license fees are expected to triple, to roughly \$60 million. *Wheel of Fortune* returned license fees of \$44 million for the 1985-86 broadcast season; for the current season the take is expected to be in excess of \$65 million and by next season to reach over \$80 million, or almost double that of two years before.

License fees for the company's second game show, *Jeopardy*, are said to have jumped from \$22 million in the 1985-86 season to what may be more than \$40 million in the current season. Industry sources say that

increase will "moderate" to a roughly 16% increase in the next broadcast season, reaching about \$48 million. The combined projected increase of roughly \$70 million for the three shows will be 50% (obscuring at least one instance where a knowledgeable

source said *Oprah Winfrey* fetched a license fee increase of 1,100% in a new contract in one market). James T. Lynagh, president of Multimedia Broadcasting Co., said those increases in some cases were moderated by *Wheel* and *Jeopardy* going from five days a



week to six.

But are the bigger checks being signed by broadcasters in 1987 (see chart) all going to King World? Dick Robertson, with the office of the president of Lorimar-Telepictures and who oversees the company's syndication operations, said: "Everyone else [but King World] is pretty much getting inflationary, or just a little bit over inflationary increases. Our shows are getting, on average, probably single-digit increases." King World's chief operating officer, Stuart A. Hersch, agreed there is a two-tiered market right now, "very much like what happened a couple years ago in the record business when there were only a few stars, such as Michael Jackson, Lionel Richie and Billy Joel, while everyone else was scrambling just to get distributed."

Among the "stars" that will help boost programing prices still more in 1988 is the *Cosby Show*, which has more than doubled the record sitcom price in most markets and which, as of a recent count, had been purchased in 77 of 82 markets by affiliates. Other sitcoms soon to begin airing, and thus recorded, include *Webster*, purchased by affiliates in 47% of the 145 markets where it has been sold, and *Kate & Allie*, purchased by affiliates in 60% of the markets sold.

Robertson said that affiliates purchasing *Cosby* in the top-50 markets—where affiliates are prohibited from placing off-network shows in the lucrative 7-to-8 p.m. slot—had to be either hoping that the prohibition might be lifted or that, if the show were run earlier in the day, the *Cosby* audience would "flow" over into stations' local newscasts.

The bottom line, said Boston-based media consultant, David Butterfield, is that "stations are in close to a bidding situation for most of these shows." Said Robert Sutton, president and chief executive officer of the Media General Broadcast Group, "I don't see programing costs coming down... It [the increase] might slow just a hair, but somebody else is always willing to pay for shows that perform." Media General said film contracts payable for 1987 increased 5%, and Sutton said he expects programing costs to increase roughly 10% the following year.

In contrast to the gains of programing costs, TV station revenue so far in 1987 is up by less than 5%, according to the Television Bureau of Advertising, whose assessment seems confirmed by the just released first-quarter results for publicly held group owners (see chart). Whether spot advertising will pick up later in the year is still unknown, and those looking forward to quadrennial benefits of the Olympics may have forgotten the complaints of some that the last time around ABC's network sales for the 1984 Olympics drained money out of the spot marketplace.

Unlike their independent brethren, affiliates have less exposure to programing costs, which amount to roughly one-quarter of their total expenses, compared to the 40% or more many independents report. But programing increases are still large enough that at least some station groups are looking to hold the line elsewhere, including, in some cases, the cost of news. A hypothetical example for a station with \$50 million in rev-

enue, an operating profit of \$20 million and program expenses of \$7.5 million (25% of total expenses), would show that if revenue increases 4%, to \$52 million, while program expenses jump 20% to \$9 million, all other costs would have to be virtually frozen for management to register any profit increase.

Are the profit margins of affiliates in for a squeeze? Ward Huey, vice chairman of A.H. Belo Corp., and president of that company's broadcast divisions, said not: "People have redirected how they spend dollars and might choose to spend less money for that which doesn't appear on the air. Frankly we are pleased with our audience delivery and we see growth."

For many stations there has recently been a timely slowdown in the rapid increase in news costs, notes Multimedia's James Lynch: "News has also been increasing in costs, but that has suddenly leveled off, with anchors and others flooding the marketplace. Some groups are trying to hold those [news] cost increases to 4% or 5%."

Margins are not always the guiding principle, said Media General's Sutton: "While our margins are good, we are not margin-driven. The most important thing is having a strategic plan on making the TV station the best one in the market." For many affiliates, that strategic plan still means paying top dollar for the top-performing shows. □

FCC gets earful at Telcomsubcom House hearing

Markey tells FCC that committee will be an "active participant" in telecommunications policymaking

That the Fowler era of independent FCC deregulation is over appeared abundantly clear at the agency's authorization hearing before the House Telecommunications Subcommittee last week.

The FCC's new chairman, Dennis Patrick, appearing before the subcommittee, heard no dearth of criticism of the deregulatory maneuverings of his predecessor, Mark S. Fowler: got a public reminder that the House intends to approve legislation codifying the fairness doctrine, perhaps as early as this week, and received a personal warning from House Energy and Commerce Committee Chairman John Dingell (D-Mich.), who made a special appearance at the hearing, that there would be "unpleasant consequences" should the agency attempt to interfere with the will of Congress on the doctrine.

There were additional reminders that the subcommittee will be monitoring Patrick's progress as he continues considering reinstating syndicated exclusivity rules. There was further talk about the congressional effort to resurrect the antitrafficking rule, which required stations to be owned three years before being sold. And Commissioner James Quello, one of Patrick's three col-



Markey

leagues, all of whom were present for what turned out to be a four-and-a-half-hour ordeal, supplied the subcommittee with a 22-page manifesto calling for the rule's resurrection. (Quello, a Democrat, received a public commendation from House Telecommunications Subcommittee Chairman Edward Markey [D-Mass.] for his "interest in this exceedingly important issue.")

If that weren't enough to remind observers of the changed contours of the regulatory terrain, there was Markey's opening statement. Among other things, Markey contended that the sanctification of greed had been a "resounding theme in this nation during the Reagan era; from Wall Street to Main Street the speculators and the greedy have been left unfettered to feed at the public trough. But now the time has come for Congress to restore the primacy of the public interest standard. This subcommittee will be an active participant in telecommunications policy planning and development this year. The Congress soon will codify the fairness doctrine for the second time, and, on June 17, the subcommittee will begin hearings on the antitrafficking rules, with an eye to codifying the rules that the commission misguidedly repealed several years ago."

Markey also said the subcommittee would "review closely" the agency's proceedings to loosen its duopoly rules for radio and to consider dropping rules prohibiting the creation or transfer of radio-TV combinations, proceedings that are expected to be ripe for action late this year. "One final issue that reflects congressional concern about the public interest standard is the sunset of the must-carry rules," Markey said. "Because of the unique role local broadcasters play in their communities, a clear consistent approach to must carry is essential. I fully expect that in the near future the Congress will resolve the sunset issue through legislation."

Markey said additional legislation might be required to retool the agency's *ex parte* rules more to his liking. The agency's new *ex parte* rules (BROADCASTING, March 23) permit agency personnel to request presentations on rulemaking proceedings during a seven-day "sunshine" period before a vote, as long as the presentations are fully disclosed. The rules prohibit initiation of approaches to the agency by outsiders during the sunshine period, and Markey was clearly upset that the agency has asserted that congressmen are outsiders as far as the ruling is concerned. Markey said the clerk of the House had held that the FCC lacked author-

Antitrafficking argument. FCC Commissioner James Quello seized center stage again after he submitted a 22-page statement arguing for the reinstatement of antitrafficking rules at the agency's congressional oversight hearing last week. Quello's basic argument is that the rules, which required holding a station for three years before selling, are necessary to put the brakes on the speculative churn in broadcast properties, which he believes is operating against the public interest. (He contends that the rate of station transfers has been on the rise since the FCC eliminated the

rules in 1982. Quello also said he didn't believe that repeal of the antitrafficking (or three-year) rule was the sole cause of the rapid turnover in broadcast stations. "However, reinstatement of the three-year rule will solve most of the problems related to rapid station transfers," Quello said. "Re-establishing the three-year rule will eliminate those entrepreneurs who seek to merely turn over broadcast stations for quick profit."

In the following table, Quello documented the increase in station transfers since 1979 for Congress.

Comparison of station sales to licensed facilities

	Television			Radio			Broadcast		
	Commercial† Licensed & CP	Sold*	%	Commercial† Licensed & CP	Sold*	%	Commercial† Licensed & CP	Sold*	%
1979	724	47	6%	9,045	546	6%	9,769	593	6%
1980	734	35	5%	9,278	424	5%	10,012	459	5%
1981	756	24	3%	9,361	625	7%	10,117	649	6%
1982	777	30	4%	9,461	597	6%	10,238	627	6%
1983	813	61	8%	9,678	669	7%	10,491	730	7%
1984	841	82	10%	10,021	782	8%	10,862	864	8%
1985	883	99	11%	10,359	1,558	15%	11,242	1,657	15%
1986	919	128	14%	9,824	959	10%	10,743	1,087	10%

† Data from Television Factbook, Cable & Services Volume 1986 (pA-17)

* Data from BROADCASTING, Feb. 9, 1987 (p. 53)

Editor's note. FCC Commissioner James Quello's statement to Congress should be read cautiously since certain of the figures he cites are gross overstatements of the numbers of stations that actually changed hands. For example, Quello relies on some figures, gathered from FCC annual reports, that state that in 1982, 1,301 radio transfers were approved by the FCC and that in fiscal 1986, 2,457 radio transfers were approved, suggesting an increase of 88.9%. He also cites agency figures stating that in 1982, the FCC approved 170 TV transfers, and in 1986, it approved 767, representing an increase of 351%.

In a subsequent paragraph, he conceded that the FCC figures overestimate the actual number of stations sold, since the data includes short-form pro forma transfers. Yet no information was provided on how many of those applications were for pro

forma changes and he failed to note that a large number of pro forma transfer applications were filed in 1986 because of a desire by many broadcasters to restructure to place their best foot forward for the new tax law. Indeed, BROADCASTING's own count showed 145 TV stations and 1,139 radio stations actually changed hands (BROADCASTING, Feb. 9, 1987).

For the above chart, Quello relied on sales figures drawn from the same issue of BROADCASTING. The actual numbers of stations that changed hands are slightly larger than the ones Quello cites because he gathered the numbers from a chart listing transactions which had been inadvertently mislabeled to suggest that the number of stations changing hands was being cited. More than one TV station may change hands in a single transaction.

ity to block Congress out. He also warned that a lot of "acrimony and bitterness," along with another "legislative" remedy, might be in store should the agency not reconsider. "It's the regulatory equivalent of, 'Don't call us, we'll call you,'" Markey said. "I'm extremely upset."

Patrick made no guarantees that reconsideration was in the works. Yet two of his colleagues—Quello and Commissioner Mimi Dawson—indicated that they weren't wedded to the provision that had proved to be so nettlesome to Markey.

Representative Al Swift (D-Wash.) also advised the Patrick FCC to be more sensitive to congressional advice than the Fowler FCC had been. "For six years, eyebrow raising didn't do anything at all," said Swift. One result, according to Swift's analysis, was that Congress had been forced to assert its will through legislative efforts, as it is doing in codifying the fairness doctrine. That's too bad, said Swift, author of the pending House bill that would codify the three-year rule, because "very frequently you can do things better" than Congress. He also noted that regulatory agencies that listen to their congressional overseers don't get into the sort of trouble the FCC was "led into by its former leadership."

Other highlights:

■ Representative Mike Synar (D-Okla.) questioned whether reimposing syndicated exclusivity rules wouldn't harm the interests of backyard earth station owners, who now, he said, are able to receive distant signals packaged by third parties.

■ Representative Dennis Eckart (D-Ohio) said he believed Section 624(f) of the Cable Communications Policy Act of 1984 pro-

scribed the FCC from adopting syndicated exclusivity rules. "It's not clear," replied Patrick. "But that's something being looked at."

■ Representative Tom Tauke (R-Iowa) commended the FCC for its "imaginative" approach to developing and implementing telecommunications policy. He also said, however, that he wasn't "entirely pleased" by the FCC's definition of its "effective competition" test—that is, the presence of at least three unduplicated signals in a cable community—which qualifies the cable system to set its own rates for basic services. The signals are counted, according to Tauke, if they place a Grade B signal over any portion of the cable community. "Thus, a community could be out in a fringe area and if it had only a very small portion within the contour, the entire community would qualify," Tauke said. "I believe that a reexamination of this language is appropriate."

Among other things, Tauke, who has co-sponsored legislation to eliminate comparative renewal, recommended that the agency explore what it can do to improve the license renewal process.

■ Patrick, in response to questioning by Dingell, said it was his "personal view" that the fairness doctrine disserved the public interest and chilled the sort of speech it was intended to elicit. But, "at this time," the agency had no intention of changing its approach to enforcing the doctrine, something it is currently considering under congressional mandate, according to Patrick. And if the congressional statute is approved, and it isn't nullified, "we will enforce it in good faith to the letter of the law," Patrick said.

■ Patrick also said NBC News President Lawrence Grossman's recommendation for

broadcast exemption from equal time requirements during the 1988 presidential election campaigns (BROADCASTING, May 25) was "worth exploring."

■ Representative John Bryant (D-Tex.) said he was "pleased" that the FCC had taken indecency action against broadcast licensees, even though he said, "I abhor censorship." He also wondered whether the agency couldn't "jawbone or something" to persuade the TV networks to scale back on what he believes to be the increasingly "lascivious" aspects of their programming.

■ Swift also believed it was taking the FCC an "enormous" amount of time to publish orders, forcing the public to operate on press releases. "That's not a good way to do business," said Swift. □

Three-network TV revenue shows slight decline in first quarter

Gains in sports offset by drops in daytime and news, contributing to overall decrease of 0.07%

The legacy of last year's upfront market and problems with audience delivery continue to depress results for the three television networks, according to first-quarter numbers the three recently submitted to Arthur Young & Co., and provided to BROADCASTING by Hugh Del Regno, controller for CBS Enter-

tainment. First-quarter revenue for the three declined by a hair, to \$1.6 billion, with a substantial increase in sports and a moderate gain in prime time pulled down by double-digit declines in both daytime and news (see chart).

Three-network revenue for late night increased slightly and the children's daypart registered a double-digit increase, although first-quarter dollars were still below those registered in the comparable quarter of two years ago. Numbers should be considered as rough indicators of the marketplace since the shows included in various dayparts may change—for instance CBS moved results of its new *Morning Program* from news to daytime in the middle of the first quarter.

The three-network-submitted results are more pessimistic than the 2.8% revenue gain estimated recently by the Television Bureau

of Advertising based on Broadcast Advertisers Reports data. One essential difference between the Arthur Young and BAR numbers is that the latter do not subtract for spots that the networks used as makegoods to compensate advertisers for previous under-delivery of audience. The slightly divergent results suggest that at least one of the three networks had substantial makegoods, possibly in daytime.

Jerry Dominus, vice president, sales, for the CBS television network, said the just reported quarter may be the "turn-the-corner-quarter," and that three-network results for the second quarter should show an improvement.

The Arthur Young-compiled numbers show that net prime time revenue was up 2.1%, to \$823.3 million, following a 4.6% gain in the first quarter of 1986. Sports also

compounded its growth, up 12.8%, to \$292.3 million, on top of a 14.6% hike for the first quarter of last year, which now makes sports the second-highest revenue daypart in the quarter, passing daytime. The decline of the latter daypart accelerated from minus 3.6% in the 1986 first quarter, to minus 12.7% in the three months ending March (presumably the addition of the CBS's *Morning Program* prevented the decline from being worse) for revenue of \$252.6 million.

Shows classified in the news daypart posted a revenue decline of minus 11.5%, to \$148 million, versus a gain of 3.7% in the prior period. Late night gained 2.6%, to \$61.1 million, following up on a previous first-quarter gain of 6%. And children's programming pulled in 17.3% more revenue, to \$21.4 million, following a 30% decline in the 1986 first quarter. □

First-quarter television network revenues 1987 versus 1986

(Add 000)

	Prime Time	Late Night	Daytime	Children	Sports	News	Total
Revenue from client-supplied programming							
First quarter '87	\$3,978	\$0	\$0	\$0	\$927	\$0	\$4,905
First quarter '86	3,563	49	0	0	342	0	3,954
% increase (decrease)	11.65	(100)	0	0	171.05	0	24.05
All other gross revenue from time sales*							
First quarter '87	964,027	71,669	296,866	24,978	342,815	174,222	1,874,577
First quarter '86	944,403	69,782	339,707	21,425	304,439	196,556	1,876,312
% increase (decrease)	2.08	2.70	(12.61)	16.58	12.61	(11.36)	(0.09)
Total gross revenue from time sales							
First quarter '87	968,005	71,669	296,866	24,978	343,742	174,222	1,879,482
First quarter '86	947,966	69,831	339,707	21,425	304,781	196,556	1,880,266
% increase (decrease)	2.11	2.63	(12.61)	16.58	12.78	(11.36)	(0.04)
Less advertising agency commissions							
First quarter '87	144,740	10,551	44,265	3,590	51,448	26,271	280,865
First quarter '86	141,927	10,230	50,381	3,183	45,537	29,302	280,560
% increase (decrease)	1.98	3.14	(12.14)	12.79	12.98	(10.34)	0.11
Total net revenue from time sales							
First quarter '87	823,265	61,118	252,601	21,388	292,294	147,951	1,598,617
First quarter '86	806,039	59,601	289,326	18,242	259,244	167,254	1,599,706
% increase (decrease)	2.14	2.55	(12.69)	17.25	12.75	(11.54)	(0.07)

*Includes \$11,025,000 in color insertion revenue reported by two networks for 1987 first quarter and \$10,374,000 for 1986 first quarter.

NBC affiliates look to shore up number-one status

Topping list of concerns: daytime ratings, news holes in '88 Olympic coverage, late-night news lead-in numbers in May sweeps

NBC affiliates, unlike their ABC and CBS counterparts, have no long lists of complaints, but they do have concerns, which will be hashed out at the NBC affiliates meeting in Los Angeles that starts today (June 1). The network is riding high after its second consecutive prime time regular season victory and ninth consecutive victory in a sweeps period (see page 31). But several chinks in the network's prime time armor became evident in May, the most disturbing in the minds of affiliates being NBC's fall from first place in the crucial late news lead-in period, 10:30 to 11 p.m. NBC was first in the lead-in slot a year ago, but fell 14% and surrendered its lead there to CBS.

Affiliates last week indicated that would

undoubtedly be an issue at this week's meeting. Other issues ripe for discussion include the news windows that affiliates will receive during the network's 7:30 p.m.-midnight coverage of the summer Olympic games in Seoul in September 1988, and the network's performance in daytime, where it continues to be an also-ran. Affiliates contacted last week said they were also looking forward to further briefings by NBC News President Larry Grossman on his proposal for a suspension of the equal opportunities section (315) of the Communications Act for the 1988 presidential election, as well as the NBC News presentation for the Sunday edition of *Today*, which debuts in September. In all likelihood, affiliates will discuss the possibility of taking Grossman's proposal a step farther and seeking a suspension of Section 315 for all federal elections in 1988, perhaps state and local elections as well.

Jim Lynagh, president, Multimedia

Broadcasting and outgoing chairman of NBC television affiliates advisory board (a new chairman will be elected at the meeting this week), said there was concern about the news lead-in time period and related questions about the renewal of at least one 10 p.m. show for next season, *Crime Story*, which ranked 68th among programs last season with a 13.1/22. Lynagh said that affiliates "will want to express that concern" at the meeting. "It's a very important time period," he said, "for both affiliates and O&O's, particularly Monday through Friday." Local news is for most stations the single largest source of sales revenue. Roger Ogden, president, KCNC-TV Denver, suggested that part of NBC's slippage in the 10 to 11 p.m. time period is due to the extraordinary program shuffling that occurred on the schedule in the past season as the network tested new programs. "There was an awful lot of moving around in the time period," he said. "It's a

concern." As for *Crime Story*, NBC Entertainment President Brandon Tartikoff said that people meter numbers saved the show, although some still question the program's viability. "I'm not sure it's going to do the job for us," said James Edwards Sr., president of WJAC(TV) Johnstown, Pa.

Discussions continue over how much time affiliates will receive in two news windows scheduled between 7:30 p.m. and midnight during the Seoul Olympics coverage. The network has agreed to two windows, two minutes at 8:30 p.m. followed by a three-to-five-minute window at 11 p.m. The affiliates want the two-minute window expanded by at least one minute and a guaranteed five-minute window at 11 p.m. to preserve at least some news presence at that hour. The affiliates feel their news audiences will be down "considerably" at midnight, when they'll be

able to proceed with their late newscasts, said Lynagh.

But, according to Pier Mapes, president, NBC-TV, it will be "impossible" to guarantee the affiliates any more time than has already been granted. Mapes contends the late news at midnight will be in a "more valuable environment" leading out of Olympics programming. "We've already given them a fair share of the [Olympics] inventory," he added. That amounts to a share totaling "in the high-20's percentile" of all Olympics inventory, he said. Also, he said, affiliates are being compensated at a rate of 50% of each station's hourly rate for the Seoul coverage.

Not surprisingly, Grossman's proposal to suspend Section 315 for the 1988 presidential elections has been well received by the affiliate body. According to Lynagh, many affiliates "would love to see a trial of 315

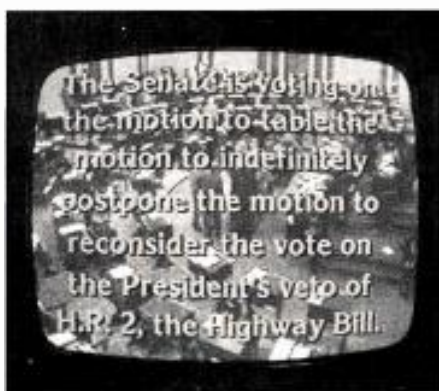
totally suspended." He said there would be some discussion at the meeting about the possibility of the affiliate body asking Congress for some broader suspension of the section, commonly referred to as the equal-time provision of the Communications Act.

In daytime, network executives acknowledge that progress has been slow. In the May sweeps, in fact, the network was losing ground through the first three weeks of the sweep period compared to a year ago. All three networks were down in daytime, although CBS succeeded in widening its lead over both ABC and NBC.

Network sources last week said Brian Frons, the vice president in charge of daytime programming, was planning to announce some changes in daytime at the meeting, but he declined to be interviewed about his plans ahead of time. □



The Senate removed Nevada Judge Harry Claiborne from his life-tenured position last fall. It was the first impeachment of a federal judge in 50 years



Floor debate became complicated during debate on the highway bill. One explanatory note read: "The Senate is voting on the motion to table the motion to indefinitely postpone the motion to reconsider the vote on the President's veto of H.R. 2, the Highway Bill."



During the first year of Senate television, control of the Senate changed from Republican to Democratic hands as Majority Leader Robert Byrd (D-W. Va.) and Minority Leader Robert Dole (R-Kan.) assumed their new roles.

TV in the Senate: one year after

On first anniversary of coverage, some early critics have been converted, some senators are sprucing up their media profiles and there's still debate on its effect on procedures

Whether they welcomed it or not, most senators today concur: Television is in the Senate to stay. A year ago Tuesday, the Senate opened its doors to the electronic media, and despite the fears expressed by some who felt it would destroy the "world's greatest deliberative body," a majority of members and journalists who cover the chamber think television has had a positive influence.

The impact has been for the better, said Phil Jones, chief congressional correspondent for CBS News. As a result of the broadcast coverage, he said, the Senate has "cleaned up its act." Members are more prepared; speeches are better, and debate is crisper, Jones observed.

As for charges that televising the upper chamber has led to more showboating, Jones said, "there's always showboating in politics." Senators have been posturing on the floor for years, he said. The only difference,

Jones said, is that in the past they were posturing solely for the *Congressional Record*.

Nor does the network journalist believe Senate TV has created any superstars. He's seen personalities develop and members learning how to use props. "They're bringing in their graphics," he says. "Everybody's gotten coverage... They all look pretty good."

Many senators have been sprucing up their television image. Some are said to be wearing stage makeup and hairpieces. "It's done a lot for the sale of red power ties," said Ann Compton, ABC News's congressional correspondent and chairman of the executive committee of the Radio/Television Gallery. Compton also thinks TV has given Senator Robert Dole's presidential aspirations a boost. "I am looking at him right now. He looks tall, powerful and distinguished and is in impressive surroundings," she said.

But other presidential hopefuls, such as Al Gore (D-Tenn.), aren't so lucky. They lack the setting that Dole, the minority leader, enjoys, Compton explained. Gore's desk is in the back row, and when he stands up, she said, "all you see is an ochre colored wall... you don't see the same handsome

trappings."

Lawmakers are sensitive to the image they're projecting. For example, an effort is under way to seat staff members who accompany members to the floor so they don't distract from the proceedings. Senators don't want staffers to look as though they are lounging when a camera catches them reclining in sofas against a chamber wall.

From a technical standpoint, Jones feels the production of Senate TV has been "excellent." Compared to television coverage in the House, he finds the Senate's less restrictive. In the House, which has been televising its proceedings since 1979, the cameras must stay focused on the members speaking and there is no panning of the floor. The senate cameras, which are controlled by the Senate Recording Studio, have been operated more freely. Split screens are used when two lawmakers are engaged in debate, and the cameras may pan the chamber during roll call votes.

Currently, six remote cameras are employed, but in April, the Senate Rules Committee authorized funds for two more. The video feeds are piped directly into Senate offices, and members of the Radio/TV News

Gallery also have access to the feeds. There's a possibility the lawmakers will consider adding closed captioning for the deaf.

Not all Senate action is televised, Jones noted. When the Senate voted this year on whether to override the President's veto of the so-called highway bill, and freshman Senator Terry Sanford (D-N.C.) was under pressure from both sides of the aisle, the cameras did not televise the activity in the well of the chamber where a lively exchange took place. "Everything should be shown," Jones said. "When they try to censor, they get into trouble."

The Senate, on Feb. 27, 1986, adopted S. Res. 28, which admitted cameras and microphones for a trial period. Radio broadcasts began on March 12, followed by closed-circuit TV coverage beginning May 1. A month later on June 2, TV coverage was made public for an experimental period ending July 15. At that point, the chamber was scheduled to go dark for two weeks while senators appraised the experiment. But the two weeks were shortened to three days and on July 29, 1986, senators voted 78 to 21 to keep television cameras in the family (BROADCASTING, Aug. 4, 1986).

The debate was highly charged. Opponents claimed the cameras would get in the way of Senate business and promote grandstanding. But Senate leaders in the 99th Congress, at that time Majority Leader Dole (R-Kan.) and Minority Leader Robert Byrd (D-W.Va.), argued TV coverage was long overdue and would improve debate, bring more members to the floor and force Senate operations to become more efficient. (The Senate did streamline its procedures somewhat. Special order speeches were limited from 15 to five minutes and the time allowed for debate, procedural moves and roll calls after lawmakers vote to invoke "cloture" to shut off a filibuster, was reduced from 100 to 30 hours.)

A year of broadcast coverage appears to have won over some original opponents. The most noticeable convert is Senator Bennett Johnston (D-La.), who argued vehemently against bringing the cameras in. In remarks to C-SPAN II (the cable service that has carried gavel-to-gavel coverage since June 2, as C-SPAN has covered the House), Johnston said: "I think it has worked well. Some of the fears that I and others had have not materialized. I think Senate TV has been a success."

Still opposed, however, is Senator Charles Grassley (R-Iowa), who believes there's been a dramatic increase in showboating. It's "complicated an already complicated process," Grassley said. He thinks it is "contributing to longer speeches and more senators trooping to the floor."

William Proxmire (D-Wis.) is another opponent, but for different reasons. He thinks televising the chamber's proceedings has had "virtually no significant effect on the Senate or its business at all." He thinks nobody is watching and suggests they pull the plug. "The public has watched this experiment for a year or so now. It has put them to sleep. It may drive Sominex off the market. But it is not performing any useful function

for our country," the Wisconsin lawmaker said in an April speech on the floor.

Senate Majority Leader Byrd and Minority Leader Dole and others held a different view. "Nobody is selling tickets to it," said Wendell Ford (D-Ky.). Although Ford voted for Senate TV, he had reservations about the costs the chamber would incur. (The Senate spent roughly \$2.5 million of the \$3.5 million allocated for its first year of operation. It will use the remainder as it continues to fine tune the system.) Still, the Kentucky lawmaker believes an audience will build. He sees evidence of that by the number of constituents who approach him and say "I saw you on TV."

As to charges that television has disrupted Senate proceedings, Byrd maintained it has been "assimilated without a ripple... nor has television turned our senators into camera showboaters." It has not detracted from committee business, the lawmaker said, and it has not lengthened daily sessions. To the contrary, "it has helped a great deal to bring the U.S. Senate and its legislative process to the people," the majority leader said.

Dole admits that no one in the Senate is "suffering from stage fright." But the bottom line, he added, "tells us that the people's government—the House and the Senate—can now be seen in millions of households around the country." As for Senate conduct, said Dole, "we are continuing to improve."

As long as the viewers can dial in their democracy, we will have to get better."

Perhaps the best indicator of interest in Senate TV is reflected in the growth C-SPAN II has experienced. Since launching its service last June, subscribership has risen 20%. The service is now available to nine million households through more than 400 cable systems. During the first year, C-SPAN II says it carried more than 1,000 hours of live, gavel-to-gavel Senate proceedings.

"The fact that the Senate's been on television for a year and the sky has not fallen nor have there been any major coups, leads one to think there hasn't been any negative impact," said C-SPAN Chairman Brian Lamb. Today's society, Lamb said, is much more "sunshine-oriented," and televising the Senate he believes can only be a positive force. He also thinks it's essential not to compare Senate television with over-the-air television. "I think once people understand what it is, then they are less uptight about the fact that it doesn't deliver macro numbers every day, every minute."

This week, the one-year anniversary of Senate television is likely to pass without hoopla. And to Lamb, that's the way it should be. "It's a natural thing that happened. Why it took so long, and why it took so much talk, is today probably the biggest mystery of all," he said. □

Government gives go-ahead to MSO buy-in of Turner

Deal is expected to be completed by Wednesday putting the MSO's in the driver's seat

If all goes according to plan, Ted Turner's dominance of Turner Broadcasting System Inc., which he has run for the past 15 years as if it were a sole proprietorship rather than the public corporation it is, will come to an end this week.

Finding no antitrust problems, the Justice Department and the Federal Trade Commission cleared the way last week for a group of cable companies, led by Tele-Communications Inc. and Time Inc., to acquire a 37% stake in TBS for \$577 million. TBS expects the deal to be completed by Wednesday (June 3).

Although Turner will retain at least 50% of the voting stock after the closing, the cable investors, which will hold seven of the 15 seats on the reconstituted TBS board, will have substantial say over the strategic, if not the tactical, moves of the company.

Talking as though the deal were done, William C. Bevins, chief financial officer, TBS, told reporters in Atlanta last week that "it's an economic fact of life that Ted no longer owns the company." Although the presence of the cable companies on the TBS board will have little effect on the day-to-day operation of the company, he said, it will "turn us into a public company from the standpoint of larger items." Such activities as attempted or successful takeovers, of

companies such as CBS or MGM, or the production of the Goodwill Games, he said, "will be given the same type of consideration at board level as they are at most public companies."

Turner will have eight representatives on the board, but, as a proxy statement issued last month explains, 12 of the 15 directors will be needed to approve the TBS budget. Following that approval, Turner will be able to deviate from the budget by no more than \$5 million on such matters as acquisitions, sales and other working capital commitments. The "supermajority" would also be required to increase debt or change the capital structure, the proxy said, and all officers except Turner and Bevins would have to be approved by the board.

TCI and its affiliated companies and Time, the parent of Home Box Office and American Television and Communications, are expected to put up more than two-thirds of the \$570-million investment, while some two dozen other cable companies and executives cover the balance. According to industry sources, TCI and its affiliates will invest \$240 million; Time, around \$170 million.

According to Bevins, the cable investors' likely representatives on the board are John Malone, president, TCI; Stewart Blair, president, United Artists Communications, which is 50%-owned by TCI; Gene Schneider, chairman and chief executive officer, United Cable; Michael Fuchs, chairman, Home Box Office; Trygve Myhren,

chairman and chief executive officer of Time's American Television & Communications; James Gray, president, Warner Cable Communications, and Timothy Neher, president, Continental Cablevision.

TBS plans to use the proceeds of the cable companies' investment to redeem 55 million shares of preferred stock it issued in March 1986 as partial payment for MGM/UA. The preferred stock threatens Turner's control of the company because it requires annual dividends of 14%, which TBS, because of its shaky financial condition, would be forced to pay in common stock.

TBS was supposed to make its first dividend payments of approximately 800,000 shares of common stock today (June 1), but Bevins said TBS decided not to make the payments, wait a couple days and redeem the preferred shares for the liquidation price (\$10.3277) plus all dividends accrued and compounded since March 25. If TBS pays the dividend on time, before the cable deal is closed, he said, the resulting dilution would "upset the control balance," forcing TBS to restructure the deal with the cable companies to insure that Turner maintains 50% interest and control of the company. "To do that, we are talking about an indeterminate amount of time," he said. By delaying the dividend payment, the preferred shareholders will receive "their full due on a much more timely basis."

Justice and the FTC gave their approval last Thursday. Bevins said, but the closing

had to be put off a few days to give all investing cable companies time to review an agreement between TCI and Time spelling out their roles in TBS after closing. The investors received a draft of the agreement a week earlier, he said, but changes—none substantial—were made that required their being given a second look.

Under the agreement, to which TBS was not a party, Bevins said, "TCI has agreed not to increase its percentage of ownership until such time as Time has had an opportunity to come to parity." According to the proxy, Time and TCI have also agreed to vote their shares together and, should they ever gain control of the company, to give Time day-to-day responsibility for running it.

Even if the deal closes this week, TBS is still not out of financial hot water. TBS's current long-term debt, excluding the preferred stock, comes to \$1.37 billion with a blended interest rate of 12 $\frac{3}{4}$ %. What's more, new preferred stock that the cable investors are picking up requires cash dividends of nearly \$40 million a year.

To consummate the deal this week, it's important that Turner retain control of the company, Bevins said. If Turner's interest dips below 50%, he said, the transaction would constitute of change in control of TBS's WTBS(TV) Atlanta, the Atlanta Braves and the Atlanta Hawks and become subject to review by the FCC, Major League Baseball and the National Basketball Association. □

Inouye-Hollings bill provides renewal reforms

But it would establish tougher program reporting requirements on children's and other nonentertainment programing by television licensees, reimpose other regulations

A major broadcast regulatory reform bill, S. 1277, emerged from the Senate last week. Introduced by key Commerce Committee leaders, Daniel Inouye (D-Hawaii) and Ernest Hollings (D-S.C.), it is aimed at giving broadcasters relief from the comparative license renewal process while strengthening "the incentives of broadcasters to serve the public interest."

The bill would implement a two-step renewal process. The renewal standard would be based on whether a licensee has broadcast programing that is "meritorious and responsive to the interests and concerns of the residents in its service area, including local programing on important issues." And stations must be within compliance of commission rules. The legislation also would curb the practice by some groups of extracting a financial settlement in exchange for withdrawing a license challenge. And it would eliminate the provision in the FCC's new

must-carry rules that would sunset the rules in five years.

But broadcasters would have to accept some regulatory trade-offs in exchange for eliminating competing applicants. The industry could find some of those trade-offs hard to swallow. Both television and radio broadcasters would be subject to more stringent program reporting requirements.

But television would fall under the tougher scrutiny. A TV licensee would have to demonstrate that its nonentertainment and children's programing as well as its programing as a whole had been "meritorious and responsive to the interests and concerns of the residents in the service area." And although the current post-card renewal process would remain intact for both radio and television larger record keeping would be required and each year 10% of television renewal applicants "will be randomly selected for additional scrutiny by the commission."

It's this provision that Senate authors feel broadcasters will most likely resist. In defending it, one staffer said it would result in review of about 20 station licenses a year which in turn might result in an audit every 50 years for a station. The FCC would implement new rules requiring licensees to "maintain records of the programing on important local issues, and on the meritorious and responsive programing broadcast, including in the case of television stations, nonentertainment and children's programing."

Among other things, the legislation would

restore the FCC's antitrafficking rule; codify the commission's minority preferences, tax certificates and distress sale policies; prohibit the agency from tampering with its multiple ownership, crossownership and duopoly rules, and prevent the swaps of UHF channel assignments for VHF channel assignments by noncommercial stations.

"We do not intend in any way to return to the days of extensive government oversight of the broadcast industry. That is simply not warranted," said Inouye, who chairs the Communications Subcommittee. Inouye plans to hold hearings on the legislation in a month. A draft of the reform bill surfaced last month (BROADCASTING, May 11). The measure is intended, Inouye said, to reduce some regulatory burdens on broadcasters and to provide "incentives for greater public service."

Commerce Committee Chairman Hollings said the legislation represents "a return to common sense." Broadcasters, the senator said, "used to be the epitome of the local citizen dedicated to serving the community. Many still are." But there is a new generation of broadcasters—he called them the "post deregulation breed"—who "seem to care only about the bottom line on their balance sheet." Because of this, Hollings continued, it's hoped the reform bill will "provide some meaning to the broadcasters' public trust requirement."

Reaction to the Senate measure from the National Association of Broadcasters was limited. "We had no input into this bill nor did we try to have any input," said John Summers, senior executive vice president for government relations. NAB's focus has been on the House, Summers said, because "that's where the obstacles traditionally have been." The association executive was hesitant to comment until he sees what emerges from the House.

NAB has participated in a series of discussions with representatives of public interest groups on the development of a license renewal bill. The talks were held under the auspices of Representative Al Swift (D-Wash.). Since the parties wrapped up their discussions, Swift began working on a renewal reform measure ("Closed Circuit," May 25).

It's expected the Swift legislation will have essentially the same structure as the Senate measure. The two-step renewal process and the standard for renewal are likely to be much the same in both bills. The Senate section dealing with petitions to deny is also expected to be found in the House bill. And the Swift measure is likely to call for a random audit of television licensees, although the percentage of stations may be less than 10%.

The House bill is said to contain language on minority preferences and EEO, but the process is far from complete, and it is unclear what the final version will include. Swift, who plans to consult with House Commerce Committee Chairman John Dingell (D-Mich.) and Telecommunications Subcommittee Chairman Ed Markey (D-Mass.) and others, wants to introduce legislation before the end of June. □

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Financial disclosures list congressional honoraria

Statements list holdings, transactions and speeches that link senators, representatives with Fifth Estate

More than \$170,000 was paid in honoraria to Senate and House communications and copyright policymakers during 1986 by the Fifth Estate. (That includes the broadcasting, cable and the motion picture industries.) Honoraria were just one of the items of interest contained in the annual personal financial disclosure reports filed by the lawmakers. The statements also identify members with either ownership or investments in broadcast and cable operations and related companies, either directly or through trusts. Spouses' incomes and property also are included.

BROADCASTING examined statements filed by House Telecommunications Subcommittee members (leaders on the parent House Energy and Commerce Committee are also listed) and those on the Senate Commerce Committee (see below). Filings by House and Senate Copyright Subcommittee members were reviewed also. Congressional leadership has undergone some changes since 1986 due to the election, but for the most part the players remain the same. Among those found below who are new to the House and Senate committees: Representatives Dennis Eckart (D-Ohio); Benjamin Cardin (D-Md.); Dan Lungren (R-Calif.), and Senator John Breaux (D-La.).

Filing for extensions were Representative Bruce Morrison (D-Conn.) and Senator Howell Heflin (D-Ala.), members of the House and Senate Copyright Subcommittees, respectively.

Most congressmen received honoraria for participating in panel sessions at the Nation-

al Association of Broadcasters, Association of Independent Television Stations and National Cable Television Association conventions. Leading those groups in honoraria was NAB, which paid more than \$62,000, and NCTA with about \$36,000. (Besides honoraria for convention attendance, NAB paid \$2,000 each to those congressmen speaking at its legislative forum during its January 1986 board meeting, in St. Maarten.)

The networks, primarily NBC, brought in members to speak to affiliate groups and executives. NBC's honoraria total last year was \$6,000.

The lawmakers are limited by law to \$2,000 for each appearance. For senators, the total honoraria accepted may not exceed 40% of their 1986 salary (\$30,040) and in the House not more than 30% of a member's salary (\$22,530).

The Senate and House do not require detailed financial statements. Information on property owned or unearned income through dividends, for example, is required only in ranges such as "not more than \$5,000" and "from \$5,001 to \$15,000 or over \$250,000." Exact amounts for speaking engagements must be reported, although reimbursements for travel expenses are not. Usually, the congressmen are reimbursed for their travel to and from speaking assignments. Their spouses are frequently accommodated as well. NAB, in particular, covers travel expenses for members and spouses.

Some, however, like Representative Rick Boucher (D-Va.), who this year sits on both the Copyright and Telecommunications Subcommittees, did not accept honoraria but travel expenses were covered. He was reimbursed for roundtrip airfare, food and lodg-

ing for three days for participation on an NAB convention panel. NAB paid Boucher's roundtrip airfare, lodging and food for two for two days at its legislative forum in St. Maarten. Nationwide Communications reimbursed Boucher for transportation from Roanoke, Va., to York Harbor, Me., to Washington for a "speech at communications conference." And Nationwide paid two days of food and lodging for two.

House Telecommunications Subcommittee Chairman Ed Markey (D-Mass.) did not list any honoraria from the Fifth Estate. (He assumed the chairmanship this year.) Nonetheless, NAB covered his travel and lodging expenses for a appearance at its 1986 convention. Representative Jack Fields (R-Tex.), a Telecommunications Subcommittee member, did not receive honoraria from the Christian Broadcasting Network, but was reimbursed for roundtrip air fare from Washington to Virginia Beach, Va.

House Energy and Commerce Committee Chairman John Dingell (D-Mich.), on the other hand, accepted \$2,000 from the Association of Maximum Service Telecasters; \$1,000, Arent, Fox, Kintner, Plotkin & Khan and BROADCASTING Magazine; \$2,000, CBS Affiliates (assigned to charity), and \$1,000 from NAB (assigned to charity).

Dingell's wife, Debbie, listed income from General Electric (which merged with NBC's parent company, RCA), a dividend of not more than \$1,000 and an RCA dividend of not more than \$1,000. Her holding in General Electric stock was not more than \$5,000. She sold the RCA stock a year ago for not more than \$5,000.

New York Republican Norman Lent, ranking minority member on Energy and Commerce, accepted \$4,500 from NAB for three separate appearances, 1,500 from NCTA and \$1,000 from NBC.

As for leadership on the House Judiciary Committee, its chairman, Peter Rodino (D-N.J.), reported income of not more than \$1,000 from a Capital Cities Communications (it has since merged with ABC) dividend, and a capital gain from Capital Cities of over \$100,000. Rodino included holdings of Capital Cities stock over \$250,000. He reported a sale of Capital Cities stock last July of between \$100,001-\$250,000 and another sale of the stock last November, over \$250,000. Hamilton Fish (R-N.Y.), ranking minority member on Judiciary received \$2,000, MCA; \$1,500 NCTA, and \$1,500, NAB.

In the Senate, Commerce Committee Chairman Ernest Hollings (D-S.C.) has General Electric stock valued between \$50,001 and \$100,000. Senator Strom Thurmond (R-S.C.), now ranking minority member on Judiciary, accepted \$2,000 from NCTA and \$2,000 from Harris Corp. Former

LPTV window. When the FCC opens its national "window" for low-power television and TV translator applications June 22-July 2, the first opportunity to file applications for new facilities and major changes since the agency imposed a freeze in September 1983, applicants will be held to higher standards than were required in the past. That appeared to be the bottom line from Keith Larson, chief, FCC LPTV branch, at a brown bag luncheon hosted by the FCC's consumer assistance and small business division last week. "So do it right the first time," said Larson, noting that applications may be bumped from the running for typographical errors and inaccuracies that could have been corrected by amendments in the past.

Larson also said he was hoping that the agency, which was formerly inundated with LPTV applications, would receive fewer than 5,000 applications this time around. He based that hope on the agency's use of its new "window" application-processing system, which precludes photocopying the applications of others, limits entities to filing a maximum of five applications for new facilities during the window, and will, for the first time, charge \$375 to process each application.

Under agency procedures, applications won't be accepted if filed before June 22 or after July 2. No entity may file more than five applications for new LPTV or translator facilities, and the \$375 fee must accompany each application. Applicants must use the May 1987 edition of FCC Form 346. Applications will only be accepted in Pittsburgh. Mailed applications should be addressed to: FCC; LPTV Window Filing; P.O. Box 371995M; Pittsburgh, Pa.; 15250-7995. Hand-delivered applications should go to: FCC; LPTV Window Filing; Foster Plaza Building #4; 501 Holiday (Inn) Drive; Pittsburgh, Pa., 15220.

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Telecommunications Subcommittee Chairman Tim Wirth (D-Colo.), now in the Senate, listed \$4,500 in honoraria from the Stanford University, which represents his participation in three events: a McClatchy Memorial Lecture, a communications course and a children's TV course.

In broadcast ownership, Representative Wayne Dowdy (D-Miss.) reported interests ranging between \$100,000 and \$250,000 each for four AM-FM combinations and two FM's. Senator Nancy Kassebaum (R-Kan.), who sits on the Commerce Committee, has minority interest in one AM-FM combo and three AM's.

A detailed list follows (not included are those congressmen which did not receive honoraria from the Fifth Estate or made investments in the communications arena):

House Copyright Subcommittee

Howard Berman (D-Calif.)—Honoraria: NAB, \$1,500; NCTA, \$1,500; MPAA, \$2,000.

Benjamin Cardin (D-Md.)—Income: Warner Communications, dividend, not more than \$1,000. **Holdings:** Warner Communications common stock, \$5,001-\$15,000; Warner Communications common stock (daughter), \$5,001-\$15,000; Warner Communications common stock (son), \$5,001-\$15,000.

Howard Coble (R-N.C.)—Honoraria: NAB, \$1,000.

Michael DeWine (R-Ohio)—Honoraria: NAB,

\$1,500; NCTA, \$1,500; All-Industry Television Station Music License Committee, \$1,000.

Henry Hyde (R-Ill.)—Honoraria: NAB, \$2,000 and \$1,500; Walt Disney World Co., \$1,000; All-Industry Television Station Music License Committee, \$1,000; NCTA, \$1,500; Illinois Broadcasters Association, \$1,000.

Chairman Robert Kastenmeier (D-Wis.)—Honoraria: NCTA, \$1,500; California Cable Television Association, \$1,500; NAB, \$2,000 and \$1,500;

Dan Lungren (R-Calif.)—Honoraria: NCTA, \$2,000; California Cable Television Association, \$1,000.

Carlos Moorhead (R-Calif.), ranking minority member on the Copyright Subcommittee and member on Telecommunications—**Honoraria:** NCTA \$1,500; NAB, \$2,000 and \$1,500; SPACE (now Satellite Broadcasting and Communications Association), \$1,000.

Bruce Morrison (D-Conn.)—Filed for an extension.

Patricia Schroeder (D-Colo.)—Honoraria: NCTA, \$1,500; NAB, \$1,500; American Society of Composers, Authors and Publishers, \$2,000.

Mike Synar (D-Okla.), also on Telecommunications Subcommittee—**Honoraria:** MPAA, \$2,000; NCTA, \$500; All-Industry Television Station Music License Committee, \$1,000.

House Telcomsubcom

Thomas Bliley (R-Va.)—Honoraria: NCTA,

\$1,500; NAB, \$2,000 and \$500; Smokeless Tobacco Council, \$1,000; Virginia Broadcasters Association, \$1,000; Comsat, \$2,000. **Income:** Media General, dividend, not more than \$1,000. **Holdings:** Media General stock, \$15,001-\$50,000.

John Bryant (D-Tex.), also member of Copyright Subcommittee—**Honoraria:** INTV, \$1,000; Viacom, \$2,000; NCTA, \$1,000; NAB, \$1,500.

Dan Coats (R-Ind.)—Honoraria: NAB, \$2,000 and \$1,500; Magnavox Government & Electronics Industry board, \$2,000.

Cardiss Collins (D-Ill.)—Honoraria: NAB, \$1,500.

Wayne Dowdy (D-Miss.)—Honoraria: NAB, \$1,500; NCTA, \$1,500. **Income:** WMLT(AM)-WQZY(FM) Dublin, Ga., dividend of \$2,501-\$5,000; KNWA(AM)-WOWD(FM) Harrison, Ark., dividend of \$5,001-\$15,000. **Holdings:** WMLT-WQZY (25%), \$100,001-\$250,000; KNWA-KCWD (22.5%), \$100,001-\$250,000; WSHH(AM)-WWMS(FM) Oxford, Miss. (27.3%), \$100,001-\$250,000; WKY(FM) Pascagoula, Miss. (30%), \$100,001-\$250,000; KPFF(FM) Mountain Home, Ark. (25%), \$50,001-\$100,000; WAPF(AM)-WXLTV(FM) McComb, Miss. (60%), \$100,001-\$250,000; KPET(AM) Lamesa, Tex. (25%), \$15,001-\$50,000. **Transactions:** purchase of (10/1/86) WAPF(AM)-WXLTV(FM), McComb, Miss., (60%) over \$250,000; sale of (6/1/86) WAKK(AM)-WAKH(FM) McComb (33 1/3%), over \$250,000; sale of Southwest Communications (tower leasing 1/3 interest) over \$250,000.

Dennis Eckart (D-Ohio)—Honoraria: NCTA, \$1,500.

Jack Fields (R-Tex.)—Honoraria: NCTA, \$1,500; NBC, \$1,000.

Mickey Leland (D-Tex.)—Honoraria: NCTA, \$1,500; NAB, \$1,500; NBC, \$1,000.

Howard Nielsen (R-Utah)—Honoraria: NCTA, \$1,500; NAB, \$1,500.

Michael Oxley (R-Ohio)—Honoraria: NCTA, \$1,500; Ohio Cable Television Association, \$1,000; NAB, \$1,500.

Bill Richardson (D-N.M.)—Honoraria: NCTA, \$1,500; Satellite Television Industry Association, \$1,000; NAB, \$3,500 for three appearances.

Matthew Rinaldo (R-N.J.), ranking minority member on Telecommunications—**Honoraria:** Dow, Lohnes & Albertson, \$1,000; NAB, \$3,500 for two appearances; NCTA, \$1,500.

Don Ritter (R-Pa.)—Honoraria: NAB, \$1,500; NCTA, \$1,500; INTV, \$1,000. **Transactions:** sold (1/30/86) RCA, \$15,001-\$50,000.

Al Swift (D-Wash.)—Honoraria: MPAA, \$1,000; NCTA, \$1,500; Comsat, \$2,000; AMST, \$1,000; NAB, \$1,500 and \$2,000; United Church of Christ Communications Office, \$500 (donated to U.S. House Child Care Center).

Tom Tauke (R-Iowa)—Honoraria: NAB, \$2,000 and \$1,500; AMST, \$1,000; NCTA, \$1,500 (all honoraria was donated to charity).

Billy Tauzin (D-La.)—Honoraria: INTV, \$1,000; NCTA, \$1,500; NAB, \$3,500; NAB's Television and Radio Political Education Committee, \$3,500 donated to charity.

Senate Commerce Committee

John Breaux (D-La.)—Honoraria: MCA, \$2,000; NAB, \$1,000.

John Danforth (R-Mo.)—ranking minority mem-

Washington Watch

Tax break. Radio and television script writers are among beneficiaries of decision of U.S. Court of Appeals for Second Circuit that creators of literary property can deduct business expenses incurred in year in which they produced their work. Decision, by unanimous three-judge court, reversed Internal Revenue Service ruling that such expenses must be capitalized and spread over life of work. Appeals court decision reversed two 1986 decisions by U.S. Tax Court in cases involving writers Arthur T. Hadley and Lloyd McKim Garrison. Appeals court opinion held that nothing in legislative history of law involved, adopted in 1976, indicates that authors were target. Rather, it said, it was aimed at "individual taxpayers investing in tax shelter partnerships that produce or purchase films, records, books and similar works." However, ruling applies only to years 1976 through 1986, when tax reform law was enacted. It contains section applying to authors and other producers of creative works that reflects law applying to them as it had been interpreted by IRS—wrongly, appeals court now says. One attorney for creative community said appeals court ruling could be used as first step in effort to amend new tax law to exempt authors, playwrights, songwriters and others from need to capitalize expenses and write them off over life of creative work.

□

Separate systems request. Pan American Satellite Corp. has asked FCC for clarification of Common Carrier Bureau order authorizing six communications companies to use domestic satellites to link U.S. with points in Caribbean and Central and South America—among them, some of same points PAS has been authorized to serve under FCC's *Separate Systems* decision. PAS, in petition for reconsideration, seeks clarification that "narrow *Teleport International* decision—which involved a single country, unique economic factors and a proposed service that was 'historically domestic [U.S.] in nature'—cannot be extended to the wide range of voice, video and data services proposed for a large number of countries in Caribbean region and in Latin America." PAS said it is not opposed to broad grants of transborder authority but that it objects to "unfair competition, in which Intelsat (or in this case) U.S. domestic providers are free to market satellite services as they choose, while PAS is subject to restrictions imposed" in *Separate Systems Order*. Restrictions include ban on interconnection with public-switched message networks, ban included to protect Intelsat revenues derived from that source. PAS wants FCC ruling that transborder service is "incidental" to domestic transmissions. If CCB's intention is not to impose that requirement, PAS said, final decision on applications at issue should be deferred until FCC has reviewed question of whether public interest continues to require restrictions imposed on separate systems

ber on Commerce Committee—*Honoraria*: NAB, \$2,000. *Holdings*: Capital Cities Communications stock, \$250,000+. *Transactions*: Undivided interest in General Electric Co., purchased on 12/19/86 for \$15,001-\$50,000. Undivided interest in General Electric Co. sold on 11/4/86, 11/21/86, 12/24/86 and 12/29/86 for \$1,001-\$5,000, \$5,001-\$15,000, \$15,001-\$50,000 and \$1,001-\$5,000, respectively.

James Exon (D-Neb.)—*Honoraria*: NCTA, \$1,500; NAB, \$3,500 (two speeches).

Wendell Ford (D-Ky.)—*Honoraria*: NBC, \$2,000.

Commerce Committee Chairman Ernest Hollings (D-S.C.)—*Honoraria*: Association of Maximum Service Telecasters, \$2,000; MCA Inc., \$2,000; NAB, \$1,500. *Holdings*: General Electric, \$50,001-\$100,000; Interpublic Group of Cos., \$50,001-\$100,000.

Communications Subcommittee Chairman Daniel Inouye (D-Hawaii)—*Honoraria*: MCA, \$2,000; AAAA, \$2,000; NAB, \$2,000.

Nancy Kassebaum (R-Kan.)—*Income*: General Electric, \$1,001-\$2,500; 3M, \$1,001-\$2,500; Westinghouse Electric, \$101-\$1,000; WREN Broadcasting (KRAI[AM] Craig, Colo., and KIX[AM] Fort Collins, Colo.) \$15,001-\$50,000. *Holdings*: General Electric stock, \$50,001-\$100,000; 3M stock, \$50,001-\$100,000; Westinghouse Electric stock, \$15,001-\$50,000; KFH[AM]-KLZS[FM] Wichita, Kan., \$250,000 and above; Seward Broadcasting (KEDD[AM] Dodge City, Kan., and KSCB[AM] Liberal, Kan.), \$1,001-\$5,000; WREN[AM] Topeka, \$1,001-\$5,000.

Bob Packwood (R-Ore.)—*Honoraria*: NCTA, \$1,000; General Electric, \$2,000. *Holdings*: General Electric, \$15,001-\$50,000.

Larry Pressler (R-S.D.)—*Honoraria*: NAB, \$2,000; NCTA, \$1,500; BBC, \$150.

John (Jay) D. Rockefeller IV (D-W.Va.)—*Holdings*: R.D. Percy & Co. common and preferred stock, \$250,000+; Telepictures Corp. interest and capital gain income, \$1,001-\$2,500 and \$5,001-\$15,000, respectively. *Transactions*: sale of Telepictures convertible subordinated debentures, 3/5/86, \$15,001-\$50,000; R.D. Percy preferred 6/10/86, \$100,001-\$250,000.

Ted Stevens (R-Alaska)—*Honoraria*: AAF, \$2,000; NAB, \$2,000 and \$1,500.

Paul Trible (R-Va.)—*Honoraria*: NAB, \$2,000.

Senate Copyright Subcommittee

Subcommittee Chairman Dennis DeConcini (D-Ariz.)—*Holdings*: Liberty Corp., \$1,001-\$5,000; Gannett common stock, \$1,001-\$5,000; Walt Disney common stock, \$1,001-\$5,000; Southwest Radio & Television partnership 2.44% interest, \$15,001-\$50,000. *Transactions*: Walt Disney common stock purchased on 4/15/86, \$1,001-\$5,000.

Charles Grassley (R-Iowa)—*Honoraria*: MPAA, \$1,000; 3M, \$2,000.

Orrin Hatch (R-Utah), ranking minority member on Copyright—*Honoraria*: MCA, \$2,000; Gulf + Western, \$1,500; Walt Disney Productions, \$2,000; Harris Corp., \$1,000; ASCAP, \$2,000.

Patrick Leahy (D-Vt.)—*Honoraria*: Gulf + Western, \$1,982; NCTA, \$1,500.

Alan K. Simpson (R-Wyo.)—*Honoraria*: NBC, \$2,000.

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Republic Pictures is back in the saddle again

Studio known for its B-movie westerns has a number of TV projects in production, including a new show for CBS on Friday

Leading CBS's new Friday-night schedule this fall will be a one-hour romantic adventure, *Beauty and the Beast*, the co-producer of which, Republic Pictures, is completing its own tale of transformation. The company that once mass-produced the B-movie Hol-

lywood western has returned to film and made-for-TV production and is joining with Witt/Thomas Productions to produce *Beast* for CBS.

Republic, the owner and distributor of a 1,400-title library that includes its own productions (such as the John Wayne classics "The Quiet Man" and "The Red Pony"), has created a new subsidiary, Republic Pictures Productions, to create three made-for-television titles. Those films—"When the Time

Comes," which starred Brad Davis and Bonnie Bedelia and ran on ABC-TV on May 25, and "Mistress," starring Victoria Principal (CBS), along with a third untitled film—will be produced by Jaffe/Lansing Productions. Stanley Jaffe produced "Kramer vs. Kramer" and with Sherry Lansing produced "Racing with the Moon," "First Born" and "Fatal Attraction." Republic has also announced it will remake the Cary Grant-Ingrid Bergman classic, "Indiscreet," with

Syndication Marketplace

Columbia/Embassy closed its fourth market for *Who's the Boss*—San Francisco independent KTVU(TV)—for a price sources put at \$110,000 per week. C/E's minimum in the market was \$80,000. At \$110,000 per week, the *Boss* price trails only the \$120,000 per week paid by KPX(TV) for *The Cosby Show* in that market. C/E opened the Phoenix market last Tuesday, May 26.

MGM/UA Television reports that *Sea Hunt* has been cleared in 13 more markets to bring its current total to 54. Recent clearances include WPWA-TV Chicago; WPHL-TV Philadelphia; KXTX-TV Dallas; KDVR(TV) Medford, Ore.; WITI-TV Milwaukee; WUPW(TV) Toledo, Ohio; KVIQ(TV) Eureka, Calif.; WXIX-TV Cincinnati; KMSP-TV Minneapolis; WXIA-TV Atlanta; KOKI-TV Tulsa, Okla.; WLKY-TV Louisville, Ky. and KMPH-TV Fresno, Calif. *Sea Hunt* is sold on a cash-plus-barter basis with one-and-a-half minutes for MGM and five-and-a-half minutes for stations. MGM also reports that *We've Got it Made* is now cleared in over 60 markets.

Multimedia Entertainment reports that *The Sally Jessy Raphael Show* has moved in New York from WABC-TV to WNBC-TV. On WABC-TV the show will run at 10-10:30 a.m. On WNBC-TV it ran at 3 a.m.

King World will increase the number of weeks of first-run episodes of *Jeopardy* from 39 to 46 for next fall. Stations will now carry six weeks of repeat episodes instead of 13. *Jeopardy* is produced by Merv Griffin Productions and is seen in 208 markets covering 98% of the country.

Access Syndication has acquired the rights to the *Hawaiian Swimsuit Spectacular*, a one-hour special that was originally part of KABC-TV Los Angeles' locally produced access show, *Eye on L.A.* In its original form, the Triple Crown Production ran in 3-D, but in syndication it will not. Access is making the program available for the third quarter on a barter basis.

Apollo Theater Syndication has cleared *It's Showtime at the Apollo* on 11 more stations to place the weekly one-hour series' coverage of the country at 60%. The latest stations to clear the show include WDIV(TV) Detroit; KALR(TV) Las Vegas; WCVX(TV) Providence, R.I.; WXTX(TV) Columbus, Ga., and KUSK(TV) Phoenix. Barter distribution of the 24 one-hour episodes available for two runs gives station six minutes and Apollo Theater six minutes.

Orbis Communications reports that it has cleared *At a Theater Near You*, a two-minute movie preview program consisting of four previews, in 12 markets including WLVI-TV Boston; WATL-TV Atlanta; WTIC-TV Hartford, Conn.; KAUT(TV) Oklahoma City, and KDVR(TV) Denver. Stations clearing *At a Theater Near You* guarantee Orbis 25

rating points a week and in return they get a percentage of advertising revenue from the sale of a spot inserted in the program.

GGP Sports reports that it has cleared *The Road to Calgary*, 13 half-hours preceding the 1988 winter Olympic games, on 87 stations covering 56% of the country, and *The Road to Seoul*, 18 half-hours preceding the summer Olympic games, in 62 markets covering 46% of the country. Barter distribution of both preview series gives stations four minutes per episode and GGP two minutes. GGP is also releasing a one-hour *NFL Preseason Football Special* for the end of the summer, to be hosted by John Madden, who currently hosts GGP's Super Bowl preview. Barter distribution of the preseason preview will give stations six-and-a-half minutes and stations five-and-a-half minutes.

All American Television reports that it has cleared *Deja View III—A 60's Video Album* in 70 markets covering 63% of the country for a July 13-Aug. 23 window. *Deja View III* will consist of segments from the first two *Deja View* specials along with new segments featuring Graham Nash of Crosby, Stills & Nash, Felix Cavaliere of The Rascals, Sly Stone of Sly & the Family Stone and Roger McGuinn of the Byrds. Teri Garr, Harry Dean Stanton, Michael Pare and Bronson Pinchot will also appear in the program which will appear on KHU-TV Los Angeles, KRON-TV San Francisco, WXYZ-TV Detroit, KDFI-TV Dallas and WTVJ(TV) Miami, among others. Barter distribution gives stations seven minutes and All American five-and-a-half minutes.

World Events Productions will try to capitalize on what it perceives as a trend in animation toward the use of dinosaurs with the creation of a one-hour special titled *Denver, The Last Dinosaur*, available in 1988. Peter Keefe, vice president of production, said World Events is looking toward creating a group of animated specials. Keefe said WE is following the lead of the networks, which have used animated hours from 8 to 9 p.m. World Events is positioning *Denver* for prime time use by affiliates, or independents. World Events also reports that it has landed a Los Angeles clearance for its animated strip, *Saber Rider & the Star Sheriffs*, on KTLA(TV).

Lionheart Television will distribute *Cutrate Care: America's Day Care Gamble*, the sixth in a series of documentaries produced by the documentary unit of Post-Newsweek Stations. The program will explore the lack of affordable, available and quality child care in the U.S.

■ Nielsen Syndication Service preliminary program audience estimates of syndicated shows for the week ended May 17:

Rank	Show	Rating/Markets	% coverage	Rank	Show	Rating/Markets	% coverage	Rank	Show	Rating/Markets	% coverage
1.	Wheel of Fortune	15.9/211	97	7.	Entertainment Tonight	7.1/152	92	13.	Charles in Charge	4.4/96	84
2.	Jeopardy	13.1/209	99	8.	Hollywood Squares	6.1/152	92	13.	Solid Gold	4.4/193	96
3.	World Wrestling Fed.	9.8/200	93	9.	Mama's Family	5.2/158	89	13.	This Week in Baseball	4.4/103	85
4.	People's Court	8.2/193	97	10.	Siskel & Ebert & Movies	5.0/151	88				
5.	Oprah Winfrey	7.5/165	95	11.	Lifestyles of Rich-Famous	4.8/178	95				
6.	New Newlywed Game	7.3/189	97	12.	Star Search	4.6/175	94				

*Includes multiple airings



Goldsmith

filming starring Robert Wagner beginning next fall.

A new management team is behind the changes at Republic. In August 1986, the Paragon Group, a Los Angeles investment partnership led by Russell Goldsmith, former chief operating officer of Lorimar, acquired 13% of the company's equity and 34% of its voting shares in the form of B-class stock. Goldsmith became chairman and chief executive officer of the company and replaced a number of the company's key executives, with only Dick Joliffe, vice president and national sales manager, remaining.

Republic, with its bald eagle logo, made its mark in low-budget theatrical features. Working out of the old Mack Sennett Studios, the company produced Saturday-afternoon movie serials that helped make matinee idols of Roy Rogers and Gene Autry, among others. With the advent and proliferation of television, the company fell on tougher times. Republic's production facilities were sold to CBS in the 1960's, and in 1967, Republic merged with National Telefilm Associates, which acquired and distributed NBC series following the FCC's institution of the financial interest and syndication rules in 1970. Republic still owns the rights to such NBC series as *Get Smart*, *Bonanza* and *Car 54, Where Are You?*. NTA reverted to the Republic name and logo in 1985.

Although Goldsmith, a Harvard-educated lawyer, looks the part of the brash young Hollywood executive, the new Republic is guided by television veterans, evidenced by the caliber of its board, including Tele-Communications Inc. Chairman Bob Magness, broadcaster George Hatch and Tom Werner, one of the executive producers of *The Cosby Show*. Also on the board is Goldsmith's father, Bram Goldsmith, chairman of City National Bank of Los Angeles, through which Republic has a line of credit.

Goldsmith calls *Beauty and the Beast* a "one-hour fantasy adventure" set in, and below, Manhattan. The show will incorporate action sequences and "strong relationships," he says.

(Republic will keep the syndication rights to the show, which will help offset the up-front production costs. Witt/Thomas, Stephen J. Cannell Productions and Tri-Star use

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'One Village in China'



'A Capitol Fourth'

Summer viewing on PBS. Public television will offer a variety of new and returning programs during the summer months. They include (all times Eastern):

New series

- Viewers may follow guide Jack Pizzey to seven countries in eight 60-minute episodes of *South American Journey*, premiering June 30 and airing Tuesdays at 9 p.m.
- Antiques and collectibles are the subjects of *The Collectors*, hosted by Bob Rau and Dana Garrett. The 13-part half-hour series introduces viewers to the history and collections of various sites in the Pacific Northwest on Saturdays at 2:30 p.m., beginning July 4.
- The cultures of the inhabitants of four Pacific communities are the subject of *The Human Face of the Pacific*, airing in four parts Mondays at 10:30-11 p.m. and premiering July 6.
- *One Village in China* is a three-documentary study of the village of Long Bow. Focusing on medicine, marriage, religion and agriculture, the series begins Tuesday, Aug. 25, at 9 p.m.
- President Reagan introduces and ABC News's Peter Jennings anchors four one-hour documentaries on the U.S. Constitution, *We the People*. The series, airing Tuesdays at 9 p.m. beginning Sept. 22, gathers nationwide impressions of how the Constitution works.

New specials

- Five of Beethoven's symphonies and two of his string quartets are featured in a two-hour profile of the composer, *The Immortal Beethoven* with Peter Ustinov, airing Wednesday, June 10, at 9 p.m.
- Soviet spokesman and journalist Vladimir Pozner is the subject of *Not Your Average Russian (The Pozner File)*, a 30-minute special that follows Pozner on his return to the United States after 38 years. The program, airing Wednesday, June 17, at 8:30 p.m., is narrated by National Public Radio's Alex Chadwick, and includes commentary from Soviet experts and media observers.
- The first of two presidential election specials, *A Firing Line Special: The Democratic Presidential Candidates*, airs Wednesday, July 1, at 9-11 p.m. It will feature Representative Richard Gephardt (D-Mo.), the Rev. Jesse Jackson, Senator Paul Simon (D-Ill.), Massachusetts Governor Michael Dukakis, Senator Joseph Biden (D-Del.), former Arizona Governor Bruce Babbitt and Senator Albert Gore (D-Tenn.). The second special, with Republican candidates, will air Wednesday, Sept. 2, at 9-11 p.m.
- *A Capitol Fourth—1987* continues public television's tradition of bringing viewers the yearly Fourth of July concert from the West Lawn of the U.S. Capitol in Washington. This year's celebration will air July 4 at 9:30-11 p.m.
- *Live From Lincoln Center* presents three new programs: Shakespeare's "The Comedy of Errors," featuring the Flying Karamazov Brothers; the "Mostly Mozart Festival" with the Festival Orchestra and guest artists Alicia de Larrocha on piano, Jean-Pierre Rampal on flute and sopranos Dana Upshaw and Marilyn Horne, and the "New York Philharmonic Gala" on opening night.
- Parisiennes' attitudes toward their city's Pompidou Center and its modern art are explored in a "lighthearted" one-hour documentary titled *Godzilla Meets Mona Lisa*, airing Friday, July 10, at 10 p.m.
- Interviews, recent concert footage and archival photographs are used for a half-hour profile of Joan Baez, airing July 24 at 10:30 p.m. The documentary gives her impressions of motherhood, her autobiography, an upcoming album, human rights and her place in contemporary music.

Encores

Among the series returning are *The Jewel in the Crown*, *War: A Commentary by Gwynne Dyer*, *In Search of the Trojan War*, *River Journeys* and *Mystery's "Agatha Christie's Partners in Crime"*.

Among returning specials are *A Prairie Home Companion*, *The Making of Liberty*, *Wings Over Water*, *Beyond Excellence: The Superachievers* (originally titled *Entrepreneurs*) and *An Evening of Championship Skating*.

Televitures to syndicate their shows—the company was established for that purpose. But Pat Kenney, president and chief executive officer of Televitures, said Republic's syndication rights to *Beauty* are the result of "a mutual agreement among partners of Televitures."

"We really are in three key businesses—television distribution, video distribution and production," says Goldsmith. The syndication arm sells the old NBC series and its film library, which still provides sizable revenue. Republic grossed \$1 million in the first quarter of this year on "Hollywood Stars," a 17-film package. Also being sold are 700 episodes of *Press Your Luck*, a game show that aired on the CBS daytime schedule in 1984-1986. Low clearance levels by the network for the show allow Republic to sell it as "practically first run," Goldsmith said. He calls it "a very flexible and affordable show." □

Taffner, Thames announce plans for merchandising program material

Products would come from comedy, drama and animated shows

Britain's Thames Television and its representative in this country, D.L. Taffner/Ltd., are establishing an in-house merchandising subsidiary to create and sell merchandise associated with the two companies' television shows, as well as other projects brought to the new operation by outside parties.

Thames Managing Director Richard Dunn said the merchandising move stems from Thames's desire to broaden its presence in the U.S., and is not an attempt to make up for a drop in syndicated sales. (Like many other shows, Taffner's attempt to launch a *Three's Company* spin-off earlier this season, *Three Apartments*, was unable to gain enough clearances to become a firm go.) "We'd be daft not to give this a try," Dunn said. (Thames had attempted to market products associated with its productions seen in the U.S. through Class, the American marketing subsidiary of its U.K. marketing company, CLP, but Class dissolved roughly six months ago.)

Among the Thames shows currently or about to air in this country are two animated shows produced by Thames's English subsidiary, Cosgrove-Hall, and syndicated by Taffner, *Danger Mouse* and *Count Duckula*, plus PBS's *Rumpole of the Bailey*, *Hollywood*, *Paradise Postponed* and *Unknown Chaplain*, and off-network (ITV) episodes of *Benny Hill*, syndicated by Taffner.

Taffner product includes various American adaptations of Thames series that originally aired in England, such as *Three's Company*, and the first-run sitcoms, *Check it Out* and *Too Close for Comfort*. Taffner also is exploring new first-run projects for American networks, such as a revival of *The Saint*, based on the Leslie Charteris novel.

Among the future television productions

for which the two companies are also planning merchandising schemes is a series based on the syndicated newspaper cartoon strip, *Andy Capp*.

Nancy Allen, former vice president of marketing at Nickelodeon, will be president of the new venture. Allen was responsible for such Nickelodeon merchandising creations as "green slime" shampoo and liquid soap associated with the cable channel's *You Can't Do That on TV* show. Allen said that she will initially concentrate on products associated with current shows, most likely the animated series.

The television product that the new merchandising division will have at its disposal may increase if the Cosgrove-Hall production order for *Count Duckula* is any gauge. Although only 50 episodes of *Danger Mouse* were produced for last fall, a number short of the normal 65-episode requirement for an animated strip, there will be 65 episodes of *Count Duckula* ready for syndication in 1990 or 1991. Beginning in 1988, there will be weekly episodes of *Count Duckula* airing on Nickelodeon. The appearance of the strip in syndication helps give associated products a push.

PBS spokesman Stu Cantor said PBS does not prevent the marketing of shows that it broadcasts. "We only get involved in how they use our name in the product, not in how they market it." Perhaps the most notable example of a show that appears on PBS and has been merchandised is *Sesame Street*, through its producer, Children's Television Workshop. Currently there also exists a direct mail order catalogue, "Signal," for ordering a variety of merchandise, such as books and videocassettes associated with a variety of PBS series. □

Battle Creek U battles back

Station will appeal FCC denial of network duplication request

WUHQ-TV (ch. 41) Battle Creek, Mich., hasn't called it quits. It intends to appeal an FCC staff action dismissing its request to consider doing away with that part of the prime time access rule prohibiting network affiliates in the top-50 markets from broadcasting off-network syndicated programming during prime time access (BROADCASTING, May 25), according to its Washington counsel. "We have not given up," said Carl Ramey, an attorney with the law firm of Wiley, Rein & Fielding.

The FCC staff, without seeking public comment, rejected WUHQ-TV's petition less than a month after it was filed, reportedly with the approval of FCC Chairman Dennis Patrick.

As of early last week, Ramey said the station, an ABC affiliate, had not decided precisely what relief it will seek. "We don't believe we had a fair hearing," Ramey said. "They [the station] put too much into this to just fold their tent."

The Mass Media Bureau provided little

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rationale for rejecting WUHQ-TV's petition. "After careful consideration, we do not believe that reexamination of the prime time access rule, or its constituent elements, is warranted at this time," the bureau said. "The relief WUHQ-TV requests would, in effect, deprive the rule of most of its effect. We are not persuaded that such an action is necessary or desirable at this time."

Speculation also had it that the FCC would prefer to duck the proposal, which would be apt to draw strong opposition from rule beneficiaries such as producers of first-run programming and independent TV stations.

In 1981, the FCC rejected a similar request by Chronicle Broadcasting (BROADCASTING, Nov. 16, 1981). At the time, the FCC said it thought there might be merit to Chronicle's request, which had the support of the networks (although the networks appeared to be rallying around an NBC proposal to consider deleting PTAR altogether) but was opposed by a variety of interests including the network affiliate associations, the Association for Independent Television Stations and the National Association of Television Program Executives. The agency added that the subject would be better taken up when the agency reviewed the entire prime-

time access rule, but the FCC never put such a proposal out for comment.

Ramey said the agency has also rejected two WUHQ-TV requests for waivers of the off-network programming aspect of the rule.

WUHQ-TV is a UHF station in a market with another ABC affiliate, WZZM-TV Grand Rapids, Mich. (ch. 13). Ramey said the station also faces competition from a strong independent TV station and area cable TV systems (which import independent signals) that aren't subject to the same programming restrictions. "You want the best programming to compete with, and that may be off-network," Ramey said. □

Stay Tuned

■ NBC-TV next year will air at least three prime time specials starring Bob Hope, whose relationship with the network now runs 38 consecutive years. The programs will include a fall special, his traditional Christmas show and another special next spring. Hope will produce all the events with Sil Caranchini for Hope Enterprises.

Other NBC-TV specials announced for the coming season include the 25th anniversary of *The Tonight Show Starring Johnny Carson*, to air in prime time with Fred deCordova as executive producer; the sixth anniversary—the first time in prime time—of *Late Night with David Letterman*, with Letterman and Jack Rollins as executive producers; *Motown Goes Home for the Holidays*, produced by Suzanne dePasse and Suzanne Coston and featuring Stevie Wonder and the Four Tops; a musical gala, *Christmas in Washington*, by executive producer George Stevens Jr. (the Reagans will likely attend); *The 20th Annual NAACP Image Awards*, recognizing positive contributions to the images of black people in movies and television, and a one-hour *This Is Your Life* with host Ralph Edwards, featuring two surprise celebrity guests.

This summer, Dick Van Dyke will host a one-hour *NBC Presents the AFI Comedy Special*, to be taped this month by producers Sam Denoff and Aaron Ruben for the American Film Institute, with director Peter Baldwin. The program features four sketches by writers discovered in last year's AFI Television Writers Comedy Workshop.

With Jack Lemmon in the role of former Georgia Governor John Slaton, AFI's George Stevens Jr. has begun filming *The Ballad of Mary Phagan*, a four-hour mini-series to air on NBC-TV during the '87-'88 season. Peter Gallagher and Charles S. Dutton co-star in the story based on the 1913 events surrounding the Atlanta trial of a Jewish factory manager charged with the murder of a factory worker. Lemmon's character must decide whether to pardon the accused. Billy Hale is the director of the Century Towers production.

Adam Productions, in association with 20th Century Fox Television, is now filming *Downpayment on Murder*, starring Ben Gazzara as "a volatile and unsuccessful real estate agent" who hires a hitman to murder his estranged wife. Robert Myman is executive producer, Carole Bloom is producer and Waris Hussein is director.

■ ABC News's *Nightline* will examine the AIDS crisis in a special four-hour broadcast from Los Angeles beginning Friday, June 5, at 11:30 p.m. NYT. "Nightline: A National Town Meeting on AIDS" will be hosted by Ted Koppel and will feature a panel of more than a dozen experts who will take questions via a toll-free 800 phone line. The program will be simulcast on radio stations—both ABC affiliates and independents—throughout the country, and will include remotes from Australia and London and reports from a number of ABC affiliates, including: KTRK-TV Houston; KATU(TV) Portland, Ore.; WCVB-TV Boston; KABC-TV Los Angeles; WSOC-TV Charlotte, N.C.; WFAA-TV Dallas; WPLG(TV) Miami; KVUE-TV Austin, Tex.; WABC-TV New York; KGTV(TV) San Diego, and WNEP-TV Scranton, Pa. Among the subjects to be covered: an entire family with AIDS, problems faced by insurance companies, educating children about AIDS, dating services with AIDS-free guarantees, civil rights violations and mandatory testing, current treatments and research.

■ ABC-TV's Project Literacy U.S. (PLUS) has spawned two upcoming programs. On July 4, at 8 p.m. NYT, Oprah Winfrey will host a three-hour Independence Day celebration with a special focus on "civic literacy." Marty Pasetta will be executive producer/director. On

Sept. 13 at 9 p.m., Dennis Weaver will star as a man whose latest promotion at work makes it impossible for him to continue to hide his inability to read beyond the fourth-grade level in *Bluffing It*, produced by Linda Jonsson for Ohlmeyer Communications Co. Jim Sawith directs.

Executive producer Diana Kerew and director/writer Victoria Hochberg have begun filming *Just a Regular Kid: an AIDS Story*, to air Sept. 9 as an *ABC Afterschool Special*. Christian Hoff plays the stricken child of Florence Henderson and Ronny Cox in this story of "a community that faces... a health risk to its children."

ABC-TV's *Monday Night Baseball* returns tonight (June 1) for eight weeks in prime time. Al Michaels will be in the booth with Jim Palmer (American League games) or Tim McCarver (National League), calling the primary games; Gary Bender will make his debut as play-by-play voice in the secondary games. This year, ABC also will cover the World Series.

■ CBS-TV has announced plans to air these additional mini-series during the 1987-88 season (BROADCASTING, May 25):

Tina Sinatra is executive producer, for Warner Bros. Television, of *The Frank Sinatra Story*, an eight-hour movie chronicling the singer's life from Hoboken, N.J., street fights to world-class stardom.

Montezuma's Aztec empire and its 16th century conquest by Hernando Cortez are the subjects of executive producer Michael Douglas's eight-hour *Conquistador*.

Based on a book by Borden Deal, the four-hour mini-series, *Bluegrass*, tells the story of a country woman falling prey to a phony count in an effort to gain acceptance among high society neighbors. Harry Tomason is executive producer for The Landsburg Co.

On June 7, *The 41st Annual Tony Awards* will be broadcast by CBS-TV from 9 to 11 p.m. ET with host Angela Lansbury. David Goldberg is producer for Don Mischer Productions.

Three films are now in production for future broadcast on CBS. In Salt Lake City, Will MacKenzie is directing Barnard Hughes (*The Cavanaugh's*) as a wanderer returning home to his estranged son (Gerald McRaney, *Simon & Simon*) in *Hobo's Christmas*. Joe Byrne/Falrose Production is filming in association with One for the Dancer Productions Inc. Victoria Principal stars as a woman who must start over again when her married-to-another lover leaves her in *Mistress*. Michael Tuchner is director. Stephanie Austin and Robert A. Papazian are producers for Jaffe/Lansing Productions in association with Republic Pictures Productions Inc. And in the Cook Islands, Taft/Hardie (New Zealand) Ltd. is filming *Angel in the Green*. Susan Dey (*L.A. Law*) and Bruce Boxleitner (*Scarecrow and Mrs. King*) star as a nun and a soldier who save civilians from rebel terror. Marvin Chomsky is director. Harry Sherman is executive producer.

■ The cast is now set for Paramount Pictures Corp.'s *Star Trek: The Next Generation* (which has been sold to markets representing 90% of U.S. households). It will include Patrick Stewart from the Royal Shakespeare Co. as Captain Jean-Luc Picard, Jonathan Frakes (*Nutcracker*) as Commander William Riker, LeVar Burton as Lieutenant La Forge, Denise Crosby ("48 Hours") as security chief Natasha Yar and Cheryl McFadden (*Another World*) as Dr. Beverly Crusher. Lucasfilm Ltd.'s Industrial Light and Magic will create "in-flight footage and related special effects," while The Post Group will provide optical effects including "phaser gun" firings, "transporter beam" and transition to "warp speed."

NBC wins week with 13.8/24

NBC won the prime time week ended May 24, according to the national Nielsen numbers, with a 13.8 rating and a 24 share. CBS came in second with a 12.7/22, while ABC had an 11.5/20. Last year at this time, the standings were NBC 15.5/28, ABC 12.2/22 and CBS 11.5/21.

In the evening news race, the finishing order was NBC 10.8/23, CBS 10.0/21 and ABC 9.9/20. Last year the news numbers ran CBS 10.9/22, ABC 10.3/21 and NBC 10.1/21.

NBC won four nights: Monday, Wednesday, Thursday and Saturday.

Rank	Show	Network	Rating/Share	Rank	Show	Network	Rating/Share	Rank	Show	Network	Rating/Share
1.	Cosby Show	NBC	23.4/42	22.	Kate & Allie	CBS	14.5/24	45.	Mr. Belvedere	ABC	10.2/20
2.	Family Ties	NBC	22.8/39	24.	Matlock	NBC	14.4/24	45.	Scarecrow & Mrs. King	CBS	10.2/18
3.	Sunday Night Movie	NBC	20.5/35	25.	Head of the Class	ABC	14.2/24	45.	Twilight Zone	CBS	10.2/16
4.	Growing Pains	ABC	20.4/33	25.	Designing Women	CBS	14.2/22	45.	Sunday Night Movie	ABC	10.2/17
5.	Cheers	NBC	19.9/34	27.	Perfect Strangers	ABC	13.8/25	49.	Mike Hammer	CBS	10.0/17
6.	Who's the Boss?	ABC	19.2/32	28.	227	NBC	13.4/27	50.	Snow White Anniversary	NBC	9.6/19
7.	Golden Girls	NBC	17.8/35	29.	Sunday Movie	CBS	13.2/23	50.	Miami Vice	NBC	9.6/17
7.	Tuesday Movies	CBS	17.8/29	29.	St. Elsewhere	NBC	13.2/23	52.	Diana Ross Special	ABC	9.4/15
9.	Poker Alice	CBS	17.5/32	31.	Highway to Heaven	NBC	13.0/23	53.	Webster	ABC	9.3/19
10.	Night Court	NBC	17.2/28	32.	20/20	ABC	12.9/23	54.	Friday Night Movie	ABC	9.2/17
11.	60 Minutes	CBS	16.9/35	32.	My Sister Sam	CBS	12.9/21	55.	Dur House	NBC	9.0/17
12.	Murder, She Wrote	CBS	16.7/32	34.	Equalizer	CBS	12.7/22	56.	Stingray	NBC	8.7/16
12.	American Comedy Awards	ABC	16.7/27	35.	Simon & Simon	CBS	12.4/21	57.	Du'laws	CBS	8.4/18
14.	Molly Dodd*	NBC	16.6/28	36.	Facts of Life	NBC	11.7/25	57.	Ohara	ABC	8.4/17
15.	Cheers (Wed.)	NBC	16.2/27	36.	Cagney & Lacey	CBS	11.7/19	59.	ALF (Sun.)	NBC	8.3/17
16.	Newhart	CBS	15.5/24	38.	Hotel	ABC	11.4/20	60.	Saturday Movie	CBS	7.9/16
17.	Monday Movie	NBC	15.4/24	39.	Hunter	NBC	11.3/23	60.	Hill Street Blues	NBC	7.9/13
18.	L.A. Law	NBC	15.2/27	39.	Magnum, P.I.	CBS	11.3/16	62.	Our World	ABC	6.9/12
19.	Happy Birthday Hollywood	ABC	15.1/24	41.	Hunter (Tues.)	NBC	10.8/17	63.	Starman	ABC	6.8/14
20.	ALF	NBC	14.8/25	42.	Spenser: For Hire	ABC	10.5/21	64.	West 57th	CBS	6.3/10
20.	Valerie	NBC	14.8/24	43.	Survival—Killer Whales	CBS	10.4/21	65.	Jack & Mike	ABC	5.7/10
22.	Me & Mrs. C	NBC	14.5/29	43.	Disney Sunday Movie	ABC	10.4/21				

*indicates premiere episode

Journalism

Future shot: newsgathering from space

Although use of satellite photography by news organizations may be years off, debate has already begun over problems it could create

The routine use of satellite photography by the television networks and other news media may be some years into the future; the present cost estimates would seem prohibitive. And the technology that permits picture-taking from several hundred miles in space may create thorny conflicts between the media's First Amendment rights and U.S. national security and foreign policy interests. Still, members of Congress and staffers who have studied the matter indicated last week they do not view such problems as insurmountable. One factor that would drive national policy in the direction of facilitating the emergence of what is being called a mediasat is the need to help American companies exploit what may be a developing market for remote sensing.

Congress's Office of Technology Assessment, in a technical memorandum on "Commercial Newsgathering from Space" released last week, helped focus attention on those issues. The report was the subject of a briefing by members of the House Subcommittee on Space Science and Applications and by OTA staffers in what was the latest in a series of recent public discussions of satel-

lite photography. The report itself grew out of a workshop in December. Last month, the subject was debated in forums sponsored by the American Enterprise Institute and by Catholic University. And at the briefing, Representative Bill Nelson (D-Fla.), chairman of the subcommittee, promised "extensive hearings" this summer on the issues raised in the report.

Remote sensing is beginning to provide material for the news media. The coverage of the nuclear disaster at Chernobyl last year was one of the more dramatic examples. Others include the Soviet radar installation at Krasnoyarsk said to be in violation of the 1972 ABM Treaty and pictures of the Iran-Iraq fighting.

However, the French SPOT satellite and the U.S. EOSAT (Earth Observation Satellite Co.) Landsat satellite are not ideally suited for the news media's needs. The OTA report says they "lack the high resolution, timely delivery and assured access to data" that experts feel could make remote sensing "an integral part of the newsgathering process." The SPOT satellite can sense objects 10 meters across, and EOSAT, 30 meters. Those satellites are useful for experimentation by the news media. But the sensing ability of neither is adequate for news media's needs, and neither company is geared to producing pictures for use within less than a

matter of weeks. Both were designed for work in connection with minerals exploration, crop assessment and city planning, among other projects.

OTA estimates the media would need a two-satellite system that could sense objects five meters across and produce pictures for use on a daily basis. And that system, the report says, would cost between \$215 million and \$470 million to build and launch, another \$50 million to \$75 million to operate over a period of five years. That would produce an average annual cost over the five-year period of \$53 million to \$109 million. Assuming ABC, CBS, NBC and Cable News Network banded together to build and operate the system, OTA said, those "admittedly speculative figures" indicate "each satellite image would have to be worth about \$35,000 to \$73,000 to the networks"—far more than the networks would be willing to spend.

Beyond the costs, the report notes, there are the national security and foreign policy problems a mediasat could generate by disseminating information regarding U.S. military operations or information considered sensitive by foreign governments. Misinterpretation of satellite imagery—and interpreting the pictures from space requires a high degree of skill—could also precipitate a crisis, according to the report. Still, the re-

port noted that panelists at the workshop in December felt that mediasats would intensify only slightly "the traditional tensions between the press and the national security and foreign policy communities and that in a free society such conflicts are ultimately manageable."

To a degree, the report indicates that the high costs that would be involved in developing, launching and operating a mediasat afford time for resolution of the First Amendment problems that could flow from government efforts to protect security and foreign policy interests. The report says government efforts to restrict the media's access to satellite imagery would "likely" result in First Amendment challenges. Indeed, the Commerce Department has drafted rules for implementing the Landsat Act under which a mediasat would operate, and the rules have been criticized by news media representatives as an invitation to prior restraint and content-based regulation. Commerce appears to have been influenced in drafting the regulations by concerns expressed by the State and Defense Departments.

However, the Reagan administration may be having second thoughts about endorsing the proposed rules, which have been under review by the Office of Management and Budget for six weeks. A spokesman last week could offer no estimate as to when the review would be completed. But he said, "The aim is to promote private investment in [satellite sensing technology], and the question is whether these proposed rules would do that." Critics have said tight restrictions on media's use of the technology would discourage the media's investment in it.

Representative George E. Brown (D-Calif.), a member of the subcommittee, expressed concern about America being overtaken by other countries in the development of remote sensing satellites. The question is whether American companies are in a position to compete, he said at the briefing. "If there's a market out there, we're letting others exploit it, and it's a market we have the leadership to exploit." The OTA report says that "within a decade, many nations will have their own remote sensing systems." And it adds that it is "unclear whether the U.S. government could effectively limit or control media access to satellite imagery if foreign governments do not exercise similar controls."

The report puts much of the burden of developing a mediasat industry on the government. If it wants to see such an industry developed, the report says, the "government should continue its support for the U.S. Landsat system; such support would likely require sizable subsidy for a period of years." The recommendation is one not likely to be greeted warmly by the administration. EOSAT, a joint venture between Hughes Aircraft Co. and RCA Corp. that took over the Landsat satellites from the government, was to receive \$295 million in federal funds to cover costs for the development and launch of two new satellites, sensors and ground facilities. It has received \$90 million, with no indication of getting more. The Landsat program once operated with five satellites; EOSAT is down to one. But that is EOSAT's problem.

OTA staffers at the briefing saw time on the side of U.S. involvement in the remote satellite sensing business. Peter Sharfman, program manager, International Security and Commerce, predicted "a steady process whereby remote satellite sensing gets better and cheaper over the years." He thought a reduction in launch costs "by a factor of 10" was "not absurd as a goal." He also saw reductions in costs for tape recorders and the ground segment. What's more, Sharfman saw the same kind of favorable trend working in relation to national security problems. Over the years, he said, "technology allows the military to do more and the people to know more about what the military is doing."

There is much in the report, some of it echoed by subcommittee members at the briefing, to support the extension of freedom media now enjoy to satellite sensing. The

report, for instance, notes that the media are proud of their record of cooperating with the government by withholding information that might endanger the lives or missions of the American military. It also says "some national security and media experts" contend that granting the media access to high-resolution satellite data could have a stabilizing influence on international affairs, in that "nations would realize that aggressive actions would be seen and reported throughout the free world." "An aggressive free press will tell the world what's going on," said Representative Robert S. Walker (R-Pa.), ranking minority member on the subcommittee.

Walker also offered the most optimistic view of the likelihood of satellite sensing by the media. "The use of space technology for media newsgathering," he said, "will be as common as the use of the telephone." □



Graham honored by CC. The Center for Communication honored Katharine Graham, chairman and chief executive officer of The Washington Post Co., with the 1987 Communication Award last Wednesday, May 27, for exemplifying "courage, conscience and leadership through an outstanding record of achievement in communications."

Among those paying tribute to Graham was John Chancellor, NBC News senior correspondent, who said Graham knows "better than most that freedom ain't free, that they don't give it away. You have to fight for it." Chancellor related the risks Graham undertook in authorizing the publication of excerpts from the *Pentagon Papers* 16 years ago. With the "full weight of the Nixon administration" against publication of the *Papers*, a court injunction almost certain, and the public sale of Post stock and its TV licenses at stake, Graham still decided to publish the excerpts, Chancellor said. "That night, the entire Washington Post Co. was up for grabs," he said.

Today, as ownership of the media changes, and companies grow bigger, Chancellor wondered aloud whether corporate boards of directors could demonstrate "the kind of courage" Graham showed in 1971. "Is it even possible for board members, when their responsibility is the health of the company, to put the company at risk? Is it legal to bet the company?" Chancellor asked. It is an issue yet to be tested, he said.

Warren Buffett, chairman of Berkshire Hathaway Inc. (and co-chairman of this year's awards luncheon with Thornton Bradshaw, former chairman of RCA Corp. and chairman of the Communications Center), said that Graham has "led in journalism and led in general management for 23 years." As proof, he compared the average earnings per share increase of the Washington Post Co. since 1964 (Graham's first full year managing the company) to that of six other "media heavyweights" whose records were available during that time. Since 1964, the Post showed an average earnings per share increase of 3,150%, compared to 1,550% for the six other companies, Buffett said. He added that Graham "achieved a record that is double the average of those six companies," and "no one else really was very close... It has been some answer to the people who have questioned whether good management is incompatible with good journalism," he said.

Fifth Estate Earnings

Company	Quarter	Revenue (000)	% change	Earnings (000)	% change	EPS
Cablevision	First	\$64,725	80	(\$9,196)	NM	(\$0.47)
Comcast	First	\$70,871	129	(\$4,973)	NM	(\$0.13)
Jacor	First	\$7,542	96	(\$1,906)	NM	(\$0.22)
MacLean Hunter	First	\$294,810	13	\$14,459	22	\$0.19
Malrite Comm.	First	\$23,191	15	(\$4,272)	NM	(\$0.31)
Multimedia	First	\$89,797	10	(\$1,688)	NM	(\$0.15)
N.A. Philips	First	\$1,105,400	8	\$14,500	3	\$0.50
Playboy Enterprises	Third	\$36,288	-14	\$1,139	NM	\$0.12
Rogers Comm.	Second	\$112,578	9	(\$11,001)	NM	(\$0.56)
Sony Corp.	*	\$3,751,705	-5	\$90,829	-56	\$0.39
Taft Broadcasting	Fourth	\$96,399	-11	(\$6,678)	NM	(\$0.72)
	Year	\$499,774	6	(\$53,139)	NM	(\$5.70)
TCI	First	\$376,224	150	\$17,387	612	\$0.16
Western Tele-Comm.	First	\$20,894	93	(\$328)	NM	(\$0.26)

Television division of **Business Men's Assurance Co.** had revenue of \$7,040,000 and operating loss of \$2.4 million, which company said were "in line with expectations."

- In previous first quarter, **Cablevision Systems** had net loss of \$4.1 million. Company said that cash flow in just-completed quarter increased 56% to \$22.6 million. Cable systems reported penetration rate of 58.4% and average monthly revenue per subscriber of \$34.36, gain of \$1.05 over December 1986. Rainbow Program Enterprises, recently acquired by Cablevision, had first quarter revenue of \$4.9 million.

- In previous first quarter, **Comcast** had net income of \$4.4 million. In most recent quarter, depreciation, amortization and net interest increased due to acquisition of MSO's share of Group W. Operating cash flow for Comcast jumped 137%, to \$25.1 million, while "cash generated from operations" was \$13 million, up 37%.

- **Jacor** had net loss of \$1.1 million in previous first quarter. Most recent quarterly results showed cash flow of \$1.4 million, up 120%.

- **MacLean Hunter** results are reported in Canadian dollars.

- **Malrite** had net loss in previous first quarter of \$3.5 million, \$1.8 million of which came from prepayment of debt. Cash flow in most recent quarter declined 85%, to \$453,000. Company said first quarter "was burdened by increased broadcasting expenses from two recent turnaround acquisitions, WOIO-TV Cleveland and WSTE-TV Ponce, P.R. . . . Both these properties are now bringing in revenue significantly higher than they did at this time a year ago."

- **Multimedia** had net loss of \$5.1 million in previous first quarter. For most recent quarter, operating profit was \$24.1 million, up 12%. Broadcasting division had revenue of \$25.9 million and operating profit of \$6.7 million. Numbers for cable division were \$22.1 million and \$5.7 million, respectively; and for entertainment, \$13.1 million, and \$6.1 million.

- **Sony** results are for five-month period, resulting from change in company's fiscal year, and are translated from yen at 146 to one U.S. dollar.

- **North American Philips** noted improved results in cable television operations.

- In previous third quarter, **Playboy** reported net loss of \$3.2 million. Company said improved results for most recent quarter were due in part to "improved operating performance of The Playboy Channel, due primarily to reduced amortization of prior year programing investments, and increased profits from the home video business."

- Loss for second quarter of **Rogers Communications** included \$10.1 million (reported in Canadian dollars) charge due to prepayment of debt. Previous-second quarter loss of \$785,000 also included \$4.6-million gain from sale of stock. Company said pay-to-basic penetration among U.S. subscribers declined to 105%, from 115% in year-ago period.

- **Taft Broadcasting** had net loss in previous fourth quarter of \$13.8 million, and net income for fiscal 1986 of \$19.4 million. Most recent loss included \$58.2-million charge from sale of independent television stations and attributed operating losses. Reduction of fourth quarter loss, company said, "is attributable to gains on the sale of the company's interest in the Phillies baseball team and Kings Island Inn, the exclusion of losses related to independent television station operations, and a decrease in interest expense." Entertainment Group revenue increased 45% for year, to \$208.6 million, but operating profit decreased 22% to \$10.4 million. Company said that affiliated TV stations revenue was up 11%, to \$164.7 million for year, while operating profit was up 12%, to \$62.1 million and cash flow increased 9% to \$82.4 million. Radio station revenue increased 11% to \$54.5 million, while operating profit was up 14% to \$20.1 million and cash flow increased 13% to 23.3 million.

- First-quarter operating income for **TCI** was \$84.2 million, up 157%, while "funds provided by operations before interest expense" was \$145.6 million, up 121%.

- **Western Tele-Communications** said cash flow was \$14.2 million.

**80 percent of
the video
coming out of
Washington
comes through us.**

Proxy details TCI buyout of Heritage

Bass Investment spurred Heritage to look for white knight; merger valued at \$892 million

Details of the proposed buyout of Heritage Communications by a group largely owned by Tele-Communications Inc., and the subsequent spin-off of Heritage's broadcast properties, were revealed last week in the company's proxy statement. Certain members of Heritage management will be given five-year employment contracts and allowed to purchase up to 18% of the surviving entity.

The history of the merger detailed in the proxy attributes to the Robert M. Bass Group (RMBG) a leading role in the decision to go private. Two months before announcing last December a 5.8% holding in Heritage, RMBG privately approached the Des Moines, Iowa-based MSO to discuss the investment. The company decided it could not consider the Bass holding as purely an "investment. . . In considering what response to make to the Bass investment, the management of Heritage took into account publicly available information about other Bass investments, including situations in which members of the Bass family have participated in transactions involving the change of corporate control."

As a defense, the company said it decided to put itself up for sale and talked with three parties in late January, from which TCI was selected to negotiate a final agreement. The proposed merger calls for Heritage shareholders to receive \$34, either all in cash or in some combination of cash and TCI stock.

The proxy stated that the merger would require roughly \$892 million. Of that, \$348 million would be contributed directly by TCI; \$207 million would come from the sale of assets, and \$348 million would be provided by bank loans, \$125 million of which would be guaranteed directly by TCI or an affiliate company.

The \$207 million expected from asset sales does not include \$225 million to be paid by current management, including James J. Robinette, vice president, television, and Paul Fiddick, vice president, radio, in a leveraged buyout of the company's four AM's, three FM's and six television stations. It is anticipated that the broadcast LBO would be financed partially with an 8% seven-year zero coupon seller's note.

Asset sales so far announced include Heritage's Philadelphia cable system, which is to be sold to Comcast for \$33.3 million, "plus the amount of capital invested by Heritage after March 31, 1987, to construct such system." The proxy also states that there is a letter of intent to sell the Los Angeles cable system for roughly \$18 million to an undisclosed party.

Following the merger, the surviving entity's board would be set at five persons with

one of them from TCI, tentatively the MSO's president, John Malone. Five-year employment agreements would be signed with up to six of Heritage's senior management personnel. The management group also would have options to purchase 18% in the surviving corporation for a price equal to TCI's "equity contribution per share." Furthermore those options, whether exercised or not, could be put (requiring purchase) to the surviving corporation in 1992.

The company has delayed for one week, until June 30, a shareholders meeting, where a two-thirds vote is required to approve the merger. Among the other conditions before closing are government approvals for the transfer of cable franchises, which the proxy said is required in systems serving roughly 225,000 of Heritage's roughly one million total. One "adverse" circumstance that

might terminate the merger would be the failure to obtain governmental consents to transfer cable franchises for systems serving more than 80,000 subscribers.

The proxy also contained projections as to the future operation of both the surviving MSO, outdoor advertising and communications products division, and for the broadcast LBO. The projections contained two scenarios, one that put cable television operating income ("before tax depreciation and amortization expense") compound growth, at either 13.6% or 9.5%. Outdoor advertising was 15.8% under either assumption.

For the broadcasting operations, the assumed operating income compound growth was 14.8% for radio; for television it was either 14.3% or 10%. Revenue projections showed 10-year compound growth of 7.6% for radio, 10.7% for television. □

First-quarter tracking. Figures compiled for the Television Bureau of Advertising from a survey of 430 reporting TV stations show that local time sales for the first quarter of 1987 climbed 8% over the same period a year ago. (Two weeks ago, TVB reported total first-quarter advertising for network, spot and local [BROADCASTING, May 25].) National and regional spot rose 3%, according to TVB, while network compensation in the period dipped 1%.

New England, by region, showed the greatest jump, 16% in local and 6% in spot TV. Conversely, the west south central region, covering Arkansas, Louisiana, Oklahoma and Texas, showed a 1% gain in local advertising and an 8% loss in national and regional spot TV. TVB said the decline there was apparently related to the oil crisis, but it would not speculate on the relatively brisk activity in New England.

Predictably, NBC affiliated stations tended to outperform those of other networks in the first quarter. The percentage increase was 10% for NBC, ABC's 9% and CBS's 7%.

Figures in the survey were compiled by the certified public accounting firm of Arthur Young & Co. TVB has sponsored the surveys for 20 years and has made the results available to TV stations.

First quarter 1987

Based on total 1986 revenues	Number of commercial stations*	Number of reporting stations	National and regional			Network comp.
			Local	spot	Total	
Under \$2,000,000	**	39	+24%	+35%	+29%	+5%
\$2,000,000-\$4,000,000	**	65	+5	+4	+5	+1
\$4,000,000-\$8,000,000	**	105	+9	+5	+7	-1
\$8,000,000-\$12,000,000	**	65	+9	+3	+5	+1
\$12,000,000-\$20,000,000	**	55	+5	-1	+2	0
\$20,000,000-\$40,000,000	**	51	+9	0	+4	-1
\$40,000,000 and over	**	47	+9	+3	+6	-2
All reporting stations	900	430	+8%	+3%	+5%	-1%

Based on location of television market

New England	38	22	+16	+6	+10	-2
Middle Atlantic	80	36	+9	+3	+6	+1
South Atlantic	158	79	+10	+8	+8	0
East South Central	82	28	+9	+3	+5	-1
West South Central	134	62	+1	-8	-4	-2
East North Central	140	79	+6	0	+4	+1
West North Central	78	41	+14	+2	+8	+1
Mountain	75	39	+4	-5	-1	-4
Pacific	115	44	+9	+5	+7	-3
All reporting stations	900	430	+8%	+3%	+5%	-1%

Based on affiliation of the station	Number of commercial stations*	Number of reporting stations	National and regional			Network comp.
			Local	spot	Total	
Affiliates	565	326	+8%	+2%	+5%	-1%
ABC	188	104	+9	+3	+5	-3
CBS	190	118	+7	+1	+4	-2
NBC	187	104	+10	+2	+6	+1
Independents	335	104	+9	+4	+6	—
VHF	34	21	+7	+2	+5	—
UHF	301	83	+11	+8	+10	—
All reporting stations	900	430	+8%	+3%	+5%	-1%

Based on market rank

1-10	110	37	+9	+1	+5	-3
11-25	108	60	+9	+5	+7	-3
26-50	141	75	+8	+2	+5	+1
51-75	137	75	+7	+1	+4	-1
76-100	108	53	+8	+4	+6	+3
101-140	147	77	+7	+1	+4	-1
141 and over	149	53	0	-3	-1	-1
All reporting stations	900	430	+8%	+3%	+5%	-1%

Time sales represent sales of television time as actually billed and before agency representative commissions.

Full year 1986 time sales dollar composition†

Based on market rank	Number of reporting stations		National, regional spot		Network comp.	All time sales
	VHF	UHF	Local	spot		
1-10	28	9	48% (36)	50% (36)	2% (20)	100% (37)
11-25	40	20	45 (23)	53 (27)	2 (16)	100 (24)
26-50	47	28	46 (16)	49 (16)	5 (20)	100 (16)
51-75	51	24	50 (11)	45 (9)	5 (15)	100 (10)
76-100	31	22	49 (5)	44 (5)	7 (10)	100 (5)
101-140	48	29	48 (6)	43 (5)	9 (12)	100 (5)
141 and over	39	14	48 (3)	41 (2)	11 (7)	100 (3)
All reporting stations	284	146	48% (100)	46% (100)	+6% (100)	100% (100)
<i>Based on total 1986 revenues</i>						
Under \$2,000,000	8	31	58 (1)	40 (0)	2 (1)	100 (0)
\$2,000,000-\$4,000,000	34	31	46 (3)	44 (3)	10 (6)	100 (3)
\$4,000,000-\$8,000,000	60	45	48 (9)	44 (8)	8 (16)	100 (9)
\$8,000,000-\$12,000,000	45	20	46 (9)	48 (9)	6 (13)	100 (9)
\$12,000,000-\$20,000,000	45	10	49 (12)	45 (11)	6 (17)	100 (12)
\$20,000,000-\$40,000,000	47	7	45 (20)	51 (22)	4 (17)	100 (21)
\$40,000,000 and over	45	2	46 (46)	51 (47)	3 (30)	100 (46)
All reporting stations	284	146	48% (100)	46% (100)	+6% (100)	100% (100)

(†) Figures in first column represent percentage of station revenue. Figures in parentheses () represent market revenues as a percentage of total revenue.

(*) The number of stations in the various categories are taken from 900 stations in A.C. Nielsen's (NSI) Directory 1986-87. To avoid duplication, individual network counts are for primary affiliates only. Satellites are not included.

(**) The FCC no longer publishes Television Broadcast Financial Data. Therefore, revenue breakdowns by number of stations are no longer available.

(1) Commercial stations in United States have been grouped based on the following market locations:

- New England: Conn., Me., Mass., N.H., R.I., Vt.
- Middle Atlantic: N.J., N.Y., Pa.
- South Atlantic: Del., Washington, Fla., Ga., Md., N.C., S.C., Va., W. Va., P.R.
- East South Central: Ala., Ky., Miss., Tenn.
- West South Central: Ark., La., Okla., Texas
- East North Central: Ill., Ind., Mich., Ohio, Wis.
- West North Central: Iowa, Kan., Minn., Mo., Neb., N.D., S.D.
- Mountain: Ariz., Colo., Idaho, Mont., Nev., N.M., Utah, Wyo.
- Pacific: Alaska, Calif., Ore., Wash.

(2) For market ranking, commercial television stations have been grouped based on the number of television households in their "Area of Dominant Influence" (ADI) as published by the Arbitron Co.

(3) The percentages of increases and decreases submitted by each station have been weighted, using (1) the average of the dollar class checked by the station as representing their 1986 dollar volume of total television timesales revenue and (2), the proportion of each time sales class to the total sales revenue indicated by the stations as representing their 1986 time sales dollar.

Because our customers know we come through for them.

Small format, big plans

Standards activists met in Miami to grapple with future digital small-format videotape technology, as users from the major commercial U.S. networks submitted a preliminary draft detailing a range of applications for such a system.

The user group, meeting in conjunction with other standards committees of the Society of Motion Picture and Television Engineers, suggested in the draft that the system be portable enough for field use but also capable of fulfilling a range of studio applications such as dubbing, network delay feeds and use in automated cart systems.

The standards work began earlier this year ("In Sync," April 27) and is not without controversy, since users dispute how quickly the technology should be standardized and whether it will fit in with other digital video formats now being marketed.

One world digital recording standard already exists, the 19 millimeter, cassette-based component video system known as "D-1." D-1 is considered particularly suited for high-end production and post-production applications.

A second 19mm cassette system, using a composite digital video signal format that some argue will fit more easily into today's NTSC composite television plants, has been submitted to SMPTE for standardization by Ampex and Sony, with paperwork on a fast track.

The small-format user group, in its final report due next September, is not expected to develop specific parameters for a new digital format, but only to outline its uses. So far, those applications would appear to close the gap in low-end studio uses left by the more expensive D-1 format, but with a market potential clearly overlapping applications of 19mm composite digital and of enhanced half-inch analog systems such as M-II and Betacam SP.

CBS's Bernard Dickens, who chairs the SMPTE parent standards committee on video recording and reproduction technology (VRRRT), said the users' input would help VRRRT decide its next step on the issue, with one option the formation of a higher level standards working group (this time including manufacturers) that would develop parameters for the small-format technology. Among those parameters would be tape width (half-inch and 8mm are two leading possibilities) and signal format (i.e. component or composite).

How quickly a digital small format could emerge would also be a major consideration. Although recorder manufacturers have not officially indicated how far they have advanced in developing such a system, some observers believe the technology is near realization. But market factors, especially the life expectancy of existing half-inch analog systems, as well as prospects for 19mm digital composite, will help determine how soon a digital small format could be commercially exploitable.

Dickens said the timing of the standards

effort would be further considered during remaining meetings of the user group planned this summer, under the chairmanship of NBC's Alan Godber. But Dickens acknowledged there is a "wide spread of opinions" on the matter, with some seeking a standard within the next year and others seeing the standardization effort going into the 1990's.

A separate standards study group was constituted last year to explore the issue on a long-term basis, and the conflicting responsibilities between the two groups have not yet been resolved. The study group, chaired by ABC's Robert Thomas, has so far concentrated its work on getting technology status reports from manufacturers, but with little response to date. The group's next meeting is in September. The VRRRT next meets Sept. 17 in New York as well.

Olympic showing

Ikegami, Fujinon and Fuji Photo Film have all gained business from the 1988 winter Olympics in Calgary, Alberta, Feb. 13-28, 1988.

ABC, which has sole U.S. TV broadcast rights for the games, has selected Fuji Photo Film as its exclusive videotape supplier during the event. Fuji also said ABC has selected Fuji videotape for use during network coverage of the Democratic and Republican national conventions in the summer of 1988.

Ikegami said CTV Television Network, the Canadian host broadcaster which has contracted for the event, will be using at least 60 of the manufacturer's HK-323 and 323P color cameras, leased through Applied Electronics of Toronto. CTV has also selected Fujinon lenses for the cameras, and expects to use long focal length field lenses and ENG-EFP lenses. Fujinon said the lens sale was one of the largest in its history.

Weather report

Weather Central, Inc., a Madison, Wis.-based weather forecasting company, has begun supplying weather graphics to ABC for its NewsOne affiliate satellite feed.

The three-year ABC-WCI contract will provide affiliates with up to 18 graphics (11 weather graphics and seven satellite images) including current national weather, current national high and low temperatures, upper air forecasts and next-day morning and afternoon forecasts.

WCI, which also supplies weather data to CBS affiliates over the network's satellite newsfeed, has introduced new high-resolution (756 pixels-by-482 lines) maps and graphics with anti-aliasing and multicolor fonts through its new WeatherBase dial-up database service.

Clouts and clouds

Chronicle Publishing has introduced two new national services through sports and weather subsidiaries.

The company's Boulder City, Nev.-based Computer Sports World subsidiary has introduced a new character generator program as part of its existing sports database service. The program, developed in conjunction with KVBC-TV Las Vegas, supplies real-time score updates entered through a Chyron character generator for CSW coverage of professional sports events, horse racing and college football and basketball. The service has a yearly fee of approximately \$995 for markets 1-50, with a \$150 monthly minimum usage fee plus connect time of 84 cents a minute. For markets 50 and above, the yearly cost is \$600, with a \$100 monthly minimum.



L-r: Fuji's Gerry Brill, broadcast markets manager and Sian Bauer, general manager, with Capital Cities/ABC's Julius Barnathan, president, broadcast operations and engineering, and Charles Couture, director of purchasing.

Chronicle Broadcasting's WOWT-TV Omaha has also launched a new weather forecasting venture, following that station's purchase of Vortex, an Omaha-based weather company. The new service, which expects to begin nationwide coverage this year, is currently staffed by nine meteorologists and is headed by Jack Sharp and Ross Ellis, formerly of Vortex.

Theme paper

Technology in transition will be the theme of next year's winter television conference of The Society of Motion Picture and Television Engineers (SMPTE). The conference, Jan 29-30, 1988, in Nashville, will cover component analog production and post-production, component and composite digital video systems, editing technology and audio and stereo for television. Wayne Caluger of Caluger & Associates was named program chairman by SMPTE, with Michael Arnold of Scene Three program vice chairman.

Technical paper submissions for the winter conference are due Sept. 15, while authors have until June 15 to submit papers for the society's annual technical conference and equipment exhibit in Los Angeles next Oct. 30-Nov. 4.

New hires

Panasonic Broadcast Systems, which sells M-II half-inch videotape recorders and other systems made by its Japanese corporate parent, Matsushita Electric, is continuing to expand its sales staff with six new district sales manager appointments.

The 10-month-old subsidiary's district sales staff currently stands at 11, operating out of five regional offices in Secaucus, N.J., Los Angeles, Chicago, San Francisco and Atlanta. Another 20 engineers providing support and technical assistance also operate out of the five district offices.

The six appointees are: Chuck Bocan, formerly with Microtime, who will cover the far West region out of the Los Angeles office; David Mewhinney, formerly of Harris and RCA Broadcast, covering the upper Midwest from Chicago; Tom Moore, from Thomson-CSF and RCA Broadcast, covering Northeast from Secaucus; Bill Strucke, formerly with Philips, covering mid-Atlantic states also from Secaucus; Lou Kesten, formerly with RCA Broadcast and Thomson-CSF, covering Southeast states from Atlanta; and Jim Thibodeaux, formerly Video Media, covering the Northwest from San Francisco.

Graphic interests

Barco-Industries and its principal Belgian shareholders have purchased more than \$2 million in preferred stock of Wavefront Technologies, for a 13% to 16% share of the Santa Barbara, Calif.-based advanced computer graphics systems manufacturer.

Barco, which markets professional picture monitors in the U.S. and other products worldwide, said it has invested \$1.5 million in preferred stock, with an additional \$500,000 to \$1 million invested by its major shareholders in Belgium, GMV and Telfin.

The Belgium-based manufacturer already had an exclusive agreement to license the Wavefront software going back to early 1986. Wavefront, formed in 1984, last Febru-

ary acquired a competitor, Abel Image Research, a software-marketing spin-off from Abel Productions in Hollywood.

Laird buys ICM Video

Graphic equipment manufacturer Laird Telemedia has bought ICM Video from International Crystal for an undisclosed cash amount. The agreement includes all ICM Video inventory and equipment, and exclusive manufacturing and market rights to its character generator and video processing-distribution product lines.

According to Laird President William G. Laird, his company will move ICM Video's Oklahoma City operation to facilities at Laird's home base in Salt Lake City. Approximately seven of ICM Video's 36 employees will be hired, the rest laid off. ICM Video's division manager, Mike Janko, will transfer to Laird Telemedia as general manager in charge of all day-to-day operations, Laird said.

Laird Telemedia, which is privately owned with 50 employees and approximately \$5 million in annual revenue, will assume warranty responsibility for ICM products already in the field. Laird said the company's manufacturing capacity would double with the purchase, with its employee base increasing by 20.

Gearing up

Abekas has introduced the NTSC version of its T8 switcher. The unit, available in Europe since 1986 in PAL, has 10 inputs including color background and black, with a three-bus mix effects system, a downstream keyer, dual pattern generators with more than 80 wipe patterns and a 64-registers effects memory. A composite video T8 is priced between \$16,900 and \$23,000 depending on features, while the component version costs \$28,000. The company is based in Redwood City, Calif.

□

Delta Electronics of Alexandria, Va., has a new AM stereo matrix audio processor for use with its C-Quam AM stereo system. The \$3,500 model AMP-1 uses a tri-band matrix processor and includes circuitry providing the NRSC preemphasis and filtering recommendations.

□

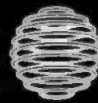
New impulse-pay-per-view software has been developed by General Instrument's Tocom Division in Dallas. The \$500, second-generation software package, designed for the company's Micro-ACS addressable control system and 5503-VIP converters, allows cable operators not on a billing system to generate their own billing information and change pay-per-view credit limits.

□

Scientific-Atlanta has added to its cable TV product line RF transmission cable manufactured by Times Fiber Communication. As part of the agreement, S-A will also transfer its Phoenix cable manufacturing facility to Times Fiber, a wholly owned subsidiary of LPL Investment group. S-A also said it is now planning to begin delivery of its new impulse-pay-per-view system, built around its model 8580 and 8550 addressable set-top terminals, to cable operators this fall, after introducing the technology last December.

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TELECASTINGS

20 years of 'Road'

CBS News correspondent Charles Kuralt will celebrate 20 years of reporting *On the Road*, with a special retrospective of past reports called *Twenty Years on the Road with Charles Kuralt*, airing Wednesday, June 17, at 8-9 p.m. NYT. Said Kuralt, the *On the Road* stories are "not about anyone you'd expect to see on network television. I have attempted to keep relevance and significance entirely out of all the stories I send back. If I come upon a real news story out there on the road, I call some real reporter to come cover it." Reports in the retrospective include those on Jethro Mann of Belmont, N.C., who never owned a bicycle as a child and now keeps a garage-full for the neighborhood children to borrow, and Alex and Mary Chandler of Prairie, Miss., sharecroppers who sent their nine children to college. *Twenty Years on the Road with Charles Kuralt* is produced by Kuralt and Bernard Birnbaum. Perry Wolff is executive producer, and the broadcast is fully sponsored by IBM, CBS News said.

'Telethon' time

WWOR-TV New York will be the East Coast headquarters for *The Jerry Lewis Muscular Dystrophy Labor Day Telethon* beginning Sept. 6-7. Tony Orlando will host the event from the station's Secaucus, N.J., studios, with 15 minutes per hour of the show originating there. WWOR-TV's involvement with the telethon will reunite Larry Fraiberg, president of the station's owner, MCA Broadcasting, with the event. Fraiberg was with WNEW-TV New York, when the telethon first aired from there in 1966.

Prayer aid

The producer of last year's Live Aid and Sport Aid television specials is planning another, bigger extravaganza, entitled *Prayer for World Peace*, scheduled for broadcast on June 6. The special will focus on a rosary prayer to be delivered by Pope John Paul (in seven different languages) from Rome, followed by reaction from the faithful around the world.

In the U.S. about 100 stations have signed on, at no cost, to carry the one-hour program from noon to 1 p.m., Eastern time. Worldwide, close to 20 countries across five continents are participating, and the program's organizers estimate a potential audience of approximately 1.5 billion.

The production is being put together and orchestrated by Global Media Corp., headed by former network producer Tony Verna. He will direct events from a master control studio in London. From there, Verna will coordinate the program, which will be fed by 18 satellites and 30 transponders. The production will cost about \$2 million, which is

being funded by Global Media, Bic Corp. and Lumen 2000, which promotes Catholic media events.

A commemorative book and videocassette will be issued after the broadcast, the proceeds of which will go to the Catholic Foundation, which promotes Catholic television programming. The purpose of the broadcast is just as the title suggests, said Verna, to promote world peace.

Latin beat

The Latin Music Awards, "a new forum to recognize the best in Latin music," according to Univision-Spanish International Network, was to debut on that network last Saturday (May 30) at 10 p.m. NYT. Featuring Julio Iglesias, The Miami Sound Machine, Roberto Carlos and other Hispanic celebrities, the program was to include awards for best pop-rock artist, best transitional group, best romantic ballad, best video of the year and a special lifetime achievement award presented to one artist for all-around excellence.

Indie investigators

Newslink, an independent television news service, has created a special investigative unit, headed by Carlton Sherwood, former print and broadcast journalist. Most recently he has been a freelance writer, after reporting for the *Washington Times* from April 1984 to May 1985. According to Art Browne, vice president and director of Newslink's news and public affairs division, Sherwood's work could "fundamentally change the way independent news organizations serve their clients. . . . We expect Sherwood's investigative unit to provide local newsrooms with stories of the type found on *60 Minutes* or *20/20*," Browne said.

More court time for Collins

NBC-TV announced that Bud Collins, NBC Sports tennis analyst, has signed a new multiyear contract with the network, under which Collins will cover his eighth consecutive French Open from Paris and his 16th consecutive All England Tennis Championship from Wimbledon this year.

U.S.-Soviet TV

ABC-TV will broadcast live a series of satellite TV discussions between members of Congress and senior Soviet officials, with *World News Tonight* anchor and senior editor, Peter Jennings, hosting the ABC specials from 11:30 p.m. to 1 a.m. NYT. Preempting *Nightline*, the programs will discuss arms control on Sept. 23; human rights on Oct. 14, and regional conflicts on Nov. 18, ABC said, adding that the discussions are "part of a series linking congress-

sional leaders in Washington with deputies of the Supreme Soviet in Moscow." The programs will be shown nationally in the United States as well as throughout the Soviet Union by Gosteleradio (Soviet State Television and Radio). Representatives George E. Brown (D-Calif.) and Claudine Schneider (R-R.I.) are co-chairmen of the bipartisan congressional steering committee which negotiated the agreement to hold the discussions, ABC said. Richard Kaplan, executive producer of *Nightline*, is the executive producer of the U.S.-Soviet specials.

Public partners

Public television's *Great Performances* has two new partners: underwriter Martin Marietta Corp. and producer Maryland Public Television. Martin Marietta, a Bethesda, Md.-based aerospace and information technology firm, joins long-time funder Exxon with a commitment of \$1.2 million for the 1987-88 season. MPT joins producing stations WNET(TV) New York, KERA(TV) Dallas-Fort Worth, KQED(TV) San Francisco, WTTW(TV) Chicago and South Carolina Educational TV Columbia, S.C., and will contribute two programs from Wolf Trap Farm Park, the Washington area national park for the performing arts.

Sing a song

BMI honored composers/songwriters of television and movie scores at ceremonies in Beverly Hills, Calif. The top television music composer awards went to Stu Gardner and Bill Cosby, *The Cosby Show*; Jeff Barry and Tom Scott, *Family Ties*; Andrew Gold, *Golden Girls*; Steve Dorff, *Growing Pains*; Al Jarreau, *Moonlighting*; Robert Kraft, Martin Cohan and Blake Hunter, *Who's The Boss*; Jerrold Immel, *Dallas*; Ray Colcord, *227*; Mike Post, *L.A. Law*; and Steve Dorff, *My Sister Sam*. Earle Hagen, who composed music for nearly 3,000 television shows over his 30-year career and wrote a textbook on the subject, "Scoring for Film" (1971), was singled out with a special award presentation. BMI Emmy winners honored included Arthur Rubinstein, *Scarecrow & Mrs. King*; Larry Grossman, *My Christmas Wish*, and Scott Harper, *Miraculous Machines*. BMI TV/film pioneer award winners were David Amram, Warren Barker, Christopher Cerf, Charlie Fox, Stu Gardner, William Goldstein, Daniel Janssen, Frank Lewin, Nancy Cluster and John Fresco.

On the grow

Arbitron says 47.5% of U.S. television households own VCR's, based on interviews done in February. Percentage equals 41,623,900 households. Las Vegas has highest VCR penetration, with 67%.

Word from ATSC: HDTV's future to be written in 1,125 lines

Committee urges U.S. to support HDTV standard based on Japanese system, sends State draft of U.S. standard

The U.S. should reiterate its support for a single world studio standard for high-definition television based on the Japanese-developed 1,125-line, 60 hertz. That is the message of the Advanced Television Systems Committee, the technical standards body that guided the U.S. during international debate over HDTV standards in 1985 and 1986.

ATSC, which met in Washington, buttressed its view by forwarding to the U.S. State Department documents that outlined a draft U.S. standard for a high-definition studio and program exchange system based on 1,125/60 system parameters.

During its meetings, the four-year-old ATSC also reviewed the shifting focus of its three separate technology groups and decided to fold the work of a less active group on improved-NTSC systems into that of a second group exploring higher level enhancements ("Closed Circuit," May 18).

The restatement of support for the 1,125/60 HDTV system was considered important now because of meetings scheduled June 8-10, in Geneva, of the International Radio Consultative Committee (CCIR) HDTV working party.

CCIR, a UN-sponsored body that sets world television and other technical standards, has already considered the HDTV studio question once, but at its quadrennial plenary meeting in 1986 decided to defer the issue until late 1988 at the earliest because of European opposition to the U.S.-supported 1,125/60 technology. ATSC executive director Robert Hopkins will be the U.S. representative to future HDTV working party meetings.

The five-page draft standards submitted by ATSC to the State Department was actually compiled during the last six months by another standards organization and one of the charter members of ATSC, the Society of Motion Picture and Television Engineers. Signal parameters detailed in the document include scanning, video signal definitions, video and synchronizing signal waveforms, bandwidth, analog and digital representations, reference reproducer and clock.

Prefacing the material was a letter outlining the organization's view of current HDTV considerations. "The position of the USA has not changed" regarding the previous recommendation that the 1,125/60 HDTV system be accepted as the single world standard for studio and program exchange, the group wrote. ATSC also claimed the 1125/60 system is finding "rapid acceptance" in TV production and cinema production.

Although European television industry researchers are looking at alternative systems, ATSC argued, the technology is not available to make a compromise standard at a higher field rate, such as 100 hz, practical and the performance of systems with a field rate of 50 hz has been found to be lower than for equivalent systems with a field rate of 60 hz, both in full field flicker and in motion portrayal.

"It is not possible," the group concluded, "for the USA to envisage an HDTV studio and program exchange system with a field rate other than 60 hz."

The ATSC technology group on HDTV also reviewed the progress of its plan to begin testing terrestrial transmission of high-definition, particularly in the UHF-TV and 12 ghz microwave bands.

The group hopes to carry out the work beginning this summer, with preliminary testing from June to October and full tests conducted between next November and July, 1988. No budget has yet been fixed for the work, whose first stages, it is believed, could cost up to \$100,000. The test data gathered could later be used to analyze the proponent systems in laboratory setups.

One major focus of the group's work plan will be to examine potential interference to standard NTSC channels from the information augmentation channels proposed in such two-channel HDTV transmission plans as those proposed by North American Philips, New York Institute of Technology and others.

Chairing the meeting for the first time since undergoing heart surgery last March was Renville McMann, former head of advanced TV research at CBS Technology Center until the research facility's closing last year. McMann is now participating in ATSC courtesy of NBC, via its contracts with RCA Labs (now itself a subsidiary of Stanford Research Institute) where McMann is now consulting.

Also meeting was ATSC's group on enhanced-NTSC, chaired by Dan Wells of Comsat, which for more than a year has been stymied in its effort to standardize a component video satellite delivery system based on Scientific-Atlanta's B-MAC transmission system. The group is still deadlocked in its attempt to recommend B-MAC as an industry standard, with Scientific-Atlanta continuing to withhold details of the proprietary encoding algorithms used in its implementation of the B-MAC system.

In the interim, the enhanced-NTSC group is shifting its emphasis to examining enhanced TV transmission through cable TV systems, a subject discussed at the meeting, along with a parallel effort soon to be undertaken by the National Cable Television As-

sociation's engineering committee (BROADCASTING, May 18).

The ATSC's technology group on improved-NTSC met, as well, and continued its deliberations on eliminating setup (a measure of brightness) in NTSC, as well as future options delivering digital audio stereo sound on broadcast TV.

The group, whose chairman, Kerns Powers of RCA Laboratories, resigned earlier this spring following his partial retirement from RCA Labs, had taken up those questions in the last year following aborted attempts to standardize other improvements to NTSC.

Although ATSC executives stressed that the improved-NTSC work would continue under the aegis of Well's group, it was decided to fold the meetings of the improved group into those on enhanced-NTSC systems.

According to ATSC Chairman E. William Henry, the change is "a recognition that the amount of work to be done in [the improved-NTSC group] was less than anticipated, not because it's unimportant, but because much of the work doesn't need standardization. Improvements at origination and the receiver do not fall within the purview of national standards" but are techniques to be freely implemented or not by broadcasters and others.

Henry also said continuing the improved-NTSC discussion in the other group would be "more efficient and streamlined." That is an important consideration for ATSC's 41 member-companies seeking to continue their support of the organization's standards work despite a general industry "belt-tightening."

The standards group's membership has narrowed in the last two years from 50, with withdrawals for a number of reasons beyond ATSC's control. Among those departed from the rolls are: CBS Tech Center and RCA Broadcast (both of which went out of business), Westinghouse, Harris, Hitachi, Direct Broadcast Satellite Corp, Hughes, RCA Americom, Warner-Amex, Cox Communications and Digital Equipment Corp.

New members have gone on board, as well, including Dolby, Panasonic Broadcast Systems, Gold Star, Mitsubishi, Yves Faroudja Laboratories and Baylor University of Waco, Tex. And, according to Henry, although membership may be smaller now, the group is accepting applications from at least four or five new members, and he expects increasing industry interest in advanced transmission system tests such as those planned for HDTV to draw other new membership.

The ATSC technology groups expect to meet next at the end of July in Washington. □

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RIDING GAIN

O N R A D I O

Adams debut set

American Public Radio is abiding by the wishes of its affiliated stations and will begin airing its new two-hour variety program with Noah Adams, which replaces the network's popular *A Prairie Home Companion* series, on Saturday, Jan. 9, 1988, at 6 p.m. NYT. (After June 13, APR will distribute taped repeats of *PHC* through at least June 30, 1988, but the series will not be permitted to air in its current Saturday, 6-8 p.m. NYT slot after January.) The Jan. 9 start date was the general consensus of APR affiliates at their meeting in Columbia, Md., in late April (BROADCASTING, May 4.)

The new show, which, like *PHC*, will be produced by Minnesota Public Radio, will have two "special" national previews prior to January: Nov. 21 and Dec. 19. The rights fees for the new Noah Adams series, yet to be titled, are expected to be comparable to the current fees for *PHC*.

In another development, APR was scheduled to air the *Cologne/San Francisco Sound*



Fontana installing microphones

Bridge, a live, one-hour, trans-Atlantic broadcast featuring so-called "sound sculptures" (natural sounds) of different sections of Cologne, West Germany, and of the Golden Gate Bridge in San Francisco, Calif. by sound artist Bill Fontana, yesterday (May 31) at noon NYT. The broadcast was also available to members of the European Broadcasting Union, an APR spokeswoman said.

In other public radio news, National Public Radio said it has received three grants, two for its news and information fund: \$200,000 from General Foods (which has also contributed to WNYC-AM-FM New York's *Kids America* series, distributed by American Public Radio) and \$50,000 from Jennifer and Edmund A. Stanley Jr. And NPR received a \$14,000-grant from the Rockefeller Foundation for an ethnic-minority training program in NPR's news departments. The grant will support three one-month residencies over the next year.

Also, NPR said that, based on affiliate feedback, it will continue to carry the Iran/contraband congressional hearings "gavel-to-gavel." It had previously announced that it would carry the hearings the opening day of each phase of the "three-phase" hearing process plus selected live coverage of key witnesses.

CBS NFL lineup

CBS Radio unveiled its remaining list of 1987 NFL football announcers, three weeks

after naming Jack Buck and Hank Stram as its primary announcing team for 17 games ("Riding Gain," May 11). They will also work six other games with other partners. (The network signed a three-year NFL radio rights package in April for \$17.25 million. CBS will air 40 games during the 1987 season including the Super Bowl.) The announcers are: Pat Summerall and Stram doing five Monday night games; Jim Nantz and Pat Haden paired for three regular season and two post-season contests (each may also do more games with different partners), and Jim Kelly, doing play-by-play or color for an "assortment of games."

Station breaks

WNWK-FM Newark, N.J., which programs a multiethnic format, has launched a community-service campaign that gives cash awards of \$250 to "community-minded" Newark citizens who are primarily chosen from the ranks of civic employees. According to a WNWK spokesman, the cash awards are being presented each month people on a list of honorees chosen by a special city selection committee.

Three DJ's fired on Feb. 6 before KMET(FM) Los Angeles changed formats and turned into KTWV(FM), "The Wave," on Feb. 14, have each filed multimillion-dollar lawsuits in Los Angeles Superior Court charging station vice president and general manager, Howard Bloom, and program director, Frank Cody, with breach of contract and fraud. All three suits filed by Jim Ladd, David Perry and Jack Snyder allege that management knew the hard-rock station would change formats and dismiss staffers (the new jazz-pop-New Age format uses no on-air personalities) but kept it secret when it signed them to exclusive contracts last November—Ladd was fired three weeks after joining the station. All three said they were also negotiating with another station in the market, KLSX-FM, when they agreed to join KMET.

Spot trend

National spot radio sales dipped again in April, dropping 3.7% from April 1986 to \$71,474,100. (Spot billings were off 4.4% in March.) That is according to Radio Expenditure Reports, which collects financial data each month from station representatives. For year-to-date (January through April), national spot business is ahead by 0.3% to \$243,796,600, compared to the same period last year.

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Williams remembered. New York's Museum of Broadcasting received a \$25,000 grant for its radio collection from the Friars Foundation/William B. Williams Memorial Fund in honor of the late wNEW(AM) New York radio personality, William B. Williams. The presentation was made by the Williams family during a special luncheon at the museum. Williams, who was with wNEW for nearly 40 years, died last August. Among those attending were several New York radio personalities as well as comedians Alan King and Buddy Hackett who reminisced about their experiences with Williams.

Pictured above (l-r): King, Jeffrey Williams, Dorothy Williams, Hackett, wNEW's Ted Brown and MOB President Robert Batscha.

Bloom said he was instructed not to comment on pending litigation.

Signing on

High-Tech Syndications Inc., a newly established Boston-based radio program supplier, is proposing an around-the-clock sports radio service, slated to be transmitted over Westar V starting in July. Called RTV-Sports, the service will feature five-minute capsule reports of college and professional games every half hour from 6 a.m. to 7 p.m. NYT with telephone talk shows at night. The talk shows, according to Allen Price, operations manager of RTV-Sports, will air from 7 p.m. to 3 a.m. live with the midnight-to-3 a.m. segment repeated from 3 to 6 a.m. RTV-Sports affiliates will have market exclusivity.

□

The Progressive Music Network, a new Minneapolis-based radio programmer, is readying a 24-hour new age/soft jazz/pop satellite-delivered programming service that is targeted to debut on Sept. 6 (Labor Day weekend). President and general manager of the firm is Jack Moore, who was formerly head of KTWN-FM (now KMGK-FM) Anoka, Minn., a suburb of Minneapolis. The service is expected to be delivered to stations via Westar V, transponder 7, through an arrangement with United Video's SCS division.

□

National Public Radio will begin airing *Radio Movies*, a monthly entertainment series described as "movies for the mind," later this month on a national test basis. The program had aired as a 13-part pilot series last spring over WGBH(FM) Boston, which will serve as producer for the national offering. According to WGBH, *Radio Movies* will offer a long-form approach (90-120 minutes) to theatrical works for radio "in combination with short subjects and audio cartoons." A dozen stations will participate in NPR's test run of the series, which is expected to be offered to all 338 NPR member stations in October. All of the test stations will run the series for four



Ossman making 'Radio Movies'

consecutive weeks, except for WNYC-AM-FM New York, which will air it monthly. Serving as program host will be David Ossman.

Beethoven's first

WFMT(FM) Chicago's Beethoven Satellite Network, the year-old classical music program service for radio, will announce this week that it has signed its first public radio network affiliation pact. That network is the seven-station radio division of South Dakota Public Broadcasting, Vermillion, S.D. BSN now has 48 affiliates, 44 of which are non-commercial outlets. It is distributed over Westar IV.

Inspirational format

Satellite Music Network's new black gospel format ("Riding Gain," April 6) has been named the "American Gospel Network." The new format, produced by Satellite Radio

Network, a Charlotte, N.C.-based Christian radio programming service, is schedule to premiere, via Galaxy I, on July 4. Operations manager for the gospel format will be Jim Black, president of ReMark, a Charlotte-based research/marketing/advertising firm.

Up in the air

National Black Network, a division of NBN Broadcasting, New York, will switch from land line transmissions to full satellite distribution beginning July 1, it was announced last week.

The network, which offers both news and entertainment programming to 150 affiliates, will be transmitted via Satcom IV, transponder 19. NBN will be delivered by SCS, the audio and data transmission division of United Video. "For the first time in the network's history, they will have the capability to deliver their programming in stereo," noted Al Stern, general manager of SCS.

The winner is

CBS News Correspondent Douglas Edwards will be the recipient of this year's "radio award" at the National Association of Broadcasters' Management, Programming, Sales and Engineering Convention (Radio '87), scheduled for Anaheim, Calif., Sept. 9-12. Edwards, who joined CBS in 1942, has anchored *The World Tonight* over the CBS Radio Network for the past 21 years. He also serves as host of the CBS-TV series, *For Our Times*. The award is scheduled to be presented at the radio luncheon Sept. 11.

War next door

NBC Radio Network will distribute a half-hour news documentary on the war in Nicaragua, *The Fire Next Door*, narrated by NBC News Correspondents C.D. Jaco and Peter Laufer, who traveled to Nicaragua and Honduras for the story. The special news program will be fed to affiliated stations on Wednesday, June 10, at 12:20 p.m. NYT.

Cooler couple

California Cooler is sponsoring two summer radio specials over The United Stations Programming Network. The first special, *California Cooler's 60's Party*, will air over the weekend of June 20-21, while the second special, *California Cooler's 70's Party*, is scheduled for broadcast over the Aug. 1-2 weekend.

Hi yo Michelson. Charles Michelson Inc., Beverly Hills, is marking its 50th anniversary as a radio program syndicator this month, handling a list of venerable properties including *The Lone Ranger*, *Dragnet* and *Burns and Allen*. In mid-June, the company name will be changed to Charles Michelson & Sons to reflect the addition to the staff of Michelson's two sons, Robert, in New York, and Steve, in San Francisco. The company also will expand to other areas, according to Michelson, involving itself in custom television commercials, videographics and sales videos.

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ABC affiliates baffled by network moves

Record low sweeps performance, new prime time schedule and 'MNF' news window are points of contention among affiliates

A random sampling of ABC affiliates last week indicates the affiliate body will have a few bones to pick with the network at their annual meeting in Los Angeles, June 8-11. Perhaps their biggest gripe, and the one most often cited at the top of affiliate complaint lists, is ABC's emergence from the May sweeps with its poorest performance ever in a major ratings period (May, November and February) in the history of network television. Through May 27, ABC averaged an 11.3/20 in the Nielsen sweep period, and an 11.4/20 in the Arbitron sweep period, a distant third behind CBS and front runner NBC (see separate story, "Top of the Week"). The upcoming meeting, said one affiliate source, may well resemble "the dining room scene from a prison movie when the inmates start banging their tin cups on the table."

Particularly irksome, in the minds of some affiliates, is that the network did not appear

to reserve any blockbuster special event programs for May, indicating to affiliates the network does not understand the importance of the month for affiliates and did not try to deliver respectable ratings. "When NBC was in third place," groused one ABC affiliate, "they would pull out the *Marco Polos* [in May] so at least there were things they could talk about" in an effort to improve the situation. "The events of this past May did not reflect the kind of investment that might have pumped up the affiliates" at their upcoming meeting. Another ABC affiliate echoed those sentiments, adding, "the network appears to be in the hands of accountants, or at least in the hands of executives with an accountant-type mentality."

According to David Lane, president and general manager, WFAA-TV Dallas, "most stations will be disappointed" with the May books. The record low performance follows the network's previous sweeps low, set three months ago in February. And Lane said, "It wasn't a terrific November" sweeps the last time around either. Although he wasn't quite as blistering in his criticism as some of his

colleagues were, Lane observed that in past sweeps, ABC has tended to save some blockbuster first-run and special programs for the May sweeps. "That really didn't happen this time."

Of equal concern to the affiliates is the new ABC prime time schedule—they wonder how network programming executives came up with it. Some affiliates and advertising executives have questioned the network's decision to renew six that earned a 20 share or less last season, including *Sledge Hammer!*, *The Charmings*, *Ohara*, *The Disney Hour*, *Spenser* and *20/20*. The second-guessing has also been widespread concerning the scheduling of several nights in the ABC lineup. In particular, affiliates have expressed dismay at the move of *20/20* to Friday nights where it will face a smaller audience than it competed for on Thursdays.

The move of *20/20* is particularly distressing to local stations, because, as Lane put it, that program "was the last bastion leading into the local news that gave us some comfort. It was the only dependable... quality show that found its audience" at 10 p.m. during the week. Others agreed. "They're putting *20/20* in a kamikaze time period," said one affiliate source. "The only thing that could have been worse was Thursday at 8 p.m.... The show has saved Thursday from being a total disaster."

That move, coupled with some other scheduling moves and new development perceived as lacking any breakthrough programs, has led some affiliates to conclude that next season ABC will not make much progress. "I'm not at all convinced that the schedule will represent an improvement for ABC for this fall," said one affiliate. "It's pretty scary to me."

Others see a few bright spots. "They're doing some exciting things with programming," said Richard Pearson, vice president and general manager, KVIA-TV El Paso. As examples, Pearson cited John Ritter's return to the ABC schedule as *Hooperman* next season, a show co-created by Steven Bochco. He also cited Dabney Coleman's return to network television as star of *Slap Maxwell* on ABC.

But Pearson had complaints as well, and raised an issue that may be a big one at the upcoming affiliates meeting. ABC has indicated it wants to do away with the local news window during halftime within *Monday Night Football* telecasts, which includes two minutes of local news and one minute of local advertising time. "I've learned to live without compensation," said Pearson. "But I'd hate to lose that news window." Others noted that ABC Sports President Dennis Swanson recently proposed doing away with the window because he thinks it has "but-

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chered the game" and has been unfair to second half advertisers who suffer the audience fall-off. "It's ironic," said one affiliate, "because the game has been butchering our 11 o'clock news since time immemorial."

A secondary issue, in that it affects only 13 markets (albeit major ones), may also emerge. Some affiliates are concerned that the network has agreed to the raffling off of over-the-air rights to the Sunday night NFL games that will be televised by ESPN (80% owned by Capcities/ABC) next season. James Coppersmith, vice president and general manager, WCVB-TV Boston, said he considers it a "slap in the face" to those affiliates affected, particularly those in markets where

the games fall during next November's sweeps, of which his is one (Sunday, Nov. 7, New England at New York Giants). "There are so many entities that [Capcities/ABC] has to attack—CBS, NBC, cable. Why on earth do they feel constrained to potentially attack me? If I am not the high bidder, I will be attacked."

Coppersmith contends the company is "more interested in defraying the cost of its football package than [in] WCVB, its largest nonowned affiliate, having a successful November book." Coppersmith said he would preempt the network schedule that night and run a movie during that game if he is not the successful bidder, "just to let them know they hurt me." □

Buyer is owned by Jack L. Woods and seven others. It has interest in KOGO(AM)-KBBY(FM) Ventura, Calif. KIDD is on 630 khz full time 1 kw. KWST is on 101.1 mhz with 800 w and antenna 590 feet above average terrain. *Broker: Dunbar & Associates.*

WLLO(FM) Williston, Fla. □ Sold by WJRC Broadcasting Inc. to Gulf to Bay Broadcasting Corp. for \$564,725. **Seller** is owned by Art Arkellian, who also owns WWCB(AM) Corry, Pa., and WLWU(AM) Dunedin and WLWU-FM Holiday, both Florida. **Buyer** is owned by Reagan C. Smith and three others. Smith is news director at WSSP(FM) Cocoa, Fla. WLLO is on 92.1 mhz with 3 kw and antenna 525 feet above average terrain. *Broker: Chapman Associates.*

WBCK(AM) Battle Creek, Mich. □ Sold by Wolverine Broadcasting Co. to Liggett Broadcast Inc. for \$430,000. **Seller** is principally owned by Nat A. Sibbold, who has no other broadcast interests. **Buyer** is Williamston, Mich.-based group of two AM's and six FM's owned by Robert G. Liggett. WBCK is on 930 khz with 5 kw day and 1 kw night. *Broker: Chapman Associates.*

WVLV(AM) Lebanon, Pa. □ Sold by Pennsylvania Communications Corp. to Kapp Advertising Service Inc. for \$400,000. **Seller** is principally owned by Albert R. Boscov. It has no other broadcast interests. **Buyer** is owned by Robert S. Kapp and family. It owns Lebanon-based advertising agency and has no other broadcast interests. WVLV is daytimer on 940 khz with 1 kw.

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

Changing Hands

PROPOSED

WHYN(AM)-WHFM(FM) Springfield, Mass. □ Sold by R&R Broadcasting to Wilks-Schwartz Broadcasting for \$10.8 million. **Seller** is headed by Sherman Robbins. It has no other broadcast interests. **Buyer** is East Longmeadow, Mass.-based group of two AM's and four FM's owned by Donald Wilks and Michael Schwartz. It is selling WIXY(AM)-WAQY(FM) Springfield (see below). WHYN is on 560 khz with 5 kw day and 1 kw night. WHFM is on 93.1 mhz with 12 kw and antenna 1,000 feet above average terrain. *Broker: Americom Radio Brokers.*

WIXY(AM)-WAQY(FM) Springfield, Mass. □ Sold by Wilks-Schwartz Broadcasting to Sunshine Group Broadcasting for \$8,750,000. **Seller** is buying WHYN(AM)-WHFM(FM) Springfield (see above). **Buyer** is owned by George Silverman, who also owns WZID(FM) Manchester, N.H., and WGAN(AM)-WGMX(FM) Portland, Me. *Broker: Americom Media Brokers.*

WNYB-TV Buffalo, N.Y. □ Sold by Television Corp. of Buffalo to First Allied Massachusetts Corp. for approximately \$4.8 million. **Seller** is Virginia Beach, Va.-based group of 13 TV's headed by Gene Loving and Tim McDonald. Station is being operated under temporary waiver of 12 station rule. **Buyer** is Rochester, N.Y., group of five TV's owned by Malcom Glazer. WNYB-TV is independent on channel 49 with 4,136 kw visual, 414 kw aural and antenna 1,235 feet above average terrain.

KKJY-FM Albuquerque, N.M. □ Sold by Roughrider Broadcasting Inc. to Maranatha Broadcasting Inc. for \$3.3 million. **Seller** is principally owned by Sigmund Rogich, Michael O'Callaghan and Thomas Letizia. It also owns KROL(AM) Laughlin and KPAH-FM Tonopah, both Nevada. KKJY-FM is on 100.3 mhz with 100 kw and antenna 4,110 feet above average terrain. *Broker: Cecil L. Richards Inc.*

WATN(AM) Watertown and WTOJ(FM) Carthage, both New York □ Sold by A.P.A. Communications to Hastings Broadcasting Corp. for \$1.7 million. **Seller** is owned by Dean Aubol and Frank Penny. Penny owns WEBO(AM)-WQWT(FM) Oswego, N.Y. Aubol was

former owner of WTHU(FM) Thurmont, Md. **Buyer** is owned by Gordon H. Hastings and his wife, Linda. Hastings is former president of Katz Television and also owns WDOS(AM)-WSRK(FM) Oneonta, N.Y. WATN is on 1240 khz with 1 kw day and 250 w night. WTOJ is on 103.1 mhz with 3 kw and antenna 363 feet above average terrain. *Broker: Kozacko-Horton Co.*

KIDD(AM) Monterey and KWST(FM) Carmel, both California □ Sold by Walton Radio Inc. to Carmel Broadcast Associates Inc. for \$1.6 million. **Seller** is owned by John B. Walton, who owns Pebble Beach, Calif.-based group of four AM's and three FM's.

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Satellite Footprints

Brown's peacekeeper. Those favoring the use of high-resolution remote-sensing satellites (see page 49) have at least one ally in Congress—Representative George E. Brown. In a speech included in the *Congressional Record*, the California Democrat said he believes the U.S. should become "an aggressive international promoter of remote sensing as a means of helping enhance global security and international stability."

With the U.S. government's help, commercial and government remote-sensing satellites—foreign and domestic—could form a "global information network" providing various "peacekeeping" functions. It could monitor the nations' arsenals to affirm compliance with arms-control treaties, he said. "It could help preclude wars brought on by misunderstanding or miscalculation. . . . [It] could provide the basis for monitoring border disputes, cease-fire agreements, peacekeeping arrangements and demilitarized zones. It could provide the conditions for new international legal protections for the security of all nations. Quite simply, it would enhance the world's common security."

France launched its first remote-sensing satellite in February 1986 and several other countries and, possibly, the U.S. news media plan to follow suit, Brown said. "A multinational array of satellites capable of providing high-resolution images will be in orbit within the next 10 to 15 years," he said. "The only missing element will be the organizational framework for utilizing the information for peacekeeping purposes, and this is where the U.S. should assume a leadership role."

The U.S. can take the lead, he said, by (1) permitting domestic remote-sensing satellites capable of greater than 10-meter resolution [which the news media desire]; (2) initiating talks with other nations about setting up an "international agency responsible for verifying arms-control agreements and managing military conflicts, and (3) by "lowering the veil of security that has been draped . . . over the National Reconnaissance Office and its operation."

The NRO, which collects and analyzes images from the U.S.'s military remote-sensing or "spy" satellites, limits access to its "filled warehouses" of space images to intelligence officers who "need to know," Brown said. But, to a considerable degree, he said, the warehouses should be a public resource. "The American public has as much 'need to know' about military, economic and agricultural developments around the world—as revealed in high-resolution remote sensing images—as does anyone within the intelligence communities. Not only do they have a 'need to know,' they have a right to know. They are the ones who have spent 10's of billions of dollars on this information-gathering system."

According to technical and consumer publications, Brown said, the U.S.'s spy satellites are highly capable. The KH-12 satellite, which is to be launched aboard a space shuttle in 1988, will be able to resolve objects as small as four inches across. "This might be sufficient to determine whether a person sitting in Red Square was reading . . . *Pravda* or *Izvestiya*," he said. What's more, he said, the KH-12 will be able to "see" in the dark with infrared sensors and determine the composition of objects—is it steel or titanium?—with spectral sensors.

Break up. The Video Tape Co., newcomer to the highly competitive business of program distribution via satellite (BROADCASTING, May 15), has landed a contract from Merv Griffin Enterprises for satellite distribution of *Wheel of Fortune* and *Jeopardy* starting this fall.

VTC, a subsidiary of WesternWorld-Samuel Communications, has been handling the tape distribution of shows since 1983, but Wold Communications had the satellite contract.

The satellite is the principal means of distributing the two shows. Of the 207 stations that receive *Wheel*, 115 take the satellite feed; 56 get tapes. Of the 192 that receive *Jeopardy*, 141 take the satellite feed; 51, tapes.

According to VTC Vice Chairman Keith Austin, VTC will pick up the satellite distribution of some other shows that are now handled by Wold. Under a "handshake agreement," he said, VTC and Wold have been cooperating for several years—Wold turning over the tape portion of distribution contracts to VTC and VTC turning over the satellite portion of its contracts to Wold.

According to Austin, the informal partnership started coming unglued last year when Wold began subcontracting some of its tape businesses to dubbing houses other than VTC. It ended when WesternWorld purchased VTC in April and decided VTC should establish its own satellite arm and handle its own satellite distribution, he said.

Among the programs that VTC has been (but will no longer be) subcontracting to Wold: Blair Television's *Divorce Court*; Chuck Barris Productions' *The New Newlywed Game* and *The New Dating Game*, and Robert Schuler's *Hour of Power*.

Newsfeed happenings. Group W's Newsfeed has added a new service for 76 stations that participate in the Newsfeed satellite news exchange—DC Custom. Under the new offering, Newsfeed will send out a reporter and ENG crew to cover an event and produce news segments tailored for the station footing the bill—typically \$250. Newsfeed will send the segments to stations along with other news stories during its regularly scheduled daily feeds.

Newsfeed is offering DC Custom in addition to its existing spot news service, which supplies raw video of events and interviews to stations on request. For stations wishing to request either service, Newsfeed has set up a toll-free number (800-922-NEWS).

Meanwhile, Newsfeed has hired a new executive producer for *The Entertainment Report*, a video wire featuring entertainment industry news and interviews. Sherry Weinman, the creator and producer of the syndicated *Hollywood Closeup*, replaces Bob Males, *TER*'s original executive producer. Richard Sabreen, vice president and general manager of Newsfeed, said the hiring of Weinman is no reflection on the performance of Males who was brought in primarily to get the service off the ground. A Newsfeed spokesman said Newsfeed wanted someone with closer ties to the Hollywood community, and believes Weinman fits the bill.

Sabreen said he is pleased with *TER*'s performance. Now serving 84 stations, the service is in the black and scoring its share of beats, he said. Stations "pay" for *TER* by giving Newsfeed two 30-

second spots a week on the newscast in which *TER* items are used. According to Sabreen, the newscasts are collectively garnering a 7 rating for the advertisers that buy the spots from Newsfeed.

Round two. Prostar Encryption Services, which provided satellite scrambling services for the Sugar Ray Leonard-Marvelous Marvin Hagler middleweight championship fight in April, will do the same for the June 15 heavyweight bout between Michael Spinks and Jerry Cooney from the Atlantic City Convention Center in New Jersey.

According to Prostar, it will use Scientific-Atlanta's B-MAC system to scramble feeds on Satcom III-R, Westar IV, Westar V and Satcom K-2.



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definition TV and to launch notice of inquiry on impact of HDTV on local broadcast services.

June 10—Comments due on FCC proceeding to gather information on technical standards for input selector switches (A/B switches) used to alternate between cable and over-the-air reception (Docket 87-107). Reply comments due June 25.

■ **June 10**—Virginia Public Radio Association marketing session, part two. Holiday Inn South, Charlottesville, Va. Information: (703) 568-6221.

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) 605-0376.

June 11—Washington State Association of Broadcasters Northwest All-Stars Sales Seminar. Thunderbird Motor Inn, Wenatchee.

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

June 11-13—New Mexico Broadcasters Association annual convention. Featured speaker: Gene Janowski, president. CBS/Broadcast Group. Sally Port Inn, Roswell.

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 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 18—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 Season's 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 Billmore, 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 reinstitution 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 24-25**—Wisconsin Broadcasters Association summer convention. Delavan, Wis.

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.

June 28—39th annual prime time Emmy Awards presentation (nontelevised) luncheon primarily for creative arts categories sponsored by the Academy of Television Arts and Sciences and National Academy of Television Arts and Sciences. Premiere hotel, North Hollywood. ATAS: (818) 953-7575.

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.

June 30—Entry deadline for 30th annual International Film & TV Festival of New York for TV programming, promotion spots and music videos. Deadline is for work produced or first aired between Aug. 1, 1986, and June 30, 1987. Sept. 14 is deadline for work produced

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■ **June 30**—Deadline for applications for journalists-in-residence program at *Colorado State University*, funded by grant from *Gannett Foundation*. There will be three newspaper journalists, and, for first time, one television journalist. Information: Garrett Ray, Department of Technical Journalism, Colorado State University, Fort Collins, Colo., 80523; (303) 491-5132.

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 1—Second deadline for entries in *Academy of Television Arts & Sciences'* 39th Annual Primetime Emmy Awards. Deadline is for programs broadcast May 14 and June 30, 1987. Information: (818) 953-7575.

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 15—*Arizona Cable Television Association's* public relations training seminar. Gateway Park hotel, Phoenix. Information: (602) 257-9338.

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 16-18**—*Montana Cable Television Association* 28th annual meeting. Colonial Inn, Helena, Mont. Information: Tom Glendenning, (406) 586-1837.

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. Dunfey 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 CBAs 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.

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.

Aug. 1-5—*Association for Education in Journalism and Mass Communication* annual convention. San Antonio, Tex.

Aug. 1-8—First TV Weathercaster Institute, sponsored by *Lyndon State College meteorology department*. Campus, Lyndonville, Vt. Information: (802) 626-9770.

Aug. 4-6—*CBS* press tour, in conjunction with *Television Critics Association*. Sheraton Redondo Beach, Redondo Beach, Calif.

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

Aug. 6—Reply comments due in *FCC* proceeding (Gen. Docket 87-25) aimed at building case against cable's compulsory copyright license. Reply comments also due in *FCC* proceeding (Gen. Docket 87-24) considering reinstatement of syndicated exclusivity rules.

Aug. 9-11—*Arkansas Broadcasters Association* meeting. Royale Vista hotel, Hot Springs, Ark.

Aug. 9-14—*National Association of Broadcasters* management development seminar for television. University of Notre Dame, Notre Dame, Ind. Information: (202) 429-5366.

Aug. 13-14—*Alaska Broadcasters Association* annual convention, engineering conference and awards banquet. Hotel Captain Cook, Anchorage. Information: (907) 258-2424.

Aug. 13-16—*Tennessee Association of Broadcasters* annual convention. Hyatt Regency, Knoxville, Tenn.

Aug. 14-15—*Utah Broadcasters Association* convention. Prospector Square, Park City, Utah.

Aug. 15—Deadline for nominations for Women at Work Broadcast Awards, sponsored by *National Commission on Working Women*. Information: (202) 737-5764.

Aug. 16-19—*Cable Television Administration and Marketing Society* 14th annual meeting. Fairmont hotel, San Francisco. Information: (202) 371-0800.

Aug. 18-23—*National Association of Black Journalists* 12th annual convention. Theme: "Words, Pictures and Sound: Paving the Road to Parity." Intercontinental hotel, Miami. Information: (703) 648-1270.

Aug. 20-22—*West Virginia Broadcasters Association* 41st annual fall meeting. Greenbrier, White Sulphur Springs, W. Va.

Aug. 30-Sept. 1—Eastern Show, sponsored by *Southern Cable Television Association*. Merchandise Mart, Atlanta. Information: (404) 252-2454.

September

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

Sept. 7-9—*Satellite Broadcasting and Communication Association-Satellite Television Technology In-*

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Philadelphia

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May 27, 1987

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ternational trade show. Opryland hotel, Nashville. Information: Margaret Parone, (703) 549-6990.

Sept. 9-12—Radio '87 Management, Programming, Sales and Engineering Convention, sponsored by *National Association of Broadcasters*. Anaheim Convention Center, Anaheim, Calif.

■ **Sept. 11-13**—*Maine Association of Broadcasters* annual convention and election of officers. Keynote speaker: Douglas Edwards, CBS News. Sugarloaf USA, Kingfield, Maine.

Sept. 16-18—*National Religious Broadcasters* Southeastern chapter meeting. Atlanta. Information: (201) 428-5400 or J. Richard Florence, (305) 737-9762.

Sept. 17-18—*Corporation for Public Broadcasting* annual meeting. CPB headquarters, Washington.

Sept. 17-18—37th annual fall broadcast symposium, sponsored by *Institute of Electrical and Electronics Engineers*. Washington hotel, Washington. Information: (202) 659-3055.

Sept. 17-19—*American Women in Radio and Television* South Central area conference. Houston.

Sept. 17-20—*American Women in Radio and Television* Western area conference. San Jose, Calif.

Sept. 18-20—"Hard Choices: Economics and Social Policy," conference for journalists sponsored by *Foundation for American Communications*. Stouffer Westchester hotel, White Plains, N.Y. Information: (213) 851-7372.

Sept. 20—Telecast of *Academy of Television Arts & Sciences'* 39th Annual Primetime Emmy Awards over Fox Broadcasting Co. live from Pasadena (Calif.) Civic Auditorium.

Sept. 20-22—*National Religious Broadcasters* Western chapter meeting. Los Angeles Airport Marriott, Los Angeles. Information: (201) 428-5400 or Ray Wilson, (818) 246-2200.

Sept. 20-24—*Southern Educational Communications Association* conference. Hyatt Regency, Baltimore. Information: Jeanette Cauthen, (803) 799-5517.

Sept. 21-23—Fifth annual Great Lakes Cable Expo, sponsored by cable television associations of Illinois, Indiana, Michigan and Ohio. Theme: "Cable Means Business." Keynote speaker: Jim Cownie, co-founder and executive VP, Heritage Communications. Indiana Convention Center, Indianapolis.

Sept. 21-24—Third Pacific International Media Market for film and television programs. Regal Meridien hotel, Hong Kong. Information, in Australia: (03) 509-1711.

■ **Sept. 22-24**—*Wisconsin Broadcasters Association* sales seminar. Eau Claire-Appleton-Madison, Wis.

Sept. 23-25—*Oregon Association of Broadcasters* annual meeting. Shilo Inn, Lincoln City, Ore.

Sept. 24-25—*National Religious Broadcasters* South-central chapter meeting. Hyatt Regency, Memphis. Information: (201) 428-5400 or Buck Jones, (901) 725-9512.

Sept. 25—*Society of Broadcast Engineers Chapter 22, Central New York* 15th regional convention. Liverpool, N.Y.

■ **Sept. 27-29**—*Kentucky Cable Television Association* annual convention. Radisson hotel, Lexington, Ky.

Sept. 28-Oct. 2—Video Expo New York, sponsored by *Knowledge Industry Publications*. Jacob K. Javits Convention Center, New York. Information: (914) 328-9157.

Sept. 29-Oct. 1—*Society of Broadcast Engineers* national convention. St. Louis Convention Center, St. Louis.

Sept. 30—*International Radio and Television Society* newsmaker luncheon featuring FCC Chairman Dennis Patrick. Waldorf-Astoria, New York.

October

Oct. 4-6—*Washington State Association of Broadcasters* annual conference. Cavanaugh's Inn at the Park, Spokane, Wash.

Oct. 5-6—*National Religious Broadcasters* Southwestern chapter meeting. Dallas. Information: (201) 428-5400 or David Payne, (918) 258-1588.

Oct. 5-8—*Electronic Industries Association* 62d an-

nual fall conference. Los Angeles. Information: (202) 457-4980.

Oct. 5-8—HDTV '87 Colloquium, third international conference on new television systems, co-sponsored by *Government of Canada, Department of Communications; Canadian Broadcasting Corp.; National Film Board, and Telesat Canada*. Ottawa, Ontario. Information: (613) 224-1741.

Oct. 5-8—Eighth annual Nebraska Videodisk Symposium, sponsored by *Nebraska ETV Network/University of Nebraska-Lincoln*. UN campus, Lincoln, Neb. Information: (402) 472-3611.

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

Oct. 6-8—*World Teleport Association* general assembly, hosted by Bay Area Teleport. Theme: "Teleports and Economic Development." Oakland, Calif. Information: Sharon McStine, (212) 466-4758.

Oct. 7-10—*Kansas Association of Broadcasters* convention. Wichita Marriott, Wichita, Kan.

Oct. 7-11—*Women in Communications* national pro-

fessional conference. Minneapolis. Information: (512) 346-9875.

Oct. 8-10—*American Women in Radio and Television* North Central area conference. Louisville, Ky.

Oct. 9-11—*Illinois Broadcasters Association* fall convention. Knickerbocker hotel, Chicago.

Oct. 14-16—"Satellites in Space," conference sponsored by *Society of Satellite Professionals*. Mayflower hotel, Washington.

Oct. 14-16—*National Religious Broadcasters* Midwestern chapter meeting. Pheasant Run Resort. St. Charles, Ill. Information: (201) 428-5400 or Herb Roszart (402) 845-6595.

Oct. 15-17—*American Women in Radio and Television* Northeast area conference. Albany, N.Y.

Oct. 15-18—*American Advertising Federation* Western region conference. Seattle.

Oct. 15-19—*MIPCOM*, international film and program market for TV, video, cable and satellite. Palais des Festivals, Cannes, France. Information: Perard Associates, (212) 967-7600.

Oct. 16-19—*Minnesota Broadcasters Association* annual fall convention. Holiday Inn Downtown, Mankato, Minn. Information: Jo Bailey, (507) 345-4646.

Oct. 16-19—*Audio Engineering Society* convention New York. Information: (212) 661-8528.

Oct. 18-21—*Association of National Advertisers* 78th annual convention. Hotel del Coronado, Coronado, Calif. Information: (212) 697-5950.

Oct. 19-21—*New York State Broadcasters Association* 33rd annual meeting. Desmond Americana, Albany, N.Y.

Oct. 20-27—Telecom '87, "Communications Age: Networks and Services for a World of Nations," organized by *International Telecommunication Union*. Palexpo, exhibition and conference center. Geneva. Information: Geneva: (022) 99-51-11.

Oct. 21-22—*Ohio Association of Broadcasters* fall convention. Hyatt Regency, Columbus.

Oct. 21-23—*Indiana Broadcasters Association* fall conference. Adam's Mark hotel. Indianapolis. Information: (317) 638-1332.

For the Record

As compiled by BROADCASTING, May 21 through May 27, 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

■ KIDD(AM) Monterey and KWST(FM) Carmel, Calif. (AM: 630 khz; 1 kw-U; FM: 101.1 mhz; 800 w; HAAT: 590 ft.)—Seeks assignment of license from Walton Radio Inc. to Carmel Broadcast Associates Inc. for \$1.6 million. Seller is owned by John B. Walton, who owns Kermit. Tex.-based group of four AM's and three FM's. Buyer is owned by Jack L. Woods and seven others. It has interest in KOGO(AM)-KBBY(FM) Ventura, Calif. Filed May 14.

■ WLLQ(FM) Williston, Fla. (92.1 mhz; 3 kw; HAAT: 525 ft.)—Seeks assignment of license from WJRO Broadcasting Inc. to Gulf to Bay Broadcasting Corp. for \$564,725. Seller is owned by Art Arkellian, who also owns WWC(B)AM) Corry, Pa., and WLVI(AM) Dunedin and WLVI-FM Holiday, both Florida. Buyer is owned by Reagan C. Smith and three others. Smith is news director at WSSP(FM) Cocoa, Fla. Filed May 15.

■ WBCK(AM) Battle Creek, Mich. (930 khz; 5 kw-D; 1 kw-N)—Seeks assignment of license from Wolverine Broadcasting Co. to Liggett Broadcast Inc. for \$430,000. Seller is principally owned by Nat A. Sibbold, who has no other broadcast interests. Buyer is Williamston, Mich.-based group of two AM's and six FM's owned by Robert G. Liggett. Filed May 18.

■ WNYB-TV Buffalo, N.Y. (ch. 49; ERP vis. 4,136 kw. aur. 414 kw; HAAT: 1,235 ft.)—Seeks assignment of license from Television Corp. of Buffalo to First Allied Massachusetts Corp. for \$250,000. Seller is Virginia Beach, Va.-based group of 12 TV's headed by Gene Loving and Tim McDonald. Buyer is Rochester, N.Y., group of five TV's owned by Malcom Glazer. Filed May 15.

■ KRSB-AM-FM Roseburg, Ore. (AM: 950 khz; 1 kw-D; FM: 103.1 mhz; 2.75 kw; HAAT: 310 ft.)—Seeks transfer of control of Douglas Broadcasters Inc. from Eric R. Roost, trustee, to Elliot Motschenbacher for \$50,000. Seller is trustee for John and Martha Worden, who have no other broadcast interests. Buyer has no other broadcast interests. Filed May 14.

■ WVLV(AM) Lebanon, Pa. (940 khz; 1 kw-D)—Seeks assignment of license from Pennsylvania Commu-

nications Corp. to Kapp Advertising Service Inc. for \$400,000. Seller is principally owned by Albert R. Boscov. It has no other broadcast interests. Buyer is owned by Robert S. Kapp and family. It owns Lebanon-based advertising agency and has no other broadcast interests. Filed May 18.

Actions

■ KDBI(AM)-KDLN(FM) Dillon, Mont. (1490 khz; 1

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AM in Top 15 market. Owners retiring. Priced to sell at \$1.1 million with \$300,000 down and soft terms.
Ron Hickman - (201) 579-5232

SOUTHWEST

Dominant, underdeveloped AM/FM. Needs aggressive promotion-oriented broadcaster. Priced at 5.5 x 1987 CF.
Dan Rouse - (214) 788-2525

SOUTHWEST

5 kw AM/Class C FM in growth market of 175,000. Some real estate included. Asking \$1,800,000.
Bill Whitley - (214) 788-2525

TOP RATED COMBO

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David LaFrance - (415) 495-3516



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kw-D; 250 w-N; FM: 98.3 mhz; 1 kw; HAAT: 480 ft.)—Granted assignment of license from Dillon Broadcasting Inc. to Southwestern Broadcasting Inc. for assumption of liabilities. Seller is owned by Robert C. Green, who has no other broadcast interests. Filed March 30.

■ WAVI(AM) Portsmouth, N.H. (1380 khz; 1 kw-U)—Granted assignment of license from Ware Communications Corp. to Windward Communications Group Inc. for \$325,000. Seller is owned by Richard L. Sadowsky, who has interest in Precht Communications Inc., Los Angeles-based group of five TV's. Buyer is owned by Richard Walsh, who also owns WQML(FM) York Center, Me., and has interest in WFTN-AM-FM Franklin, N.H., and WQZN(AM)-WABK(FM) Gardiner, Me., where he is general manager. Filed March 31.

■ KOKC(AM) Guthrie, Okla. (1490 khz; 500 w-U)—Granted assignment of license from Ralph L. Robison to OKC Ltd. for \$122,000. Seller has no other broadcast interests. Buyer is owned by Ralph Tyler, who has no other broadcast interests. Filed March 31.

■ WKYB(AM) Hemingway, S.C. (1000 khz; 10 kw-D; 5 kw-N)—Granted transfer of control of Hemingway Broadcasting Inc. to E.M. Associates for \$1. Sellers have no other broadcast interests. Buyer is owned by Gilbert D. Evans and his wife, Carolyn. It has no other broadcast interests. Filed March 31.

New Stations

Applications

■ Dadeville, Ala.—Tallapoosa County Christian Broadcasting Inc. seeks 88.7 mhz; 9 kw; HAAT: 328 ft. Address: 947 East Fayette St., 36853. Principal is nonprofit corporation headed by Steve Walker. Filed May 18.

■ Sedona, Ariz.—Michael D. Mahaffey seeks 107.5 mhz; 100 kw; HAAT: 1,564.6 ft. Address: 4359 Shire Cove Rd., Columbus, Ohio 43220. Principal has no other broadcast interests. Filed May 6.

■ Tucson—Playa Del Sol Broadcasters seeks 104.1 mhz; 3 kw; HAAT: minus 34.76 ft. Address: 1425 River Park Dr., Suite 201, Sacramento, Calif. 95815. Principal is owned by Edward Stolz, who owns KRCK(FM) Burbank and KWOD(FM) Sacramento, both California. Filed May 15.

■ Tucson—FM Tucson Ltd. Partnership seeks 104.1 mhz; 3 kw; HAAT: 295.2 ft. Address: 7525 E. 33rd., 85170. Principal is owned by Charles Ford. It has no other broadcast interests. Filed May 15.

■ Tucson—Bartree Broadcasting seeks 104.1 mhz; 3 kw; HAAT: minus 52.5 ft. Address: 1045 North Kolb Rd., 85710. Principal is owned by Pamela A. Triano and four others. It has no other broadcast interests. Filed May 15.

■ Tucson—Old Pueblo Broadcasting Inc. seeks 104.1 mhz; 3 kw; HAAT: 298.5 ft. Address: 7525 E. Speedway, 85710. Principal is owned by Thomas E. Dwyer. It has no other broadcast interests. Filed May 15.

■ Tucson—Tucson Community Broadcasters seeks 104.1 mhz; 3 kw; HAAT: 328 ft. Address: 620 E. Mabel, 85705. Principal is owned by Alice Papcun and four others. It has no other broadcast interests. Filed May 15.

■ Tucson—Huerta FM Radio Ltd. Partnership seeks 104.1 mhz; 3 kw; HAAT: 210 ft. Address: 1690 North Stone, 85705. Principal is headed by John Huerta, who has no other broadcast interests. Filed May 15.

■ Tucson—Kevin M. Wodlinger and Patricia W. Wodlinger seek 104.1 mhz; 3 kw; HAAT: 295.2 ft. Address: Rt. 1, Box 180, Verona, Mo. 65769. Principals own KRMO(AM)-KKBL(FM) Monett, Mo. Filed May 15.

■ Tucson—Counsellor FM Partnership seeks 104.1 mhz; 3 kw; HAAT: 299 ft. Address: 706 W. Fifth St., Tyler, Tex. 75701. Principal is owned by David Ray Clement and 18 others. It has no other broadcast interests. Filed May 15.

■ Tucson—Arizona/Capitol Communications Ltd. seeks 104.1 mhz; 3 kw; HAAT: 295.2 ft. Address: 904-F South May St., Chicago 60607. Principal is owned by Terrence Brantley, who has no other broadcast interests. Filed May 15.

■ Tucson—Josie FM Partnership Ltd. seeks 104.1 mhz; 3 kw; HAAT: minus 26.2 ft. Address: 1563 South Hudson St., Denver 80222. Principal is owned by Josie Celaya Velarde and Oscar Leon Cuellar. It has no other broadcast interests. Filed May 15.

■ Tucson—Southern Arizona Broadcasters seeks 104.1 mhz; 3 kw; HAAT: minus 59 ft. Address: 5000 W. Monte Carlo Dr., 85745. Principal is owned by Randall R. Davis, who has no other broadcast interests. Filed May 15.

■ Tucson—F.E.M. Ray Inc. seeks 104.1 mhz; 3 kw; HAAT: minus 46 ft. Address: 711 N. Banff Ave., 85748. Principal is owned by Francine Rienstra, Mary E. Beal and Constanza Rodriguez. It has no other broadcast interests. Filed May 15.

■ Tucson—NJT Limited Partnership seeks 104.1 mhz; 3 kw; HAAT: 295.2 ft. Address: 3440 Via Guadalupe, 85716. Principal is owned by Nina Jilg Trasoff, who has no other broadcast interests. Filed May 15.

■ Tucson—Klecic Broadcasting Inc. seeks 104.1 mhz; 3 kw; HAAT: 295.2 ft. Address: 10905 Wintergreen Hill, Austin, Tex. 78750. Principal is owned by Johnny Klecic, who has no other broadcast interests. Filed May 15.

■ Tucson—Peggy C. Browne seeks 104.1 mhz; 3 kw; HAAT: minus 39.4 ft. Address: 268 E. River Rd., Suite 110, 85704. Principal has no other broadcast interests. Filed May 20.

■ Tucson—Quinto Broadcasting Corp. seeks 104.1 mhz; 3 kw; HAAT: 328 ft. Address: 7111 North Edgewood Place, 85704. Principal is owned by Henry Quinto and his wife, Marilyn. Filed May 15.

■ Pine Bluff, Ark.—Barnhart Broadcasting Inc. seeks 101.3 mhz; 3 kw; HAAT: 328 ft. Address: Route 2, Box 904, 71603. Principal is owned by Donald R. Barnhart and his wife, Rose Mary. It has no other broadcast interests. Filed May 15.

■ Pine Bluff, Ark.—Madison Hodges seeks 101.3 mhz; 3 kw; HAAT: 328 ft. Address: 1231 Azalea Dr., Tallahassee, Fla. 32301. Principal has no other broadcast interests. Filed May 14.

■ Idyllwild, Calif.—Kay Sadler-Gill seeks 101.3 mhz; 75 w; 1,623.6 ft. Address: 13235 H. Fiji Way, Marina Del Ray, Calif. 90292. Principal has no other broadcast interests. Filed May 14.

■ Rancho Mirage, Calif.—Milt Klein seeks 870 w; HAAT: 610 ft. Address: 2029 Century Park East #900, Los Angeles 90067. Principal has no other broadcast interests. Filed May 6.

■ Milford, Del.—JCH Broadcasters Corp. seeks 101.3 mhz; 3 kw; HAAT: 328 ft. Address: 703 N. Walnut St., 19963. Principal is owned by Bill Crisp, Harry E. Jarman and Troy Hill, who have no other broadcast interests. Filed May 15.

■ Milford, Del.—JCH Broadcasters Corp. seeks 101.3 mhz; 3 kw; HAAT: 328 ft. Address: 703 N. Walnut St., 19963. Principal is owned by Bill Crisp, Harry E. Jarman and Troy Hill, who have no other broadcast interests. Filed May 15.

Summary of broadcasting as of April 30, 1987

Service	On Air	CP's	Total*
Commercial AM	4,878	170	5,048
Commercial FM	3,959	418	4,377
Educational FM	1,265	173	1,438
Total Radio	10,102	761	10,863
FM translators	1,115	766	1,881
Commercial VHF TV	543	23	566
Commercial UHF TV	467	222	689
Educational VHF TV	113	3	116
Educational UHF TV	197	25	222
Total TV	1,320	273	1,593
VHF LPTV	247	74	321
UHF LPTV	162	136	298
Total LPTV	409	210	619
VHF translators	2,981	145	3,126
UHF translators	1,998	293	2,291
ITFS	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 STL & intercity relay	2,836	166	3,002

* Includes off-air licenses.

■ Panama City, Fla.—Central Baptist Church seeks 89.9 mhz; 100 kw; HAAT: 105 ft. Address: 1104 Balboa Ave., 32401. Principal is nonprofit corporation headed by Bradley D. Price. It has no other broadcast interests. Filed May 7.

■ Ponte Vedra Beach, Fla.—LeeAnn Kendall Scopinich seeks 106.5 mhz; 3 kw; HAAT: 328 ft. Address: 972 Alcala Dr., St. Augustine, Fla. 32086. Principal has no other broadcast interests. Filed May 6.

■ Ponte Vedra Beach, Fla.—Safe Care Inc. seeks 106.5 mhz; 3 kw; HAAT: 328 ft. Address: P.O. Box 102, Brookier, Fla. 32622. Principal is owned by Bradlee E. Cox, and two others. It has no other broadcast interests. Filed May 6.

■ Arkansas City, Kan.—Faith Broadcasting Inc. seeks 91.9 mhz; 3 kw; HAAT: 308.3 ft. Address: Summit 4 Edgemont, 67005. Principal is nonprofit corporation headed by Gregory A. Hudson. It has no other broadcast interests. Filed May 8.

■ Shelbyville, Ky.—CSW Ltd. seeks 101.3 mhz; 1.3 kw; HAAT: 442.8 ft. Address: South Shore Dr., 40065. Principal is owned by Stephen Wilborn, and two others, who have no other broadcast interests. Filed May 15.

■ Shelbyville, Ky.—WCND Inc. seeks 101.3 mhz; 3 kw; HAAT: 328 ft. Address: P.O. Box 248, 40065. Principal is owned by J.B. Crawley and five others. Filed May 14.

■ Shelbyville, Ky.—Wayne Louis Wilson seeks 101.3 mhz; 3 kw; HAAT: 328 ft. Address: 2122 View St., 40065. Principal has no other broadcast interests. Filed May 15.

■ Brooklyn, Mich.—Cascades Broadcasting Inc. seeks 103.5 mhz; 3 kw; HAAT: 328 ft. Address: 1700 Glemshire Dr., Jackson, Mich. 49201. Principal is owned by John Salov and four others. It has no other broadcast interests. Filed May 13.

■ Poplar Bluff, Mo.—Christian Educational Advancements Inc. seeks 90.5 mhz; 100 w; HAAT: 43 ft. Address: 1311 South 11th St., 63901. Principal is owned by Donald Parsons and his wife, Bessie. It has no other broadcast interests. Filed May 11.

■ Albuquerque, N.M.—Enchanted Broadcasting Inc. seeks 101.3 mhz; 3 kw; HAAT: 328 ft. Address: 1057 Red Oaks, N.E., 87122. Principal is owned by Arthur Alpert and four others. It has no other broadcast interests. Filed May 15.

■ Albuquerque, N.M.—Eda Gordon seeks 101.3 mhz; 2 kw; HAAT: 400.2 ft. Address: 408 Hillside Ave., Santa Fe, 87501. Principal has no other broadcast interests. Filed May 14.

■ Albuquerque, N.M.—Southwest Educational Media Foundation of Texas Inc. seeks 101.3 mhz; 3 kw; HAAT: 328 ft. Address: 2100 Hwy. 360, Suite 1204, Grand Prairie, Tex. 75050. Principal is nonprofit corp. headed by Kent Atkins. It has no other broadcast interests. Filed May 15.

■ Albuquerque, N.M.—Radio Property Ventures seeks 101.3 mhz; 3 kw; HAAT: 328 ft. Address: One Parkside Plaza, 1430 Olive St., St. Louis 63103. Principal is owned by Burt W. Kaufman and two others. It has no other broadcast interests. Filed May 15.

■ Albuquerque, N.M.—Radio New Mexico seeks 101.3 mhz; 3 kw; HAAT: 328 ft. Address: 1806 Walter St. S.E., 87107. Principal is owned by Mary Ann Fiske and two others. It has no other broadcast interests. Filed May 15.

■ Albuquerque, N.M.—Bradley Broadcasting Ltd. seeks 101.3 mhz; 3 kw; HAAT: 328 ft. Address: 8300 Washington Ave., 87113. Principal is headed by Donald L. Bradley, who has no other broadcast interests. Filed May 15.

■ Albuquerque, N.M.—Albuquerque Broadcast Associates seeks 101.3 mhz; 3 kw; HAAT: 328 ft. Address: 509 Cague S.E., 87108. Principal is owned by Amparo Garcia and 21 others. It has no other broadcast interests. Filed May 21.

■ Albuquerque, N.M.—ALBU-Q Broadcasting Ltd. seeks 101.3 mhz; 3 kw; HAAT: 328 ft. Address: 1001 Tramway Blvd., N.E. #13, 87112. Principal is headed by Patricia Chavez. It has no broadcast interests. Filed May 15.

■ Albuquerque, N.M.—Bernillo Communications Inc. seeks 101.3 mhz; 3 kw; HAAT: 328 ft. Address: 1 Plaza Sq., Suite 204, Port Arthur, Tex. 77642. Principal is owned by Kent Foster and two others. It has no other broadcast interests. Filed May 15.

■ Albuquerque, N.M.—New Mexico Capital Communications Ltd. seeks 101.3 mhz; 3 kw; HAAT: 328 ft. Address: 2020 Cherrywood Circle, Naperville, Ill. 60565. Principal is owned by Curtis Reed, who has no other broadcast interests. Filed May 15.

■ Albuquerque, N.M.—FM Albuquerque Ltd. Partnership seeks 101.3 mhz; 3 kw; HAAT: 328 ft. Address: 1613 Lafayette NE, 87106. Principal is owned by Paula Maes, who has no other broadcast interests. Filed May 15.

■ Stillwater, N.Y.—Molly A. Waltman seeks 101.3 mhz;

285 w; HAAT: 1,049.6 ft. Address: 1111 Fawn Rd., Saugerties, N.Y. 12477. Principal has no other broadcast interests. Filed May 15.

■ Stillwater, N.Y.—Ian T. Hanigan seeks 101.3 mhz; 3 kw; HAAT: 328 ft. Address: #8 Loughberry Rd., Saratoga Springs, N.Y. 12866. Applicant is also owned by Maureen D. Carusone. It has no other broadcast interests. Filed May 15.

■ Columbus, Ohio—Columbus Radio Associates seeks 107.5 mhz; 3 kw; HAAT: 328 ft. Address: 1151 E. 25th Ave., 43211. Principal is owned by Eric W. Banks and 22 others. It has no other broadcast interests. Filed May 15.

■ Columbus, Ohio—McCall Broadcasting Inc. seeks 107.5 mhz; 3 kw; HAAT: 328 ft. Address: 1550 W. 5th Ave., 43212. Principal is owned by Vernon Merritt, who also owns WFDF(AM)-WDZZ(FM) Flint, Mich., and WZRC(FM) Des Plaines, Ill. Filed May 15.

■ Columbus, Ohio—Scioto Broadcasters, Ltd. Partnership seeks 107.5 mhz; 3 kw; HAAT: 328 ft. Address: 24911 Duffield Rd., Beachwood, Ohio 44122. Principal is owned by Paul Warfield and three others. It has no other broadcast interests. Filed May 15.

■ Columbus, Ohio—Mid-Ohio Radio Ltd seeks 107.5 mhz; 1.95 kw; HAAT: 410 ft. Address: 1163 Grandview Ave., 43212. Principal is owned by Karen C. Murray, who has no other broadcast interests. Filed May 15.

■ Columbus, Ohio—Horace E. Perkins seeks 107.5 mhz; 1.9 kw; HAAT: 413.3 ft. Address: 1039 Sunbury, 43219. Principal has no other broadcast interests. Filed May 14.

■ Columbus, Ohio—Mark Allen Burchett seeks 107.5 mhz; 1.65 kw; HAAT: 436.2 ft. Address: 1970 Suffolk Rd., 43221. Principal has no other broadcast interests. Filed May 15.

■ Columbus, Ohio—James Philip Gray seeks 107.5 mhz; 3 kw; HAAT: 318.2 ft. Address: 10 Trinity Pl., Fort Thomas, Ky. 41075. Principal has no other broadcast interests. Filed May 15.

■ Columbus, Ohio—Columbus Radio Ltd. seeks 107.5 mhz; 3 kw; HAAT: 328 ft. Address: 6521 Shadow Wynd Circle, Centerville, Ohio 45459. Principal is owned by James H. Sumpster, who has no other broadcast interests. Filed May 15.

■ Columbus, Ohio—Columbus Broadcasting Corp. seeks 107.5 mhz; 3 kw; HAAT: 328 ft. Address: 1447 Peachtree St., Suite 600, Atlanta 30309. Principal is owned by Lee Zapis. It has no other broadcast interests. Filed May 14.

■ Columbus, Ohio—Mid-Ohio/Capitol Communications Ltd. Partnership seeks 107.5 mhz; 3 kw; HAAT: 328 ft. Address: 18931 Scottsdale Blvd., Shaker Heights, Ohio 44122. Principal is owned by Joseph C. Hewitt, who has no other broadcast interests. Filed May 15.

■ Columbus, Ohio—O'Leary Broadcasting Inc. seeks 107.5 mhz; 1.7 kw; HAAT: 426 ft. Address: 236 Winding Way, Camp Hill, Pa. 17011. Principal is owned by Carol B. O'Leary, who has no other broadcast interests. Filed May 14.

■ Columbus, Ohio—William H. Sauro seeks 107.5 mhz; 3 kw; HAAT: 328 ft. Address: 1616 E. Indian School Rd., #445, Phoenix 85016. Principal owns KUSK(TV) Prescott, Ariz., and two LPTV's in Phoenix. Filed May 14.

■ Lancaster, Ohio—Phillips Broadcasting Inc. seeks 103.5 mhz; 3 kw; HAAT: 328 ft. Address: 2170 Wyandot Dr., Lima, Ohio 45806. Principal is owned by Ernest J. Phillips, who has no other broadcast interests. Filed May 15.

■ Lancaster, Ohio—Alspach/Varga Communications Inc. seeks 103.5 mhz; 3 kw; HAAT: 328 ft. Address: 212 South Broad St., 43130. Principal is owned by Howard J. Alspach and Louis F. Varga. It has no other broadcast interests. Filed May 15.

■ Lancaster, Ohio—Trell Broadcasting Co. seeks 103.5 mhz; 3 kw; HAAT: 346 ft. Address: 323 East Main St., 43130. Principal is owned by Donna J. Landefeld and five others. It has no other broadcast interests. Filed May 14.

■ Lancaster, Ohio—John A. Garber and Associates seeks 103.5 mhz; 3 kw; HAAT: 328 ft. Address: 535 Tarkiln Rd., 43130. Principal is owned by John Garber and three others. It has no other broadcast interests. Filed May 14.

■ Ashland, Ore.—Oregon Board of Higher Education seeks 89.1 mhz; 228 w; HAAT: 1,350 ft. Address: P.O. Box 3175, Eugene, Ore. 97403. Principal is state educational association headed by James C. Petersen. Filed May 18.

■ Sellersville, Pa.—Bux-Mont Educational Radio Association seeks 88.7 mhz; 100 w; HAAT: 435.7 ft. Address: P.O. Box 2012, Warminster, Pa. 18974. Principal is nonprofit corporation headed by Charles W. Loughery. Filed May 18.

■ Cameron, Tex.—Joseph K. Smitherman seeks 101.3 mhz; 3 kw; HAAT: 328 ft. Address: 1303 N. Davis St., 76520. Principal also owns colocated KMIL(AM). Filed

May 15.

■ Narrows, Va.—Megan H. McWilliams seeks 101.3 mhz; 1.5 kw; HAAT: 469 ft. Address: 500 College St., 24124. Principal also owns WNRV(AM) Pearisburg, Va. Filed May 15.

■ Narrows, Va.—Worth N. Miller and Worth M. Miller seek 101.3 mhz; 1.45 kw; HAAT: 452.6 ft. Address: 2023 Wesvan Dr., NE, Roanoke, Va. 24012. Principal has no other broadcast interests. Filed May 14.

New TV

■ Live Oak, Fla.—Frank A. Baker seeks ch. 54; ERP vis. 4,467 kw; aur. 447 kw; HAAT: 1,030 ft. Address: 704 Market St., Marianna, Fla. 32446. Principal has no other broadcast interests. Filed April 30.

Actions

AM's

■ Brewer, Me.—Returned app. of Michael Venditti for 1600 khz; 5 kw-U. Action May 18.

■ Gladstone, Mo.—Granted app. of Michael Glienter for 890 khz; 1.5 kw-D. Action May 7.

■ Farragut, Tenn.—Granted app. of Barry Frank Cummings for 670 khz; 500 w-D. Action May 7.

■ Johnson City, Tenn.—Returned app. of Michael Venditti for 1600 khz; 1 kw-D; 500 w-N. Action May 18.

■ Knoxville, Tenn.—Returned app. of Morgan Broadcasting for 1180 khz; 10 kw-D. Action May 18.

■ Hawley, Tex.—Returned app. of George L. Chambers for 1060 khz; 500 w-D. Action May 18.

■ San Marcos, Tex.—Returned app. of Michael Venditti for 1140 khz; 250 w-U. Action May 18.

FM's

■ Lexington, Ky.—Granted app. of Radio Free Lexington for 88.1 mhz; 250 w; HAAT: 288.6 ft. Action May 14.

■ Billings, Mont.—Granted app. of Franklin Broadcasting for 94.1 mhz; 100 kw; HAAT: 1,272.6 ft. Action May 14.

■ Red Lodge, Mont.—Granted app. of Beartooth Stereo FM for 99.3 mhz; 120 w; HAAT: minus 356.2 ft. Action May 14.

■ Roosevelt, Utah—Granted app. of Brian W. Leifson for

98.5 mhz; 2.2 kw; HAAT: 1,895.8 ft. Action May 14.

TV

■ San German, P.R.—Dismissed app. of Freddie Gautier Broadcasting Co. for ch. 42; ERP vis. 1,000 kw, aur. 100 kw; HAAT: 265 ft. Action May 15.

Facilities changes

Applications

AM's

Tendered

■ KTIS (900 khz) Minneapolis—Seeks CP to increase day power to 50 kw; add night service with 300 w, change TL and make changes in ant. sys. Filed May 22.

Accepted

■ WRAG (590 khz) Carrolton, Ala.—Seeks CP to change TL and make changes in ant. sys. Filed May 22.

■ KNSA (930 khz) Unalakleet, Alaska—Seeks MP to change TL. Filed May 21.

■ KKIP (1440 khz) Lowell, Ark.—Seeks CP to change TL. Filed May 21.

■ KVSD (1000 khz) Vista, Calif.—Seeks MP to change TL and make changes in ant. sys. Filed May 22.

■ WPAS (1400 khz) Zephyr Hills, Fla.—Seeks CP to change TL and make changes in ant. sys. Filed May 22.

■ WOOD (1300 khz) Grand Rapids, Mich.—Seeks MP to make changes in ant. sys. Filed May 22.

■ WJLK (1310 khz) Asbury Park, N.J.—Seeks CP to make changes in ant. sys. Filed May 22.

■ WPIE (1160 khz) Trumansburg, N.Y.—Seeks MP to change TL. Filed May 21.

■ WQCC (1540 khz) Charlotte, N.C.—Seeks CP to change day power to 10 kw and make changes in ant. sys. Filed May 21.

■ WTSB (580 khz) Lumberton, N.C.—Seeks CP to change TL and make changes in ant. sys. Filed May 21.

■ KAGI (930 khz) Grants Pass, Ore.—Seeks MP to reduce

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night power to 1 kw, change TL and make changes in ant. sys. Filed May 21.

■ KORQ (1340 khz) Abilene, Tex.—Seeks CP to change TL. Filed May 21.

■ KERV (1230 khz) Kerrville, Tex.—Seeks CP to change TL and make changes in ant. sys. Filed May 22.

■ KMWX (1460 khz) Yakima, Wash.—Seeks CP to change TL and make changes in ant. sys. Filed May 22.

FM's

Tendered

■ KCEZ (95.3 mhz) Camden, Ark.—Seeks mod. of CP to change TL; change ERP to 1.608 kw and change HAAT to 449.4 ft. Filed May 21.

Accepted

■ KAFF-FM (92.9 mhz) Flagstaff, Ariz.—Seeks mod. of CP to change ERP to 100 kw. Filed May 20.

■ KEWB (94.3 mhz) Anderson, Calif.—Seeks CP to change freq. to 94.7 mhz; change TL; change ERP to 3.31 kw and change HAAT to 1,682.6 ft. Filed May 20.

■ 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 21.

■ *KUSC (91.5 mhz) Los Angeles—Seeks CP to make changes in ant. sys. Filed May 20.

■ *WHAN (91.9 mhz) Lakeland, Fla.—Seeks mod. of CP to change TL. Filed May 20.

■ WKNE-FM (103.7 mhz) Keene, N.H.—Seeks mod. of CP to change TL, change ERP to 32.5 kw and change HAAT to 609.7 ft. Filed May 20.

■ WMGG (99.7 mhz) Columbus, Ohio—Seeks CP to change TL; change ERP to 20.5 kw and change HAAT to 928.2 ft. Filed May 21.

■ WJET (102.3 mhz) Erie, Pa.—Seeks CP to change TL; change ERP to 800 w and change HAAT to 613.4 ft. Filed May 22.

■ WSFM (99.3 mhz) Harrisburg, Pa.—Seeks CP to change ERP to 1.17 kw and change HAAT to 527.8 ft. Filed May 22.

■ WOTB (100.3 mhz) Middletown, R.I.—Seeks mod. of CP to change TL and change HAAT to 314.9 ft. Filed May 20.

■ KEY1-FM (103.5 mhz) San Marcos, Tex.—Seeks CP to change ERP to 95.5 kw and change HAAT to 1,256.2 ft. Filed May 21.

TV's

Accepted

■ KTLA-TV (ch. 5) Los Angeles—Seeks CP to change ERP vis. to 44.7 kw; change TL and change HAAT to 3,204.6 ft. Filed May 20.

■ New TV (ch. 33) Bellevue, Wash.—Seeks MP to change ERP vis. to 9,069 kw; aur. 1,814 kw; change HAAT to 940 ft. and change TL. Filed May 22.

Actions

AM's

■ KOFY (1050 khz) San Mateo, Calif.—Returned app. to change night power to 10 kw. Action May 18.

■ WGUS (1380 khz) North Augusta, Ga.—Granted app. to make changes in ant. sys. Action May 12.

■ WGMF (1500 khz) Watkins Glen, N.Y.—Dismissed app. to change hours of operation to unlimited by adding night service with 1 kw; change freq. to 1490 khz and make changes in ant. sys. Action May 18.

■ KDUN (1470 khz) Reedsport, Ore.—Granted app. to change freq. to 1030 khz; increase day power to 10 kw and make changes in ant. sys. Action May 7.

FM's

■ WLPR (96.1 mhz) Mobile, Ala.—Granted app. to change TL and change HAAT to 1,141.4 ft. Action May 15.

■ KHOZ-FM (102.9 mhz) Harrison, Ark.—Granted app. to change HAAT to 984 ft.; change TL and make changes in ant. sys. Action May 13.

■ WMMZ (93.7 mhz) Ocala, Fla.—Granted app. to change TL and change HAAT to 1,348 ft. Action May 7.

■ KNAN (106.1 mhz) Monroe, La.—Granted app. to change TL and change HAAT to 1,016.8 ft. Action May 13.

■ WGRD-FM (97.9 mhz) Grand Rapids, Mich.—Granted app. to change ERP to 13 kw and make changes in ant. sys. Action May 18.

■ WCLV (95.5 mhz) Cleveland—Granted app. to change ERP to 31 kw and change HAAT to 619.9 ft. Action May 13.

Call Letters

Applications

Call	Sought by
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New AM

KVFR	Louis Foreman Allen, Falcon, Colo.
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New FM

WAPY	B.F.J. Timm, Appalachicola, Fla.
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New TV

WEUX	Family Group Ltd., Chippewa Falls, Wis.
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Grants

Call	Sought by
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New AM's

KMVL	Madisonville Media Co., Madisonville, Tex.
WRFS	Viola R. Westlake, Garrisonville, Va

New FM's

WBFR	Family Stations Inc., Birmingham, Ala.
KUZN	Valley Broadcasting Co., Palmer, Alaska
KPHF	Family Stations Inc., Phoenix
WVFS	Board of Regents, Florida State University, Tallahassee, Fla.
KFMN	Walter S. Tucker, Lihue, Hawaii
KSJY	Lafayette Educational Broadcasting Foundation, Lafayette, La.
KOLS	Radio Desoto, Desoto, Mo.
KELY-FM	Reed Communications Inc., Ely, Nev.
WLOW	Dohara Associates Inc., Hilton Head Island, S.C.
WTOI	Jesse N. Williams, Hilton Head Island, S.C.
WYLV	Foothills Broadcasting Inc., Alcoa, Tenn.
WHBM-FM	State of Wisconsin Educational-Communications Board, Park Falls, Wis.

Existing AM's


WLDX	WWWF Sis Sound of Fayette Inc., Fayette, Ala.
KADI	KCZO Osage Broadcasting, Camdenton, Mo.
WAHV	WPXY KISS Ltd. Partnership, Rochester, N.Y.
WYOR	WWCR Ade Oni, M.D., Brentwood, Tenn.

Existing FM's

WOCB-FM	WJFK Patch-Dunn & Associates of Cape Cod Inc., West Yarmouth, Mass.
WPGC-FM	WCLY First Media Corp., Morningside, Md.
KSFA	KLUK Warrensburg Broadcasters Inc., Knob Noster, Mo.
KOHX	KTAD Double Helix Corp., St. Louis
WPRD	WCPT Metcom Virginia Associates, Alexandria, Va.
WQOK	WJLC-FM Power Broadcasting Inc., South Boston, Va.

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Announcer wanted. Mature voice and presentation for adult easy listening station. Two years of commercial experience required. Send cassette and resume to: Stephen Christian, Station Manager, WKLM-FM, 7819 National Service Rd., Suite 402, Greensboro, NC 27409.

HELP WANTED TECHNICAL

Engineer needed for chain-owned North Carolina power FM. Must be experienced without constant supervision. Excellent opportunity. Send resume to Jerry Brown, Vice President-Engineering, P.O. Box 1125, Cary, NC 27512-1125.

HELP WANTED NEWS

Director of news and public affairs, KBSU Radio. Supervise and develop KBSU news production staff; serve as producer and co-host for KBSU's "Morning Edition" program. Bachelor's degree + three years' experience required. Salary: minimum \$22,000 annually + fringe benefits. Send tape and resume to Search Committee, KBSU-FM, 1910 University Drive, Boise, ID 83725.

Director of sports and leisure reporting, KBSU Radio. Supervise sports and leisure department at KBSU Radio. Serve as regional reporter for sports and leisure features throughout the Northwest; assist KBSU director of news and public affairs in production of features for KBSU's "Morning Edition" program. Teach one course annually. Bachelor's degree plus one year's experience in broadcast journalism and management required; television sports and public radio broadcasting experience preferred. Salary: \$20,000 annually + fringe benefits. Send tape and resume to Search Committee, KBSU-FM, 1910 University Drive, Boise, ID 83725.

Alaska! News director for public station. Resume, tape, references to: Tom McGrane, KRBD, 716 Totem Way, Ketchikan, AK 99901. 907-225-9655.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

Radio news service seeks production engineer. Full time. Experience required. Must communicate in both English and Spanish. KXCR-FM, El Paso, Texas. Salary 16-20K negotiable. Call 915-542-3164.

Senior research analyst. Radio network research office seeks experienced media researcher to design and execute studies of audience and programming. Monitor in-house software processes, manipulate primary and syndicated data, write analyses based on variety of data sources. Experience with syndicated, media-related databases, especially Arbitron, Birch, Simmons, PRIZM, is required; additional, primary research experience preferred. Excellent writing skills, familiarity with computer timesharing and personal computing systems, and knowledge of SPSS also necessary. Salary commensurate with experience. Send resume to: National Public Radio, Personnel Department, 2025 M St., NW, Washington, DC 20036. AA/EOE.

Public relations. Two new positions have been created in our broadcast services department. STATION RELATIONS COORDINATOR. Bright, creative individual w/strong knowledge of public broadcasting to design new station relations programs & projects. Requires: college degree in PR/marketing or related field; 5 yrs. professional-level PR exp. with at least 3 yrs. in public broadcasting; proven management skills including both fiscal and personnel; and exc. written and oral communications skills. Exc. benes w/salary in low-mid thirties. STATION RELATIONS ASSOCIATE. To aid in designing station relations activities & projects. Requires: college degree related field or equiv. exp.; 3 yrs exp in public relations, promotion, advertising &/or development including writing brochures and advertising copy, with minimum 1 yr. at a station; exc. writing & public speaking skills, & exp. in producing audio-visual presentations. Exc. benes w/salary in mid-upper twenties. Resumes for both positions must be received by close of business 6/19/87. The Corporation for Public Broadcasting, 1111 16th St. NW, Washington, DC 20036. Attn: Marcia Grossman, Personnel Manager.

SITUATIONS WANTED MANAGEMENT

Business/operations manager. Young, energetic professional with seven years medium market business office management experience. Very strong accounting and computer background. Bottom line orientation, cost control, budgeting, receivables management and supervisory experience. People oriented, hardworking, excellent communicator. Proven track record, solid references. Flexible about relocation. Call Ed 609-729-6211.

Looking for ways to cut costs? Think about a combo GM! Experience as manager, salesman, engineer, announcer, bookkeeper, promotions. Excellent organizational and coordination skills. Box T-99.

SITUATIONS WANTED ANNOUNCERS

Four years experience, dependable. East coast preferred. Available immediately. Mike Ryan, 228 Park Place, Mechanicville, NY 12118.

James Bond and Prissy Galore. Toast of the radio teams. Eliminate your competition. Londonfields Studio, Inc. 518-449-9571.

Distinctive talk. Witty, entertaining, controversial, unpredictable, inventive. No prisoners. Curvalinear, Ent. 518-449-9570.

SITUATIONS WANTED TECHNICAL

Chief for six indy stations seeking move to group management position. Will relocate. Box T-98.

Looking for a super engineer? I'm smart, talented, and love radio. Chief experience in major and medium markets. Hal Smith 205-238-1964.

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.

Attractive, articulate, former Congressional Counsel (FBI oversight) seeks news/commentary opportunity. TV/radio 415-439-8381.

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.

Talented, enthusiastic, available! Experienced production director also seeks news/sports opportunities. Northeast preferred. Reply Box T-112.

5 years medium market sports reporting. P-B-P Award winner looking for creative opportunity. All sports covered. Box U-11.

Entry level news position sought by energetic recent college graduate. Has strong writing skills, available immediately, willing to relocate. Tape and writing samples available. Call Daniel 201-763-5259.

SITUATIONS WANTED PROGRAMING, PRODUCTION & OTHERS

Preconscious processing. The research/application business of programing. Without it you may be best of the worst. Full-service program director. John Chaplin. 305-942-8861

Professional female producer/host. Innovative, informative, entertaining programs of highest caliber. News/talk/sports. Record speaks for itself. Londonfields Studio, Inc. 518-449-9571.

In search of excellence. Full-service program director for smartest, brightest, most competent management team. Desire to surpass expectations of the best. John Chaplin. 305-942-8861

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.

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.

TELEVISION

HELP WANTED MANAGEMENT

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

Corporate director of creative services. Fast growing television division (two stations in two years) of a well known New England company looking for top pro to oversee total station marketing efforts. 3-5 years station promotion a plus, along with indie or radio background. Proven creative skills a must. Great opportunity to get in on the ground floor of an exciting new television company. Interviews to be scheduled at BPME Conference. Send resumes to: Top Pro, P.O. Box 6968, Syracuse, NY 13217 EOE.

General sales manager: Must have independent hands-on exp. local-regional-national for new independent station in San Antonio mkt. EOE. Send resume to Paris Schindler, 3901 Westheimer, Suite 190, Houston, TX 77027.

Broadcast group seeks financial executive to work with management in building a new UHF station in Houston, Texas. This executive will become station controller following completion of construction phase. Prior broadcasting and strong accounting experience required. CPA preferred. Send resume and salary requirements to Box U-12.

Management-general sales manager. Viacom Cable, a leader in the fast growing cable TV entertainment field is seeking a dynamic general sales manager to manage our established advertising sales department with Viacom's Cable System in Nashville, Tennessee. The successful candidate will be an aggressive, self-motivated individual with previous media sales and media management experience preferably in broadcast or cable. Qualified applicants should submit a resume with salary history for consideration to: Viacom Cable, Employment Department #911, P.O. Box 13, Pleasanton, CA 94566-0811. Equal opportunity employer. Women and minorities are encouraged to apply. Viacom Cable

National sales manager: Rochester, NY NBC affiliate. Agency presentation and negotiation skills required. Minimum 1 1/2 years rep or station sales experience. Send resume to Michael Funk, General Sales Manager, WROC-TV, 201 Humboldt St., Rochester, NY 14610-0997. EOE. M/F

HELP WANTED SALES

Local sales manager needed. Immediate opening in beautiful Diamond Lakes resort area. Excellent opportunity with growing group. Independent station. Send resume with references to KRZB-TV, Box 3230, Hot Springs, AR 71914

Top independent TV station in Seattle-Tacoma market seeks a local sales manager for its Seattle operation. The successful candidate will be an aggressive motivator with a proven track record as a successful manager. Send resume to General Sales Manager, KSTW-TV, P.O. Box 11411, Tacoma, WA 98411 EOE.

Account executive: Join a team of hardworking sales professionals using the latest marketing tools. Work for a top 50 NBC affiliate in a beautiful sunbelt seaside market. Must have 2 or 3 years TV sales experience. Send resume to: Joe Bowman, Local Sales Manager, WAVY-TV, 801 Wavy St., Portsmouth, VA 23704. We are an affirmative action, equal opportunity employer. M/F

HELP WANTED TECHNICAL

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.

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.

Experienced operations manager needed immediately. Independent station. Growing group. Great opportunity. Located in beautiful Diamond Lakes resort area. Send resume with references to KRZB-TV, Box 3230, Hot Springs, AR 71914.

Chief engineer position available. Flint-Saginaw-Bay City, Michigan - CBS affiliate in 58th ADI seeks motivated, well organized chief engineer to manage technical department. Candidate must have proven television station and UHF transmitter maintenance experience. Apply in confidence to Michael J. Fiorile, WEYI-TV, P.O. Box 250, Clio, MI 48420. EOE.

Maintenance technician: Installation and repair of studio and transmitter equipment. Some design, planning, and training responsibilities. Rotating shift including nights and weekends. Requires Associate's degree in electronic technology or equivalent formal training, plus experience in electronic repair/troubleshooting. FCC license or SBE certification. Send resume: Manager of Human Resources, WNHT-TV/FM, Box 17, Schenectady, NY 12301. EOE.

Maintenance technician capable of studio maintenance, with RCA G-Line transmitter facility as primary responsibility. FCC general class license preferred, prior RF experience necessary EOE, M/F. Send resume to Steven M. Davis, WPRI-TV, 25 Catamore Blvd., East Providence, RI 02914-1203.

Maintenance engineer. A progressive CBS television station in eastern North Carolina has need of a studio maintenance engineer. Experience should include ENG cameras and tape recorders, studio cameras, switchers and character generators. Some experience with quad tape, 1 inch tape machines, 3/4 inch machines is desirable. Send a resume and salary requirements to Heber Adams, WNCT-TV, Box 898, Greenville, NC 27834. EOE.

Broadcast television technician. Minimum of 5 years experience required in operation and maintenance of broadcast cameras, microwave systems, video tape recorders, and remote operations. Send resume to Taft Communications, Inc., P.O. Box 2135, Lancaster, CA 93539. Taft is an equal employment opportunity contractor.

Building construction coordinator. WJLA-TV (Channel 7) in Washington, DC, has immediate need for individual to act as liaison between station and outside personnel hired to build new station facility. This position is temporary and will extend to the end of 1988. Responsibilities include coordination and communication between architects, consultants, contractors and WJLA staff. Prior experience required in construction management and television equipment installation. Send resume or call: John Tollefson, Dir. of Engineering, WJLA-TV 7, 4461 Connecticut Ave., NW, Washington, DC 20008. 202-364-7825. EOE.

Broadcast engineer. How would you feel about tubing an Ikegami in the morning and trouble shooting on a micro-tune Genesis in the afternoon? How about designing a couple of off-line editing bays in the morning and working with a handful of advanced communications students in the afternoon? Or trouble shooting at our 3,000 watt stereo FM station? We're a small liberal arts college in Vermont with a highly respected communications program. We want a team player with video engineering experience, and FCC ticket and a BSEE Teaching experience a plus. Salary mid-twenties with chance of extra stipend for teaching. Send letter, resume and 3 references to: David G. Ballou, Director of Telecommunications, Lyndon State College, Lyndonville, VT 05851 802-626-9371. AA/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.

HELP WANTED NEWS

Weathercaster who can communicate for top 50 market. Why is weather happening? What does it mean to viewers? Make it interesting. Meteorologist preferred, not necessary. Resumes and cover letter only to Box T-97.

Producer: Top 20 station seeks innovative producer for daily news-information program. This is a rare opportunity to join an aggressive news operation with state-of-the-art equipment. Resume to Box T-116. EOE.

Weathercasters wanted! If you know weather, know the latest in computer graphics for weather presentation, know how to make your on-air delivery interesting, and know what it takes for a winning newscast...we want to know you! Sunbelt VHF, affiliate. Send resume and salary history to Box T-114.

Reporter. 3 years experience in daily news and/or series work. Strong on substance. Send tape and resume to News Director, WSMV, Box 4, Nashville, TN 37202.

Newscast director. Highly creative. Works well with people. Send tape and resume to News Director, WSMV, Box 4, Nashville, TN 37202.

Meteorologist. This person will handle weekend weather in heart of Tornado Alley. We have Doppler radar, lightning detector, colorgraphics. Must have meteorology degree. Tapes and resumes to Perry Box, News Director, KOCO-TV, OKC, OK 73113. AAE.

KTVN-TV News 2 is looking for an assignment editor to help direct the day-to-day operations of our newsroom. The successful candidate will be a strong people manager and motivator, have strong organizational skills, strong writing skills, 2-4 years reporting, producing or photography experience; and the ability to run the assignment desk, produce shows, and do whatever it takes to finish the process of making us #1 in northern Nevada. Send resume to Dennis Siewert, President and General Manager, KTVN-TV, P.O. Box 7220, Reno, NV 89510. KTVN is an equal opportunity employer.

KTVN-TV News 2, attractive western market is looking for aggressive, energetic and talented weekend sports anchor/reporter. Send resume and tape to Dennis Siewert, President and General Manager, KTVN-TV, P.O. Box 7220, Reno, NV 89510. KTVN is an equal opportunity employer.

News director wanted at ABC affiliate in 78th market, to manage staff of 30. Opening date: June 1, 1987. Closing date: June 12, 1987. Salary negotiable. Requirements for this position include: 1) 5 years experience in newsroom management, demonstrating ability to develop staff, successful track record, community interest, follow-through, proficiency at controlling expenses, and longevity; 2) experience in newsroom positions such as reporter, photographer, producer, assignment editor; 3) 4-year degree. Semi-finalists will be asked to answer written questions. Send resume, references, and tape to Steve Herling, KXLY-TV, W. 500 Boone, Spokane, WA 99201. No calls. EOE.

Assignment manager. Highly organized, creatively motivated television news assignment manager sought by statewide newscast. Oversight responsibilities for assignment editors in three bureaus. The ideal candidate is working in a medium or major market in a similar position. If you possess the journalistic stamina and intellectual energy to generate enterprise pieces with substance, please reply, in writing only, to William Jobs, Executive Producer, New Jersey Network News, 1573 Parkside Ave., Trenton, NJ 08625. EOE, M/F.

South Florida affiliate needs creative news photographer/editor. 2 years experience, minimum. Top-notch operation with visual emphasis. Send tape and resume to: Keith Smith, 3719 Central Ave., Fort Myers, FL 33901.

Anchor/producer for Midwest ABC affiliate. Work with experienced female co-anchor on early and late newscasts. Minimum four years anchor/reporting experience plus good writing skills. Send resume by June 26, 1987 to Box U-2. EOE.

Meteorologist. Needs AMS seal approved forecaster with professional but folksy style. Midwest network affiliate. Two years television experience required. No beginners. Send resume by June 26, 1987 to Box U-1. EOE.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

Graphics artist/designer. Two years experience in commercial art and hands-on knowledge of electronic graphics systems, set design, and print production techniques. Must have a progressive artistic approach to all work. Degree in commercial art preferred. Send resume to WVEC-TV, 613 Woodis Avenue, Norfolk, VA 23510. EOE.

Graphic artist-news. Top-rated, top-20 NBC affiliate in Midwest seeks illustrator/designer to operate paint system and direct control room production of news and promotion graphics. Television or related graphic design/illustrator experience required. Box T-106.

Switcher/director/editor: Strong experience in operating a GVG 300 switcher is required along with creative directing skills. CMX editing ability would also be useful. This person should have skills for smooth coordination of crews. Call Sterling Davis 415-874-0154.

Field service/final test manager for high technology products for the television post-production industry. Applicants should have managerial and client service background as well as analog and digital trouble shooting abilities. Familiarity with television post-production techniques essential. Contact Utah Scientific Advanced Development Center, a Dynatech company, 2040 Sherman St., Hollywood, FL 33020. Robert Hiemsky 305-920-0800.

Television director. Top 30 Midwest network affiliate seeks strong directing talent. The right candidate needs 5 years experience for fast-paced newscasts as well as solid post-production skills. Ability to perform under fire a must. Send resume to Box U-9.

Creative/production director responsible for all commercial, promotion and public service spots; from concept to air. Direct 1 daily newscast. Three or more years experience, demonstratable creative skills, successful background at independent or small market affiliate. Position requires previous hands-on experience; then in our new 3/4" state-of-the-art production facility. We're a small market, group-owned, ABC affiliate in sunbelt near Atlanta, nearer Gulf. Bring your creative skills and help us grow! Box U-15. Decision before July 1.

Promotion/program coordinator: create and develop all on-air, radio, print and collateral station, news and sales materials. Design and implement major promos and PSA efforts, CATV liaison. Handle syndicated and network scheduling; involvement in community affairs and public service. Ability to anchor "Good Morning America" cut-ins a plus. Position requires previous hands-on experience; then in our new 3/4" state-of-the-art production facility. We're a small market, group-owned, ABC affiliate in sunbelt near Atlanta, nearer Gulf. Bring your creative skills and help us grow! Box U-16. Decision before July 1.

Coordinating producer/reporter, WHA-TV, Madison. Qualifications/requirements: BA in communications, journalism or related field; four years experience in arts and entertainment producing and reporting; and proven reporting, interviewing and writing skills. Must be familiar with field producing and studio production. Salary: \$23,500 minimum. Contact Pratima Sharma at 608-263-2114 for application information. Application deadline June 17, 1987. Women and minorities encouraged to apply. EOE.

Production photographer; independent station is seeking an experienced photographer for commercial production and weekly outdoor show. Attention to detail, lighting skills a must. Rush resume, tape and references to Jack McGee, KDEB-TV, 3000 East Cherry, Springfield, MO 65802-2698.

Turn your years of media experience into financial success. Leading TV & space direct mail ad agency needs aggressive super negotiator to improve rates & placement for our TV commercials & space ads. Our guidance, combined with a well rounded knowledge of the broadcast/program/space/sales business could bring exciting financial rewards. Box U-6.

Production coordinator (television) bilingual Japanese/English. Min. 4 mos. exp. with some college to act as production coordinator for our Japanese language TV station. Responsibilities will consist of programming, news production (including editing, writing, etc.) and commercial production. Occupant should be familiar use of video equipment, recorders, etc. Salary \$21,000 yr. Job site and interviews, LA, Calif. Send this ad and your resume to Job #MV3941, P.O. Box 9560, Sacramento, CA 95823-0570 not later than June 17, 1987.

On-air fundraising coordinator: WETA, Washington, DC. Do you have strong writing skills, solid fundraising or marketing instincts, superior organizational ability and a basic knowledge of television production? WETA is looking for an energetic person to work with our team of producers to complete our on-air fundraising staff. Duties include: Pledge Drive coordination, premium research and development, scriptwriting, etc. Salary low 20s. Send resume and three references to: WETA TV, Personnel, P.O. Box 2626, Washington, DC 20013. 703-820-6025.

Promotion writer/producer. Put your 3-5 years experience to work in a #8 market! Strong writing skills, production background and creativity a must. Send resume and tape to: Cindy Martin, KDFW-TV, Dallas, TX 75202. EOE.

SITUATIONS WANTED MANAGEMENT

GSM. Looking for GSM or GM opportunity. Successful sales and sales management record in Midwest market. Tom Hartman 517-349-8847.

Major market, experienced professional-- out performed market 2-1, seeking aggressive sales management opportunity at television station with comparable objectives, 17+ years experience in sales/sales management, no gaps. Reply in confidence to Box U-7.

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.

SITUATIONS WANTED TECHNICAL

Experienced transmitter engineer seeks transmitter job in small western market mountains. Stan Amster, Rt. S, Box 55 Paynescreek, CA 96075.

SITUATIONS WANTED NEWS

Weatherman: Sharp looking with a warm personality. 3 years exp. small-med. mkts only. Box T-96.

Three years combined newspaper and radio experience, ready for television -- the perfect female complement to your sports team. Northeast preferred. Reply Box T-113.

Magnetic broadcast journalist with strong personality looking for small-to-medium sized market position as reporter/anchor. Has Texas/California small market experience on the air/LA newsroom experience behind the scenes. Conscientious, hard worker & poised. Please call Astrid Conte 818-784-9664.

Team players. Anchors, entertainment, news. Completely experienced, versatile professionals. Curvalinear, Ent. 518-449-9570

J-school grad working in PR one year wishes to return to television news. Valuable top 35 broadcast experience. Steve 614-755-4474, 836-2058.

Small markets! Highly experienced medium market reporter/anchor seeks news director, ND/anchor, or anchor position. Reach through: 607-785-8128.

5 1/2 years TV experience as news and sports anchor/reporter in medium markets. Available for news or sports assignment. Good writer, strong on-air. Southeast preferred. 606-268-1979.

Radio sportscaster misses television. Can shoot, edit. Good writer. Very creative. Relocate anywhere. Dan 205-233-4526.

I have eight years experience; and solid ratings! That is why I am ready to become part of your sports team. If you want a hustler with a strong commitment to local sports, call 915-655-2252.

Remember your first break, and how important it was to your career? This valuable journalism rookie, but people-oriented pro with broad background, looking for first break as reporter/field producer, anchor or magazine host. Black male, with double Master's preparation (including communication) - one year network, large market experience combined - seeks opportunity in any size market... 216-696-8239.

Attractive, articulate, former Congressional Counsel (FBI oversight) seeks news/commentary opportunity, TV/radio. 415-439-8381.

MISCELLANEOUS

Deliver your event live via satellite turnarounds, transportable, teleport from Syracuse, NY. Blocktown Satellite Uplink 315-683-5669.

Exciting availabilities... News anchors/reporters, including entry-level (all regions), magazine hosts (West, Northeast, Southeast). Sportscasters, including play by play (all regions). Weathercasters (Southwest, Midwest, Southeast). Videographers/production/promotion specialists (all regions). Media Marketing, P.O. Box 1476-PD, Palm Harbor, FL 34273-1476. 813-786-3603.

Primo People seeking newscast producers, executive producers and news directors all market sizes. Send tapes and resume to Steve Porricelli or Jackie Roe, Box 116, Old Greenwich, CT 06870-0116. 203—637-3653

ALLIED FIELDS

HELP WANTED INSTRUCTION

Assistant professor to teach radio and television production and writing courses in an established broadcasting program within a comprehensive communications department. One-year appointment. Minimum requirements: Two years of professional broadcasting production experience; masters degree in broadcasting or related area; evidence of participation in scholarly/professional activities and of future scholarly promise/professional growth. Favorable consideration given to those candidates with doctorate in broadcasting or related area; experience in academic settings including college classroom teaching experience; evidence of ongoing publication/scholarly activity. Salary competitive. Send letters of application, resume, and names, addresses, and telephone numbers of three references to Office of Employee and Staff Relations, State University of New York, College at Brockport, Brockport, N.Y. 14420. Deadline June 23, 1987. AA/EEO.

Cameron University is accepting applications for a temporary instructor in broadcasting/speech communications. Qualifications include: M.A. in radio/television, mass communications, or related fields. Preferred qualifications: University level teaching experience; professional radio or television production experience. Responsibilities include: Teach broadcasting and basic communications courses, supervise students in both radio and television labs, recruit students for program. Salary: \$18,000 (9 months). Send letter of application, resume, transcript, and letters of recommendation to Tony Allison, Chairman, Search Committee, Cameron University, P.O. Box 16356, Lawton, OK 73505-6377. Application deadline: 6/22/87.

Teaching fellowships/graduate assistantships, division of radio/television/film, North Texas State University. Teach basic courses in audio, video, and film production; copywriting; assistant to large enrollment classes, and radio station manager. Applicants must be accepted by Graduate School to be eligible for employment. Information and application: Dr Edwin Glick, Acting Chair, NTSU RTVF, P.O. Box 13108, Denton, TX 76203-3108. Deadline: June 19, 1987.

Millikin University: instructor in communication and manager for 165-watt FM radio station. Renewable, 11 month non-tenure track position starting August, 1987. Able to teach mass media, media law, audio production, radio lab. M.A./M.S. required. Professional broadcasting experience, prior college teaching preferred. Write Dean Gerald Redford, Millikin University, Decatur, IL 62522, with transcripts and names of three references.

Visiting instructor/assistant professor of broadcasting, University of Cincinnati, \$18,000-\$22,000 (9-month contract). Responsibilities include teaching courses in all phases of video production, including single and multi-camera applications as well as multi-track audio recording and reproduction. Some advising of undergraduates. Qualifications: M.A., ABD considered, Ph.D. preferred. Video and audio production experience, broad production interests, an awareness of the diversity of production styles and genres and a thorough understanding of production processes. Experience in teaching and studio maintenance as well as some training in music is highly desirable. Appointment date: September 1, 1987. Deadline for applications June 8, 1987. Submit letter of application, a current vita, and indicate three contacts for professional reference to Manfred K. Wolfram, Head, Broadcasting Division, College-Conservatory of Music, University of Cincinnati, M.L. #3, Cincinnati, OH 45221. EOE/AA.

Television production. Teach TV production and related courses in a state of the art facility. M.A. acceptable for hiring. M.A. plus 30 hours required for tenure. Send letter of application, vita, recommendations, and transcripts to Douglas Bock, Department of Speech Communication, Eastern Illinois University, Charleston, IL 61920 by June 15. Eastern Illinois University is an affirmative action, equal opportunity employer.

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 Watwood Parkway, #420, Carrollton, TX 75006.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

Computer editor. Seeking experienced computer editor. Major Southeast corporation seeks 1" computer editor for in-house projects. Minimum 1 year experience; Demonstrated commitment to visually creative & quality production techniques; strong interpersonal skills. Ampex ace editor. NEC E-Flex, Ampex 1" machines and CG. Qualified applicants send resume to: Box U-13

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

"Sales Manager's Notebook"—Daily "sales tips" you can use to motivate and train your sales crew. A "must" for professional sales managers who want to increase bottom-line performance. Only \$6.95 to: Dana Kehr, P.O. Box 22268, Billings, MT 59101.

WANTED TO BUY EQUIPMENT

Wanting 250, 500, 1,000 and 5,000 watt AM-FM transmitters. Guarantee Radio Supply Corp., 1314 Iturbide Street, Laredo, TX 78040. Manuel Flores 512—723—3331.

Instant cash—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.

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.

Kline tower: overall height is 645 feet with two platforms. RCATT25FL transmitter operating on channel 6 - very good condition. Tower will be dismantled after completion of new tower. WBRC-TV 205—322-6666.

2 - Ampex VPR-2B one inch VTRs, with TBC-2B time-base correctors. Both have AST and timecode reader/generators and SMC-100 (slo-mo controller). 1 - Convergence ECS-103C editor with VPR-2B interfaces, and editor controlled audio follow video switcher and timecode reader. Will sell as system or separately. Call 215—797-4530 ask for Barry Fisher.

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.

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 Carpet Video Inc., collect 301—845-8888 or toll free 800—238-4300.

VPR-2B sports controller, BVH-1100 sports controller. BVH-1100s, Ampex ADO-1000 and 3000. TCR-100s. Vital 114 switcher, TK-28 cameras, TK-46s, HK-312B studio cameras, Marconi Mark 8s, AVR-2s, TR-60s, TR-600s, VR-1200, VR-2000, TR-70B Call Media Concepts 919—977-3600

2B' Video van, 3 camera/tri-ax, 2 - 1" VTR's, CG, switcher, audio, 12 kw power, many extras. 215—489-1070.

Fujinon lens: wide angle 6.5 - 23mm adapted for Sony mount cameras. Contact Walter Edel 212—689-1040.

Rank Cintel 35/16mm Telecine type 40939. Includes the following equipment: 1 Rank Cintel operating console with Topsy and Digitiscan controls. 1 Rank Cintel disc drive accessory. 2 Rank Cintel Mark III accessory frames. 1 Tektronix 632 14" monochrome monitor. 1 Tektronix 529 waveform monitor. 1 CBS model 1155 synchronizing generator. 1 Telemation TCE 3000 NTSC color encoder. 1 3M 10 input bridging switcher (video). 1 Hewlett-Packard accessory power supply. 1 McCurdy 24 position audio jack field. 1 Bud FR-80-LG equipment rack. 1 Lipsmer-Smith model CF-200 35/16mm film cleaner. Box U-17.

TELEVISION Help Wanted News

ANCHOR

KCST-TV, NBC, in San Diego is seeking a co-anchor for the 5 & 11PM newscasts, Mon.-Fri. **NO BEGINNERS.** Proven ratings track record. Team player with excellent writing and reporting skills. Send resume/tape by U.S. Postal Service with return receipt requested to:

**Ron Miller, News Director
KCST, P.O. Box 11039
San Diego, CA 92111-2493**

**NO PHONE CALLS PLEASE.
Tapes will not be returned.**

**Equal Opportunity
Employer**

Help Wanted Programing, Production, Others

STORY PRODUCER PHOTOGRAPHER/EDITOR

Our successful "Evening" magazine show expands staff to include more local segments!

Immediate opening: STORY PRODUCER. Must have proven story writing skills, experience with 3 - 5 minute magazine pieces, and a demonstrated ability to meet deadlines. Two to five years experience are required.

Immediate opening: PHOTOGRAPHER/EDITOR. Will shoot and edit magazine stories and on location introductions. Minimum three years editing and shooting experience with demonstrated proficiency in 3/4" editing and post production preparation.

Must be able to work alone and as members of production team. College degree and Pacific Northwest background are preferred.

Send resume and tape:

KING 5 TV
333 Dexter Avenue North,
Seattle, WA 98109.
Attention: Personnel

NO PHONE CALLS PLEASE
An Equal Opportunity Employer, M/F/H/C



GRAPHICS AND DESIGN DIRECTOR

Looking for creative individual with extensive art background and television experience to establish and maintain overall production and graphic look of one of the nation's leading stations. Must have hands on experience with state of the art production facilities and strong interpersonal and communications skills. Directing experience highly desired. Send resume and non returnable tape with examples of your work to John Dolive, WSMV, P.O. Box 4, Nashville, TN 37202.

Art Director

Top 10 CBS affiliate seeking art director. Individual should have a well-rounded knowledge of broadcast design as well as a proven ability to manage and motivate staff in accordance with management needs. Prefer experience in Paint-box, video systems and set design. Ideal opportunity for a medium/small market manager or large market number two looking to move up. Send resume and reel to: Director of Creative Services, WJW-TV, 5800 South Marginal Road, Cleveland, Ohio 44103. EOE. M/F.

FLORIDA

New show for major Florida market. Need Anchors, Reporters, Producers, Photographers. News or magazine experience. Rush resume to George Daffin, 460 Shady Lane, Bartow, FL 33830.

Broadcast Engineering

A subsidiary of an NYSE listed, Midwest based major corporation is seeking individuals for the following career opportunities:

OPERATIONS MANAGER

Ideal applicant would have a BS in Electrical Engineering with 5-10 years managerial and operational experience in broadcast equipment, i.e. broadcast cameras, VPR 6's/APR 2's, Ace Editor, Ampex, ADO, Vista switcher, ADM audio equipment. Responsibilities would also include Ku and C-band earth station as well as mobile SNG/production vehicle operations.

OPERATING ENGINEER SNG/Production Truck

The individual selected will work on a newly acquired, 23 foot SNG vehicle. Responsibilities include RF operation of STS 300 watt phase combined TWT HPA and STS Ku band video exciter with 2 audio sub-carriers. Additional responsibilities to include operation of basic terminal and production equipment including switcher, character generator, audio mixer, VTR's, i.e. 1 inch, 3/4 inch, MII and Beta and Ikegamie Triax base station. Ideal applicant would have trade school and 3 - 5 years experience or equivalent background.

These are exceptional opportunities in a subsidiary with potential for explosive growth. Full benefit package. Salary commensurate with experience. Please send your resume in confidence to:

Box U-14
Equal Opportunity Employer

ASSOCIATE PRODUCER

Local morning Talk Show in Top 15 market is seeking a new team member! Previous talk show experience is required as well as strong booking, producing, writing and people skills. College degree and Pacific Northwest background preferred.

Applicants should send resume and tape:

KING 5 TV
333 Dexter Avenue North,
Seattle, WA 98109.
Attention: Personnel
NO PHONE CALLS PLEASE
An Equal Opportunity Employer, M/F/H/C



Situations Wanted News

TELEVISION ANCHOR RATINGS WINNER

Top rated LA independent (KTTV) anchor 6 years running. Last 5 years owning and managing successful FM. Team oriented. Available 8/87. All inquiries considered. Charles Rowe (503) 996-4040.

Help Wanted Sales

\$\$\$ IN PURSUIT OF HAPPINESS?

Our dynamic television sales department is growing faster every day! We are immediately seeking aggressive A.E.'s willing to take on new challenges in a multi-million \$\$\$ market.

Candidate should have 2 years advertising or broadcast sales experience. A bottom-line individual who is enthusiastic, energetic, with a desire to work in a fast paced shore-line environment!

Call 203-444-2626 Today and ask for Jay McSorley, General Sales Manager.



C & S Broadcasting Corporation, 216 Broad Street,
New London, CT 06320 203-444-2626.

MANAGER, CABLE AD SALES

Extraordinary opportunity for experienced cable ad sales pro who can sell and manage for profitability a large successful sales staff for 90,000-sub system in Northeast. Send resume and salary requirements to Box T-119. EOE.

**Help Wanted Sales
Continued**

**VICE PRESIDENT
OF MARKETING**

TVSC/Group W Productions, the world's largest and best full service (satellite and videotape) physical distributor of syndicated television programs, is seeking an aggressive, creative individual to direct its marketing and sales department. Located in the nation's most livable city, we sell to and service syndicators and television stations across the country and around the world.

He or she should have extensive knowledge of and experience in all areas of television program syndication and distribution, as well as a working knowledge of satellite technology and television production. Candidates should be able to deal confidently at the highest levels of major television syndication management, and be adept at finding creative solutions to marketing problems.

If you have the following broadcast credentials:

- five plus years marketing experience with proven results,
- proven management experience,
- BS/BA requirement or the preferred MBA,
- outstanding human relations skills, desire an excellent compensation and fringe benefits package, and an opportunity to work with an industry leader in a growth environment, send your resume and salary history in the strictest confidence to:

J. Michael Hudson
Vice President and General Manager
TVSC/Group W Productions
310 Parkway View Drive
Pittsburgh, PA 15205

NO PHONE CALLS

We are proud to be an equal opportunity employer.



**TELEVISION VIDEOTAPE
SATELLITE COMMUNICATIONS**
A DIVISION OF GROUP W PRODUCTIONS - A WESTINGHOUSE BROADCASTING COMPANY

**Help Wanted Technical
Continued**

CUSTOMER SERVICE MANAGER

TEXAR, maker of the digitally-controlled AUDIO PRISM, is looking for a Customer Service Manager. Knowledge of modern audio processing techniques and equipment is necessary, but the abilities to work with people, communicate well over the telephone, and to write a well-organized letter are equally important. A sincere desire to work with customers and to assist them with their installation and maintenance questions will be valued highest of all. Opportunities also exist to expand into other areas.

TEXAR offers a modern, air-conditioned, working environment with the most modern equipment and computers available. We are located less than 20 miles from three professional sports franchises and three major universities, but in a tree-shrouded rural setting. Compensation for the right applicant includes incentives, medical insurance and educational reimbursement. Want to use the skills you've learned, but tired of the phone calls at 3AM? Please send your current resume to:

Barry Honel
Operations and Sales Manager
TEXAR Inc.
616 Beatty Road
Monroeville, PA 15146-1502

TEXAR is an equal opportunity employer.

TEXAR

TEXAR INCORPORATED

Situations Wanted Management

**A PASSION FOR
EXCELLENCE**

18-year veteran manager in 370,000 mid-west market ready to move up. Age 41. Sales management, programming, announcing, budgeting, and engineering. Turnaround specialist. Box T-101.

Help Wanted Management

Experienced General Manager

needed for Midsouth top-rated AM/FM Combo. Minimum 5 years experience in management. Excellent track record required. Please forward resume to Box T-103.

**" THERE MAY BE SNOW ON THE ROOF...
BUT THERE'S PLENTY OF FIRE IN THE FURNACE."
29 YEAR RADIO VET AVAILABLE IMMEDIATELY.**

Last fifteen as manager and exec, vice president of small market chain. Former "top program director in the United States" in Bill Gavin Poll. General class license. Major market experience & bottom line orientated. Highly successful in guiding AM against FM, most recently in a 12 station market and a four station market. Perry Murphy 612-834-2567

ALLIED FIELDS

Help Wanted Sales

For Sale Equipment

RADIO

Help Wanted Technical

**SATELLITE SYSTEM
MAINTENANCE TECHNICIAN**

Responsible for troubleshooting and repair at component level of satellite earth station equipment. Will also work with system personnel over the phone for diagnosis and repair of system failures. Experience with SHF, receiver circuits, and microprocessor equipment desirable. Experience with radio broadcast operations helpful. ASEE or equivalent and 3 years repair experience required. Salary negotiable based on experience. Send resume by June 12, 1987 to:

NATIONAL PUBLIC RADIO
Personnel Department
2025 M St., NW
Washington, DC 20036
AA/EOE

**BROADCAST
STATION BROKER**

Unique opportunity to join highly successful media brokerage/investment banking firm. Seeking only a proven producer with top level ownership contacts throughout the industry. Tremendous income potential for the right person. Please reply in confidence to Box U-3.

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

STATION DARK

EXCELLENT TV BROADCAST EQUIPMENT PACKAGE FOR SALE - FLORIDA GULF COAST GREAT BUYING OPPORTUNITY EVERYTHING MUST GO CALL FOR DETAILS AT 609-435-2856 OR 2842 MAJOR EQUIPMENT INCLUDES:

- | | | |
|------|-----|---------------------------------|
| Five | (5) | RCA TK-710 Cameras |
| One | (1) | RCA TK-27 Film Island |
| One | (1) | RCA UHF TTU-55C Transmitter |
| One | (1) | RCA TFU-36JDAS Antenna |
| One | (1) | Strand Century Lighting Package |
| Six | (6) | Sony BVU-800 3/4" VCR's |
| Two | (2) | Chyron Character Generators |
| One | (1) | Di Tech 5840 Routing Switcher |
| One | (1) | VPS 3101 Production Switcher |
| One | (1) | MA MA-2G STL |
| One | (1) | Microdyne TVRO |
| One | (1) | Moseley MRC-1 Remote Control |

PLUS MUCH MORE!

Fates & Fortunes

Media

Timothy C. Dorsey, station manager, CBS-owned KMOX(AM)-KHTR(FM) St. Louis, adds duties as VP, CBS Radio.



Dorsey



Williams

Tom Williams, general sales manager, KRMD-AM-FM Shreveport, La., named general manager.

Bruce K. Lumpkin, general sales manager, WDCA-TV Washington, joins WBFF(TV) Baltimore, as general manager.

George Swift, general manager, Holder Communications Corp.'s WHBB(AM)-WTUN(FM) Selma, Ala., named general manager, co-owned KLCL(AM)-KHLA(FM) Lake Charles, La.

Julian Brodsky, senior VP, Comcast Corp., Bala Cynwyd, Pa., named vice chairman.

Brian L. Roberts, VP, operations, Comcast Cable Communications, named executive VP, Comcast Corp.

Charles R. Redmond, senior VP, finance and administration, Times Mirror Co., Los Angeles, named executive VP and member of company's management committee. **Duane L. Storahug**, executive assistant to company president, David A. Laventhol, named controller. **Allan R. Pfeifer**, director, auditing, named assistant controller, reporting.

Loraine Hall Strait, assistant general counsel and assistant secretary, Storer Communications and its parent, SCI Holdings Inc., Miami, named VP, general counsel and assistant secretary. **Max Kipfer**, office manager, Storer Cable's New Haven, Conn., cable system, named operations manager, Howard county, Md., system.

John Calvetti, president and general manager, Times Mirror's Phoenix cable system, joins Heritage Communications Inc. as general manager, Wilmington, Del., system.

Charles F. Harrison, VP and general manager, WHBF-TV Rock Island, Ill., retires after 47 years as broadcaster.

Susan K. Anderson, attorney, National Labor Relations Board, Newark, N.J., joins Capital Cities/ABC Inc., Los Angeles, as assistant general attorney, labor relations, West Coast.

Michael Burgess, account executive, Hubbard Broadcasting's KSTP-TV St. Paul, Minn., named station manager, co-owned KSAX-TV

Alexandria, Minn.

G.V. Rapp, program director and announcer, WCLZ(FM) Brunswick, Me., named station manager, WCLZ and co-located WKXA(AM).

Mary T. Schroeder, business manager, Group W Cable's Tacoma and Auburn, Wash., systems, joins Warner Cable Communications, Dublin, Ohio, as manager, financial planning and analysis, division I.

Victor J. Bremer, VP, news and programing, KIRO(AM) Seattle, joins WCCO(AM) Minneapolis, as director, broadcast operations.

Michael Roszman, program coordinator and afternoon announcer, WRLT(FM) Buffalo, N.Y., named operations manager, WRLT and co-located WGR(AM).

Constance Brown, from KMPC(AM) Los Angeles, joins KNX(FM) there as traffic manager.

Marketing

Michael Gold, VP and associate creative director, Ted Bates Worldwide, New York, named senior VP and creative director.

Leo MacCourtney, general sales manager, WSTM-TV Syracuse, N.Y., joins Blair Television, New York, as VP.

David Moore, senior producer, Tracy-Locke Inc., Dallas, named VP and senior producer.

Steve Rabosky, director and copywriter, and **Rick Boyko**, associate creative director and art director, Chiat/Day Advertising, Los Angeles, named VP's.

Marge Navolio, director, client services, and **Paul Willner**, director, promotional marketing, CPM Inc., Chicago advertising agency, named VP's.

Richard W. Tompkins Jr., director, executive recruitment, Saatchi & Saatchi Compton U.S.A., New York, named director, human resources, North America, Saatchi & Saatchi Communications.

Fran Sharp, executive VP, Maxigrid Inc., Dallas, joins Sconix Broadcasting Co., owner of three AM and five FM stations, as group director, sales. She will be based in Fort Lauderdale, Fla.

Laurie Wells, from Bozell, Jacobs, Kenyon & Eckhardt, Boston, joins Ingalls, Quinn & Johnson there as media planner. **Kathleen Dermody**, from Schneider, Parker, Jakuc Advertising, Boston, joins Ingalls, Quinn & Johnson as coordinator.

David Spencer, freelance graphic designer, joins Creative Media, Clearwater, Fla., advertising agency, as art director and media coordinator. **Lisa Attanasio**, client relations representative, Color Film Corp., Norwalk, Conn., named junior account executive, Creative Media.

Dori S. Cozens, Brigantine, Conn., realtor,

joins McAdams & Ong Advertising Inc., Philadelphia, as account services assistant. **Majorie Shapiro**, assistant traffic manager, Group Two Advertising, Philadelphia, joins McAdams & Ong as traffic assistant.

Lesli Legum, broadcast production manager, Redmond Fugate Amundson Rice & Ross, Virginia Beach, Va., joins Baker Campbell & Farley Advertising there as producer. **Lynn Smith**, freelance copywriter, joins Baker Campbell & Farley as copywriter.

Joan DiCarlo, from Independent Time Sales, New York, and **Brooke Lillian**, senior buyer, Saatchi & Saatchi Compton, New York, join Seltel there as account executives. **James G. Schuessler**, from KDSM-TV Des Moines, Iowa, joins Seltel, St. Louis, as account executive.

Appointments at Katz Communications Inc: **Kisi Frank**, account executive, KDVR(TV) Denver, to sales executive, Katz Television, Denver; **Deborah Ortiz**, research assistant, Katz Independent Television, New York, to research analyst, Katz Continental Television, New York; **Sandra Vazquez**, sales assistant, Katz Continental, New York, to sales assistant, Katz Television's Hispanic sales group, New York; **Kraig Kitchin**, network account executive, Katz Radio, Los Angeles, to group network manager, West Coast; **Nancy Giltner**, media supervisor, Western International Media, Los Angeles, to account executive, Katz's Republic Radio, Los Angeles; **Karen Goldberg**, media buyer, Gaynor Media, New York, to research specialist, Katz's Christal Radio, New York; **Randi Williams**, programmer and analyst, Reuben Donnelley, New York, to same capacity, Katz Media Data, New York.

Edward Missavage, media buyer, Eisaman, Johns & Laws Advertising Inc., Houston, joins McGavren Guild Radio there as account executive. **Deborah Smith**, national direct sales executive, KAAM(AM)-KZPS(FM) Dallas, joins McGavren Guild Radio there as account executive.

Bill Poulos, from Schaefer Advertising, Philadelphia, joins Carmichael-Lynch, Minneapolis, as account executive. **Amy Jaeger**, from Lakewood Publications, Minneapolis, joins Carmichael-Lynch as account coordinator.

Debra Thomas, assistant account executive, Creamer Dickson Basford Inc., Providence, R.I., named account executive.

Robert M. Houghton, general sales manager, WCCO(AM) Minneapolis, joins KRLD(AM) Dallas in same capacity.

Alicia Day, from KLOS(FM) Los Angeles, joins KSCS(FM) Fort Worth as general sales manager.

David L. Kuehn, national sales manager, KMTV(TV) Omaha, named general sales manager.

Lyle Banks, local sales manager, LIN Broad-

casting's KXAS-TV Fort Worth, named general sales manager, co-owned KTVV(TV) Austin, Tex. **Barry Maxwell**, account executive, KTVV, to senior account executive.

Richard Dietrich, account executive, Cox Enterprises' WSB-AM-FM Atlanta, named general sales manager, co-owned WSOC-AM-FM Charlotte, N.C.

Tom Tucker, local sales manager, KMST(TV) Monterey, Calif., named general sales manager.

Michele Bova and **Janet Brainin**, account executives, KNX(FM) Los Angeles, named co-managers, local sales.

Peg Jones, account executive, KHAF-AM-FM Lincoln, Neb., named local sales manager.

Rich Ambrose, account executive, KMSP-TV Minneapolis, named national sales manager.

Teansie Garfield, account executive, KXAS-TV Fort Worth, named regional sales manager.

Jutta Stuart, account executive, KFRX(FM) Lincoln, Neb., named sales manager.

Annette Proehl, assistant art director, WGBO-TV Joliet, Ill., joins WVT(TV) Milwaukee, as design manager.

Chris Xenakis, account executive, WTKR-TV Norfolk, Va., named vendor specialist.

Karen Schmitt, former copywriter, KPLR-TV St. Louis, joins WAND(TV) Decatur, Ill., as account executive.

Caryl Dow Chabot, sales manager, *Southern New Hampshire Journal*, Manchester, N.H., joins WMUR-TV there as account executive.

Francis D. Flavin, from Admiral Transport/North American Van Lines, Princeton, N.J., joins WHWH(AM)-WPST(FM) Trenton, N.J., as account executive.

Programing

Carl Russell, senior VP and director, sales, MCA TV, New York, retires after 25 years with company, effective Dec. 31. **James M. Kraus**, VP, Northeast area, succeeds Russell.



Russell



Kraus



Mitchell

Jim Mitchell, counsel, City National Bank, Los Angeles, joins Harmony Gold there as senior VP and CEO. **Joan Robbins**, director, international advertising, publicity and promotion, Lorimar-Telepictures, Culver City, Calif., joins Harmony Gold as director, development.

Gino Campagnola, senior VP and assistant sales manager, Paramount Pictures Corp., Los Angeles, named president, Paramount Productions Inc., Canadian branch of Paramount Motion Pictures Group. He will be based in Toronto.

Steven Janas, director, direct marketing, HBO Inc., New York, named VP, direct marketing.

Gary E. Fogel, VP, business affairs, Columbia Pictures Television, Burbank, Calif., joins Corday Productions Inc. there as senior VP, creative affairs and production.

Martha Strauss, director, international sales, D.L. Taffner/Ltd., New York, named VP, international sales.

Richard Rosen, VP, pay cable and first-run syndication, Columbia Pictures Television/Coca-Cola Telecommunications, Burbank, Calif., joins DIC Enterprises Inc., Encino, Calif., as VP, production, development and sales.

Bert Carp, executive VP, National Cable Television Association, Washington, joins Turner Broadcasting System Inc. there as VP, government affairs.

Joseph A. Connolly, senior VP, finance, Manufacturer's Hanover Corp., New York, joins Home Shopping Network Inc., Clearwater, Fla., as chief financial officer.

John Reisenbach, senior VP, LBS Enterprises, New York, joins All American Television Inc. there as VP, national advertiser sales.

Kiplyn R. Farmer, VP, marketing administration, Tempo Television Inc., Tulsa, Okla., named VP, affiliate sales, western United States.

Dona Cooper, freelance reader, story department, NBC Entertainment, Los Angeles, named director, story department.

Appointments at Film House Inc., Nashville production company: **Laura Frisbie**, VP, production, to senior VP and general manager; **Ron Routson**, former partner, Woods & Woods, Nashville law firm, to VP, business affairs and general counsel; **Eric Stein**, director, creative services, Film House, to VP, creative services; **Wayne Campbell**, program manager, WSIX-AM-FM Nashville, **Mark Schlicher**, VP, marketing and syndication, Producers Group Ltd., Colorado Springs, and **Jeff Green**, managing editor, *Radio & Records*, Los Angeles, to marketing directors; **Philip Cheney**, independent producer, to director, production.

Appointments at C-SPAN, Washington: **Carrie Collins**, executive producer, adds duties as Capitol Hill correspondent; **Terry Murphy**, director, program operations, to director, programing; **Sarah Trahern**, freelance producer, to guest coordinator; **Craig J. Harrington**, master control crew chief, to studio production manager; **Greg Hill**, marketing promotions manager, Cable TV Network of New Jersey, to affiliate services coordinator.

Lynn Holst, literary director, New Dramatists, New York, joins *American Playhouse*, anthology series presented weekly on public television stations, New York, as director, program development.

Claire Labine, independent consultant and

former writer, *Ryan's Hope*, daytime drama, ABC-TV, New York, rejoins *Ryan's Hope*, as head writer. **Eleanor Mancusi**, associate writer, *Ryan's Hope*, named co-head writer. Mancusi is Labine's daughter.

Mark H. Resnick, senior counsel, Columbia Pictures Industries Inc., Burbank, Calif., named assistant general counsel.

Appointments at Lifetime Cabletelevision: **Lynne Stauffer**, director, affiliate relations, Cable Networks Inc., New York, to director, sales promotion, New York; **Lori Schecter**, account executive, New York, to Western regional sales manager, Los Angeles; **Lindy Finney**, production coordinator, network production and operations, New York, to senior producer and writer; **Greg Blazer**, senior auditor, Mann, Judd, Landau, New York accounting firm, to senior accountant, New York; **Tina Nankof**, account executive, *Family Circle* magazine, New York, to account executive; **Mike Labat**, manager, institutional sales, Roche Laboratories, New York, to account executive; **Michelle Colangelo**, from research department, New York, to research analyst; **Grace Roberts**, recent graduate, American Business Institute, New York, to accounts payable clerk; **Jean Shipp**, payroll accountant, New York, to payroll supervisor.

Rachel E. Wells, senior research analyst, Buena Vista Television, Burbank, Calif., joins The Entertainment Network, Los Angeles, as research manager.

Zita Siegel, sales service manager, WW Entertainment, New York, named director, sales administration.

Ken Reiner, from story department, United Artists, Los Angeles, joins Heritage Entertainment Inc. there as director, theatrical and TV development.

Sherry Weinman, independent producer, joins Group W Television, Hollywood, as executive producer, *The Entertainment Report*, daily TV entertainment news service of Group W's Newsfeed Network.

Scott H. Andrews, production manager, non-commercial WNPB-TV Morgantown, W. Va., joins TPC Communications Inc., Pittsburgh production company, as facility manager.

Peter Spear, former executive news producer, KGO-TV San Francisco, joins Ocean Communications Inc., San Jose, Calif., as general manager, production, *The Computer Show*, syndicated TV series about personal computers. **Andy Goodman**, former reporter, KGO-TV, joins Ocean Communications as associate producer and reporter, *The Computer Show*.

Stephen Gleason, program associate, HRP, New York, joins WCBD-TV Charleston, S.C., as program director.

Paul O'Dell, program manager, WGHP-TV High Point, N.C., joins WHTM-TV Harrisburg, Pa., as program and operations manager.

David Kanzeg, former program manager, noncommercial WNYC-FM New York, joins noncommercial WCPN(FM) Cleveland, as director, programing.

Montgomery Fraser, producer and director, KZKC(TV) Kansas City, Mo., named production manager.

William Bryce Combs, VP and director, production, noncommercial KPTS(TV) Hutchin-

son. Kan.. joins noncommercial WMVS(TV)-WMVT(TV) Milwaukee, as director, program production.

Joe Grady and **Ed Hurst**, co-hosts. *950 Club*, afternoon show. WPEN(AM) Philadelphia. retire. **Joe Niagara**, morning announcer. named afternoon announcer. **Ken Garland**, morning announcer. WIP(AM) Philadelphia. joins WPEN in same capacity.

News and Public Affairs

Edie Magnus, correspondent. ABC News. Chicago. named co-anchor. *ABC World News This Morning*. Washington. **Jacqueline Judd**, anchor. CBS Radio. New York. joins ABC News. Washington. as correspondent.



Wheeler

Michael Wheeler, senior VP, national account sales. Showtime/The Movie Channel. New York. joins Financial News Network there as senior VP, operations. FNN: Business. news and information cable service.

Patricia Kreger, executive producer.

WBZ-TV Boston. named assistant news director. **Paula Polito**, assignment editor. named assignment manager.

Micah Johnson, news director and anchor. WKYN(FM) St. Mary's. Pa.. joins CNN. Atlanta. as anchor and editor.

Peter Shaplen, producer. KGO-TV San Francisco. joins KRON-TV there as managing editor.

Gene Fuson, research editor. KCBS-TV Los Angeles. named director, editorials and station projects.

Luke Griffin, former director, sports. Mutual Broadcasting. Arlington. Va.. joins WHN(AM) New York. as executive producer. Effective July 1. WHN(AM) will switch from country music to all-sports format with new call letters. WFAN(AM).

Robert A. Martin, metrowire editor and assistant bureau manager. United Press International. Los Angeles. named bureau manager.

Lynette Taylor, news director. KLMG-TV Longview. Tex.. joins KSBY-TV San Luis Obispo. Calif.. as executive news producer. **Susan Kennedy**, news producer. WAFF(TV) Huntsville. Ala.. joins KSBY-TV as producer. **Mary Gregory**, producer, commercial production department. KSBY-TV. named weekend news producer.

Remy Blumenfeld, feature reporter. WPIX(TV) New York. joins WWOR-TV Secausus. N.J.. as reporter.

Judy Jernudd, reporter. KCOP(TV) Los Angeles. named weathercaster.

Kevin Hanefeld, former weathercaster. KVIQ(TV) Eureka. Calif.. joins KECY-TV Yuma. Calif.. as anchor.

Lisa Glasberg, news director and morning announcer. WNEW-FM New York. joins WPLI(FM) there as afternoon anchor.

Tony Potts, sports producer. KVIQ(TV) Eureka. Calif.. named sports director.

Renee Gottesman, 6 p.m. producer. WXEX-TV Petersburg. Va.. joins WTKR-TV Norfolk. Va.. in same capacity.

Holly Lewis, host. *Pix Penthouse*. WPIX-FM New York. adds duties as correspondent and field reporter. *Best Talk in Town*. WPIX-TV.

Sandy Thomson, weekend and morning weathercaster. WPTA-TV Fort Wayne. Ind.. joins WANE-TV there as weeknight weather anchor.

Al Rogers, weekend sports anchor. WKAB-TV Montgomery. Ala.. joins WTVQ-TV Lexington. Ky.. in same capacity.

Mike DeNardo, part-time reporter and writer. KYW(AM) Philadelphia. named morning reporter.

Ken Lancaster, reporter. WGGB-TV Springfield. Mass.. joins WJLP(TV) there in same capacity.

Jessica Berman and **Sue Morris**, part-time members, news staff. noncommercial WAMU (FM) Washington. named anchors.

Technology

J. Larry Bradner, VP and general manager. broadband communications division. Scientific-Atlanta Inc.. Atlanta. named president. broadband communications.

Greg Smith, VP and general manager. isotronics division. Augat Inc.. New Bedford.

Mass.. named VP and general manager. interconnection components division. Attleboro. Mass.



Hatem

John P. Hatem, manager. commercial earth station operations. RCA American Communications Inc.. Princeton. N.J.. joins Dallas Fort Worth Teleport as general manager.

Alice Soltysiak, Southeast regional manager. Pioneer Communications.

joins Data Transmission Devices. Peabody. Mass.. manufacturer of CATV standby power systems. as national sales manager.

Dieter Brauer, business center manager. RF modules. M/A-COM Inc.. Chelmsford. Mass.. joins Magnavox CATV Systems Inc.. Manlius. N.Y.. as director, engineering.

George B. Serventi, manager. major accounts. Ouest Standard Telematique. New York. joins C-Cor Electronics Inc.. manufacturer of cable TV electronic equipment and power systems. as Eastern regional account executive. Glen Rock. N.J.

Teri Freedman, paintbox artist. Varitel Video. Los Angeles. named senior paintbox artist.

Kevin T. Kaas, production and broadcast engineer. noncommercial WTCI(TV) Chattanooga. named studio supervisor.

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Promotion and PR

Dan Christian, supervisor, business administration, ABC Public Relations, West Coast, Los Angeles, named business manager, ABC Public Relations, West Coast.

Elizabeth A. Martin, corporate communications associate, Viacom International Inc., New York, named manager, corporate communications.

Gabrielle Sorapure, public relations director, Edward J. Staudie Group, New York, joins Interep Companies there as corporate communications writer.

Wendy Weinberg, production coordinator, creative services department, Katz Communications Inc., New York, named staff designer. **Diane DaCosta**, secretary, corporate relations department, named administrative assistant, corporate promotion and special events.

Edie Reno, former promotion consultant, Audience Research and Development, Dallas, joins WTVJ(TV) Miami, as director, advertising and promotion.

Katherine Drislane, executive assistant, WXXA-TV Albany, N.Y., named assistant to general manager and director, public relations.

Libby Salisbury, marketing and promotion manager, KYTV(TV) Springfield, Mo., joins KSPR(TV) there as promotion manager.

Julie Wood, public relations director, KSCH-TV Stockton, Calif., named promotion director.

James Miller, managing partner, Swearingen, Miller, Amato, Portland, Ore., advertising agency, joins KGW(AM) there as director, marketing and promotion.

Debra L. Weber, independent consultant, joins KATV(TV) Little Rock, Ark., as director, public relations and corporate communications.

Tommy MacManus, senior producer and director, WJBF(TV) Augusta, Ga., named customer relations representative.

Jan Dexter, community service director, WGAL-TV Lancaster, Pa., joins WHTM-TV Harrisburg, Pa., as promotion manager.

Mark Current, from Kansas State Network's KSNF(TV) Joplin, Kan., joins co-owned KSNT(TV) Topeka, Kan., as creative services director. **Lydia Paul**, promotion producer, KSN's WSNW(TV) Wichita, Kan., joins KSNT as promotion manager.

Craig A. Spellerberg, promotion director, KSFY-TV Sioux Falls, S.D., named creative services director.

Allied Fields

Appointments at Nielsen Marketing Research: **Gary A. Singer**, VP and account manager, New York, to VP and corporate account manager; **Lawrence J. Goldman**, account manager, Westport, Ill., to VP and account manager; **Robert H. Klatte**, account manager, Hackensack, N.J., to VP and account manager; **Edward F. Ryan**, from Vicks Health

Care, New York, to VP and client service manager, Hackensack; **Cathy Papoulias**, Northern regional sales director, ITT Information Systems, New York, to VP and regional sales manager, Northeast region; **Gary J. Ott**, manager, audit services, Green Bay, Wis., to customer service support manager. Appointments at Nielsen Media Research: **Addie Seidmann**, manager, group data communication, New York, to director, human resources; **Colleen Hall**, client service executive, Nielsen Station Index, San Francisco, to account executive; **Robert J. Hodlick**, client service assistant, Nielsen Station Index, Chicago, to client service executive; **Lisa A. Fischetti**, senior analyst, New York, to client service associate, Nielsen Syndication Service.



Arbittier

Jerry Arbittier, director, marketing development, Arbitron Ratings, New York, named VP, advertiser/agency television market development. **Kernie L. Anderson**, general manager, WBMX-AM-FM Oak Park, Ill., named to Arbitron Radio Advisory Council.

Chris Aschenbeck, treasurer, Karler Packing Co., Albuquerque, N.M., joins Wagontrain Communications Inc., Albuquerque, parent of Drake-Chenault and Programing Consultants Inc., as chief financial officer.

James H. Hall, former executive VP, Storer Communications, Miami, joins Hardesty, Puckett, Queen & Co., Eatonton, Ga., cable TV broker, as senior VP.

Alfred Schlesinger, entertainment attorney, named national president and chairman, National Academy of Recording Arts and Sciences, Burbank, Calif.

Ted Turner, chairman and president, Turner Broadcasting System, Atlanta, to be honored by Walter Kaitz Foundation during black tie reception at Hilton hotel, New York, on Sept. 30. Kaitz Foundation awards fellowships to cable industry professionals.

Paul Duke, host, Public Broadcasting Service's *Washington Week in Review*, named to Hall of Fame, Society of Professional Journalists/Sigma Delta Chi, Washington chapter. He will be honored at dinner on June 5 at National Press Club.

Officers appointed by Cabletelevision Advertising Bureau, New York: **Edward Bennett**, executive VP and chief operating officer, Viacom Communications, chairman; **Fred Vierra**, president, United Cable TV, vice chairman; **Donald Sbarra**, president, Multimedia Cablevision, secretary; **Kay Koplovitz**, president, USA Network, treasurer.

William Lane Grothe, recent graduate, Rutgers University Law School, New Brunswick, N.J., joins legal department, Broadcast Music Inc., New York.

Officers elected by California Cable Television Association, Oakland: **Tony Acone**, president, Daniels Cablevision Inc., chairman; **James H. (Trey) Smith III**, senior VP, group operations, Times Mirror Cable Television, vice chairman; **Robert Hosfeldt**, presi-

dent, Gill Industries, vice chairman, special services; **William R. Cullen**, president, United Cable Television of Los Angeles Inc., vice chairman, governmental affairs; **Thomas Rackerby**, president, national division, ATC, vice chairman, technical; **Joe Haber**, California state manager, TCI Cablevision of California Inc., secretary; **Gail Oldfather**, president, GEO Communications Inc., treasurer; **Robert McRann**, VP and general manager, Cox Cable San Diego, immediate past chairman.

Mal Kasanoff, executive VP, Tichenor Media System, Harlingen, Tex., joins Norman Fischer & Associates Inc., Austin, Tex., media broker.

Denise Mielnicki, client service executive and budget coordinator, A.C. Nielsen Co., New York, joins Children's Television Workshop there as rating analyst.

J. Robert Stahley, professor, radio, television and film department, Los Angeles City College, named chairman, radio, television and film.

Stephen B. Labunski, executive director, International Radio and Television Society, U.S. Information Agency, Washington, named chairman, Voice of America Advisory Committee.

Deaths

Ralph C. Weagant, 59, president, general manager and owner, KKEY(AM) Portland, Ore., died May 9 of heart attack at Willamette Valley Soaring Club, Hillsboro, Ore. Weagant founded KKEY with his father, late Charles M. Weagant, in 1954. He had served as president since. Weagant is survived by his wife, Linda, two sons and two daughters.

Bette F. Nelson, 59, co-founder, WBRD(AM) Palmetto-WDUV(FM) Bradenton and WXLTV (now WWSB(TV)) Sarasota, all Florida, died May 16 of cancer at Blake hospital, Bradenton. Nelson co-founded WBRD in 1957, WDUV in 1963, and WXLTV in 1971, with her husband, Robert R. Nelson. WXLTV was sold in 1985. She is survived by her husband, daughter, and son, Robert W. Nelson, who is general manager, WBRD-WDUV.

Donald H. Putnam, 62, chairman, Conrac Corp., died May 22 of lung cancer at his home in Greenwich, Conn. Putnam joined Conrac in 1951 and became president in 1959. He was named chairman in 1984. Conrac is Covina, Calif.-based manufacturer of video monitors for broadcasting industry. Putnam is survived by his wife, Eileen, two sons and daughter.

Alejandro Rey, 57, actor who played Carlos Ramirez on ABC-TV's *The Flying Nun* in 1967-1970, died May 21 of cancer in Los Angeles. Rey was also regular on CBS's *Slattery's People* in 1964-65 and made several TV guest appearances.

Hermione Gingold, 89, movie and TV actress, died May 24 of pneumonia at Lennox Hill hospital, New York. Gingold made guest appearances on TV talk shows and drama series in 1950's and 1960's and had role in *The Assassination Plot at Teheran*, two-part drama on ABC-TV in September 1961.

NTIA's Alfred Sikes: East meets Midwest

Alfred Sikes, who as assistant secretary of commerce for communications and information is head of the National Telecommunications and Information Administration, is something of a rare bird, the first holder of that job to be plucked not from the crowded ranks of Washington insiders but from the great mass of Americans who live west of the Potomac. He is, in fact, from Springfield, Mo., and grew up in Sikeston, Mo., a town of 20,000, about two hours by car south of St. Louis.

That should not be read as a characterization of Sikes as a middle-America innocent, Middle America, perhaps. But innocent, not really. He is in his job largely because of close personal and political connections with Senator John Danforth (R-Mo.), ranking minority member of the Senate Commerce Committee and chairman of the committee at the time Sikes was appointed. Sikes also served about seven years in high-level posts in Missouri state government. He ran election campaigns for Danforth, when he made his first (and unsuccessful) bid for the Senate, in 1970, and for Kit Bond (now senator), when Bond ran (successfully) for governor in 1972. And, not so incidentally, he is a lawyer turned businessman whose business was owning and operating radio stations.

Sikes, who joined the administration in March 1986, is the first person to head NTIA or its predecessor agency, the Office of Telecommunications Policy, which was established in September 1970, who has not been a part of the Washington crowd. (Clay T. Whitehead, the first director of the old OTP, for instance, had been a White House staffer). And he acknowledges that "coming in from the outside" had its problems. "Others who held the job had a better working relationship with public policy issues," Sikes says. But, he adds, "they lacked the dimension of knowing how their decisions would affect people in the business."

Indeed, his background—he was the owner or principal partner in five radio stations—KGBX(AM) Springfield, KRMS(AM)-KYL(AM) Osage Beach and KJAS(AM) Jackson-KJAQ(FM) Gordonsville, all Missouri, and headed a broadcast and political consulting firm—appears to have sensitized him to broadcasters' feelings. (He sold his last interest in the properties last July.)

For instance, he is firmly opposed to the fairness doctrine, not because he had difficulties with it when he was a broadcaster, he says, but because so many broadcasters he knew did: "I've heard stories over and over again about its chilling effect." If, as seems likely, Congress makes the doctrine law, he plans to recommend a presidential veto.

If Sikes is unusual in coming to his sub-cabinet post from outside Washington, he is probably even more unusual, among Wash-



ALFRED CALVIN SIKES—assistant secretary of commerce for communications and information and head of National Telecommunications and Information Administration; b Cape Girardeau, Mo., Dec. 16, 1939; BA, Westminster College, Fulton, Mo., 1961; LLB, University of Missouri Law School, Columbia, 1964; Allan, Woolsey & Fisher, Springfield, Mo.; Missouri assistant attorney general, 1969-1972; director, Missouri's department of community affairs, then director of consumer affairs, regulation and licensing, 1973-1976; part owner, Radio Ozark, Springfield, 1977-1978; headed own ownership and management partnership, Sikes & Associates, Springfield; present position since March 1986; m. Martha (Marty) Pagenkopf, Aug. 19, 1961; children—Deborah, 23; Christine, 21; Marcia, 17.

ington office holders, in coming from a town named for a member of the family. Sikeston, Mo., had been Winchester until 1852. In that year, a great, great, great uncle, John Turner Sikes, a prominent citizen who owned a general store/saloon, tossed a drunken rowdy out of the establishment and, in accordance with the rules of the house, returned the gun he had checked. The rowdy, as the story goes, showed his displeasure by shooting Uncle John in the back, killing him. In an act of sympathy, and perhaps symbolism (after all, Winchester to this day is the name of a quality rifle), the town changed its name to Sikeston.

Life, presumably, is quieter in Sikeston these days. Sikes himself seems not to be the confrontational type. Indeed, he appears to get along well with the State Department's Bureau of International Communications and Information Policy and the FCC—those other elements of the often unwieldy troika that is responsible for fashioning international telecommunications policy.

Still, there may be some of Uncle John's stern commitment to rules and principles in his great, great, great nephew. "I have tried to resolve differences within the proper government framework... and not take pot shots," Sikes says. "But that doesn't mean I'm receptive to a lowest-common-denominator form of decision making." Rather than

compromise strongly held views, he says, "I'll walk away from the table."

Sikes, a 1964 graduate of the University of Missouri Law School, had been practicing law for five years when he got the job offer that put him on a different career track. John Danforth, Missouri's new attorney general, asked him to be an assistant attorney. (The only previous contact between the two had occurred one day during the campaign, when Sikes served as Danforth's driver and companion during a series of campaign stops.) Danforth was sufficiently impressed that he refused two "no" answers. Finally, Danforth, the first Republican elected to statewide office in 28 years, flew Sikes to the state capital in Jefferson City and persuaded him he could play a major role in making Missouri a two-party state.

Sikes served as assistant attorney general over the next three years, but did his part in trying to transform Missouri into a two-party state with his management of the Danforth and Bond campaigns. After Bond's election, Sikes joined his cabinet, first as director of the Department of Community Affairs, then as director of the Department of Consumer Affairs, Regulation and Licensing. It provided some of the experience Sikes would draw on in his Washington job. So did the career in broadcast ownership and management on which he embarked in 1977 in scratching an entrepreneurial itch, first as a part owner of Radio Ozark, then as head of his own Sikes & Co. broadcast ownership and management company, both in Springfield. Why broadcasting? "I always liked broadcasting," Sikes said the other day. "I'd worked with it in the two statewide campaigns." He also had had an offer from the owner of Ozark, a friend.

Over the years, Sikes and Danforth and their families remained close. (Indeed, Sikes's wife, Marty, is now on Danforth's staff.) And when Danforth became chairman of the Commerce Committee in 1986, he recommended Sikes to the White House for the position of chairman of the Federal Trade Commission, which was then open. The White House, however, had someone else in mind for that job, and asked Sikes if he would be interested in the NTIA post instead; it too was open. Sikes said yes, and the deed was done—the fact that Secretary of Commerce Malcolm Baldrige had virtually assured the then-acting assistant secretary, Rodney Joyce, that he would be named assistant secretary was awkward but not a serious obstacle to the Sikes appointment.

Danforth probably wasn't thinking about it in such terms, but at his request, the White House was going outside the Beltway to tap the pool of experience represented by some 240 million Americans, to add a dash of local talent to the mix of Washington types—lawyers, consultants, corporate figures and the like—that seem to dominate the recipe of American government.

NBC last week warned it may implement engineering contract over objections of union representing 2,800 technical and other employees, but one union official said move would make **walkout "very strong possibility."** Group has been without contract for nine weeks since **National Association of Broadcast Employees and Technicians (NABET)** rejected company offer as "totally unacceptable" and refused to submit it for membership vote. Network, in letter sent May 26 to all NBC employees, argued labor law allowed it to enact its final package because talks with union had reached "impasse," and spokesman added implementation could come in "matter of weeks." NABET denied deadlock and is awaiting ruling this month on charges company failed "to bargain in good faith" on number of union positions. Dispute is largely over increased use of temporary hiring and two-year term of contract. Deal includes 3.64% and 4.68% annual wage increases.

Benchmark for high-definition terrestrial system developed by U.S. broadcast industry must be **Japan's Muse HDTV system**, expected to reach U.S. consumers in three to five years, National Association of Broadcasters' HDTV task force said after May 27 meeting in Washington. Task force also endorsed terrestrial HDTV test plan developed by Advanced Television Systems Committee (see story, page 57) and will prepare budget for NAB's part in tests, which one source said could cost up to \$2 million to carry out fully. Budget recommendations will be submitted to NAB's TV board

USSR reduces jamming; begins AM service from Cuba. *The USSR has begun adding to the mix of weekend radio available to listeners in Florida, but the signal does not seem to be causing much commotion in the area—not as much, at least, as another Soviet action affecting the free flow of information caused in Washington. That was the Soviets' surprise decision to (again) stop jamming signals of the Voice of America.*

Over the May 23-24 weekend, monitoring stations operated by the FCC and the Central Intelligence Agency's Foreign Broadcast Information Service picked up the USSR's English-language Radio Moscow service being broadcast from Cuba on 1040 khz. The announcer said the broadcasts—also available on shortwave and containing news, features and talk shows—would be beamed every Sunday and every other Saturday, from 8 a.m. to 6 p.m. A VOA official said that, according to CIA measurements, the service was being broadcast on "at least" 100 kw of power. The FCC monitors did not measure the signal strength of the Soviet broadcast, but one official, who said FBIS measurements have not always proved reliable, said the commission would do its own over the May 30-31 weekend.

Despite the power being employed and the transmission across open water, which is highly conductive, the only two stations likely to be affected—both on 1040 khz in Florida—are reporting little if any interference. An employe at WYFX(AM) Boynton Beach said there had been no problems. The station operates with 10 kw during the day. And John Pinch, general manager of WHBO(AM) Pinellas Park, on the Gulf of Mexico, said listeners had complained of interference from what some called "a foreign station" only when WHBO reduced its normal 5 kw daytime power to 500 w to test the nighttime signal it plans to employ. Whatever audience the Radio Moscow broadcast gained on the first weekend is expected to increase as word of the service spreads through Florida.

As the Radio Moscow service was being switched on, jamming stations in the Soviet Union that had interfered with the reception of VOA broadcasts in the Russian, Ukrainian, Uzbek, Lithuanian, Latvian, Estonian Georgian, Armenian and Azerbaijani languages were switched off, for the first time since 1980. That was when U.S.-USSR relations deteriorated as a result of U.S. support of the Solidarity movement in Poland. The Soviet Union has jammed VOA and other western broadcasts over the past 40 years, except for periods of relative calm in its dealings with the West. The VOA's English-language service, however, has never been jammed.

meeting June 23-26. Task force said existing NTSC broadcasting service "must continue for some years," and while it is not clear what type of compatibility is possible, "it is important that the new system should permit broadcasters to continue NTSC service to all their current viewers [including CATV] with no degradation in service." HDTV system should also permit service to reach at least 90% of viewers and should be spectrum-efficient, group said.

Forward Communications formally announced last week that **five-station group was being put on block** through Shearson Lehman Brothers ("Closed Circuit," March 30). Stations up for "possible sale" are WHO(TV) Peoria, Ill.; KOSA-TV Odessa, Tex.; WTRF-TV Wheeling, W. Va.; WMTV(TV) Madison and WSAW-TV Wausau, both Wisconsin. Stations were purchased by Wesray Capital Corp. in late 1984 for roughly \$95 million.

Company line on **delay of Fox Broadcasting Corp.'s Saturday prime time schedule** (*Werewolf*, *New Adventures of Beans Baxter*, *Down and Out in Beverly Hills* and *Karen's Song*) cited need to bolster promotion of Sunday schedule before launching second night. But perhaps as important was FBC desire to have some original programming on at least one night in prime time throughout summer, seen as competitive edge over repeat programming it will go against on networks and in syndication. Original Sunday fare will last only until early August. With Saturday slate launching July 11 and July 18 (two new shows will be rolled out on those two dates), FBC will have some original programs airing well into September, when new season begins. Company dismissed reports Saturday programming was pushed back to July so programs could be amortized in Fox's fiscal year 1988, which begins July 1. Only about \$2 million in amortization would be involved, sources said, not enough to make noticeable effect on bottom line.

Nielsen Media Research said last week it has signed **new five-year agreement to measure ratings of Fox Broadcasting Co. prime time and late-night programs**, making FBC its first **people meter** client for September 1987 and beyond. Meanwhile, people meter contract negotiations between Nielsen and three broadcast networks have bogged down for number of reasons, including apparent skew in PM sample base overstating cable and pay cable homes, as well as college educated heads of households. In addition, at least two of three networks have rejected three-year contract proposed by Nielsen and want instead pact that would let them out after one year if PM measurements did not prove satisfactory. Last week, David Poltrack, vice president, research, CBS, said "it is a real possibility we won't be" with Nielsen next fall if company fails to work bugs out of PM system. But, he added, "the problems are not insurmountable."

Fox Stations laid off total of 20 employes at two Texas television stations: 10 from **KRIV-TV Houston** and 10 from **KDAF-TV Dallas**, effective immediately. Company spokesman denied rumors within company that layoffs at other stations were forthcoming. As for cuts in Houston and Dallas, he said they were made "to provide for a more efficient operation at both stations." Positions affected included programming, production, business and support staff.

It's anticipated House will vote this week on legislation that would codify **fairness doctrine**. Measure cleared House Rules Committee last week and will be subject to amendment although there was no indication there would be any major effort to amend or kill measure.

PTL's ad hoc network of television stations, backbone of troubled TV ministry's fundraising efforts, is getting **smaller and smaller**. Few weeks ago, PTL claimed that 171 stations were carrying daily hour-long PTL Club. Two weeks ago, it said number was 168. And last week, it said 160. PTL spokesman Neil Eskelin also confirmed last Friday 40 stations have sent PTL notices threatening to drop PTL Club unless PTL becomes current on bills. PTL pays stations average of between \$300 and \$400 day; its total annual broadcast bill comes to \$15 million. Current PTL fundraising effort has, as of

last Thursday, generated \$5.2 million—just \$1.8 million short of \$7 million PTL Chairman Jerry Falwell said ministry must raise by today (June 1) to keep entire operation solvent, Eskelin said. Assuming \$7 million is raised, large portion of it will go to broadcast stations to keep network intact. "The TV network is the cornerstone of the ministry," he said.

Kellogg Co. and RJR Nabisco Inc. announced **withdrawal** last week of **local television advertising from Florida** in response to that state's new law which extends 5% sales tax to advertising. Two companies are latest of roughly half-dozen advertisers, including Procter & Gamble, Clorox and Kraft ("In Brief, May 25), to pull out of Florida in response to passage of tax law.

Last week, **American Advertising Federation** was preparing for its **annual conference in Orlando, Fla.**, June 6-9. AAF board previously had considered moving meeting out of Florida because of recent passage of advertising tax by Florida legislators, but decided instead to refocus part of meeting on **protest rally against tax**. AAF spokeswoman said AAF has invited its 21 Florida Ad Clubs and other Florida service organizations to attend AAF's "no ad tax rally," on June 8 at 10:30 a.m.-12:30 p.m. George Stuart, Florida state senator from Orlando, will address rally, and there will be taped messages from Herb Baum, president of Campbell Soup Co.; Jack Collins, president and chief operating officer of Clorox, and Don Johnston, chairman of J. Walter Thompson. Additionally, spokeswoman said several speakers at conference, such as Brandon Tartikoff, president of NBC Entertainment, and Thomas Elrod, vice president of marketing and admissions for Walt Disney World Co., will "touch on ad tax" in their remarks.

Metroplex Communications, Cleveland, has placed **WCPT(AM)-WCXR(FM) Washington** (licensed to Alexandria and Woodbridge, Va., respectively), on block. Handling sale is Gary Stevens of Wertheim Schroder & Co., New York-based investment banking firm.

Reversing initial decision, FCC Review Board has granted application of **Mission Broadcasting Corp. for new TV station** on channel 38 in **Santa Barbara, Calif.** Administrative Law Judge Edward Luton had granted competing application of Coast TV on basis of qualitative enhancement advantages. But board said Mission should be preferred on integration grounds. Mission is 29.4% owned by Floyd Little, former professional football running back for Denver Broncos. He's now consultant for Ford Motor Co. minority dealer program. None of Mission's principals has other media interests.

In initial decision, FCC Administrative Law Judge Joseph Chachkin has granted application of **James and Sharon Deon Sepulveda** for **new TV station** on channel 29 in **Eureka, Calif.**, denying competing application of Charles M. Lohr. Sepulvedas nosed ahead with credits for minority and female ownership. James Sepulveda is vice president of Christian Foundation Inc. His wife, Sharon, is general manager of KCSO(TV) (Modesto) Sacramento, Calif.

Television Bureau of Advertising's board search committee has set down its **procedures for selecting new president** to succeed Roger D. Rice who will retire in early 1988 (BROADCASTING, May 18). Applicants are asked to submit one-page resume and accompanying letter to Roger Rice at TVB's headquarters at 477 Madison Avenue, New York 10022. Envelopes are to be marked personal and confidential and mailed as soon as possible. Resumes will be reviewed by search committee at July 7 meeting. Subsequently, interviews will be conducted during July and August by committee. Selection of new president is anticipated by early fall. Ward L. Huey Jr., president of Belo Broadcasting Corp., is chairman of search committee.

FCC Mass Media Bureau has extended comments deadline in proceeding reexamining advisability and constitutionality of **preferential policies for minorities and females** until June 11.

Campaign politics. The contest for the National Association of Broadcasters radio board chairmanship is shaping up to be a bruiser. According to reports from NAB staff and board members, the chairmanship race between director Ray Lockhart KOGA-AM-FM Ogallala, Neb., and radio vice chairman, Jerry Lyman, president of RKO Radio, was attracting a great deal of attention. A letter Lockhart sent to radio directors last week was described by one veteran board member as "the toughest campaign letter I've ever seen." Apparently the two clashed at last month's executive committee meeting over a suggestion by director Bill Clark of Shamrock Broadcasting that NAB re-examine its expense policy for TV and radio directors and committee members. NAB offers its directors and committee members average coach airfare and then gives them \$100 per diem. It has been suggested expenses might be covered either partially or on a voluntary basis. (Committee expenses alone were projected at \$160,000 for NAB's fiscal 1987-88 budget. Expenses for its two annual board meetings were estimated at \$395,000 for FY 87-88.)

Lockhart's correspondence cites his arguments against changing the system: "I spoke in strong opposition to this proposal because I feel it would create a class system within the NAB preventing us from utilizing the ideas and talents of many fine broadcasters only because they wouldn't feel they could afford the investment of time plus paying their own expenses. Valuable knowledge and input would be lost, plus the very effective lobbying efforts that the local broadcaster can make, because several people want to change a system that is serving us well."

Furthermore, Lockhart writes: "Jerry continues to bring radical ideas to us that would radically change the NAB. I am sure you remember his 'do away with the joint board chairman' move in Laguna and his continued advocacy at the NAB in Dallas. This does not play well with me and a number of board members I've talked to." The letter also charges Lyman with promoting his own "personal agenda." The Nebraska broadcaster argues that NAB must be "especially vigilant now with the new FCC chairman and Markey [Telecommunications Subcommittee Chairman Ed Markey] on the Hill. Our energies must be directed outward, not inward upon ourselves." Moreover, Lockhart thinks RKO's problems before the FCC might hamper Lyman's duties on the executive committee. "I don't have to worry about my stations being sold or being told I can't take the time to go to a meeting," Lockhart wrote.

Lyman told BROADCASTING he had not seen the letter nor had he heard about it. "I am running for the board on the basis of my record and contributions to NAB," Lyman said. "I am not going to campaign on a personal level. I feel my responsibility is to represent all viewpoints on the board and in the industry." Asked if he considered his letter a personal attack against Lyman, Lockhart said it most definitely wasn't. "There's a total difference in our viewpoints, that's what it's all about," he said.

Comsat announced last week **13.5% rate cut for full-period video leases of Intelsat transponders**. According to new tariff, rate for 36 mhz global beam has been reduced from \$80,155 per month to \$68,420 per month.

About 25 NBC News personnel will meet with representatives of consulting firm, **McKinsey & Co.**, to discuss efficiency of news division, NBC spokesman said last week. First such meeting, with news management, producers and correspondents and McKinsey representatives, was held May 11-13 ("In Brief," April 27). Also, **Joseph Angotti**, NBC News vice president, who for about last eight months has been overseeing **Anglovision**, NBC's joint venture European satellite channel, has shifted responsibilities to work primarily on news division efficiency study.

Editorials

Lost causes

The chairman of the Senate Commerce Committee and its Communications Subcommittee last week introduced what they call the "Broadcasting Improvements Act." A better name would be the "Everything but the Kitchen Sink Act" or the "Reregulation in Spades Act."

The act would satisfy the broadcasters' favorite wish of the moment, immunity against rival applications at license renewal time, and the next item on their current wish list, elimination of the five-year sunset in the FCC's new must-carry rules, but only at a terrible price. Applicants for renewals of radio licenses would be required to demonstrate that their programming as a whole had been "meritorious" and had "responded to the interests and concerns of the residents of [their] service area, including through the coverage of issues of local importance." Television licensees would be required to demonstrate the same qualities for their programming as a whole and for their nonentertainment and children's programming. Additionally, 10% of television applicants would be randomly selected each year for detailed inspection of their programming records during one month of each year of service since their previous license renewal or commencement of operations. "whichever is longer."

Oh, yes, the FCC would be directed by law to require maintenance of programming records "in addition to the record-keeping requirements contained in the commission's present rules."

Never mind who might be sitting on the FCC: The agency would be legally obliged to oversee and bit by bit shape American programming.

There is more in the kitchen-sink bill. Renewals would still be subject to petitions to deny. Payoffs to petitioners would be prohibited, but reimbursement of "legitimate" petitioning expenses would not. The law would codify current FCC policies giving preferences to women and greater preferences to minorities in contested cases. It would prohibit the FCC from eliminating minority benefits from distress sales and minority-favoring incentives in tax certificates. It would codify all multiple ownership, crossownership and duopoly rules now in effect. It would restore the three-year antitrafficking rule. It would prohibit non-commercial VHF licenses from swapping facilities for UHF stations. It would schedule the FCC chairman's visits to the bathroom. No, that last item is not in the bill. Surely an oversight.

This bill was introduced in the Senate while the communications leadership in the House was telling the FCC in a hearing how reregulation would be done on that side of the Capitol. Isn't it obvious by now that the best that can be had from this Congress is no broadcasting legislation at all?

As noted on this page May 11, the FCC five years ago initiated but never completed a proceeding to devise ways of assuring renewal expectancy to deserving licensees. This FCC is certainly a more favorable forum than the 100th Congress. How about updating Docket 81-742?

No big deal

A small squall blew up last week over a promotional plug provided by former broadcaster and current President Ronald Reagan for a Tennessee radio station. During a White House regional press briefing, Liz White, an anchor-reporter from WSM-AM-FM Nashville, on the suggestion of her general manager and news director, handed the President a station promo, with the explanation that she could not "come home" until he read it aloud. The President, good-naturedly, complied: "I'm Ronald Reagan," he

read. "Whenever I'm in Nashville, I listen to Radio 650, WSM, the 50,000 watt blowtorch of the South."

Later that day, the White House called the station, suggesting, sternly, that it had caught the President off guard, that this was not the sort of thing the President did, and asking that the promo not be aired. WSM's response was, in effect: If the President didn't do that sort of thing, why did the President do that sort of thing? Good question.

The President of the United States should be expected to know a hawk from a handsaw, and a lifelong broadcaster should be able to recognize a station promo when he reads one. The President could have said no. He didn't. From this vantage, the promo was fair game, if admittedly pushy, and the station's decision to air it (judiciously) not an unconscionable call.

(We're passing over, for the moment, the ethical question of whether a newsperson should have been asked to take advantage of her press credentials to do the promotion department's job. Were we to address it, we'd say no.)

In a way, Ronald Reagan may have brought it on himself. Hiding behind the dignity of distance has never been his style, and he has sought to endear himself to the millions by calling in after Super Bowls and welcoming sportscasters back to duty (as he did recently in a telephoned appearance with Chicago Cubs announcer Harry Caray). Put another way, he's not averse to going along with the gag, which isn't the worst thing you can say about a President.

Here's to a gutsy reporter and to humanity in high office.

Birthday parity

Tomorrow (June 2) marks one year since broadcast coverage of the Senate—by television in general and C-SPAN in particular—brought that body in step with its next-door neighbor, and brought the electronic press a step closer to even footing with its print counterparts. Test coverage began on that date in 1986 (radio coverage a little earlier) and after a brief break for review, was approved and reinstated on a permanent basis.

It has been a year as noteworthy for what did not happen as for what did. What did not happen is that the legislative process did not grind to a halt, the "world's greatest deliberative body" was not transformed into a studio for the production of campaign films and promotional spots. What did happen is that 20th century technology was finally employed to speak to a video-literate audience in its own language, not only depicting the issues before the Senate but the mechanics of lawmaking itself. And if, in the process, legislators were provided a forum for defining and refining their relative mediagenicity, that may prove a valuable fringe benefit to them and their constituencies in a complex world where rhetoric is abundant and communication still at a premium.



Drawn for BROADCASTING by Jack Schmidt

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